

SCOPE OF WORK

**Winnetka's Opportunity Sites
June 25-26, 2013**

WORKSHOP: Implementing a Long-term Commercial Strategy

1. Create infill strategies for vacant development sites.
2. Suggest ways to integrate commercial real estate into the fabric of the surrounding community and overcome the physical barriers of the METRA rail and Green Bay Road traffic.
3. Outline innovative practices or strategies to cross-promote each district and reduce retail leakage.
4. Suggest opportunities to provide engaging public spaces that can draw people downtown, provide a setting for community events and improve the appearance of the district.
5. Propose strategies to encourage investment in existing buildings

SCOPE OF WORK

Winnetka Technical Assistance Panel Complete Overview

Background Information

The Village of Winnetka has benefited from a traditional pattern of compact commercial development, with *three* distinct business districts (Indian Hill, Elm Street, and Hubbard Woods) around three commuter rail stations along the Green Bay Road corridor. Attractive community demographics, along with zoning restrictions on non-retail users, have historically helped Winnetka to maintain a core of retail activity in all three districts, albeit in differing form, scale and character.

Recent changes in shopper behavior paired with significant retail growth in surrounding communities have presented a new problem, both for existing retailers who have seen the number of shoppers decline and online retail competition increase, and building owners experiencing difficulty in attracting tenants. Given a potential decline in demand for commercial land use, Winnetka is faced with a modest number of infill development sites.

In light of these challenges and changes in commercial development strategies and regional land use trends, the Village of Winnetka has requested a series of ULI Chicago Technical Assistance Panels (TAP) to prepare for the future of the retail market and create a long-term commercial area strategy that is balanced, economically sustainable, and consistent with existing community character. The TAPs will provide a foundation to revitalize Winnetka's commercial areas, and document lessons-learned in a public report to help communities around the Chicago region struggling with similar challenges.

As outlined below, ULI Chicago will conduct the necessary due diligence to prepare and convene two TAPs studying commercial real estate dynamics in Winnetka and specifically address each Scope of Work.

Due Diligence:

Information Gathering

Available market studies to assess current market conditions

Population demographic / socioeconomic statistics

Residential sales

Local, active retail brokers and representatives

Terms of leases signed in past 2 years, lease rates, location and square footage

Map listing current tenants, use, and owners

Inventory list of commercial and office square footage, rental rate, and retail type

Preliminary Interviews

Hinsdale and Lake Forest economic development department and downtown merchant associations

Andersonville Chamber of Commerce

Winnetka Chamber of Commerce

Downtown Evanston organization (city boosters)

JLL/CBRE/market experts

Former Village Trustee Chris Rintz

Former Village President Ed Woodbury

Village leadership and key staff

SCOPE OF WORK

The Panel would respond specifically to the following questions:

TAP 1: Commercial Assessment – *COMPLETED FEBRUARY 27-28, 2013*

1. Assess the Village's three commercial sites: convene business owners and tenants, inventory current tenants, uses and vacancy, and outline the challenges and opportunities to the study area and adjacent sites.
2. Review trends in demand for retail floor space, given shopper behavior and vacancy.
3. Suggest design guidelines, planned development requirements, building codes, lease rates, sales tax policy, traffic flows and zoning regulations (including use limitations, allowable density, parking requirements, and building height) that support retail viability.
4. Propose strategies to attract tenants.

WORKSHOP: Implementing a Long-term Commercial Strategy – *JUNE 25-26, 2013*

6. Create infill strategies for vacant development sites.
7. Suggest ways to integrate commercial real estate into the fabric of the surrounding community and overcome the physical barriers of the METRA rail and Green Bay Road traffic.
8. Outline innovative practices or strategies to cross-promote each district and reduce retail leakage.
9. Suggest opportunities to provide engaging public spaces that can draw people downtown, provide a setting for community events and improve the appearance of the district.
10. Propose strategies to encourage investment in existing buildings