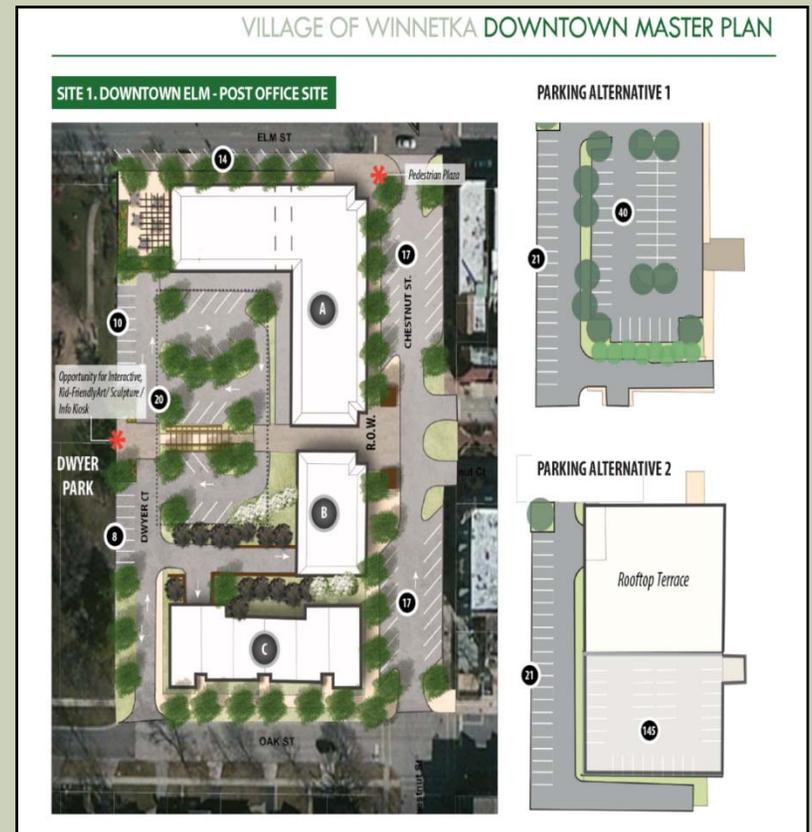
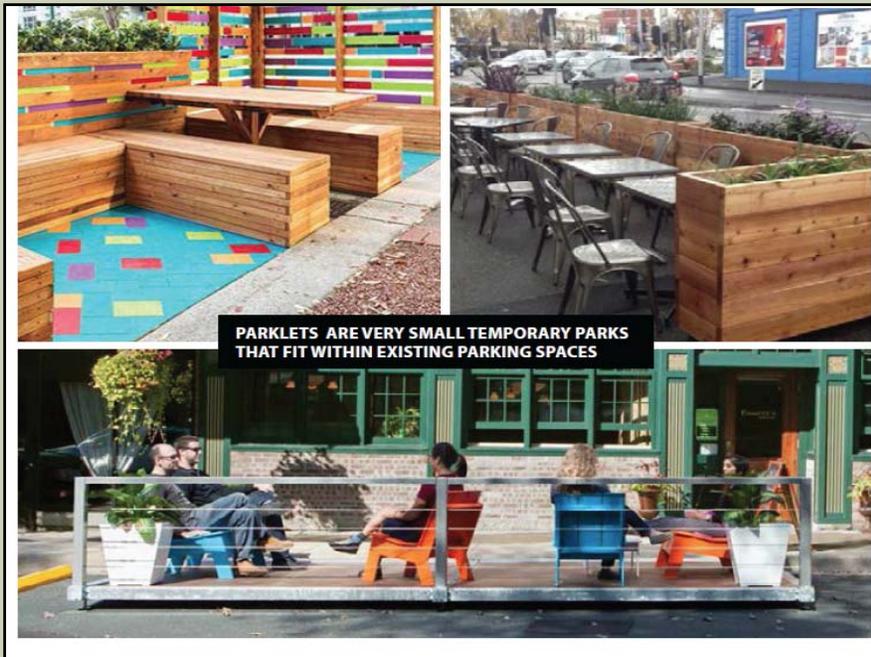


BUSINESS DISTRICT REVITALIZATION FUND \$450,000 FOR DMP IMPLEMENTATION

- ❑ Perform Master Plan Implementation Consulting: \$50,000
- ❑ Perform Post Office Site Evaluation (if necessary): \$50,000



BUSINESS DISTRICT REVITALIZATION FUND \$450,000 FOR DMP IMPLEMENTATION



❑ Improve Parking Signage:
\$15,000

❑ Create Street 'Parklet'
Prototype: \$15,000

❑ Install Business District Bike
Racks: \$50,000

BUSINESS DISTRICT REVITALIZATION FUND

\$450,000 FOR DMP IMPLEMENTATION

- ❑ Implement District Wayfinding Program & Install Related Signage: \$65,000
- ❑ Improve Village Gateway Signage Design & Install New Signage: \$55,000



DMP IMPLEMENTATION (CONT.)

SITE 4. HUBBARD WOODS - NORTH



- ❑ Realign Merrill Street with Two-Way Conversion: \$75,000
- ❑ Improve Streetscape and Village Gateway at Intersection of Spruce & Chestnut: \$75,000

*Fund also includes \$50,000 of capital funding for sidewalk/grate/paver repairs by PW



Memorandum

To: Megan Pierce, Assistant Village Manager
Michael D’Onofrio, Director of Community Development
From: Michael Blue, FAICP, Principal
Lee Brown, FAICP, President
Date: December 12, 2016
RE: **Winnetka Downtown Master Plan Implementation – Work Program Proposal**

As follow up to completing the Village of Winnetka Downtown Master Plan (DMP) we are pleased to provide this work program proposal for the implementation tasks described below.

1. Zoning Implementation Consulting
2. Public Parking Allocation & Regulatory Signage Review
3. Business District Wayfinding Program and Signage
4. Street Parklet Prototype Design

Zoning Implementation Consulting

The Downtown Master Plan identified seven areas of recommendation. Each will be addressed working with the plan Implementation Task Force.

1. Revise Commercial Overlay
 - a. *Permitted Uses*: The list of permitted uses will be evaluated and refined to better reflect current trends in downtown business districts and potentials for success identified in the DMP Market Assessment.
 - b. *Special Uses*: The list of Special Uses will be reviewed and refined to include businesses considered appropriate for the districts but meriting a higher level of review than those allowed by right.
 - c. *Boundaries*: The boundaries of the C-2 Overlay will be evaluated with the intent of reducing its size and applying the Overlay standards where most appropriate.
 - d. *Name Change*: A new name for the C-2 Commercial Overlay will be established to reflect its purpose as a separate zoning district.
2. Reduce / Clarify Standards for Zoning Entitlement: Standards for consideration of Special Uses, Planned Unit Development, and Variations will be reviewed, refined, consolidated, and clarified.
3. Administrative Approval for Minor Variations (Commercial Districts): Small variations from the zoning ordinance will be considered for administrative approval in commercial zoning districts.

4. Establish a Planned Development Commission: A process and membership for a standing Village Commission to hear zoning applications for Planned Developments will be outlined.
5. Refine Design Review Process: This task will include evaluation of existing review standards in the 2001 Village Design Guidelines and the Village sign code. This review will also evaluate the scope of the Design Guidelines and sign code, procedures for DRB project review, and establishment of administrative approval process for minor projects.
6. Establish a Fee in Lieu for Parking Relief: In certain instances, there may be a hardship in providing the number of commercial parking spaces required under the zoning code, (lack of alley, or undesirable location for curb cuts and driveways). Currently a petitioner may request a zoning variation in such instances. As an alternative to the granting zoning relief from parking requirements, a fee-in-lieu option would allow the Council to consider accepting a financial payment in lieu of constructing some or all of the parking required under the zoning code.

A fee in lieu program establishes a uniform fee structure and criteria for consideration of such requests. Establishment of a fee in lieu program does not obligate the Village to accept such petitions, but where deemed appropriate, fees accepted by the Village would be programmed for new parking development or improvement of existing parking facilities.
7. Commissioner Training: A joint development entitlement process training session will be held to review zoning changes and cover commission operations generally for the Plan Commission, Zoning Board of Appeals, and Design Review Board.

The process for considering these Downtown Master Plan recommendations will be as follows:

Task 1: Project Kick Off and Management – The consultant and Village Staff will conduct a project kick off meeting to review project scope, schedule, program for project transparency, focus group participants, etc. In addition, the consultant and Village Staff will conduct weekly project status meetings to manage the Plan implementation process.

The consultant will conduct a project kick off meeting with the plan Implementation Task Force to review the project scope and objectives, as well as meeting and code review logistics.

Task 2: Focus Groups – The consultant will hold four focus group meetings to secure public insight into code amendments being considered. Focus groups will be tied to key topics: 1) design review process, 2) C-2 overlay, 3) other amendments (zoning standards/administrative variations/Planned Development Commission/fee in lieu of parking), and 4) session with commissioners of PC/ZBA/DRB.

Task 3: Evaluate Best Practices – The consultant will conduct a literature search of national best zoning practices related to the zoning topics being amended, as well as consider local examples. This research will be incorporated into revised code drafts.

Prior to preparing draft code sections, the consultant and Village Staff will hold internal, half day workshops on the topics to ensure that recommended actions are best suited for Winnetka. Three such workshops will be held, one each for: 1) design review process, 2) C-2 overlay, and 3) other amendments (zoning standards/administrative variations/Planned Development Commission/fee in lieu of parking).

Task 4: Draft Code Sections – Recommended Village Code amendments will be drafted for each of the sections previously noted. Drafts will be reviewed with Village Staff and Corporation Counsel and revised as appropriate. Brief memoranda will be prepared for each section explaining logic behind the changes.

Relevant code section drafts will be presented to the focus groups for their insights. Again, groups will be tied to the aforementioned key topics. Commissioners of PC/ZBA/DRB will be invited to attend workshop meetings. As with the DMP process, this round of focus groups will be held immediately prior to the Task Force Meetings to facilitate sharing of perspectives.

Task 5: Outreach – The consultant will conduct up to three project update meetings in the community. One of the meetings is recommended to be a project update with the Village Council. The other two meetings will be conducted in the community and determined jointly by the Village and Consultant. In addition, the consultant will update and maintain the DMP project website to serve as a source of information and community input for the zoning update process. Consultant will work with Village Staff to prepare other outreach materials, such as newsletter articles, during the process.

Task 6: Implementation Task Force Workshops – Five task force workshops will be scheduled: Meeting 1 – project kick off, Meeting 2 – design review process, Meeting 3 – C-2 Overlay, Meeting 4 – Other zoning amendments, and Meeting 5 – consideration of outstanding items. Meetings could be conducted once a month on predetermined dates – as was done with the DMP process.

Task 7: Adoption – The consultant will present recommended code amendments at a Plan Commission Public Hearing. Plan Commission recommendation and draft code amendments will be reviewed at a Village Council workshop meeting and then presented at a Council meeting for formal adoption.

Task 8: Commissioner Training – The Consultant will conduct a one commissioner training session for all Village advisory board and commission members. Training will focus on new zoning amendments, commission roles and responsibilities, meeting protocols, and standards for approval.

Public Parking Allocation & Regulatory Signage Review

As the DMP outlines, a parking user hierarchy has been established that prioritizes Downtown customer parking over employees and commuters. Therefore, it has been recommended that all street parking time restrictions be made 90-minute or 15-minute to simplify customer usability of the system and encourage turnover of these most desirable spaces. Furthermore, to the extent possible, each lot will be wholly or mostly designated for a user – whether its customers, employees, or commuters. As such, the following tasks, which will be conducted by Sam Schwartz Transportation Consultants, build on the momentum of the DMP to implement these parking recommendations.

Task 1: Conduct a site visit for field observations verifying existing condition parking regulations and parking sign opportunities, and meet with Village Department Heads and other staff involved in parking regulation and enforcement to review existing practice and expectations for new standards.

Task 2: Develop an implementation map of the locations of proposed 90 and 15-minute on-street parking, as well as any changes to permit designated areas. This plan will also show the priority designation of

each municipal parking lot that best accommodates either customers, commuters, or employees. As part of this task, the type of parking accommodated within the lot will be identified for use in developing signage content.

Task 3: Assist the Village in developing a written protocol for the request and processing of parking time limit and/or designation changes by residents and businesses. The process may include a request form and will establish a decision matrix for the Village to follow as street parking modifications are received.

Task 4: Assist Teska in developing a directional sign map that identifies sign locations and content for each sign location.

Task 5: A representative of Sam Schwartz will attend one Implementation Task Force meeting to discuss parking recommendations.

Implement Village Wayfinding and Gateway Signage Programs

Study Area

The study area includes the Green Bay Road Corridor as defined through the DMP process. The Village will coordinate meetings, stakeholder interviews, schedules, etc.

Phase 1 | Analysis and Programming

The first phase of this assignment is to research and assess existing opportunities and constraints related to the Green Bay Corridor regarding existing signage and corridor enhancements. Consultant will work with the Village Staff to understand project goals, resources, and other issues.

Task 1.1: Kick off Meeting and Tour – In advance of the kick off meeting, the Village will provide base plan information for the study area, preferably in digital format such as AutoCAD, not already available to the Consultant from the DMP process.

Consultant will conduct a kick off meeting with Village Staff to review project goals, objectives, and schedule. The group will review corridor and signage enhancement issues, including constraints, opportunities, visibility, and conditions as well as applicable regulatory standards for signage, such as size, color, logo, and materials. Prior to the meeting, and as background for the project, the Consultant will review previously prepared streetscape and wayfinding plans prepared by and for the Village, as well as relevant aspects of the Village Code.

Staff will lead a tour to review the corridor with a focus on wayfinding and gateway issues and opportunities including:

- Vehicular routes,
- Parking lots and designated users,
- Bus transit stop,
- Pedestrian routes,
- Open space destinations,
- Existing gateways and wayfinding, and
- Interconnectedness of sidewalks and opportunities for enhancement.

The Consultant will perform additional site visits as required to further review circulation patterns and to assess site conditions relative to signage and corridor enhancements.

Task 1.2: Existing Corridor and Signage Inventory – Consultant will document existing corridor features, including permanent and temporary signs, vistas, open spaces, walkways, and landscape conditions and will assess the feasibility to reuse existing materials as appropriate. Photo exhibits will be prepared depicting existing conditions, corridor enhancement opportunities, and possible signage locations.

Task 1.3: Corridor and Signage Assessment – Consultant will review existing conditions data and prepare a diagrammatic plan that depicts vehicular and pedestrian circulation routes, entry points, destinations, and key decision points. A technical memo that identifies issues and opportunities will be prepared.

Task 1.4: Stakeholder Engagement – Consultant will hold a workshop at which to engage stakeholders in the process. Members of Village DRB, and Plan Commission (as well as others suggested by the Village) will be asked to attend the workshop meeting.

Task 1.5: Preliminary Corridor Enhancement Plan & Wayfinding Plan – Prepare a Preliminary Plan that addresses corridor enhancements, gateway opportunities, and wayfinding signage. All signs shall be evaluated for location within the public rights of way or on municipal property. Coordination with roadway agencies and MUTCD (Manual on Uniform Traffic Control Devices) standards will be considered as appropriate.

Wayfinding enhancements include a hierarchy of sign types, recommended locations and sign orientations. The signs will be depicted in plan view and organized based on destinations and key decision points as identified in Task 1.1. Sign types may include, but are not limited to:

- Gateway signs
 - Village and business district entry
- Destination signs
 - Community and institutional locations
 - Parking areas with regulations
- Wayfinding signs
 - Motorist oriented directional signs
 - Pedestrian oriented directional signs
- Community Event Signs
 - Informational kiosks

Task 1.6: Review Meeting with Staff – Consultant will present materials prepared to date, including the Phase 1 Assessment and the Preliminary Corridor Enhancement & Wayfinding Plan.

Phase 2 | Corridor Enhancement & Wayfinding Plan Development

Based on information gathered during Phase 1, this phase will include preparation of corridor and signage design concept alternatives.

Task 2.1: Corridor Enhancement Design Alternatives – Consultant will prepare Design Development Plans that identify alternatives for wayfinding and gateway signs. Concepts will address recommended materials and treatments for each of the three business districts.

Task 2.2: Sign Design Alternatives and Budgeting – Consultant will prepare Design Development Alternatives that identify various signage components. Two (2) concepts will be prepared for each sign type. Concepts will address thematic style, color palette, materials, and lighting.

The Consultant will develop three (3) alternatives for a Village signage logo. Logo design will reflect the Village's established logo and theme, the "Trail Tree". The intent of the logo design will be to refresh the existing trail tree design such that it is more legible across multiple visual environments, including proposed signs. The logo options will be presented on sign alternatives to consider and choose between the designs.

Sign design alternatives will be presented via elevation drawings and sketches. Six (6) photo-realistic views will be prepared as appropriate to convey sign features within the existing surroundings. Photographs, material boards, and catalogue cuts will be used as appropriate to convey the design intent.

Budget costs will be prepared for each of the sign alternatives for discussion purposes.

Task 2.3: Stakeholder Engagement – Consultant will hold a second workshop at which to engage the stakeholders from Task 1.4 to build consensus regarding a preferred design. A follow up workshop meeting will be held with Village Staff to review the Design Plans and Alternatives to review input and alternatives, and recommend a preferred alternative.

Task 2.4: Plan Refinement – Based on input gathered, revisions will be made to the plans to define the preferred alternative. Generalized budget costs will be prepared for the preferred alternative.

Task 2.5: Sign Mock-Ups – Consultant will prepare three (3) full-scale mockups of preferred sign features. These will be paper mock-ups of proposed wayfinding sign panels attached to foam core boards. The purpose of this is to evaluate signs for clarity and legibility. Consultant will be responsible for production of sign mock-ups and will require assistance by the Village Public Works Department to install and display sign mock-ups. Consultant will review full scale sign mock-ups with Staff to confirm proposed sign size and orientation. For an additional fee, consultant will engage a sign company to assist with temporary sign mockups that can be installed temporarily for Village review.

Task 2.6: Presentation to Village Council – Consultant will present and review the Corridor Enhancement Plan and Wayfinding Plan to the Village Council. The sign mock-ups will be set up such that Council members can review them prior to the meeting.

Final Design Specification and Construction Documents

Priority locations and anticipated cost of signs will be set during Phase 2 (both are a function of final sign design). This determination will direct the number of signs to be fabricated and installed, which is not a part of this scope. Cost for sign fabrication will include preparation of construction documents.

Create a Street 'Parklet' Prototype

Study Area

A pilot project will be conducted to design and install a prototype parklet in one of the Village's business districts. As recommended in the DMP, a parklet would be installed in a space created by merging two existing parking spacers on a downtown street. The parklet creates an opportunity to enhance aesthetics in the downtown and potentially create a space for outdoor dining.

Task 1: Parklet Location – The first step in the process will be to work with the Village Staff to identify an appropriate parklet location. The recommended location will be selected to maximize the benefits of the space, and will take into consideration the mix of adjacent commercial uses, pedestrian traffic levels, and availability of nearby open space.

Task 2: Parklet Design and Review – The consultant will investigate options for installation and maintenance of a prototype parklet. The structures can be permanent, temporary and stored in the winter, stick built, based on a prefabricated product, etc. Ultimately, the design will reflect Village needs for construction and maintenance of the parklet. Based on that direction, the consultant will prepare two (2) concept designs for the parklet. The alternative designs will be reviewed with Village Staff and refined as needed. Budget estimates will be prepared for each design.

Task 3: Design Approval – The consultant will make one presentation regarding the parklet to the Village Council or its designee that will approve the design. Based on input, a final plan will be developed.

Task 4: Refined Parklet Design and Budget – The consultant will prepare refined design plans and budget for the chosen parklet design.

Preparation of detailed design specifications or construction drawings would be conducted as separate work. As the type of parklet structure is not predetermined, the degree of effort for those designs is not known till the project is substantially complete.

Budget

Work tasks outlined above will be conducted for not to exceed budget amounts noted below.

1. Zoning Implementation Consulting:	\$50,000
2. Public Parking Allocation & Regulatory Signage Review:	\$7,000
3. Business District Wayfinding Program and Signage:	\$24,000
4. Street Parklet Prototype Design:	\$5,500
Total:	\$86,500