

# Village of Wilmette

4TH & LINDEN PLAN



Proposal Submitted by:  
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November 19, 2004

Mr. John Adler  
Village of Wilmette  
1200 Wilmette Avenue  
Wilmette, IL 60091

Dear John:

Valerie S. Kretchmer Associates, Inc. (VSKA), Hitchcock Design Group (HDG) and TY Lin International (TYLI) are pleased to submit this final report on the Fourth and Linden Area Plan. We have enjoyed working with you and the other members of the Village staff and Business Development Advisory Group.

Thank you for the opportunity to work for you and the Village of Wilmette on this interesting assignment.

Sincerely,



Valerie Sandler Kretchmer  
President

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## I. EXECUTIVE SUMMARY

Last year the Business Development Advisory Group (BDAG) composed of members of the business community and Village Trustees, recommended that the Village develop a plan to create a more vital business district at Fourth and Linden. About the same time, residents and merchants formed the Neighborhood Action Group (NAG) to help revitalize the Fourth and Linden area. In June 2004, the Village hired a consultant team to assist with improving the overall business environment at Fourth and Linden. During two community meetings, residents, merchants and property owners provided input and commented on preliminary enhancement concepts. The consultants also interviewed numerous stakeholders.

The number of retail and restaurant uses at Fourth and Linden is small compared to the number of personal service uses and office uses. The limited variety of establishments does not serve the needs of the residents. The area is younger and more affluent than the Village as a whole, yet some of the merchants appear to be unaware of that. Recently the Village made a substantial investment in streetscape improvements in the area including:

- new pavers
- street trees and planters
- decorative lighting
- benches and trash receptacles
- bike racks

Despite the recent public investment, there is evidence of deferred maintenance by a few of the property owners. Improving their commercial spaces to contemporary standards would help attract quality retail tenants.

The on-street parking is currently adequate. The Village also has arranged with the CTA to allow employees and shoppers to park at the north end of the CTA parking lot, and residents may park overnight at the south end of the CTA lot. The area is well served by public transportation, including the CTA trains and Pace buses. The intersection of Fourth Street and Linden Avenue is currently at about one-third of capacity and even with redevelopment, would still be at about one-half of capacity.

While Fourth and Linden is not a prime location for new office space, occupancy of upper floors in existing buildings by office users would add employees to the area to patronize the stores and restaurants. However, the residents do not wish to see any new offices occupying the ground floor spaces as it detracts from the retail environment.

If a property owner chooses to redevelop his or her site, there is strong potential for condominiums in the area, due to the proximity to public transit, Lake Michigan, the parks and the Village Center. Condominiums would appeal to a range of buyers, including empty nesters and young professionals. Any new building should provide parking for the dwelling units on site, be designed to be compatible with the architecture

of the surrounding buildings and include retail or restaurants on the first floor to serve the needs of the area as a whole.

More residents in the area will help support existing businesses and attract new retailers. While Fourth and Linden has clear advantages for residents, for retailers a portion of their normal market area is located in the lake and most of the surrounding neighborhood is composed of attractive, low density single-family homes with a few townhouse developments. Despite the high incomes, the number of potential shoppers in the immediate area is low. In addition Fourth and Linden has competition from nearby retail areas including Plaza del Lago, the Village Center and Central Street in Evanston.

However, other potential patrons for the businesses include visitors to the Baha'i House of Worship, Gillson Park and Wilmette Harbor as well as employees in the area. The consultant team recommends several strategies to enhance the area including:

- distribution of a brochure promoting the local businesses
- neighborhood events in Maple Park
- recruitment of businesses such as restaurants, specialty food and a drug store

Other suggested strategies include physical improvements such as:

- a visual link to Maple Park
- a business directory
- directional signage to the nearby attractions and from these attractions to Fourth and Linden
- façade improvements to some buildings

In addition, the Village should amend the zoning ordinance so that the area can attract the type of users that the residents would like. Instead of requiring carry-out and delivery use to seek a special use, they should be classified as permitted uses subject to meeting specific standards and review by the staff Site Plan Review Committee. Staff should work with the merchants to develop a local sign ordinance that will shorten the two to three week review process for conforming signs.

Given that several four and five story buildings are located within one block of the Fourth and Linden intersection, new development seeking special use approval as a Planned Unit Development should be allowed to match the height of those existing buildings. To maintain the visual character of the area, new buildings should be allowed no more than a five foot setback along any property line adjoining the street. Certain parking requirements should be reduced to reflect the availability of public transportation, similar to the Village Center parking requirements that were reduced about ten years ago. Also, most requests for shared parking should be handled by staff review.

The study discusses business development examples from several suburbs and a variety of tools and incentives. At Fourth and Linden, no financial incentives are necessary but

general regulatory relief is recommended. The plan concludes with a chart listing a timetable of recommended actions with responsible parties for specific actions.

## II. INTRODUCTION

The Village of Wilmette's current business development strategy began in June 2002. Members of the business community, the Chamber of Commerce, Village Trustees, representatives of several commissions and staff agreed that the Village's role should be more proactive, anticipatory and responsive to events. The group developed two strategies for Fourth and Linden. The first was to encourage property owners to improve their buildings and enhance the business mix, both to serve the neighborhood and maintain a strong, stable tax base. The second was to plan and be prepared for opportunities related to redevelopment of sites in the area. For the Village as a whole, one of the recommendations from the group was the appointment of a task force to refine and oversee the business development strategy.

In 2003, the Village created an ad hoc Business Development Advisory Group (BDAG), comprised of Village trustees and members of the business community, to develop initiatives for Village Board consideration. On July 10, 2003, BDAG met with a group of merchants at Fourth and Linden to solicit their input, discover their impressions and listen to their goals for the area. As a result of that meeting on September 18, 2003 BDAG recommended that the Village engage a consultant to develop a plan with strategies to create a more vital business district at Fourth and Linden.

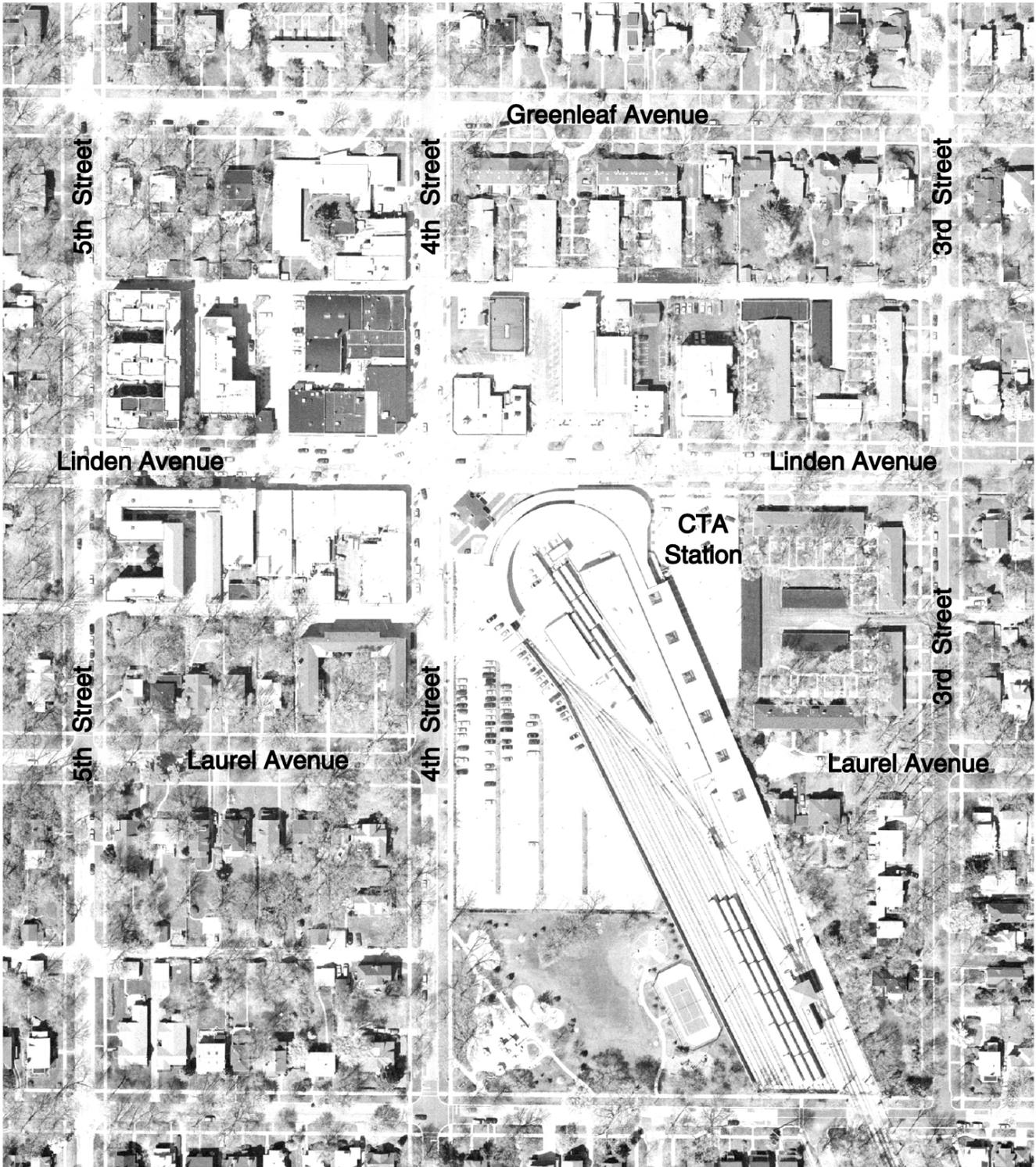
The Neighborhood Action Group (NAG) was formed on December 2, 2003 to help revitalize the area and promote its identity as an alternative to large shopping centers. Residents and businesses were concerned about the long-term vitality of Fourth and Linden due to business turnovers and several vacancies lasting longer than a year.

On February 3, 2004, the Village of Wilmette issued a request for proposals for consultants with expertise in market analysis, consensus building, planning, urban design and transportation to assist with improving the overall business environment and to attract and retain successful businesses at Fourth and Linden. BDAG reviewed several proposals and interviewed consultant teams. On May 25, 2004 the Village Board concurred with BDAG's recommendation and voted to contract with a team that consisted of Valerie S. Kretchmer Associates, Inc. (VSKA) Hitchcock Design Group (HDG) and TY Lin International (TYLI).

This report includes a discussion of the public process, market analysis and description of existing conditions. The consultant has suggested strategies and implementation steps, based on input from the residents, property owners, merchants, NAG, BDAG and the Village staff.

The boundaries of the study area are co-terminus with the Neighborhood Retail (NR) zoning district. That area includes properties on the south side of Linden west of the townhouses located near the corner of Third Street to east of the multi-family building located at the corner of Fifth Street. It also includes properties on the north side of Linden west of Shore Line Place to east of the two multifamily buildings at the corner of Fifth Street. The area also includes parcels on the east side of Fourth Street from the east-west

alley located north of Linden to Maple Park. It also includes the parcels on the west side of Fourth Street from the Baha'i Home to the east-west alley located south of Linden. Please refer to the aerial view of the project area.



Aerial map of project area

### III. THE PUBLIC PROCESS

The consultant conducted numerous interviews with property owners, merchants, staff, BDAG and the NAG board over a period of several days, including June 17, June 28, June 29, July 6, July 8, July 15, July 16 and July 23. The list of people whom the consultant team interviewed is in the Appendix. In order to obtain candid comments from the stakeholders, we agreed not to attribute specific comments to a particular individual. Despite that, the input offered by those interviewed was similar.

In addition, two community meetings were held to obtain comments from the neighbors on July 28 and September 27. The July 22 issue of the Wilmette Life included a press release announcing the first meeting and flyers were posted at many of the businesses in the area. About 35 neighbors attended the meeting that was held in Village Hall. For the second meeting, in addition to the flyers posted at local businesses, Village staff mailed the flyer to approximately five hundred residents who live within 2.5 blocks of the boundaries of the NR zoning district. Also, the Village's website included an announcement of the meeting. The meeting was held at the Lakeview Center in Gillson Park and one hundred people attended. For both community meetings, residents who were unable to attend were encouraged to send letters or e-mail comments to Village staff. Several were received and forwarded to the consultant team.

The first community meeting was a listening session. The consultant showed the map of the area and photos of existing conditions. Then residents were asked to comment on what they liked best and what they liked least about the study area. Their comments were recorded on easels at the front of the room. After everyone offered their comments, the consultant grouped the unedited comments into broad categories such as more retail, physical improvements, redevelopment, promotion, activities, character and transportation. Then each member of the audience was given three sticky dots and asked to place their dots by the three comments that they felt was most important. The results of the meeting are in the Appendix.

As people arrived for the second community meeting, they were encouraged to view the presentation boards prepared by the consultant, which included the comments from the prior meeting, background data for the area and an aerial photo with photographs of existing conditions. In addition, there were a series of four boards representing different scenarios for the business district. The first board represented letting the market take its course with no direct involvement by the Village. The second board included items such as façade improvements to existing buildings, public improvements, activities and promoting the area. The third and fourth boards included conceptual site plans and sketches of possible redevelopment at the northwest and northeast corners of Fourth and Linden.

During the presentation, the consultant team summarized the results of the first meeting, the input from the numerous interviews as well as the demographics of the area. The consultant then described the three scenarios (do nothing, improvement and redevelopment) and took comments and questions from the audience. After everyone had

a chance to offer their input, the consultants asked for a show of hands on the preferred alternative. No one raised his or her hand to support the first alternative, the do nothing approach. Most of the people supported the second alternative with a minority supporting the third alternative, the redevelopment scenario. Please refer to the Appendix for the unedited public comments from the meeting.

#### IV. DESCRIPTION OF EXISTING CONDITIONS

##### **Business Quality and Business Mix**

There is a limited variety of businesses at Fourth and Linden so residents must go elsewhere for some basic convenience shopping. Given that the CTA is here, the lack of commuter convenience shopping such as a coffee shop and newsstand is somewhat surprising. Of about fifty commercial spaces at Fourth and Linden, four storefronts are vacant, three are restaurants with retail uses occupying only seven spaces. The retail uses include a hardware store, small grocery store, florist, comic book store, frame store, women's clothing and a used clothing store. One of the restaurants is open, but has a for sale sign in the window. While some of the businesses primarily serve the local residents, others draw from a larger area. Some non-retail uses occupy the upper floors of buildings, but several of the street level storefronts are occupied by non-retail uses.

The non-retail uses include seven health services (dentists, doctors, psychologist, acupuncturist and fitness), seven business services (bank, insurance, investment, real estate), six general offices (attorney, architect, interior designers, contractor), ten personal service uses (travel agency, music lessons, pet grooming, barber shop, beauty salon, dry cleaners and tailor) three automotive service or repair establishments and three religious-affiliated uses. Thus thirty spaces are occupied by professional offices, health or business services and personal services that generate minimal, if any, sales tax. However, some of them draw clientele to the area who may patronize the other businesses.

Numerous people mentioned that they frequently patronize the hardware store and said that it was a strong anchor for the area. The service stations are conveniently located to the CTA and primarily draw patrons from the immediate area as well as areas of the Village east of Green Bay Road. The florist enlivens the streetscape with their lovely window displays and has patrons from around the Chicago area. However some of the businesses are marginal and may close at any time due to increasing rents or general economic conditions.

Based on the comments at the community meetings, some of the businesses are not responsive to needs of current residents. Owners have not kept pace with the changes in the neighborhood, such as young families moving in, older residents selling their single-family homes, which sometimes are replaced with much larger homes reflecting the demands of the current housing market. The incomes in the area are very high, but some business owners are either unaware of the change or unable to adapt to the changing characteristics of the residents.

##### **Property Conditions: Exterior and Interior**

A few of the buildings in the area are relatively new, but most of them were built decades ago. The Village regulates new construction and has jurisdiction when the use in an existing building changes. While the property owners do not all live in the Village, most of them are based in the Chicago area. Some owners have invested in their buildings over

time and have upgraded them to current market standards. The relatively new owner of the building at the southwest corner of Fourth and Linden is taking a proactive approach to improving the building after years of neglect. Other buildings exhibit evidence of deferred maintenance on the exterior and the interior. Some landlords have chosen not to update their building to standards typical of modern retail space (known as vanilla box in retail industry parlance). When a prospective tenant discovers that the cost for compliance with fire, health and life safety codes is prohibitive, they may blame the Village, rather than the landlord for his or her lack of investment over many years.

### **Historic Landmarks**

In 1989, the Village created the Historic Preservation Commission. Within the study area there are no structures designated as local landmarks. However, the former CTA station is listed on the National Register of Historic Places. Since 1993 when the Commission instituted an awards program, over 70 projects in the Village have been recognized for preservation or renovation. During that time, the one project in the area receiving an award was the 1998 restoration of the CTA station by the bank.

### **Public Improvements**

During the period 1999 - 2000, the Village enhanced the appearance of the public rights-of-way. The improvements included brick pavers, additional street trees, planters, decorative lighting, benches, bike racks and trash receptacles.

### **Transportation Issues**

The Fourth and Linden area serves as a transportation center, given the location of the terminus of the CTA's Purple Line rapid transit service at the southeast quadrant of the intersection. Over 350,000 passengers boarded the CTA at the Linden station in 2003, with a typical weekday ridership of 1,055 passengers. CTA parking lots provide about 320 total off-street spaces, with 211 non-handicapped cash spaces for commuters, but also 94 spaces for local residents and merchants under a permit parking program. Three separate Pace bus routes serve the Linden station. A total from all three routes of about 12 buses per hour in the morning and evening peak periods circulate on streets near the station and lay over at the station along the south curb of Linden east of Fourth. According to Pace, the average combined daily boardings and alightings are 833 at the CTA station.

The presence of the CTA terminal facility could potentially be a concern in bringing traffic and parking congestion to a fairly low density residential and retail area. However the traffic volumes are not significantly high and the commuter parking facilities are not fully utilized. Modest traffic volumes on the order of 2,000 to 3,000 vehicles per day travel on Linden and on Fourth. The CTA off-street lots have been observed to be only about half-full on typical commuter weekdays, though the parking is more fully utilized during Chicago Cubs baseball games or Northwestern University football games.



① Shawnee Service Station



② Future Coffee Shop on Linden



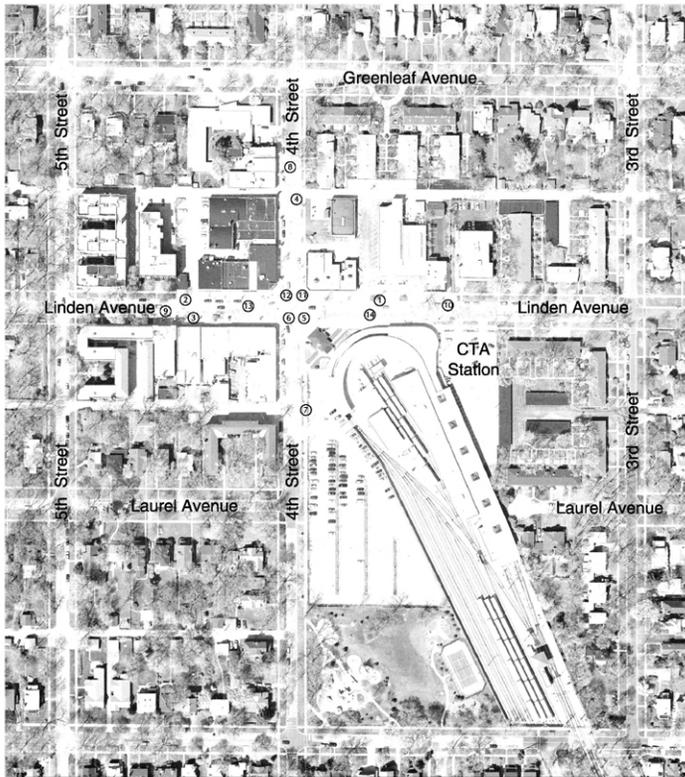
③ South side of Linden west of 4th



④ Murry's Station



⑭ CTA Station



Study Area



⑤ Southeast Corner of 4th & Linden



⑬ North side of Linden west of 4th



⑥ Southwest Corner of 4th & Linden



⑫ Northwest Corner of 4th & Linden



⑦ View south along 4th Street



⑪ Northeast Corner of 4th & Linden



⑩ North side of Linden east of 4th



⑨ South side of Linden west of 4th



⑧ West Side of 4th north of Linden

**Existing conditions photos**

It is worth noting that prior to the reconstruction of the CTA station and track facilities in the early 1990s, there were about 465 spaces in the CTA off-street lots, with daily occupancy of about 60% observed in one 1987 parking study. It appears that CTA ridership and commuter parking demand have both dropped since the mid-1980s, so that there is still parking available for CTA patrons on most days, even with the reduced parking capacity since the station reconfiguration.

The most important transportation issue for the area appears to be the availability of parking for shoppers and nearby residents. In the area bounded by Greenleaf, Maple, Third and Fifth, there are about 400 on-street parking spaces, and 17 different on-street parking control restrictions. The variety of parking controls is a reflection of the varying demands for the on-street spaces. It also reflects the desire to provide a proper mix for residents and retail customers, while discouraging long-term use by commuters or sports fans riding the CTA.

There is parking available in the CTA lots for use by residents or merchants. However, even with the fairly heavy demand for on-street parking by residents in the area, few take advantage of the CTA permit parking in the off-street lots as an alternative. Observed daytime and overnight occupancy rates in the permit parking spaces are low.

The potential for increased parking demand from new residential or commercial development may require some further adjustment in the on-street parking controls, or additional use of the available CTA off-street parking.

### **Village Requirements and Regulations**

There will always be some tension between entrepreneurs who do not believe the Village should have much say in how they use their property and the Village which is obligated to protect the health, safety, comfort and welfare of the community as a whole. However, the business community is not aware that the Village has amended the Zoning Ordinance to make the development approval process less onerous. The ordinance used to require that fast food establishments, which were broadly defined, had to be a minimum of 300' apart. The spacing requirement has been eliminated. In addition, the Village has modified the Appearance Review process by:

- modifying the notification requirements depending on the extent of the proposed work
- considering simple cases on a consent agenda to save the applicant time
- increasing the size of the Commission to include business people as well as design professionals.

In addition to the perceived problems with Village regulations, real problems discourage the use of existing buildings by new tenants or make new construction unfeasible. Some parking requirements may be appropriate for a suburban location without mass transit or where accessing commercial uses on foot is impossible or unpleasant, but such requirements are excessive for a location like Fourth and Linden. While the Village had

modified the food service regulations, they may not be current as today's consumer expects carryout and delivery from full service restaurants, not just the typical fast food establishments. The prohibition on sidewalk signs may be unnecessary and the Village is studying that matter now.

### **Village Resources**

The Village has joined the North Shore Convention and Visitors Bureau that promotes the attractions of the area. There appears to be a good working relationship between the Village and the Chamber of Commerce. In the late 1980s and early 1990s the Community Development Department had a staff member whose primary duty was business development. Due to financial constraints, that person has other duties demanding part of his time. In the spring of 2004, a referendum for a slight increase in the real estate transfer tax was defeated, eliminating a potential source of funds for business development activities.

Despite the difficult state of the economy and aggressive economic development activities in other suburban communities, some residents still believe that in the North Shore a laissez faire approach will continue to work. While there is no question that the location, demographics and amenities of the Village are outstanding, in 2002 the Village decided that a more proactive approach was needed.

## V. MARKET ANALYSIS

### **Trade Area for Fourth and Linden**

The trade area or market area is delineated based upon a variety of factors including distance from competing retail locations, ease of access, physical and perceptual barriers and strength of anchor tenants. Different types of retailers or restaurants have different draws. For example, a convenience store will cater to people living in very close proximity (perhaps within a few blocks) while a unique restaurant may draw customers from 10 miles or more. However, when we examine the likely market area for Fourth and Linden, we look at the area from which approximately 65-70% of customers are likely to live.

The draw for the Fourth and Linden area will be primarily from residents of southeast Wilmette within one half to one mile of the business district. Given the competition to Fourth and Linden from the Village Center and Plaza del Lago in Wilmette and from Central Street in Evanston, VSKA considers the area within one half to one mile to be the Primary Market Area for Fourth and Linden, particularly for convenience-oriented merchandise. Some retailers and restaurants will be able to draw from the area within 1.5 miles and even farther, but this will be on a less regular basis. A map showing the boundaries of these radii is on the following page.

The half mile radius basically extends as far east as Sheridan Road, as far west as the railroad tracks, as far north as Lake Avenue and as far south as Central Street in Evanston. It encompasses the immediate neighborhood around the Fourth and Linden business district.

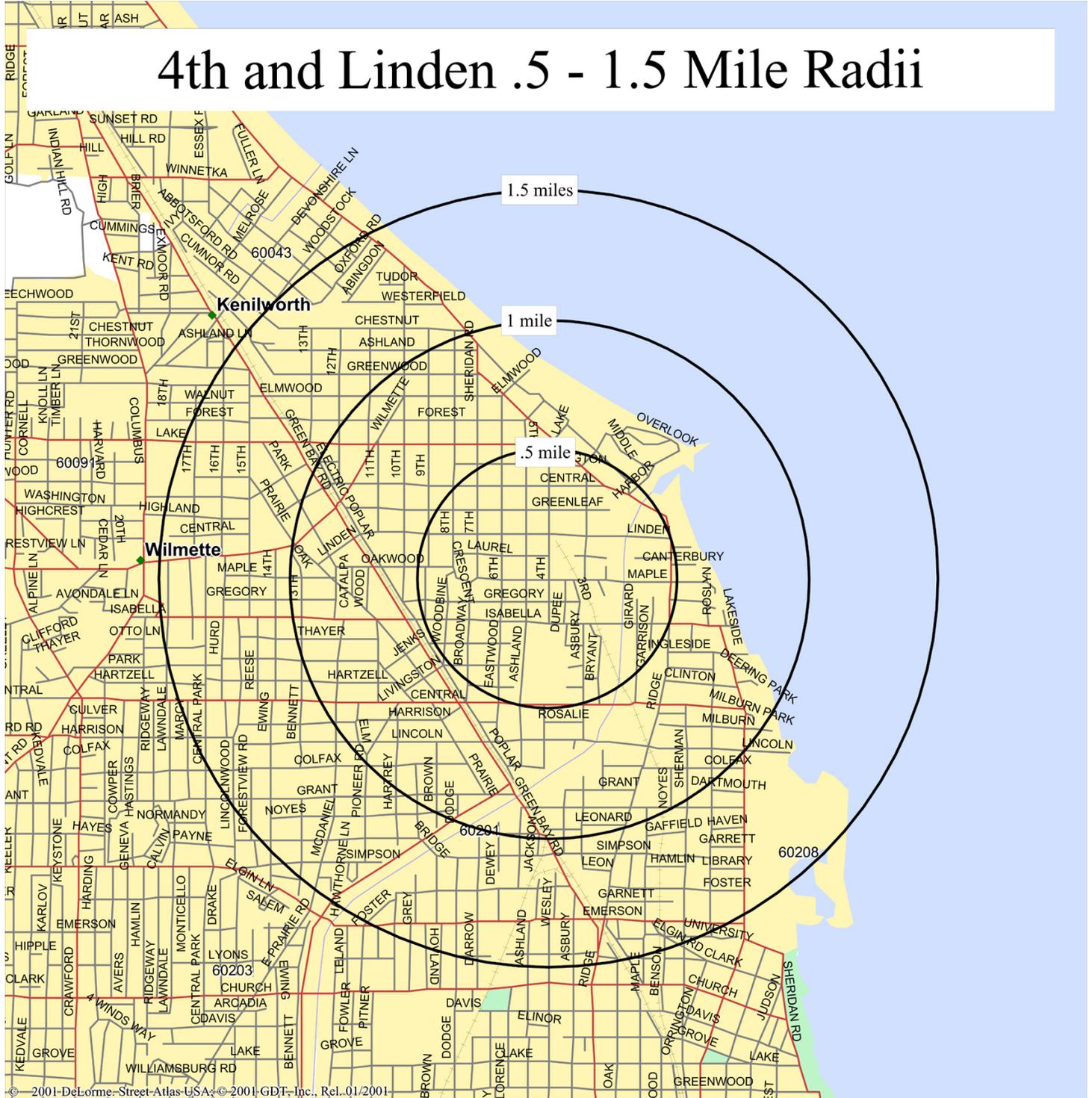
The one-mile radius extends north to Plaza del Lago, south to Simpson Street in Evanston, west to 13<sup>th</sup> Street and east into Lake Michigan. The south portion of this area in Evanston will be more difficult to draw up to Fourth and Linden because of the competitive locations at Central Street, Noyes Street and downtown Evanston.

The area within 1.5 miles of Fourth and Linden extends as far north as Kenilworth and as far west as Ridge Road. Residents from the north will be more likely to shop here than residents from the south, where the boundary extends as far as Church Street in downtown Evanston.

### **Trade Area Demographics**

The trade area for the Fourth and Linden business district is extremely affluent and well educated. Detailed demographic tables and maps for the Village of Wilmette and the one half, one and 1 ½ mile radii are included in the Appendix. A summary of key demographic factors is included here.

# 4th and Linden .5 - 1.5 Mile Radii



© 2001 DeLorme Street Atlas USA; © 2001 GDT, Inc., Rel. 01/2001

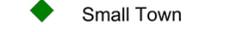
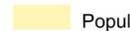
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Scale 1:31,250 (at center)

2000 Feet



-  Local Road
-  Major Connector
-  Interstate/Limited Access
-  Railroad
-  Small Town
-  Population Center
-  Water
-  River/Canal
-  City Park

As can be seen, the area within one half mile of Fourth and Linden tends to be younger and more affluent than the Village of Wilmette as a whole or the area within one or 1 ½ miles. There has been a significant amount of new single-family residential construction in east Wilmette in recent years and this has contributed to increasing incomes and housing values in the area. Housing prices in Wilmette are extremely high, with the median sales price for homes sold between April and June 2004 at \$610,000 according to data from the Chicago Tribune. (This includes single-family homes and condominiums.)

Since 1990, the area within one half mile of Fourth and Linden has gotten younger with a higher proportion of the population under 18 years of age and a lower share of the population over 65. The share of children Village-wide has also increased over the past 14 years. However, the area within one half mile of Fourth and Linden has shown a larger increase in the share of school-aged children than the Village of Wilmette overall.

**SELECTED 2004 DEMOGRAPHIC CHARACTERISTICS  
FOR WILMETTE AND FOURTH AND LINDEN RADII**

	<b>Wilmette</b>	<b>½ Mile</b>	<b>1 Mile</b>	<b>1 ½ Miles</b>
Population	27,628	3,881	13,538	32,077
Households	10,024	1,378	5,284	11,556
Median Age (Years)	43.0	41.3	40.3	36.8
% of Population Under Age 15	24.2%	26.0%	23.3%	21.1%
% of Population Age 65+	16.8%	13.7%	14.3%	13.1%
Median Household Income	\$115,044	\$132,085	\$112,670	\$97,944
% Age 25+ with College or Graduate Degree	71.3%	78.8%	77.9%	73.5%
% Owner-Occupied Housing	84.5%	79.7%	73.8%	68.3%
Daytime Employment	8,130	2,026	11,279	19,074

Source: Valerie S. Kretchmer Associates, Inc.; Demographics Now.

## **Competitive Environment**

The Fourth and Linden business district is one of the smallest of Wilmette's business districts and competes primarily with the Village Center and West Village Center/Green Bay Road area, Plaza del Lago and Central Street in Evanston. The following paragraphs summarize the key characteristics of these business districts. More detailed listings of the stores in these districts are included in the Appendix. A more extensive market analysis of all of the Village's business districts is underway and will be the subject of a separate report. A map showing the location of these areas is on the following page.

### **Village Center**

Located east of the railroad tracks along Wilmette and Central Avenues, the Village Center is the primary retail area on the east side of Wilmette and the historic retail core for the village. With approximately 120 retail and office businesses, the Village Center houses small specialty shops, restaurants, services, business and medical professionals. The Wilmette Theater is an important anchor for the district with its two screens showing foreign and art films.

The district is characterized mostly by one and two story older commercial buildings, with ground floor retail or commercial space and second floor office space and/or apartments. There are two new mixed use buildings, the Optima Center on the corner of Central Avenue and 11<sup>th</sup> Street and the Verona on Greenleaf Avenue west of 11<sup>th</sup> Street. Other than those two projects and the small strip of stores between Wilmette Avenue and Greenleaf Avenue facing Poplar, there has been limited new development in the Village Center.

The majority of retailers in the Village Center are independently owned, many by local residents. Some of the destination retailers include gift stores such as Senses Gallery, Crystal Cave and Dinner at Eight; jewelers including Lambrecht's, Antiques and Jewelry by Weber and Wilmette Jewelers; apparel and shoe stores including Lad and Lassie, Country Cobbler, Jos. A. Banks and Chantilly Lace; home stores including DeGuilio Kitchen Design and Backyard Barbeque; and restaurants including Kama Kura, The Noodle, Old Ouilmette Depot and C.J. Arthur's.

Convenience goods and services are also important to the mix in the Village Center with businesses offering coffee, baked goods, meats, ice cream, flowers, casual dining and carry-out food, shoe repair, appliance repair, cleaners and laundromat, hair salons, banks and copying services.

Since the Village Center is located along two major roads and is adjacent to Green Bay Road, one of the primary north-south roads through the north suburbs, it has significantly better visibility and higher traffic volumes than the Fourth and Linden business district. It is also more centrally located within the Village and is home to Village Hall and the Metra station.

# Competitive Retail Areas



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Mag 15.00

Mon Oct 25 17:20 2004

Scale 1:15,625 (at center)

1000 Feet

500 Meters

-  Local Road
-  Major Connector
-  Railroad
-  Small Town
-  Population Center
-  Water
-  River/Canal

Occupancy is strong in the Village Center though there has been turnover, not unusual in older suburban business districts. There is interest by fast food and casual dining establishments in locating in the Village Center though some of these require zoning approval.

#### West Village Center/Green Bay Road

Located on the west side of Green Bay Road across from the Village Center and extending one block west of Green Bay Road, this area is an extension of the Village Center, though the railroad tracks separate the two areas. Businesses are also located along Wilmette Avenue and Central Avenue, though the primary focus of this district is along Green Bay Road. Some consider the area north of Central Avenue to Lake Avenue along Green Bay Road as part of the Village Center commercial district. However, for zoning purposes it is a separate district, as is the area south of Wilmette Avenue to Isabella Street along Green Bay Road.

The West Village Center area has approximately 40 businesses, the largest of which are two car dealers, Imperial Motors and North Shore Ford. Other notable retailers in this area include Walgreens, Wilmette Bicycle & Sport Shop, Wilmette Pet and Millen's Ace Hardware. The area has several other specialty shops including camera, florist, art and antiques as well as convenience-oriented services and restaurants such as cleaners, hair salon, barber shop and auto repair. Other business services include banks, Realtors, stockbrokers and dance studio. The West Village Center serves as an extension of the Village Center, especially with its strong public uses including the Library and Post Office adding to the draw of this retail location.

The south end of the Green Bay Road corridor between Isabella Street and Wilmette Avenue is home to approximately 22 businesses, the largest and most famous of which are Jewel-Osco and Walker Bros. Pancake House, a local institution. Other businesses along Green Bay Road include Prather Paint, Kurt Saphir Pianos, A la Carte, Garden House Casual Furniture, Hedlund Marine and Foremost Liquors. The Kohl Children's Museum, a major destination for the area, will be relocating its facility to Glenview in the next year. At this time, the future of the site is uncertain. Several businesses along Green Bay Road are significant destinations in their own right (Kurt Saphir Pianos), while others are more convenience in nature (Jewel-Osco, Foremost Liquors).

#### Plaza del Lago

Considered to be one of the region's specialty shopping center gems, Plaza del Lago on Sheridan Road at the north end of the village has been admired for its Spanish style architecture and mix of high quality specialty and convenience tenants. The center has 100,000 square feet of retail and small office space with approximately 35 businesses and 17 apartments on the second level. Crate and Barrel, one of the first stores of the chain and its first furniture store in the Chicago area, and a smaller Jewel grocery store anchor the Plaza. Other tenants are a mix of specialty and convenience-oriented tenants including Chico's, Huntley's, Umbria Ceramics, Betise, Convito Italiano, Yellow Bird,

Burhop's Seafood, Char Crews, Long Grove Confectionery, Helix Camera, Blockbuster Video, Starbucks, the Artisan Shop and del Lago Pharmacy.

Occupancy is always high at Plaza del Lago with only small vacancies in the Arcade building that caters primarily to doctors, service businesses and office users. The Plaza draws customers from the immediate neighborhood surrounding it for convenience shopping, especially from residents in the high-rises across the street on Sheridan Road and from northeast Wilmette and Kenilworth. The specialty shops draw from a wider distance including Winnetka, Glencoe, Wilmette and northeast Evanston.

Given its proximity to Fourth and Linden (approximately one mile away), Plaza del Lago limits the type of retailers that can be attracted to the Fourth and Linden business district. Some tenants have radius restrictions that prevent them from opening additional stores too close to Plaza del Lago. Many of the higher quality specialty chains would consider this location and not Fourth and Linden because of the higher vehicular and pedestrian traffic and the strong anchor tenants that draw in customers.

#### Central Street/Green Bay Road – North Evanston

Located less than one mile from Fourth and Linden in north Evanston, Central Street from Green Bay Road west to Hartrey Street and Green Bay Road north and south of Central Street comprise a small neighborhood business district that attracts many residents from southeast Wilmette for basic shopping. The two blocks of Central Street have a mix of convenience-oriented and specialty shops and services that cater to the basic needs of area residents. Some of the most popular businesses here include Foodstuffs, Great Harvest Bread, Tag's Bakery, Video Adventure, Prairie Joe's diner, The Spice House, Mud Pies, Vose-Sanders Bootery, Lois and Co., Bluestone Café, Symphony's and Perennials. Along Green Bay Road, two of the larger retailers include Dominick's and Office Depot.

Residents proximate to Fourth and Linden, especially those who live south of Linden, reported that they frequently shop on Central Street, especially for food items. They repeatedly mentioned that the high quality mix of stores here addresses their everyday shopping needs and that a similar mix would be desirable at Fourth and Linden.

#### Planned Competition

At this time, there are no significant plans for new retail competition to the Fourth and Linden business district according to the planning officials contacted in neighboring communities.

#### Typical Ground Floor Rents

Valerie S. Kretchmer Associates, Inc. surveyed property owners and managers in the Fourth and Linden business district as well as the competitive business districts to obtain information on rents for ground floor space. There can be a wide variation in rents

depending on the location, age, quality and size of space. For example, a store at a prime corner will command a higher rent than one that is on a side street with limited visibility or access. In addition, some spaces are rented in “as is” condition while the landlord is willing to make improvements for the tenant in other spaces. Typically smaller spaces also rent at a higher rate on a per square foot basis than larger spaces. This is especially true for large, anchor tenants that pay considerably less on a per square foot basis than small shops.

Another variable relates to whether building operating expenses and real estate taxes are included in the rent. In some cases they are (known as gross rent) while in other cases they are in addition to the base rent (known as net rent). The table below shows the typical gross rent range for space in the competitive areas to Fourth and Linden. (VSKA added in the taxes and operating expenses when rents were quoted on a net rent basis.)

**TYPICAL GROUND FLOOR RENTS AT FOURTH AND LINDEN  
AND COMPETITIVE BUSINESS DISTRICTS**

<b>Business District</b>	<b>Typical Gross Rent Range</b>
Fourth and Linden	\$12-27
Village Center	\$16-34
Plaza del Lago	\$40-46
Central Street - Evanston	\$28-36

Rents in the Fourth and Linden business district are lower overall than the rents in the competitive business districts, though there are examples of individual spaces in the Village Center that are less expensive than some quoted rents at Fourth and Linden. The lower rents at Fourth and Linden can be an inducement for businesses to locate here, though the quality of the space is also an important factor.

There is a wide range in real estate taxes paid on commercial space in the different business districts, with real estate taxes accounting for approximately \$4 per square foot in the Fourth and Linden business district and \$8 in some of the older buildings in the Village Center and on Central Street in Evanston.

**Condominium Potential**

Valerie S. Kretchmer Associates, Inc. conducted a preliminary review of the condominium potential for a redevelopment scenario on either the northeast or the

northwest corner of Fourth and Linden. While there have been many new single-family homes built in the immediate area in the past few years, there have been few new condominiums built nearby.

The table below shows the number of condominium sales in the Village of Wilmette in 2002, 2003 and 2004 through August and the median and average sales prices. As shown, the number of sales in both 2002 and 2003 was consistent at 90+ units, while the year-to-date sales for 2004 are well behind the earlier years' totals (33 through August).

**WILMETTE CONDOMINIUM SALES 2000-2004**

	<b>2002</b>	<b>2003</b>	<b>2004*</b>
Number of Sales	94	92	33
Price Range	\$100,500- 1,550,000	\$157,000- 875,000	\$125,000- 625,000
1 Bedroom Price Range	\$100,500- \$275,000	\$160,000- 305,000	\$125,000- 262,000
2 Bedroom Price Range	\$133,500- 1,100,000	\$157,000- 840,000	\$220,000- 535,000
3 Bedroom Price Range	\$228,000- 1,550,000	\$270,000- 875,000	\$230,000- 625,000
Median Sales Price	\$297,000	\$332,500	\$327,500
Average Sales Price	\$381,400	\$389,253	\$358,357
* Through August 2004.			

Source: Koenig & Strey/GMAC; Valerie S. Kretchmer Associates, Inc.

It is also useful to look at the sales at the newer condominium buildings in Wilmette. These include two buildings in the Village Center at 1107 Greenleaf (Verona) and 705 11<sup>th</sup> Street (Optima), and one building on Lake Avenue west of Ridge Road at 1925 Lake. The table below shows the range in prices over the past 2.5 years for condominiums in these newer buildings.

### CONDOMINIUM PRICES AT NEWER BUILDINGS IN WILMETTE 2002-2004

Building Location	1 Bedroom	2 Bedroom	3 Bedroom
1107 Greenleaf	\$275,000-305,000	\$425,000	-
705 11 <sup>th</sup> Street	\$240,000-265,000	\$224,000-365,000	\$460,000-520,000
1925 Lake	-	\$239,000-358,000	\$392,000

Source: Koenig & Strey/GMAC; Valerie S. Kretchmer Associates, Inc.

Valerie S. Kretchmer Associates, Inc. considers the Fourth and Linden location to be an excellent one for a mixed-use building with ground floor retail use and upper level condominiums. It is within a few blocks of Lake Michigan, close to Village parks and recreation, across from the CTA station and close to the Village Center. VSKA views the Fourth and Linden location as one that can attract a range of buyers, not just the empty nester or senior citizen market. Some younger buyers, as well as divorced men and women with ties to the Village, can also be drawn to this location.

At this time, the only other condominiums planned in the Village of Wilmette are those on the site of the Mallinckrodt campus on Ridge Road north of Lake Avenue. According to Village staff the building will be redeveloped with 84 units targeted to households 62 years and older. At this time, prices have not been set, but twelve of the units will be priced from approximately \$159,900 and \$199,900 to help address the affordable housing needs of seniors in the Village.

A preliminary market assessment indicates that there is demand for condominiums in Wilmette above and beyond the senior units planned at the Mallinckrodt site. The success of the newer mid-rise condominiums elsewhere in the village, lack of new construction in several years, and success of new condominiums in nearby suburbs bodes well for this location.

This location will compete to some extent with new buildings in downtown Evanston and on the north side of Skokie, though most of the buyers will likely come from Wilmette and other communities in New Trier Township. A number of new condominium buildings are under construction and planned in Evanston and Skokie with prices ranging from the upper \$200s to low \$300s per square foot, with buildings in Skokie generally less expensive than those in Evanston. This translates to prices in the mid \$200,000 to \$500,000-600,000 range for most units depending on the size. A small condominium building in Winnetka at Green Bay Road and Winnetka Avenue (Winnetka Belvedere) is priced in the low to mid \$300s per square foot with units ranging from the low \$500,000-600,000 range for two bedrooms, but sales have been very slow to date.

It is outside of the scope of this market assessment to recommend price points for condominiums at Fourth and Linden, but prices below those of the Winnetka Belvedere would be desirable, as would the inclusion of some one bedroom units to broaden the potential pool of buyers.

The opportunity to add more residents to the district will also improve the potential to attract additional retailers and restaurants to the area. The single-family areas around Fourth and Linden are attractive, but the low-density pattern of development does not generate large numbers of shoppers to support current or future businesses. Since the retail market area is limited by Lake Michigan on the east and the proximity of competing retail districts within 1 – 1 ½ miles, bringing more residents to the immediate area will help existing retailers and make it easier to attract new ones. New retail space is not likely to occur in this area, as the rents would be too high for most tenants. In a mixed-use building, the residential uses indirectly subsidize the retail space.

### **Office Market Potential**

At present, the Fourth and Linden business district has a relatively high share of office users in both ground and second floor spaces. A significant number of the approximately 50 spaces occupied in summer 2004, were offices for medical and other professionals or business services.

The Fourth and Linden business district's attraction for office users are the relatively inexpensive rents and proximity to the homes of the business owners. The most competitive office location is the Village Center, though small office users are located in other areas of the village, including the Ridge Road corridor and the Arcade building at Plaza del Lago. In addition, there are a few somewhat newer office buildings located on Skokie Boulevard and on Lake Avenue that would appeal to a different market niche.

Ground floor spaces will typically rent for the same amount whether the tenant is office or retail. Second floor space is considerably less expensive, especially space that has no elevator access. Office rents in the Village Center for older space on the second floor are typically in the \$10-15 per square foot range on a gross basis, less expensive than ground floor space at Fourth and Linden. More modern office space in the Village Center has rents in the low to upper \$20s per square foot on a gross basis, which is more expensive than the rents at Fourth and Linden today.

VSKA does not consider the Fourth and Linden location a prime location for additional office space, though service businesses and small professional offices could be possible tenants in existing or new ground floor space. Our public meetings showed strong support for more retail space in the district rather than more office space, thus it would not be consistent with the residents' desires for the area to promote more ground floor office use.

In addition, a new mixed-use building with a second level of office space instead of one floor of residences is not recommended. A relatively small building (even one with four stories) is difficult to design well for three different uses – residential, retail and office. A

developer will find it much easier to sell residences than to sell or lease office space at this location. Potential condominium buyers will want to make sure that the residential portion of the building is secure so that office visitors do not have access to the residences. This is much more difficult in a small building that does not have a doorman.

## **VI. STRATEGIES TO ENHANCE THE AREA**

### **Other Sources of Patronage**

In addition to the resident population near the Fourth and Linden business district, other sources of patrons include employees in the area, CTA riders, and visitors to the Baha'i House of Worship, Gillson Park, Wallace Bowl and Wilmette Harbor.

#### Employees

In addition to the resident population, there are over 2,000 employees within ½ mile of Fourth and Linden, many of whom could be attracted here for lunch or for errands. At or within a few blocks of the business district, Baha'i Publishing Trust has 15-20 employees at Fourth and Linden and another 40-50 at the House of Worship a few blocks to the east. The CTA has 20 employees who work at the Linden station who also regularly eat lunch in the area.

#### CTA

According to ridership figures from the CTA, average weekday ridership at the Linden station is 1,055 with average Saturday ridership of 553 and average Sunday ridership of 365. The table below gives a comparison of average daily ridership at the Linden station with other stations along the Purple line and at the Metra station in downtown Wilmette. It is worth noting that ridership at Linden is higher than at the Central Street station, somewhat surprising with Evanston Hospital right at the Central Street station. Along the Purple line only Davis Street and Main Street have higher ridership counts than the Linden station.

It must be remembered that these figures show the number of people who board the trains. Generally, a similar number of people also pass through the station for a return trip. Based on discussions with CTA staff and observations at rush hour, it appears that the morning rush hour traffic is heavier with riders getting off the train at the Linden station than boarding the train. Many of those getting off the train are waiting for up to 15-20 minutes to board Pace buses. In the past, about 25% of the CTA riders used buses to access the Linden station. These people are a potentially captive market for food and other convenience-oriented goods.

Ridership on the CTA is also high during certain off-peak periods, such as Cubs baseball games and Northwestern football games. While the parking lot has an overall 50% utilization rate, the lot fills during such sporting events.

**AVERAGE DAILY RIDERSHIP FOR CTA PURPLE LINE STATIONS  
AND THE WILMETTE METRA STATION**

<b>Station</b>	<b>Average Weekday Boardings</b>
<u>Purple Line (April 2004)</u>	
Linden	1,055
Central	905
Noyes	657
Foster	683
Davis	3,735
Dempster	715
Main	1,243
South	786
Metra Wilmette (2002)	1,363

Source: CTA and Metra.

Baha'i House of Worship

Located only a few blocks east of the business district, the Baha'i House of Worship is the only Baha'i temple in North America and as such attracts 250,000 visitors annually. Many visitors request information about other attractions in the area, especially recommendations for places to eat. The Baha'i House of Worship has a guide for visitors that provides information on area businesses and restaurants, but at this time offers few referrals for businesses at Fourth and Linden. CTA staff reports that many people do get off the train and ask for directions to the Baha'i House of Worship.

Lakefront -- Gillson Park, Wallace Bowl, Wilmette Harbor

Lake Michigan, public beaches, Gillson Park and Wilmette Harbor are located within a few blocks walk of the Fourth and Linden business district. Due to the open nature of parks, total annual attendance at Gillson Park is unknown. However, according to the Park District, in a typical year the beach at Gillson Park and the Wallace Bowl attract 70,000-80,000 visitors, though attendance was down in 2004 due to cool weather.

The Sheridan Shore Yacht Club has 300 members plus temporary moorings for non-members. According to Yacht Club staff, boaters often inquire about nearby services, especially restaurants, grocery store, liquor store and hardware store, all of which are available within a few blocks of the Yacht Club.

## **Potential Businesses for the Fourth and Linden Business District**

The current business mix at Fourth and Linden is quite limited and does not meet the basic needs of area residents. Based on the two public meetings held during the course of preparing this plan, the consultant team repeatedly heard from neighborhood residents that they were looking for a more varied mix of convenience-oriented goods including restaurants. Some of the existing businesses have not kept up with the times and are not in tune with the area's changing demographics, especially the increase in families with young children.

The consultant team evaluated the Fourth and Linden business district from a variety of perspectives including the trade area demographics, competitive environment, character and scale, and our knowledge of store location criteria. Some potential tenants would be more likely to locate in the district in a new building, while others would consider existing buildings, particularly if the rent were lower than in other competitive locations.

The district's niche will be that of neighborhood convenience primarily serving residents living within one mile. However, some destination retailers and restaurants can be attracted to this location, especially given its proximity to the lake and the upper income resident base.

Residents and merchants repeatedly mentioned that when the drug store closed, the commercial district began to deteriorate. Given the right circumstances, a chain drug store would consider this location, though it would require the redevelopment of either the northeast or the northwest corner. It would be a tenant in either a freestanding, single-story building or the ground floor tenant in a mixed-use building. A chain drug store would need to comply with the Village's zoning and design guidelines so that it would fit in with the character of the district. A drug store would carry many items typically found in a convenience store.

In addition, the CTA is in the process of leasing out the concession spaces in the train station. These would offer coffee, donuts, newspapers, candy, etc. for the convenience of transit riders as well as neighborhood residents. The following list is meant to represent the type of businesses that would be compatible with the district and would fill a void for the neighborhood:

- Restaurants, such as a family-oriented neighborhood gathering place with bar, as well as other sit-down and carry-out with a range of food and prices
- Specialty food, including coffee, donuts, baked goods, ice cream, gourmet foods, wine, cheese, sandwiches
- Drug store
- Children's apparel, toys
- Seasonal sports, outdoor goods
- Other: gifts, antiques, art gallery, art and stationery supplies, hobby and crafts
- Concession area in CTA terminal

## **Historic Districts**

The Historic Preservation Ordinance allows the designation of historic districts, but the Preservation Commission has not designated Fourth and Linden as a district. However, property owners may still take advantage of financial incentives by the donation of a façade easement to the Landmarks Preservation Council of Illinois, which results in a federal income tax deduction. Owners of local landmarks who rehabilitate their building are eligible for Cook County’s property tax incentive. Owners of buildings on the National Register who rehabilitate their building consistent with the Secretary of the Interior’s standards are eligible for a federal income tax credit.

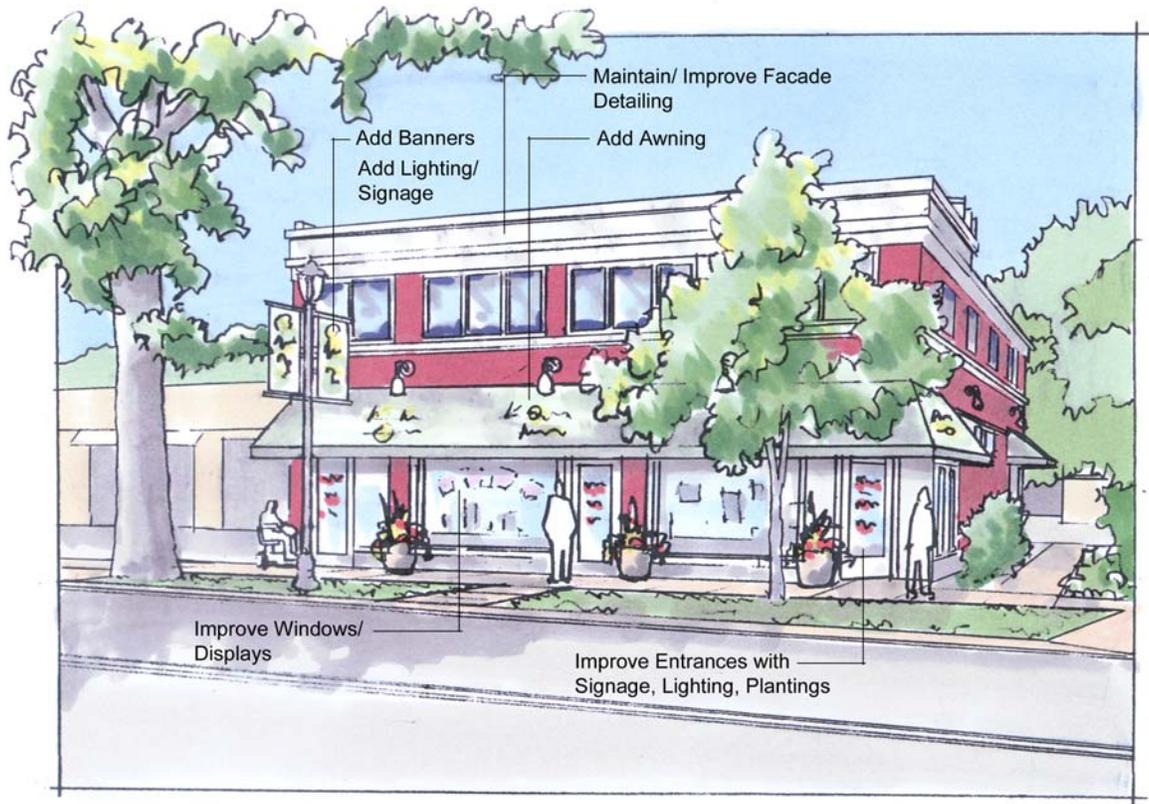
## **Design Issues**

### **Façade Improvements**

A few of the buildings are of relatively recent vintage and others such as the hardware store have improved their facades and updated their signage. The building at the southwest corner of Fourth and Linden should be preserved and the owner plans to undertake both exterior and interior improvements. We recommend that the Village reinstitute the façade improvement program. If the Village does not wish to fund the program, staff should work with a consortium of local banks to provide attractive terms to encourage other property owners to improve their facades and the interiors of their buildings.



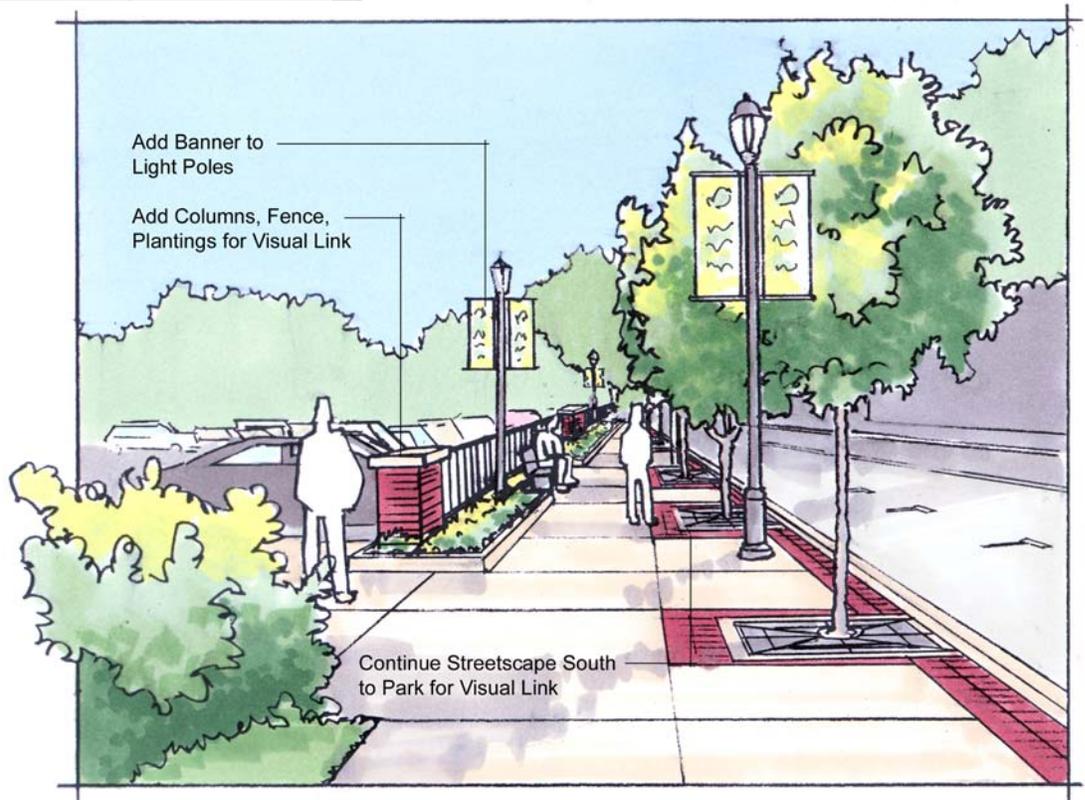
**Perspective showing façade recommendations**



**Perspective showing potential façade improvements**

### Link to Maple Park

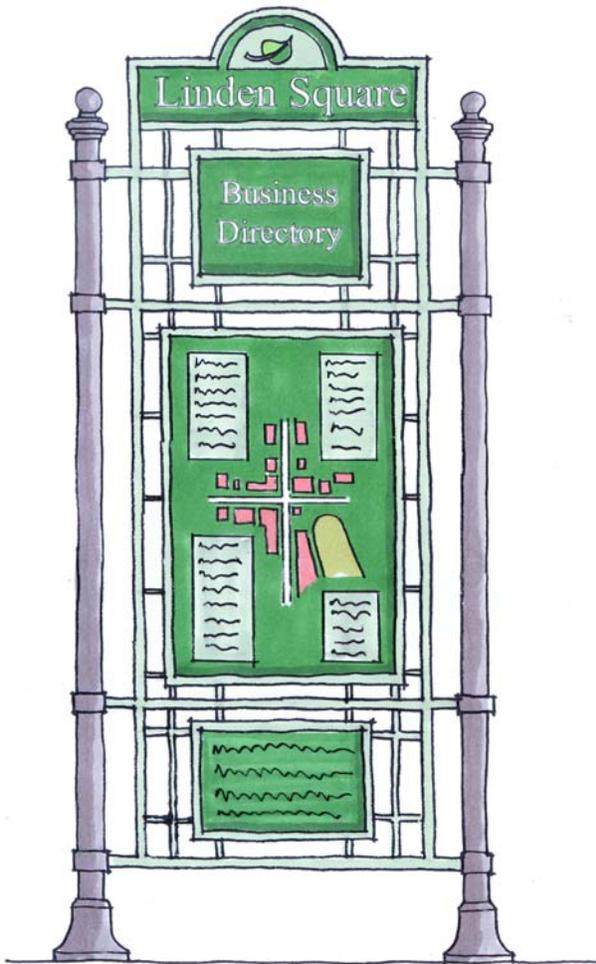
Residents of all ages use Maple Park for recreational use and as a community gathering place. NAG has met with the Wilmette Park District to discuss programming opportunities. The Park District is supportive of using the park for such activities. However, since the programs are to be geared to the immediate area, rather than Village wide, the merchants, Chamber of Commerce and/or residents will have to provide the funds for the programs. A visual and functional link between the park and the commercial area located one block away will draw the park users into the stores and will reinforce the identity of the neighborhood.



**Perspective showing improved connection to Maple Park**

Other Public Improvements

The Village has already made a substantial investment in the area with the recent streetscape improvements, so we are not recommending major improvements. However, a business directory as well as directional signs to points of interest such as the Baha'i House of Worship, Sheridan Shore Yacht Club, Gillson Park and Ryan Field at Northwestern University should be installed. The Village should also install signs in the parkway at the Baha'i House of Worship directing people to Fourth and Linden. In addition, the neighborhood should consider whether they wish to continue the name of Fourth and Linden or would like to use the name Linden Square – or perhaps another name.



**Directory sketch**



**Directional signage sketch**

### Design Guidelines

Design guidelines are not included in this study. However, design guidelines will be prepared as part of the Green Bay Road corridor study. Those guidelines may also be appropriate for this area. Once the Village adopts the design guidelines for the Green Bay Road corridor, we recommend that the staff meet with stakeholders in the Fourth and Linden district to discuss adopting those guidelines, perhaps with some modifications for this area.

### Redevelopment Options

The Village has the authority to review a specific development proposal for compliance with all requirements, but redevelopment only occurs if and when a property owner decides to sell the land to a developer. A four story or five story building with ground floor retail and upper floor condominiums is not out of character with the existing buildings in the neighborhood. The northwest corner adjoins commercial uses on the north, south and east and condominiums to the west. The northeast corner has commercial uses to the east and west, the CTA to the south and townhouses across the alley to the north.

Of those who responded to the question on NAG's recent survey, more supported the idea of condominiums than opposed the idea. Many people attending the community meetings expressed reluctance to increase density. However, others commented that their concern was less about the density itself than about the design of a mid-rise building. They wanted to be sure that any development provides sufficient parking, that the architecture and building materials are compatible with the neighborhood and that the street level includes interesting shops rather than service uses. The illustration that follows shows the general concept of the type of development that could occur on the northeast corner or northwest corner of Fourth and Linden.

Existing Conditions



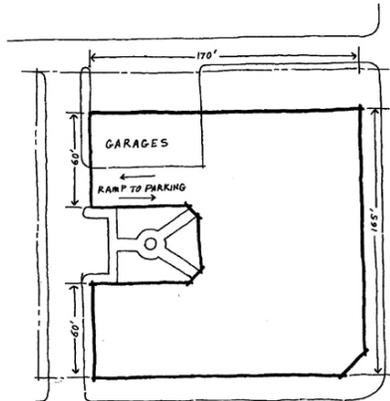
North side of Linden west of 4th



Northwest Corner of 4th & Linden



Intersection of 4th & Linden

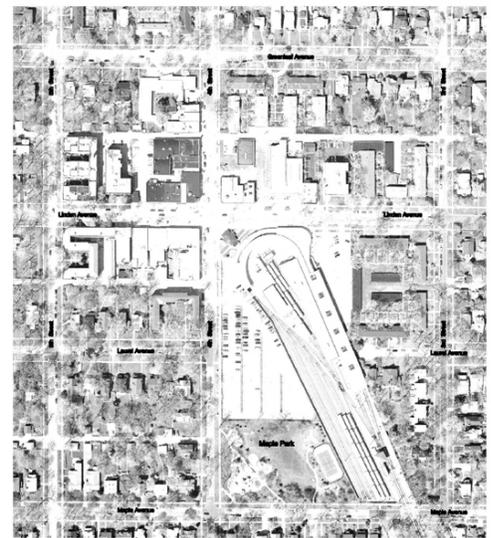


Site Plan

SITE DATA / INFORMATION

4-5 Story Building plus  
Basement Level Parking

- First Floor Retail
- 3-4 Floors Condominium
- Basement Level Parking



Study Area - (Scale: 1"=150')



Development Concept



Comparable Projects

Existing Conditions



Murry's Station

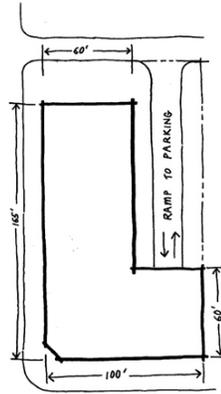


Northeast Corner of 4th & Linden



North side of Linden east of 4th

<b>SITE DATA / INFORMATION</b>
4-5 Story Building plus Basement Level Parking
- First Floor Retail - 3-4 Floors Condominium - Basement Level Parking



Site Plan



Study Area - (Scale: 1"=150')



Development Concept



**Example of mixed-use development for the northeast corner of 4<sup>th</sup> and Linden**

## **Transportation**

### **Circulation and Access**

The 2000 Comprehensive Plan classifies both Fourth Street and Linden Avenue as collector streets. Other collector streets in the vicinity are Central Avenue and Isabella Street, while Sheridan Road and Lake Avenue are classified as arterial streets, which are streets carrying regional traffic. All other streets in the vicinity are classified as local streets meaning that their primary purpose is to provide access to abutting properties.

The area benefits from the grid street system, which allows convenient access to the businesses. In addition, most businesses have secondary access from the alleys for deliveries, refuse removal and, in some cases, limited employee parking.

As noted previously, the traffic volumes in the area are fairly modest, with daily volumes on the order of 2,000 to 3,000 vehicles per day on Fourth and on Linden. The intersection of Fourth and Linden operates under All-Way Stop Control, with a total of 400 to 500 vehicles per hour approaching the intersection during the morning or evening peak hours. The capacity of an All-Way Stop Control intersection with single lane approaches is on the order of 1,500 vehicles per hour. The intersection of Fourth and Linden has excess capacity even during peak hours, and generally operates with a minimum of delay to motorists.

To assess what the traffic impact of new residential or commercial development would be, some conservative trip generation estimates were prepared for a possible development scenario with a combination of residential and retail land uses. For example, for 100 new residential dwelling units, there would be roughly 100 trips generated into or out of the residential parking in the PM peak hour. For a retail development of 30,000 square feet, about 120 trips would be generated in the PM peak hour. Even if every one of these new trips were to pass through the Fourth and Linden intersection, the total approach volume would only be about 700 vehicles per hour, still less than half the capacity of this stop-controlled intersection. There is adequate street capacity to accommodate the likely level of development that could potentially occur if the both the northeast and northwest corners were redeveloped with mixed uses, with no significant delay or congestion resulting from the new development.

### **On-street Parking**

In general, the commercial area has adequate on-street parking. The police department enforces the time limits to ensure that there is adequate turnover of spaces for shoppers. Northwestern University football games on several Saturdays in the fall draw large crowds. While football fans are potential patrons for the local merchants, the neighbors worry about the loss of parking spaces. Baseball fans travel to Cubs games via the CTA so most of them park within the CTA lot.

### Parking at the CTA Lot for Employees, Shoppers and Residents

The Village had negotiated with the CTA to set aside parking spaces at the north end of the lot on the west side of the station for use by employees of nearby businesses. While currently there is sufficient on-street parking, if all of the vacant storefronts are leased, that may change. Since there has been some turnover of merchants in the area, the Village should inform the merchants of the available spaces and encourage them to have their employees park in those designated spaces. Since the utilization of the CTA lot is only about 50%, the Village should also explore with the CTA the possibility of a long-term lease of a substantial number of spaces. New construction may be necessary to attract quality retailers desired by the residents. If the Village provided a significant number of municipal parking spaces, that would be an attractive incentive for a developer or retailer. The Village provides municipal parking in the Village Center, which is available to shoppers and employees. This would simply extend the benefit to a similar location where the development pattern does not include a great deal of private off-street parking.

In addition, the Village and the CTA agreed that spaces at the south end of the same lot could be used for overnight parking by residents of the multi-family buildings nearby. Based on a comment at one of the community meetings, the Village should educate the landlords so they can encourage their tenants to use the designated spaces.

### Promotion by Pace of Bus Routes

Pace should review its routes to ensure that they are coordinated with the arrival and departure times of the CTA trains. There may be opportunities to increase bus ridership by distributing the schedules to the Baha'i House of Worship and to the Sheridan Shore Yacht Club.

### Taxicabs

The taxicabs currently use the east side of Fourth Street, south of Linden as a staging area. That location is logical because the bus and CTA riders disembark around the corner. However stacking cabs there may in the future conflict with efforts to link Maple Park to the commercial node at Fourth and Linden.

### Pedestrian Connections

The area is currently served by sidewalks. Depending on the type of redevelopment that may occur, the Village should consider requiring the developer to install wider sidewalks to allow for amenities such as outdoor seating for restaurants or additional landscaping.

### Bike Routes

The 1997 Bike Plan recommended a main Greenleaf east-west route to Sheridan Road and Gillson Park. The Greenleaf east-west route is now planned to jog north to Central

Avenue on Third Street and then along the west side of Sheridan Road to a new path connection under Sheridan Road to Gillson Park. With respect to the Maple Park connection, it is recommended that this route stay on Fourth past the CTA station directly to Greenleaf Avenue. This would still provide exposure to the Fourth Street and Linden commercial uses while providing a safe connection across Sheridan Road to Gillson Park. It should also be noted that a connection along Fourth would meet the planned Asbury Street bike route in the City of Evanston.

### **Development Regulations**

The commercial chapter of the 2000 Comprehensive Plan includes two goals relevant to Fourth and Linden. One is to “maintain attractive commercial areas from which a variety of goods and services are offered to the markets that have historically been served by these areas”. The other states “when the opportunity arises, encourage redevelopment of underutilized commercial properties to increase the tax base in a manner consistent with community needs and land use policies.” The plan defines Neighborhood Retail Business Districts, which includes Fourth and Linden, as commercial centers providing goods and services primarily for the convenience of the residents of the surrounding neighborhood with dwelling units located above the first floor commercial uses.

The following proposed changes to the development regulations are based on input from the community meetings, our research and the goals of the Comprehensive Plan. The changes will maintain the pedestrian oriented, mixed-use, small-scale environment valued by the residents. Please note that the suggested changes apply only to the NR district at Fourth and Linden. The staff should determine whether the changes are also appropriate for other areas in the Village.

### **Sign Ordinance**

Currently sidewalk signs are prohibited. Some merchants believe they are effective advertising and they are allowed in certain towns. Staff should review issues such as view obstructions, trip hazards and snow removal. Sidewalk signs could be allowed with restrictions, such as during hours that the business is open, one sidewalk sign may be displayed with limits on the dimensions of the sign and the amount of information included. As with any sign, they would be subject to the approval of the Appearance Review Commission.

Staff should work with the merchants to develop a local sign ordinance for Fourth and Linden. While the process does take some time, the benefit is that future signs that conform to the local sign ordinance can be approved quickly.

### **Appearance Review Commission (ARC)**

Despite some user-friendly changes that have been made since the ARC was created in 1990, a few difficult cases color the business community’s perception of the ARC as time-consuming and arbitrary. Staff should publicize those changes and perhaps provide

an overview of the process at a Chamber of Commerce meeting to educate the merchants, using recent examples of positive outcomes.

### NR District – Classification of Uses

The residents expressed strong interest in restaurants and specialty food such as coffee, ice cream and sandwich establishments. While full service restaurants are permitted, the specialty food uses would require a public hearing and approval as a Special Use. Carry-out and delivery uses that are accessory to either a full service or limited service restaurant should be a permitted use in the NR district, subject to review by the staff Site Plan Review Committee. Specific standards must be met such as location on a major or collector street, adequate internal traffic circulation, compliance with parking requirements, reasonable hours of operation, control of noise, odor and litter. Any carry-out or delivery use not meeting the standards shall be referred to the Zoning Board of Appeals for a hearing as a Special Use.

### NR District - Bulk Regulations

The character of the area is defined by buildings located at the lot lines, so the lot line along any public street should be a minimum of 0' and a maximum of 5'. While parking at grade is generally undesirable, parking should be allowed in the rear 40' of the lot most distant from the front lot line, provided no parking is located along a public street. That will allow larger sites to provide some at grade parking in the rear, but will not interrupt the streetscape with parking.

While several existing buildings are one story, there are two and three story buildings located within the NR district and four and five story buildings located immediately outside the NR district. It would be compatible with the existing development to allow a FAR of 2.5, with a FAR of 3.0 permitted as part of a PUD. Also the PUD language allows an increase in height to match the tallest building in the NR district, which in this case is a three-story building. However, four buildings that are within less than one block from the boundaries of the district are four or five stories. The PUD language should be amended to allow an increase in height to match the tallest building located within either the NR district or no more than one block from the boundaries of the district.

### Parking Requirements

The parking requirements at Fourth and Linden do not recognize the availability of public transit and the pedestrian environment. As in the Village Center, the requirement for retail should be changed to 1 space/500 square feet. One bedroom dwelling units in multi-family buildings should provide one space; units with more than one bedroom should provide 1.5 parking spaces. Restaurants should provide one space for every six seats, with limited service restaurants and carry-out establishments also providing 1.5 spaces per cash register. Non-retail uses on the first floor should remain at 1 space/200 square feet while office uses on upper floors at 1 space/300 square feet.

For buildings constructed prior to the effective date of the Zoning Ordinance, no parking should be required for retail, restaurants or personal service uses, such as banks, dry cleaners and hair stylists. That will allow the landlords reasonable use of their property, but discourage any type of office uses.

Currently shared parking is a Special Use. The Site Plan Review Committee should be allowed to authorize shared parking, based on adequate documentation being provided by the petitioner. The documentation must show that, given the nature of the uses and parking demand by time of day and day of week, sufficient parking is provided. At their discretion, the Committee could refer a petition to the Zoning Board for a public hearing on the request for shared parking.

### Building Codes

Several people commented on the poor condition of some of the commercial spaces. The Village does not have an on-going property maintenance program for existing buildings. However when a change in use occurs, the tenant space must meet certain code requirements. In an ideal situation, as landlords observe new retailers moving into the area, they will be motivated to make the necessary improvements to upgrade their spaces to contemporary retail standards. If that does not occur, the Village should inspect the existing vacant spaces and stringently enforce those codes that apply to existing buildings. Landlords who are unwilling to make improvements may then be motivated to sell their property to someone who will upgrade the building to attract new retail uses that will help to revitalize the neighborhood.

### Activities and Promotions

#### Maple Park Activities

Many people in the area are using the park throughout the day and it is clearly a gathering place. It can generate shoppers for Fourth and Linden if there is a stronger visual link to the commercial area as the distance from the park is less than two blocks. NAG has met with the Park District to discuss having special events in the park. While the Park District is supportive of using the park, it is unable to provide financial support for events that are geared to a small area, rather than Village-wide. NAG and the merchants should explore jointly sponsoring activities such as music, movies or children's art fair. Such events can bring the neighborhood together as well as promote the local businesses that sponsor such events.

#### Merchant Events

Special events, such as the summer sidewalk sale, Halloween and holiday events, get residents onto the street to become better acquainted with the merchants in the area and provide enjoyment to local families. The local merchants can coordinate with the Chamber of Commerce and take advantage of their promotion and publicity. For example,

several small commercial areas in the Village hold their sidewalk sale at the same time as the sidewalk sale in the Village Center.

### Promotional Material

The total annual number of visitors to Baha'i House of Worship, Sheridan Shore Yacht Club and Gillson Park exceeds 300,000, with 250,000 visiting the Baha'i House of Worship and another 70,000 – 80,000 at Wallace Bowl and the beach in Gillson Park. While some visitors choose to come only to a specific location, others are looking for restaurants and other stores to patronize. The Village and Chamber of Commerce should prepare and distribute a brochure with information and directions to the restaurants, bank and stores.. The brochure should be kept up to date with a sufficient supply available at each of the attractions.

In addition, the Village publishes a newsletter that is distributed to all the households. Each issue could include an article highlighting a different commercial area. Such publicity will attract residents from other parts of the Village who are unaware of the shopping opportunities available at Fourth and Linden.

It is critical to have a packet of information for businesses and developers who make inquiries about the Village or Fourth and Linden. The information should include items such as demographics from the 2000 Census with current year estimates, list of available properties, Village business development programs, list of local businesses, regulations such as business licenses and background information on the community. This information should be readily available at the counter at Village Hall, at the Chamber of Commerce and on the Village's website. Many communities provide such information and update it regularly.

### Recruitment and Business Assistance

The residents at the two community meetings had several excellent ideas on the types of businesses that would be desirable. After the meetings, NAG conducted a survey to gauge which uses would actually be patronized by the residents. The types of businesses, from most frequently mentioned to least frequently mentioned, were: a family restaurant, drug store, bakery, book store, ice cream parlor, deli, card store, gift shop, upscale restaurant, toy store, craft and hobby store, news stand and shoe repair. The Village and landlords should actively recruit those types of businesses, as most uses on the list are feasible at Fourth and Linden. However, neither a chain book store nor a chain toy store would locate here since the market area is limited by Lake Michigan on the east and several competing retail districts are located within 1.5 miles. An independent book or toy store is probably not likely either given the nature of those businesses today, though a local entrepreneur who lives in the area might combine toys, books and other items in a store if the rent is reasonable.

Also, the Chamber can work with the merchants here and throughout the Village to provide guidance on topics such as attractive window displays, cost effective advertising

and quality customer service. The Village Center merchants have done some creative promotions and may be willing to advise the Fourth and Linden merchants on what approach has been most successful.

## VII. IMPLEMENTATION

### Economic Development Examples

The following are examples of the broad range of tools available for Wilmette to use in any of its business districts. Municipalities have used a variety of different approaches. Every situation is different and the Village can choose which incentives, if any, are appropriate for each particular case, given local political and financial considerations. At the present time, we do not think that financial incentives are necessary at Fourth and Linden. The private sector is willing to explore redevelopment options provided that appropriate regulatory relief is enacted.

Some municipalities believe that each new business or proposed development should succeed or fail on its own merits without any kind of direct government intervention. If a project cannot be profitable, granting a small incentive now may only lead to a request for larger concessions in the future. Some municipalities feel that their community is attractive and they do not wish to provide incentives to new enterprises, as it is unfair to existing businesses in the community.

Many municipalities do offer some incentives. Any municipality that chooses not to may be at a competitive disadvantage since developers and businesses know that they can go elsewhere.

#### Northbrook

In Northbrook, retail and office developments have occurred without incentives. The Village does not use special assessments or special taxing districts since property owners often object to the extra line on their tax bill.

However, to assist a developer, the Village condemned land at Lake-Cook Road and Skokie Boulevard for a new mall. The property was conveyed to the developer at the same price that the Village had paid. In addition, they have been successful with property tax abatements to large corporate users such as the Crate and Barrel offices. Under their home rule authority, Northbrook abated a portion of the property taxes and the other local taxing bodies joined in the property tax abatement.

#### Evanston

Evanston agreed to a sales tax rebate for a developer renovating a retail center, at Dempster Street and Dodge Avenue, with a significant vacancy rate. The rebate was used for demolition of a portion of the center, site work and parking lot improvements. A second outlying retail center at Howard Street and Hartrey Avenue used TIF funds for environmental remediation. The City also has a CDBG facade rebate program for merchants.

Evanston spent \$5 million on streetscape and infrastructure improvements in the downtown. Evmark, the downtown promotion and marketing organization, is funded through a special taxing district.

Evanston has two TIF districts in the downtown. One is referred to as the Research Park that includes the Church Street Plaza movie theaters, specialty retail, Hilton Garden Inn and parking garage. TIF funds paid for streetscape and traffic improvements. The other TIF district includes the Whole Foods store and luxury apartments. Here TIF proceeds paid for demolition of the Washington National Insurance building and site work.

### Highland Park

Like Evanston, Highland Park also has granted sales tax rebates: the Target on Route 41, a car dealership and the downtown development, which includes Saks, other upscale retailers, a five-screen theater and 38 apartments. The initial project in the downtown TIF was Port Clinton, which includes retail, residential and offices. TIF funds paid for underground and surface parking spaces, utility work and public improvements.

In one downtown block, the property owners liked the streetscape improvements and agreed to pay for them through a special service area. However, the property owners on other blocks objected, so a special service area was not established on those blocks.

### Deerfield

Deerfield has two major projects located within their downtown TIF district at Deerfield and Waukegan Roads. The Village used the proceeds of GO bonds to acquire 51 parcels, some with quick take. TIF funds paid for environmental remediation, storm water retention, utilities and street improvements.

On the east side of Waukegan Road, the mixed-use project includes retail, office and luxury apartments. On the west side of Waukegan Road, the development includes a drugstore, a bank, restaurants, bookstore, Whole Foods store and offices.

### Morton Grove

Morton Grove used streetscape improvements and the traffic improvements along Waukegan Road, funded with State grants and general obligation (GO) bonds to encourage redevelopment. Morton Grove established a TIF district that was used to write down the land costs for two developments. The Village condemned an unsightly motel on Waukegan Road and used quick take to acquire another site on Waukegan Road.

### Park Ridge

Like Northbrook, Park Ridge has granted tax relief. A car dealership relocated from their downtown to the site formerly occupied by a grocery store, adjacent to Lutheran General

Hospital. The dealer purchased the site without any public funds, but the City agreed to share some of the sales taxes to assist with the relocation costs.

The City purchased the downtown site of the car dealer and after several years of analysis and planning, issued a request for proposals for a developer for this and another city-owned parcel downtown. A TIF district was created to facilitate redevelopment for a mixed-use condominium and retail project. A developer was recently selected.

### Des Plaines

The City of Des Plaines used a variety of tools, including the Community Development Block Grant (CDBG), to relocate the businesses along Ellinwood Street in its downtown. The parking deck that was built in 1975 was demolished. The mall adjacent to the old deck was transformed into an attractive parking deck. Development includes a new Library, restaurant and retail uses.

The City's large TIF district is located in the downtown. TIF proceeds were used for substantial land write-downs, streetscape improvements and burial of overhead utilities. As a result, about 2,000 dwelling units, including condominiums and senior housing, are located in and near the downtown.

### Mount Prospect

The Village used TIF funds for downtown streetscape improvements, adding a small amount of on-street parking. They also assembled parcels into a site for a developer, but granted only a nominal write-down of land costs. The redevelopment includes several condominium projects. The Village was reluctant to expand the TIF boundaries to include more of the downtown due to opposition from the school districts.

### Arlington Heights

Arlington Heights has also abated property taxes, for industrial developments and office parks. They condemned several parcels for a new retail center on Rand Road. In the downtown, TIF funds were used for a parking deck, write-down of land costs, the relocation of fiber optic cable and a storm sewer. The redevelopment includes condominiums, retail and entertainment uses.

### Wheaton

Development in the TIF district included a townhouse project, retail stores, a bank, condominiums, a public parking garage and private parking for the condominiums. The Village had remediated contaminated soil at a car dealership, relocated the Police Station and acquired four other parcels, by either negotiation or condemnation, so the development could proceed.

### Elk Grove Village

Elk Grove Village condemned a troubled retail center that was formerly anchored by a Jewel. They sold the property to a developer who demolished the structure and built a new center with a Dominicks and several restaurants. TIF funds were used for environmental remediation, lighting, a fountain and public art. Adjacent to the center, the Village created a Village Green, surrounded by the Village Hall, Library and Park District Fitness Center.

### Park Forest

Park Forest's regional shopping mall, built in 1952, was one of the first ones in the country and had become obsolete. In 1995, the Village bought the mall. Since then the Village has demolished 230,000 square feet of buildings and constructed two roads to create a traditional downtown on the site of the old mall. Uses include the relocated Village Hall, Cultural Arts Center, retail, a bank, townhouses, single-family homes and senior citizen buildings. The Village used CDBG and motor fuel tax (MFT) funds as well as \$2.6 million it received from Sears when it relocated out of the Village.

### **Tools and Incentives**

The municipal examples show that numerous direct actions can be taken to encourage redevelopment: land assembly, write-down of land costs, demolition, site preparation, relocation, parking and infrastructure.

### Regulatory Relief

Another item that the Village may wish to consider is regulatory relief. For the developer, regulatory relief reduces the time, expense and uncertainty of obtaining final project approval. Relief could include reviewing the Zoning Ordinance to determine if the requirements reflect both the demands of the market and the desires of the community. Relief also might include looking at all permits and fees (building permits, business licenses, liquor licenses, etc.) and considering how to streamline the development process (from the number of public hearings to the expedited issuance of building permits).

### Loan Fund

The Village could establish a revolving loan fund for property owners to improve their facades, upgrade the tenant spaces and assist merchants to replace old signs with visually appealing signage. The Village could encourage a consortium of local banks to offer an attractive loan program.

### Sales Tax Rebate

Municipalities have rebated a portion of the local sales tax generated by new retail development. This typically takes the form of a negotiated agreement based on the sales

generated by a new store over the existing sales tax generated at that location. The sales tax is shared between the municipality and retailer or developer and is usually phased out after a specified number of years. The split between the municipality and retailer is negotiable and the actual deals vary considerably. The rebate is typically offered to large retailers or projects.

### Property Tax Abatement

Commercial development in Cook County, either new construction or substantial rehabilitation, which is not economically feasible without tax abatement, is eligible for a twelve-year reduction in the assessment level. It requires a resolution of support from the municipality, an application with supporting documentation indicating all requirements have been met and certification by the Cook County Assessor. Developments costing less than \$2 million, excluding land costs, are termed Class 7a. Class 7b, developments costing more than \$2 million not including land costs, require the additional step of review by the Cook County Economic Development Advisory Committee.

This tool is not used frequently because the municipality's portion of the total tax bill is small. The abatement can be a significant incentive if some of the other taxing bodies such as the school districts also participate. However, in today's fiscal climate many school districts are reluctant to forgo property tax revenue for twelve years.

### Taxing Districts and Special Assessments

Other redevelopment tools are special taxing districts and special assessments. A special taxing district is a separate, limited purpose local government established by the Village, provided that an objection is not filed by 51% of the property owners. The district's authority is limited to collecting taxes from properties within its boundaries and providing certain services.

The Village sets the district's tax levy and issues bonds to finance the cost of the improvements. The proceeds can be used for construction and maintenance of parking facilities, street, water and sewer improvements or beautification projects. Funds can also be used for operations, promotional activities or special services. The district is listed on the tax bill as a separate, additional item.

A special assessment is a special levy set by the Village on property owners who will benefit from the improvement. The Village issues bonds that are secured by the proceeds from the levy. Among the projects that may be financed are parking facilities, streets, sidewalks or extension of water and sewer lines.

The total assessment includes a public benefit, paid by the Village as a whole, and specific benefits to the property owners that must be allocated based on the percentage of benefit to each parcel. The special assessment is listed as a separate line on the tax bill.

### Tax Increment Financing (TIF)

A commonly used incentive in Illinois is tax increment financing (TIF). The Illinois statutes spell out the TIF criteria and the numerous steps to designate a TIF. The TIF process includes undertaking a feasibility study, creating a redevelopment plan, convening the Joint Review Board, composed of a representative of every taxing body in the TIF district, providing proper notice, holding the public hearing for interested parties to comment, adopting of the necessary ordinances, negotiating a redevelopment agreement with the developer and filing annual reports with the State.

The Joint Review Board would include the Village, school, library and park districts, Cook County, Forest Preserve District, Metropolitan Water Reclamation District, Oakton Community College, and New Trier Township as well as one member of the public. Despite the prospect of a future increase in property tax revenues due to the TIF, other taxing bodies may not support the idea that for up to twenty-three years, the entire property tax increment would go to the Village. Each taxing body has one vote, so the Village would have to convince some of the other taxing bodies to vote with them. If the Joint Review Board rejects the TIF, the Village can still create the TIF by a 3/5 vote.

Some of the eligible TIF costs include: acquisition of parcels through negotiation or condemnation, land assembly, writing down the land costs, demolition of buildings, site preparation, provision of storm water detention, construction of public improvements, utility relocation or burial and environmental remediation, if required. The improvements are often paid with the proceeds of a general obligation bond or a revenue bond.

The Illinois statutes list several eligibility factors for unimproved land. Since all the land at Fourth and Linden is improved, the district must meet at least five of fourteen factors in the statutes. They are:

- dilapidation
- deterioration
- structures below minimum code standards
- lack of ventilation, light or sanitary facilities
- illegal use of individual structures
- inadequate utilities
- obsolescence
- excessive land coverage
- overcrowding of structures and community facilities
- deleterious land use or layout
- environmental contamination
- declining assessed valuation
- tax delinquencies and lack of community planning.

However, if at least half of the structures in the district are at least thirty-five years old and there are excessive vacancies, only three of the fourteen factors must be met. In

either case, the district must also comply with the “but for” test, meaning that development would not occur but for the TIF incentives. Illinois has one of the most, if not the most, stringent “but for” tests in the country. This study did not include a formal TIF eligibility determination, but the Village must consider whether Fourth and Linden meets three factors as well as the stringent “but for” test.

### Eminent Domain

Some municipalities have used condemnation to assemble land. In fact, the Village used it to acquire a portion of the parcel bounded by Wilmette, Greenleaf and Poplar. The site was redeveloped with the three-tenant center there now. The public policy decision to condemn privately owned property is often controversial. A recent court case in Michigan raises questions about using condemnation to acquire land that a private party then redevelops. While other locations in the Village may be considered in the future for condemnation, we see no reason for the Village to consider using this tool at Fourth and Linden at this time.

As the Village reviews the tools and incentives, it should consider several issues.

- Does a project meet the specific eligibility requirements for the program?
- Are there available means to finance the program with other funds?
- Will the public benefit of the particular project outweigh the costs of staff time to administer the project in compliance with the requirements?

Many incentives are available to encourage redevelopment. Each municipality has used a different mix of incentives. The Village must weigh the alternatives and decide which tools are appropriate to the local circumstances.

### Action Steps: Priorities and Roles

The action steps are grouped below into short, mid and long-term periods, based on the importance of the action as well as a realistic schedule, considering the type of the action and the other parties involved. Some actions may be delayed but others may be accelerated when opportunities arise.

Several actions will require minimal direct funding from the Village, although they may require a commitment of staff time. Other actions will require funding so the Village must make a policy decision on how much it wishes to invest to assist the revitalization of the area. Each step lists one or two groups responsible for the implementation. The group primarily responsible is listed first. In some cases, parties in addition to those listed may also wish to be involved. The action steps will revitalize Fourth and Linden while preserving the small town ambience valued by the residents.

<b>SHORT TERM ACTIONS – Less than One Year</b>	
Provide business development information for retailers and developers	Staff
Distribute brochure listing retailers, restaurants, services available	Chamber of Commerce, Staff
Educate shoppers, employees and residents about available parking in CTA west lot	Staff
Continue special events sponsored by merchants with additional promotions	Merchants, Village
Provide technical assistance to current merchants	Chamber of Commerce
Recruit targeted retailers as identified in the report	Property owners, Chamber of Commerce, Village
<b>MID TERM ACTIONS – One to Three Years</b>	
Lease concession space in terminal for commuter convenience uses	CTA
Adopt and publicize changes to the development regulations	Staff, Village Board
Use Maple Park for neighborhood special events	NAG, Park District
Improve visual link between commercial area and Maple Park	Village
Install business directory and banners to reinforce neighborhood identity	Village
Add directional signage to/from Baha'i House of Worship, Wilmette Harbor, Gillson Park	CTA , Village
Negotiate lease with CTA for long-term use of parking spaces	CTA, Village
Consider redevelopment with attractive design, quality retailers, adequate parking	Property Owners, Village
Rehabilitate building at southwest corner of Fourth and Linden	Property Owner
<b>LONG TERM ACTIONS – More than Three Years</b>	
Create loan program for facades, awnings, signage and tenant build-out	Banks, Staff
Discuss use of sales tax rebate and/or property tax abatement for desirable project	Village
Institute code enforcement program for landlords deferred maintenance	Village, Property Owners

## **APPENDIX**

Demographic Tables and Maps

List of Stores in Business Districts

Summary of July 28, 2004 Meeting

Summary of September 27, 2004 Meeting

List of People Interviewed by Consultant Team

Documents Provided to Consultant Team by Village Staff

Date: 10/15/04

Current Geography Selection: (1 Selected) Places by Alpha: Wilmette village

Your title for this geography: Wilmette

### Demographic Detail Summary Report

#### Population Demographics

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
Total Population	26,738		27,640		27,628		27,602		3.40%	-0.10%
Population Density (Pop/Sq Mi)	4,961.00		5,128.40		5,126.10		5,121.30		3.40%	-0.10%
Total Households	9,739		10,035		10,024		10,008		3.00%	-0.20%

#### Population by Gender:

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
Male	12,669	47.40%	13,223	47.80%	13,234	47.90%	13,246	48.00%	4.40%	0.10%
Female	14,069	52.60%	14,417	52.20%	14,393	52.10%	14,355	52.00%	2.50%	-0.30%

#### Population by Race/Ethnicity

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
White	24,737	92.50%	24,787	89.70%	24,610	89.10%	24,371	88.30%	0.20%	-1.00%
Black	129	0.50%	156	0.60%	316	1.10%	513	1.90%	21.40%	62.20%
American Indian or Alaska Native	11	0.00%	9	0.00%	9	0.00%	9	0.00%	-17.80%	0.00%
Asian	1,802	6.70%	2,236	8.10%	2,177	7.90%	2,118	7.70%	24.10%	-2.70%
Some Other Race	61	0.20%	132	0.50%	190	0.70%	252	0.90%	117.30%	32.80%
Two or More Races			319	1.20%	326	1.20%	338	1.20%		3.90%
Hispanic Ethnicity	444	1.70%	585	2.10%	1,442	5.20%	2,572	9.30%	31.80%	78.40%
Not Hispanic or Latino	26,294	98.30%	27,055	97.90%	26,186	94.80%	25,029	90.70%	2.90%	-4.40%

#### Population by Age

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
0 to 4	1,879	7.00%	1,980	7.20%	2,003	7.30%	1,902	6.90%	5.30%	-5.10%
5 to 14	3,609	13.50%	4,896	17.70%	4,679	16.90%	4,481	16.20%	35.70%	-4.20%
15 to 19	1,606	6.00%	1,770	6.40%	1,711	6.20%	1,730	6.30%	10.20%	1.10%
20 to 24	1,139	4.30%	593	2.10%	596	2.20%	651	2.40%	-47.90%	9.30%
25 to 34	2,728	10.20%	1,522	5.50%	1,539	5.60%	1,469	5.30%	-44.20%	-4.50%
35 to 44	4,644	17.40%	4,481	16.20%	4,310	15.60%	4,118	14.90%	-3.50%	-4.50%
45 to 54	3,648	13.60%	4,755	17.20%	4,919	17.80%	4,919	17.80%	30.40%	0.00%
55 to 64	3,163	11.80%	2,918	10.60%	3,233	11.70%	3,640	13.20%	-7.70%	12.60%
65 to 74	2,455	9.20%	2,363	8.50%	2,241	8.10%	2,391	8.70%	-3.70%	6.70%
75 to 84	1,381	5.20%	1,704	6.20%	1,622	5.90%	1,562	5.70%	23.40%	-3.70%
85+	484	1.80%	658	2.40%	775	2.80%	739	2.70%	35.90%	-4.60%

<b>Median Age:</b>									
Total Population	40.3	42.3	43	43.9					

### Households by Income

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
\$0 - \$15,000	537	5.50%	441	4.40%	393	3.90%	372	3.70%	-17.90%	-5.40%
\$15,000 - \$24,999	567	5.80%	345	3.40%	320	3.20%	271	2.70%	-39.10%	-15.30%
\$25,000 - \$34,999	805	8.30%	499	5.00%	446	4.50%	394	3.90%	-38.00%	-11.60%
\$35,000 - \$49,999	1,173	12.00%	882	8.80%	799	8.00%	630	6.30%	-24.80%	-21.10%
\$50,000 - \$74,999	2,025	20.80%	1,327	13.20%	1,162	11.60%	1,038	10.40%	53.80%	-10.60%
\$75,000 - \$99,999	1,335	13.70%	1,168	11.60%	1,152	11.50%	1,071	10.70%	-12.50%	-7.10%
\$100,000 - \$149,999	1,558	16.00%	2,103	21.00%	2,204	22.00%	2,156	21.50%	35.00%	-2.20%
\$150,000 +	1,753	18.00%	3,269	32.60%	3,547	35.40%	4,076	40.70%	86.40%	14.90%
Average Hhld Income	\$105,473		\$153,001		\$168,832		\$157,725		45.10%	-6.60%
Median Hhld Income	\$71,861		\$106,903		\$115,044		\$128,997		48.80%	12.10%
Per Capita Income	\$38,575		\$55,549		\$61,254		\$57,302		44.00%	-6.50%

### Employment and Business

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
Age 16 + Population	20,903		20,293		20,491		20,777		-2.90%	1.40%
In Labour Force	13,565	64.90%	12,955	63.80%	13,010	63.50%	13,136	63.20%	-4.50%	1.00%
Employed	13,294	98.00%	12,619	97.40%	12,679	97.50%	12,787	97.30%	-5.10%	0.90%
Unemployed	237	1.80%	337	2.60%	331	2.50%	349	2.70%	41.80%	5.50%
In Armed Forces	33	0.20%	0	0.00%	0	0.00%	0	0.00%	-100.00%	N/A
Not In Labor Force	7,338	35.10%	7,338	36.20%	7,481	36.50%	7,641	36.80%	0.00%	2.10%
Number of Employees (Daytime Pop)					8,130					
Number of Establishments					1,217					
Emp in Blue Collar Occupations			1,102	8.70%						
Emp in White Collar Occupations			11,516	91.30%						

### Housing Units

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
Total Housing Units	10,066		10,316		10,318		10,296		2.50%	-0.20%
Owner Occupied	8,371	83.20%	8,704	84.40%	8,718	84.50%	8,735	84.80%	4.00%	0.20%
Renter Occupied	1,368	13.60%	1,332	12.90%	1,306	12.70%	1,274	12.40%	-2.60%	-2.50%
Vacant	326	3.20%	281	2.70%	294	2.90%	287	2.80%	-13.70%	-2.40%

### Vehicles Available

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
Average Vehicles Per Household	1.8		1.7		1.8		1.8		-3.50%	0.70%
0 Vehicles Available	541	5.40%	456	4.50%	450	4.50%	455	4.50%	-15.60%	1.20%
1 Vehicle Available	3,005	29.70%	3,082	30.70%	3,149	31.40%	3,191	31.90%	2.60%	1.30%
2+ Vehicles Available	6,565	64.90%	6,496	64.70%	6,425	64.10%	6,363	63.60%	-1.00%	-1.00%

**Marital Status**

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
Age 15+ Population	21,248		20,764		20,936		21,201		-2.30%	1.30%
Married, Spouse Present	14,022	66.00%	13,800	66.50%	13,424	64.10%	12,497	58.90%	-1.60%	-6.90%
Married, Spouse Absent	150	0.70%	539	2.60%	661	3.20%	980	4.60%	260.20%	48.10%
Divorced	1,051	5.00%	1,190	5.70%	1,368	6.50%	1,374	6.50%	13.20%	0.50%
Widowed	1,563	7.40%	1,365	6.60%	1,282	6.10%	1,484	7.00%	-12.70%	15.80%
Never Married	4,464	21.00%	3,870	18.60%	4,200	20.10%	4,866	22.90%	-13.30%	15.80%

**Educational Attainment**

	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
									1990 to 2000	2004 to 2009
Age 25+ Population	18,503		18,401		18,639		18,766		-0.50%	-10.40%
Grade K - 8	505	2.70%	253	1.40%	309	1.70%	343	1.80%	-49.90%	11.00%
Grade 9 - 12	390	2.10%	321	1.80%	362	1.90%	412	2.20%	-17.70%	14.10%
High School Graduate	1,930	10.40%	1,452	7.90%	1,541	8.30%	1,614	8.60%	-24.80%	4.70%
Some College, No Degree	3,092	16.70%	2,483	13.50%	2,561	13.70%	2,627	14.00%	-19.70%	2.60%
Associates Degree	764	4.10%	548	3.00%	569	3.10%	585	3.10%	-28.20%	2.80%
Bachelor's Degree	5,960	32.20%	6,291	34.20%	6,284	33.70%	6,238	33.20%	5.60%	-0.70%
Graduate Degree	5,854	31.60%	7,026	38.20%	7,014	37.60%	6,948	37.00%	20.00%	-0.90%
No Schooling Completed			27	0.10%						

Current year data is for the year 2004, 5 year projected data is for the year 2009. [More About Our Data.](#)

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# Valerie S. Kretchmer Associates, Inc.

Real Estate and Planning Consulting

Date: 10/18/04

Current Geography Selection: (3 Selected) .5, 1, 1.5 mile radii: 4TH ST & LINDEN AVE, WILMETTE, IL 60091

Your title for this geography: 4th and Linden radii

City: Wilmette village Pop: 27,718

County: Cook County Pop: 5,377,818

Zip: 60091 Pop: 27,810

## Demographic Detail Comparison Report

	0.5 Miles:	1 Miles:	1.5 Miles:
<b>2004 Demographics</b>			
Total Population	3,881	13,538	32,077
Total Households	1,378	5,284	11,556
Female Population	1,982	7,061	16,868
% Female	51.10%	52.20%	52.60%
Male Population	1,899	6,477	15,208
% Male	48.90%	47.80%	47.40%
Population Density (per Sq. Mi.)	4,941.50	4,309.30	4,537.90
<b>Age:</b>			
Age 0 - 4	7.20%	7.20%	6.80%
Age 5 - 14	18.80%	16.10%	14.30%
Age 15 - 19	6.60%	6.50%	8.90%
Age 20 - 24	2.50%	3.70%	7.90%
Age 25 - 34	5.80%	8.80%	9.80%
Age 35 - 44	15.70%	15.70%	14.30%
Age 45 - 54	18.30%	17.10%	15.10%
Age 55 - 64	11.40%	10.70%	9.80%
Age 65 - 74	7.80%	7.20%	6.30%
Age 75 - 84	4.20%	4.80%	4.40%
Age 85 +	1.70%	2.30%	2.40%
Median Age	41.3	40.3	36.8
<b>Housing Units</b>			
Total Housing Units	1,415	5,441	11,905
Owner Occupied Housing Units	79.70%	73.80%	68.30%
Renter Occupied Housing Units	17.60%	23.30%	28.80%
Vacant Housing Units	2.60%	2.90%	2.90%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.00%	0.00%	0.10%
Asian or Pacific Islander	3.40%	3.30%	5.20%
Black	1.40%	2.30%	9.00%
Hawaiian/Pacific Islander	0.00%	0.00%	0.10%
White	93.50%	92.30%	82.80%
Other	0.50%	0.80%	1.20%
Multi-Race	1.10%	1.30%	1.80%
Hispanic Ethnicity	5.10%	5.30%	5.90%
Not of Hispanic Ethnicity	94.90%	94.70%	94.10%

	0.5 Miles:	1 Miles:	1.5 Miles:
<b>Marital Status:</b>			
Age 15 + Population	2,865	10,380	25,303
Divorced	4.50%	5.50%	5.30%
Never Married	21.40%	23.10%	30.00%
Now Married	65.40%	60.20%	51.50%
Separated	3.70%	5.00%	7.00%
Widowed	5.00%	6.10%	6.10%
<b>Educational Attainment:</b>			
Total Population Age 25+	2,519	9,003	19,918
Grade K - 8	0.90%	0.90%	1.90%
Grade 9 - 12	1.20%	1.60%	3.00%
High School Graduate	5.50%	6.30%	7.20%
Associates Degree	2.40%	2.90%	3.00%
Bachelor's Degree	31.30%	32.40%	31.20%
Graduate Degree	47.50%	45.50%	42.30%
Some College, No Degree	11.20%	10.40%	11.60%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.80%	4.10%	6.60%
Income \$ 10,000 - \$14,999	1.90%	1.60%	3.10%
Income \$ 15,000 - \$24,999	2.30%	3.90%	4.80%
Income \$ 25,000 - \$34,999	3.40%	4.40%	5.40%
Income \$ 35,000 - \$49,999	7.00%	9.10%	9.20%
Income \$ 50,000 - \$74,999	9.60%	11.00%	11.70%
Income \$ 75,000 - \$99,999	9.40%	10.60%	10.00%
Income \$100,000 - \$124,999	10.00%	10.50%	10.40%
Income \$125,000 - \$149,999	9.00%	8.90%	8.50%
Income \$150,000 +	43.70%	35.90%	30.40%
Average Household Income	\$196,017	\$163,446	\$150,460
Median Household Income	\$132,085	\$112,670	\$97,944
Per Capita Income	\$69,583	\$63,796	\$54,204
<b>Vehicles Available:</b>			
0 Vehicles Available	4.10%	6.50%	9.60%
1 Vehicle Available	35.20%	41.80%	40.90%
2+ Vehicles Available	60.80%	51.70%	49.50%
Average Vehicles Per Household	1.7	1.6	1.5
Total Vehicles Available	2,403	8,242	17,563
<b>Business and Employment:</b>			
Number of Employees	2,026	11,279	19,074
Number of Establishments	181	954	1,638

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0.5 Miles:                      1 Miles:                      1.5 Miles:

**2009 Demographics**

Total Population	3,917	13,686	32,003
Total Households	1,385	5,315	11,501
Female Population	1,995	7,125	16,799
% Female	50.90%	52.10%	52.50%
Male Population	1,922	6,561	15,204
% Male	49.10%	47.90%	47.50%

**Age:**

Age 0 - 4	6.80%	6.90%	6.50%
Age 5 - 14	18.10%	15.60%	13.80%
Age 15 - 19	6.40%	6.60%	9.10%
Age 20 - 24	2.70%	3.80%	7.60%
Age 25 - 34	5.50%	7.90%	8.80%
Age 35 - 44	15.00%	15.10%	13.80%
Age 45 - 54	18.40%	17.20%	15.40%
Age 55 - 64	12.90%	12.20%	11.20%
Age 65 - 74	8.30%	7.80%	7.00%
Age 75 - 84	4.20%	4.70%	4.40%
Age 85 +	1.60%	2.20%	2.40%
Median Age	42.3	41.4	38.3

**Housing Units Trend**

Total Housing Units	1,422	5,470	11,843
Owner Occupied Housing Units	80.30%	74.60%	69.30%
Renter Occupied Housing Units	17.10%	22.60%	27.80%
Vacant Housing Units	2.60%	2.80%	2.90%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.00%	0.00%	0.10%
Asian	3.50%	3.30%	5.20%
Black	2.10%	3.00%	9.50%
Hawaiian/Pacific Islander	0.00%	0.00%	0.00%
White	92.60%	91.30%	82.10%
Other	0.80%	1.00%	1.40%
Multi-Race	1.10%	1.30%	1.80%
Hispanic Ethnicity	9.30%	9.50%	9.90%
Not of Hispanic Ethnicity	90.70%	90.50%	90.10%

**Marital Status:**

Age 15 + Population	2,938	10,601	25,401
Divorced	4.70%	5.60%	5.50%
Never Married	23.90%	25.30%	30.70%
Now Married	60.20%	55.70%	48.50%
Separated	5.10%	6.40%	8.30%
Widowed	6.10%	7.00%	6.90%

**Educational Attainment:**

Total Population Age 25+	2,565	9,169	19,979
Grade K - 9	1.20%	1.10%	2.00%
Grade 9 - 12	1.40%	1.80%	3.20%
High School Graduate	5.90%	6.80%	7.60%
Associates Degree	2.50%	3.00%	3.10%
Bachelor's Degree	31.20%	32.10%	30.80%
Graduate Degree	46.40%	44.50%	41.40%
Some College, No Degree	11.40%	10.80%	11.90%

	0.5 Miles:	1 Miles:	1.5 Miles:
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.80%	4.10%	6.50%
Income \$ 10,000 - \$14,999	1.60%	1.40%	2.70%
Income \$ 15,000 - \$24,999	2.00%	3.40%	4.20%
Income \$ 25,000 - \$34,999	2.60%	3.70%	4.90%
Income \$ 35,000 - \$49,999	5.30%	7.00%	7.50%
Income \$ 50,000 - \$74,999	8.90%	10.80%	11.10%
Income \$ 75,000 - \$99,999	8.90%	9.70%	9.40%
Income \$100,000 - \$124,999	8.40%	9.40%	9.00%
Income \$125,000 - \$149,999	9.50%	9.50%	9.40%
Income \$150,000 +	49.10%	41.00%	35.30%
Average Household Income	\$188,123	\$166,004	\$153,751
Median Household Income	\$147,619	\$126,231	\$110,561
Per Capita Income	\$66,064	\$63,020	\$55,919

<b>Vehicles Available</b>			
0 Vehicles Available	3.90%	6.50%	9.60%
1 Vehicle Available	34.90%	41.60%	40.80%
2+ Vehicles Available	61.30%	51.90%	49.70%
Average Vehicles Per Household	1.8	1.6	1.5
Total Vehicles Available	2,454	8,363	17,648

	0.5 Miles:	1 Miles:	1.5 Miles:
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## 2000 Census Demographics

Total Population	3,803	13,339	32,042
Total Households	1,356	5,241	11,610
Female Population	1,948	6,970	16,876
% Female	51.20%	52.30%	52.70%
Male Population	1,855	6,369	15,166
% Male	48.80%	47.80%	47.30%

### Age:

Age 0 - 4	7.00%	7.00%	6.60%
Age 5 - 14	20.00%	16.80%	14.60%
Age 15 - 19	6.70%	6.70%	9.10%
Age 20 - 24	2.50%	4.00%	8.90%
Age 25 - 34	5.80%	9.30%	10.40%
Age 35 - 44	16.30%	16.30%	14.50%
Age 45 - 54	17.90%	16.40%	14.30%
Age 55 - 64	10.10%	9.50%	8.60%
Age 65 - 74	8.10%	7.40%	6.40%
Age 75 - 84	4.30%	4.80%	4.40%
Age 85 +	1.40%	1.90%	2.00%
Median Age	40.4	39.1	35.2

### Housing Units Trend

Total Housing Units	1,389	5,391	11,956
Owner Occupied Housing Units	79.50%	73.30%	67.40%
Renter Occupied Housing Units	18.10%	24.00%	29.80%
Vacant Housing Units	2.40%	2.80%	2.90%

	0.5 Miles:	1 Miles:	1.5 Miles:
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.00%	0.00%	0.10%
Asian, and Hawaiian or other Pacific Islander	3.50%	3.30%	5.30%
Black	0.80%	1.80%	8.60%
White	94.30%	93.00%	83.30%
Other	0.30%	0.60%	1.00%
Two or More Races	1.00%	1.30%	1.80%
Hispanic Ethnicity	1.90%	2.20%	2.80%
Not of Hispanic Ethnicity	98.10%	97.80%	97.20%
<b>Marital Status:</b>			
Age 15 + Population	2,777	10,166	25,233
Divorced	4.30%	5.70%	5.80%
Never Married	20.60%	22.30%	29.90%
Now Married	67.70%	62.10%	52.60%
Separated	3.20%	4.50%	6.50%
Widowed	4.20%	5.40%	5.30%
<b>Educational Attainment:</b>			
Total Population Age 25+	2,428	8,741	19,447
Grade K - 9	0.90%	0.70%	1.50%
Grade 9 - 11, No diploma	0.90%	1.30%	2.70%
High School Graduate	5.10%	5.90%	6.70%
Associates Degree	2.10%	2.80%	2.90%
Bachelor's Degree	31.50%	32.80%	31.50%
Graduate Degree	48.30%	46.50%	43.30%
Some College, No Degree	11.20%	10.00%	11.10%
No Schooling Completed	0.00%	0.10%	0.20%
Public School Enrollment	65.90%	55.80%	46.40%
Private School Enrollment	34.10%	44.20%	53.60%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	4.00%	4.30%	6.90%
Income \$ 10,000 - \$14,999	2.00%	1.90%	3.40%
Income \$ 15,000 - \$24,999	2.20%	4.00%	5.40%
Income \$ 25,000 - \$34,999	4.20%	5.20%	5.80%
Income \$ 35,000 - \$49,999	7.70%	9.70%	9.60%
Income \$ 50,000 - \$74,999	11.40%	12.40%	13.00%
Income \$ 75,000 - \$99,999	9.60%	10.70%	10.00%
Income \$100,000 - \$124,999	9.60%	10.20%	10.40%
Income \$125,000 - \$149,999	8.80%	8.40%	7.60%
Income \$150,000 - \$199,999	11.10%	11.40%	10.10%
Income \$200,000 or More	29.40%	21.80%	17.80%
Average Household Income	\$190,834	\$156,755	\$136,286
Median Household Income	\$123,006	\$104,247	\$89,780
Per Capita Income	\$68,039	\$61,590	\$49,381
<b>Vehicles Available</b>			
0 Vehicles Available	4.10%	6.50%	9.70%
1 Vehicle Available	35.50%	42.00%	40.90%
2 Vehicles Available	47.20%	43.10%	40.50%
3+ Vehicles Available	13.30%	8.40%	8.80%
Average Vehicles Per Household	1.7	1.5	1.5
Total Vehicles Available	2,355	8,177	17,566

	0.5 Miles:	1 Miles:	1.5 Miles:
Blue Collar Occupations	140	491	1,666
White Collar Occupations	1,574	5,905	13,400
% Blue Collar Workers	8.20%	7.70%	11.10%
% White Collar Workers	91.90%	92.30%	88.90%

### 1990 Demographics

Total Population	4,002	13,162	31,604
Total Households	1,564	5,372	11,389
Female Population	2,114	6,981	16,626
% Female	52.80%	53.00%	52.60%
Male Population	1,889	6,180	14,978
% Male	47.20%	47.00%	47.40%

### Age:

Total Population	4,002	13,162	31,604
Age 0 - 4	6.90%	7.40%	6.90%
Age 5 - 14	12.80%	12.30%	11.50%
Age 15 - 19	5.40%	5.20%	8.00%
Age 20 - 24	4.80%	5.90%	10.90%
Age 25 - 34	9.60%	13.40%	14.30%
Age 35 - 44	17.40%	17.60%	15.70%
Age 45 - 54	13.10%	12.00%	10.80%
Age 55 - 64	11.50%	9.80%	8.40%
Age 65 - 74	9.50%	8.20%	6.80%
Age 75 - 84	6.60%	5.60%	4.70%
Age 85 +	2.50%	2.40%	2.00%
Median Age	41.4	38.3	34

### Housing Units

Total Housing Units	1,641	5,598	11,806
Owner Occupied Housing Units	78.40%	70.50%	65.10%
Renter Occupied Housing Units	16.90%	25.50%	31.30%
Vacant Housing Units	4.70%	4.00%	3.50%

### Race and Ethnicity

American Indian, Eskimo, Aleut	0.00%	0.10%	0.20%
Asian	2.50%	2.70%	4.20%
Black	0.80%	1.40%	9.80%
White	96.40%	95.40%	85.50%
Other	0.30%	0.30%	0.40%
Hispanic Ethnicity	1.30%	1.70%	1.80%
Not of Hispanic Ethnicity	98.70%	98.30%	98.30%

### Educational Attainment:

Total Population Age 25+	2,812	9,105	19,826
Grade K - 9	1.10%	1.40%	3.70%
Grade 9 - 12	1.10%	1.10%	3.50%
High School Graduate	6.70%	6.80%	8.40%
Associates Degree	3.30%	3.30%	3.30%
Bachelor's Degree	35.50%	34.50%	33.10%
Graduate Degree	38.30%	39.60%	35.60%
Some College, No Degree	14.10%	13.10%	12.40%

	0.5 Miles:	1 Miles:	1.5 Miles:
<b>1990 Household Income:</b>			
Income \$ 0 - \$9,999	4.30%	5.40%	9.40%
Income \$ 10,000 - \$19,999	5.70%	6.30%	8.60%
Income \$ 20,000 - \$29,999	6.30%	9.10%	9.20%
Income \$ 30,000 - \$39,999	4.80%	7.80%	8.70%
Income \$ 40,000 - \$49,999	10.60%	8.40%	8.80%
Income \$ 50,000 - \$59,999	6.10%	8.10%	8.10%
Income \$ 60,000 - \$74,999	9.00%	9.90%	9.10%
Income \$ 75,000 - \$99,999	14.60%	13.40%	12.30%
Income \$100,000 - \$124,999	9.80%	9.90%	8.50%
Income \$125,000 - \$149,999	7.20%	5.50%	4.60%
Income \$150,000 +	21.60%	16.50%	12.80%
Average Household Income	\$116,051	\$97,379	\$84,530
Median Household Income	\$80,168	\$67,597	\$56,050
Per Capita Income	\$45,261	\$38,959	\$31,056
<b>Vehicles Available</b>			
0 Vehicles Available	8.70%	8.30%	10.60%
1 Vehicle Available	39.60%	41.30%	39.20%
2+ Vehicles Available	51.60%	50.40%	50.20%
Average Vehicles Per Household	1.6	1.5	1.5
Total Vehicles Available	2,425	8,106	16,779

#### Population Trend

1990	4,002	13,162	31,604
2000	3,803	13,339	32,042
Change 1990 to 2000	-5.00%	1.30%	1.40%
2004	3,881	13,538	32,077
2009	3,917	13,686	32,003
Change 2004 to 2009	0.90%	1.10%	-0.20%

#### Household Trend

1990	1,564	5,372	11,389
2000	1,356	5,241	11,610
Change 1990 to 2000	-13.30%	-2.40%	1.90%
2004	1,378	5,284	11,556
2009	1,385	5,315	11,501
Change 2004 to 2009	0.50%	0.60%	-0.50%

#### Average Household Size Trend

1990	2.52	2.38	2.51
2000	2.76	2.46	2.53
2004	2.77	2.47	2.54
2009	2.79	2.49	2.55

#### Median Age Trend

1990	41	38	34
2000	40	39	35
Change 1990 to 2000	-2.40%	2.00%	3.70%
2004	41	40	37
2009	42	41	38
Change 2004 to 2009	2.60%	2.90%	4.00%

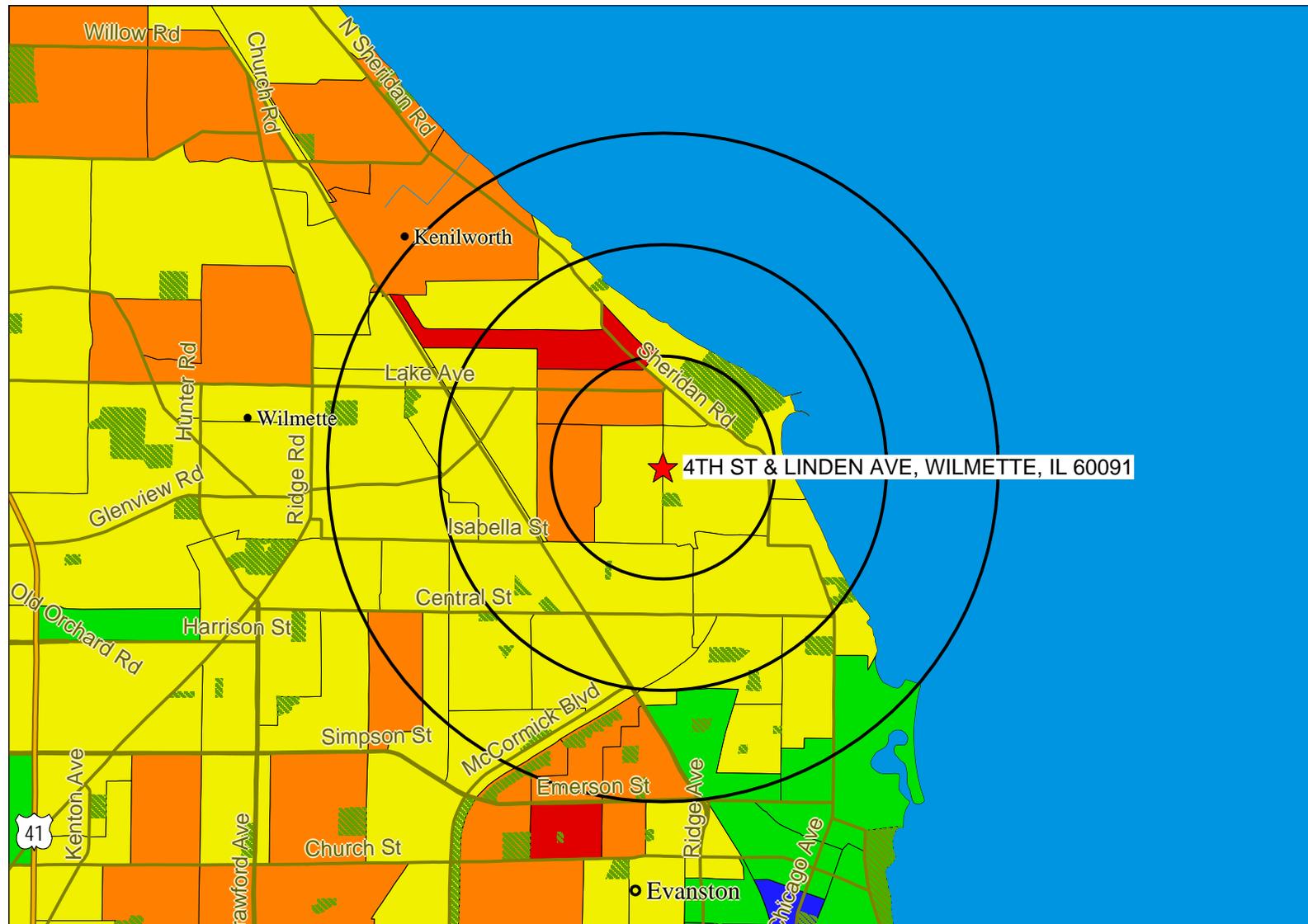
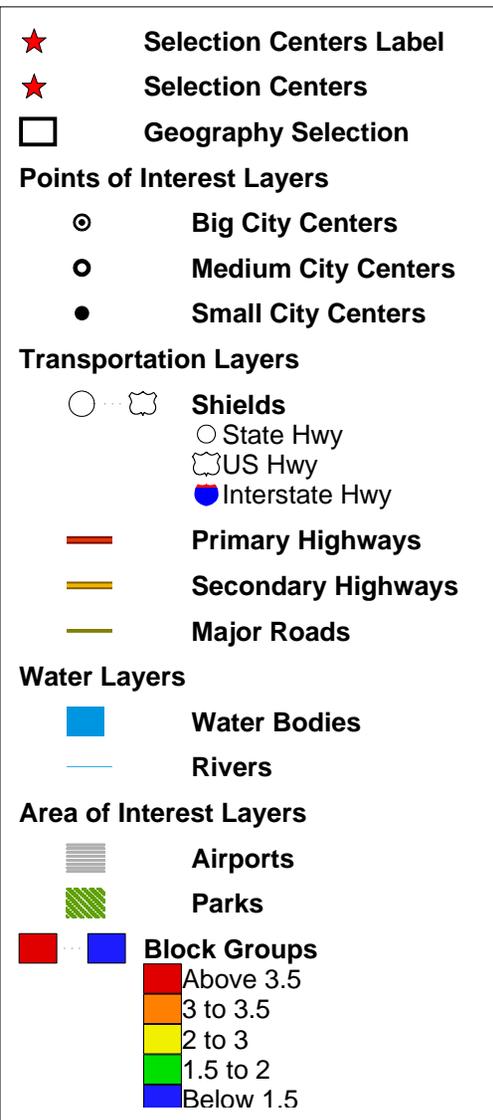
	0.5 Miles:	1 Miles:	1.5 Miles:
<b>Housing Units Trend</b>			
<b>Total Housing Units</b>			
Change 1990 to 2000	-15.40%	-3.70%	1.30%
Change 2004 to 2009	0.50%	0.50%	-0.50%
<b>Owner Occupied Housing Units</b>			
Change 1990 to 2000	-14.10%	0.10%	4.70%
Change 2004 to 2009	1.20%	1.50%	1.00%
<b>Renter Occupied Housing Units</b>			
Change 1990 to 2000	-9.20%	-9.40%	-3.90%
Change 2004 to 2009	-2.50%	-2.50%	-4.00%
<b>Vacant Housing Units</b>			
Change 1990 to 2000	-57.70%	-33.70%	-17.10%
Change 2004 to 2009	-0.50%	-1.40%	-2.00%
<b>Race and Ethnicity Trend</b>			
<b>American Indian, Eskimo, Aleut</b>			
Change 1990 to 2000	2.20%	-70.10%	-56.50%
Change 2004 to 2009	0.00%	0.00%	0.00%
<b>Asian or Pacific Islander</b>			
Change 1990 to 2000	33.50%	22.50%	27.70%
Change 2004 to 2009	1.50%	2.00%	-0.70%
<b>Black</b>			
Change 1990 to 2000	-11.10%	25.80%	-11.00%
Change 2004 to 2009	51.70%	31.10%	5.50%
<b>White</b>			
Change 1990 to 2000	-7.00%	-1.20%	-1.20%
Change 2004 to 2009	-0.10%	0.00%	-1.10%
<b>Other</b>			
Change 1990 to 2000	13.60%	118.00%	149.70%
Change 2004 to 2009	48.00%	30.80%	17.00%
<b>Hispanic Ethnicity</b>			
Change 1990 to 2000	38.00%	32.30%	62.80%
Change 2004 to 2009	83.40%	79.00%	68.20%
<b>Not of Hispanic Ethnicity</b>			
Change 1990 to 2000	-5.50%	0.80%	0.30%
Change 2004 to 2009	-3.50%	-3.30%	-4.50%

Current year data is for the year 2004, 5 year projected data is for the year 2009. [More About Our Data.](#)

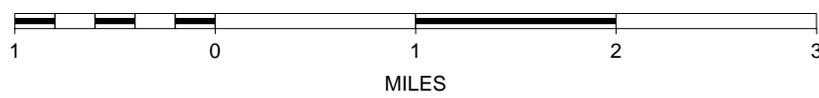
Demographic data © 2004 by Experian/Applied Geographic Solutions.



# 2004 Average Household Size



SCALE 1 : 60,247



# 2004 Median Age

- ★ Selection Centers Label
- ★ Selection Centers
- Geography Selection

**Points of Interest Layers**

- ⊙ Big City Centers
- Medium City Centers
- Small City Centers

**Transportation Layers**

- Shields
  - State Hwy
  - ⊞ US Hwy
  - ⦿ Interstate Hwy
- Primary Highways
- Secondary Highways
- Major Roads

**Water Layers**

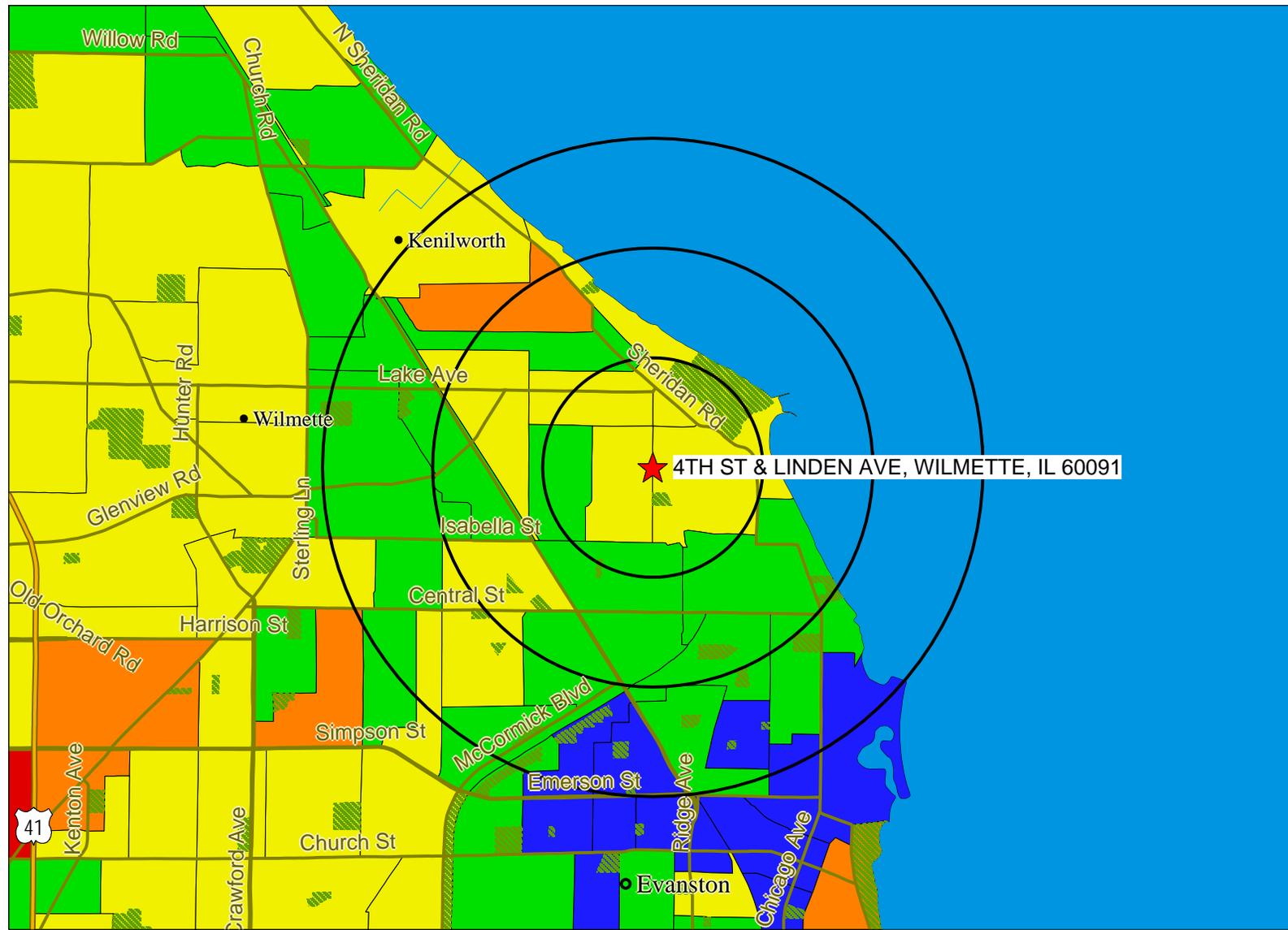
- Water Bodies
- Rivers

**Area of Interest Layers**

- ▨ Airports
- ▨ Parks

**Block Groups**

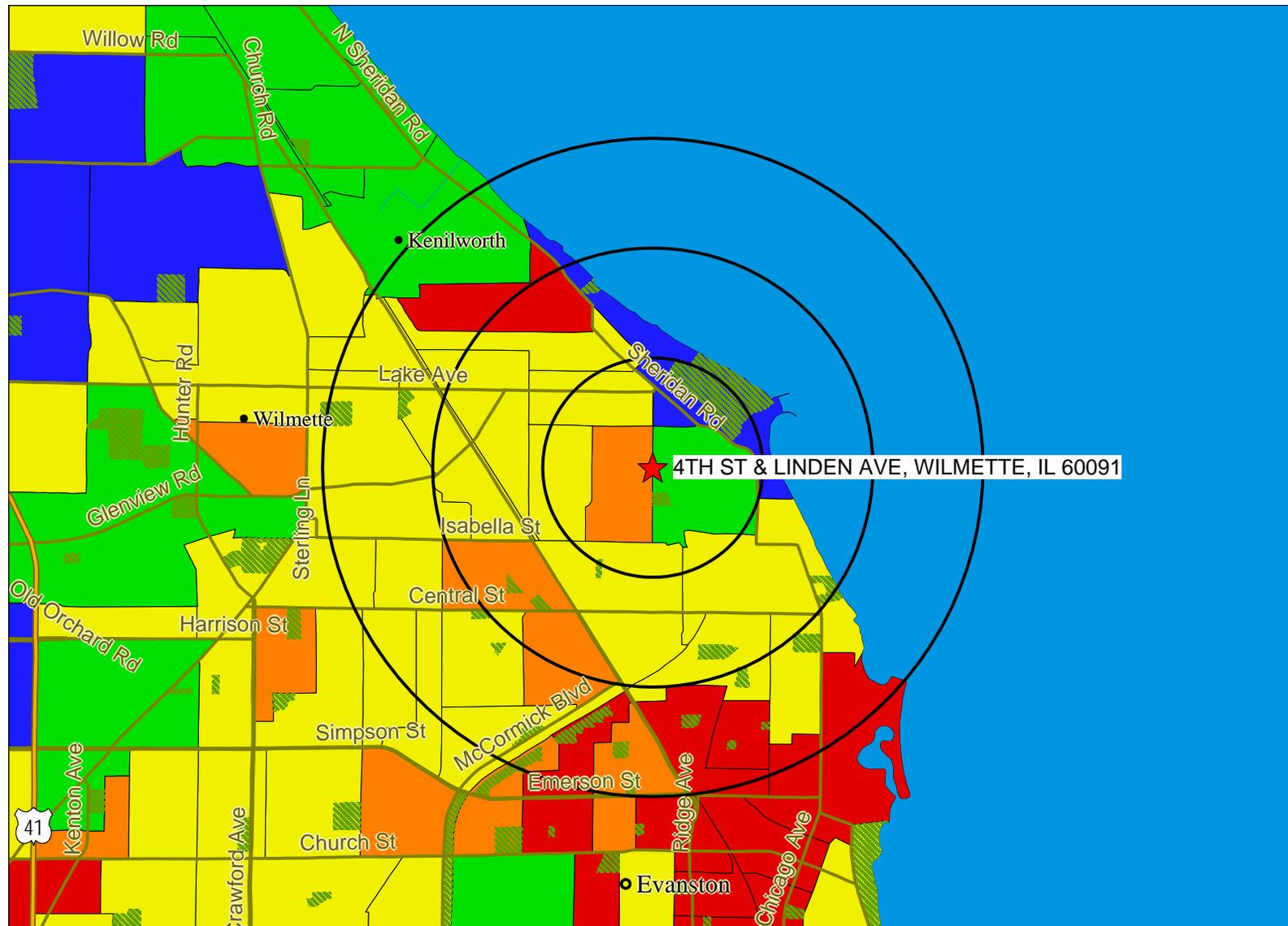
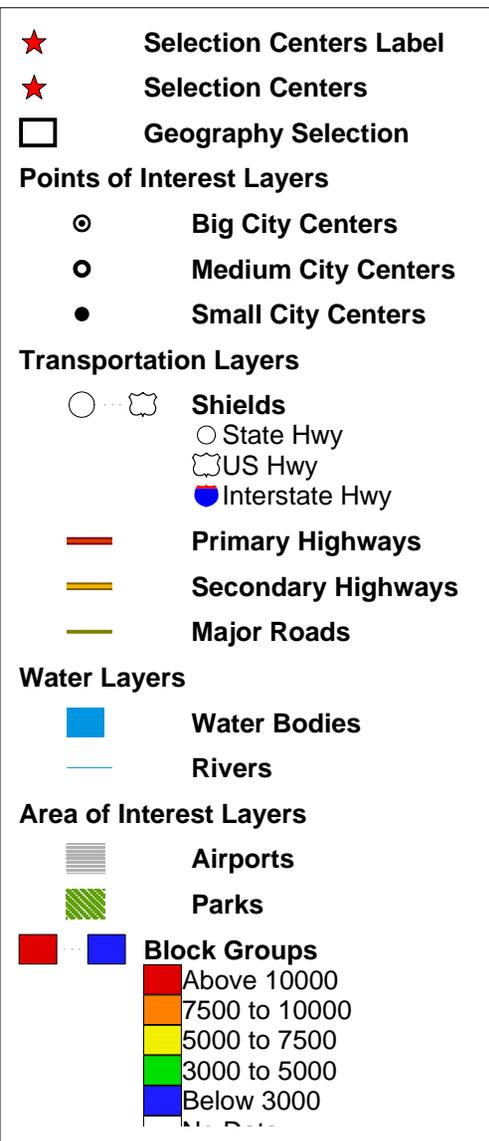
- Above 60
- 50 to 60
- 40 to 50
- 35 to 40
- Below 35



SCALE 1 : 60,247



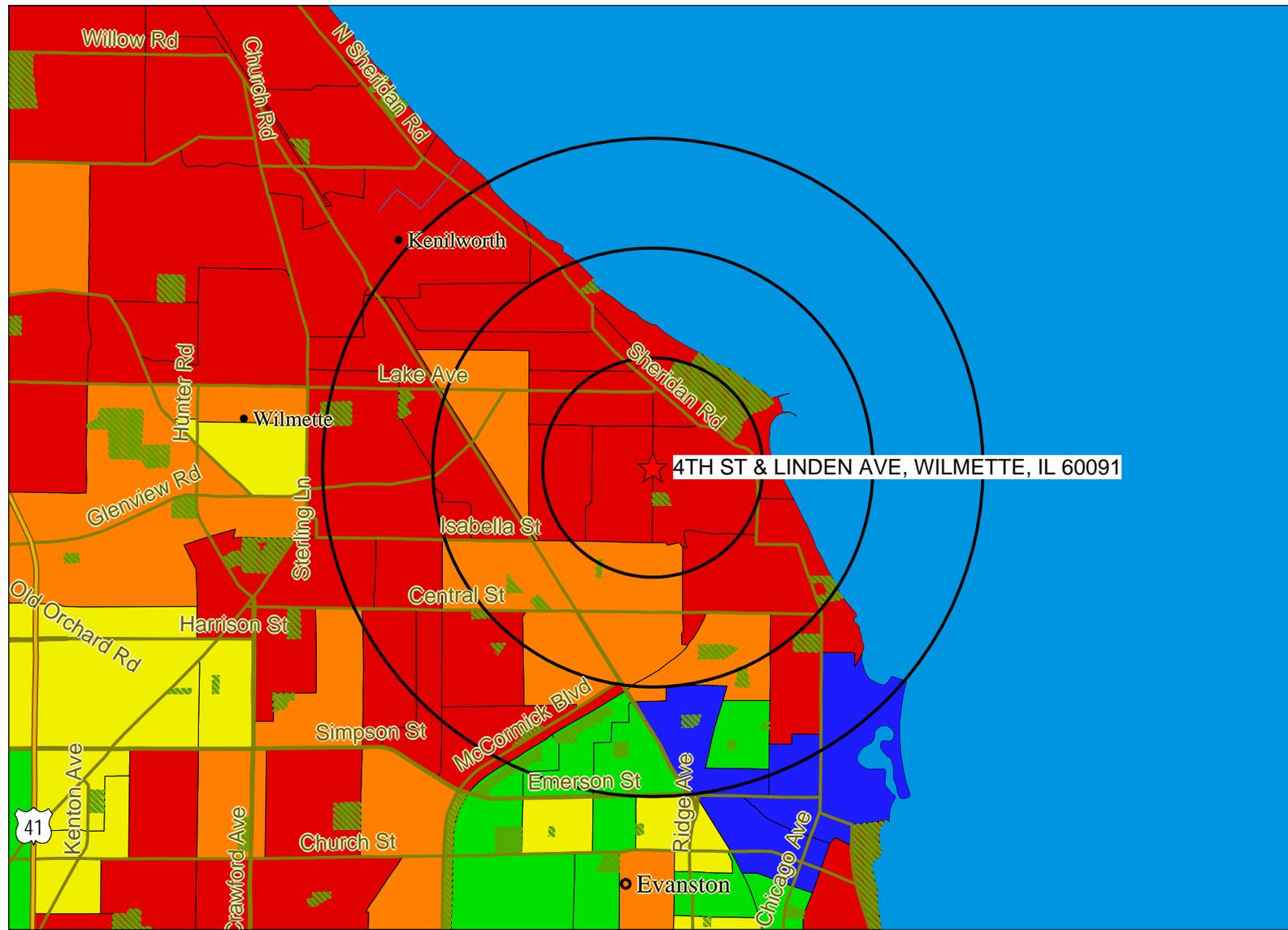
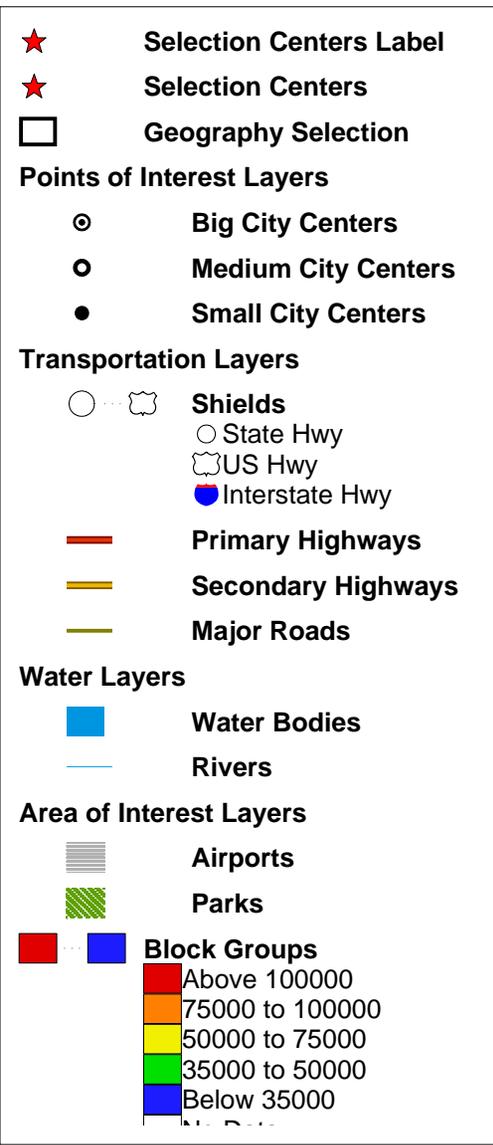
# 2004 Population Per Square Mile



SCALE 1 : 60,247



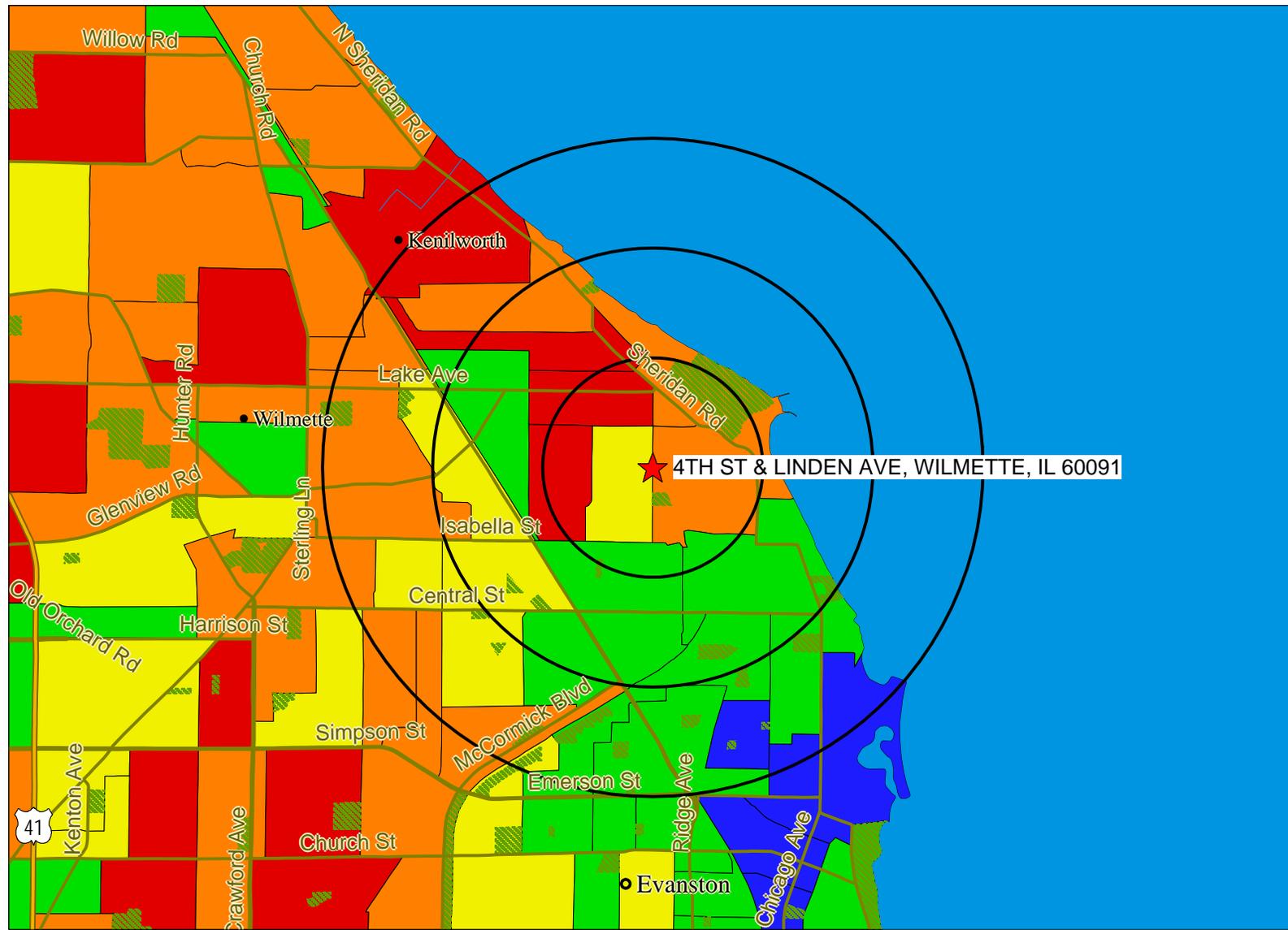
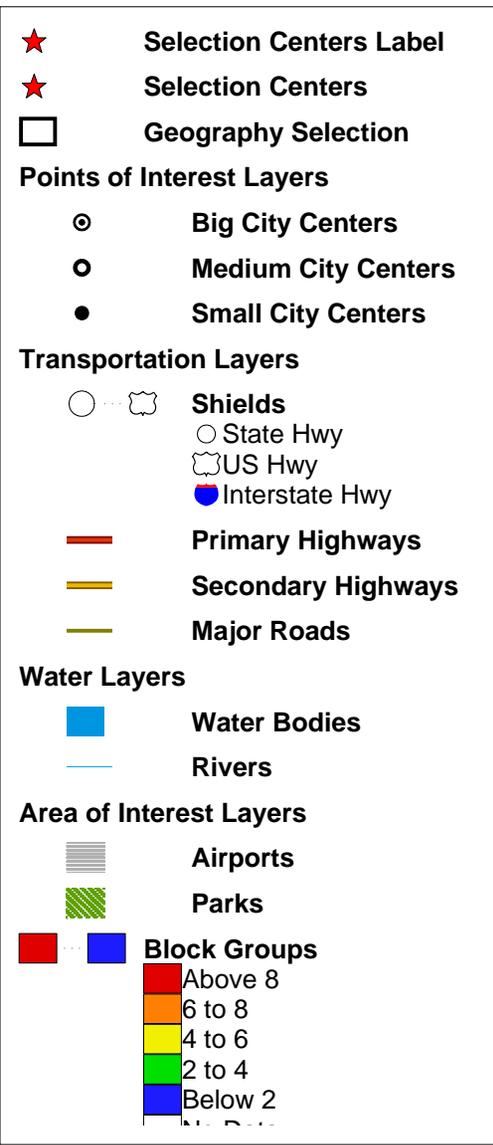
# 2004 Median Household Income



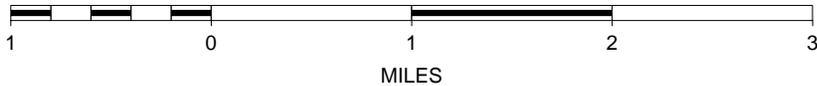
SCALE 1 : 60,247



# 2004 Median Years In Residence



SCALE 1 : 60,247



## 4th and Linden Businesses

Summer 2004

<u>Number</u>	<u>Number 2</u>	<u>Street</u>	<u>Name</u>	<u>Type of Product</u>
400	Suite 1	4th	Congregation Sukkat Shalom	Synagogue
400	Suite 4	4th	Thomas and Mary Ellen Lavin, PhD	Counseling
400	Suite 6	4th	Argent Real Estate/Salem Properties	Real Estate
400	Suite 7	4th	William M Ward	Attorney
400	Suite 8-11	4th	Knauff Environmental Design	
401		4th	Bearly Used	Thrift
415		4th	Marie's Restaurant	Restaurant
415.5		4th	Center for Oriental Medicine	Alternative Medicine (acupuncture, etc)
417		4th	Crest of Fine Flowers	Florist
421		4th	Wilmette Piano Studio	Piano Lessons
509		4th	Chinoiserie	Restaurant
513		4th	empty- had been Excelsis Creations	
515		4th	Vincent Anthony Hair Design	Salon/Barbershop
517		4th	Wilmette Internists	Doctor
517		4th	Daniel's Auto Body	Mechanic
519		4th	Kitchen Classics Custom Cabinetry	Furniture
521		4th	Tighe Realty Co	Real Estate
523		4th	Et Anleer Design	Interior Design
525		4th	Adams Electric Co	Hardware
400		4th	Equilibrium Centre	Fitness Equipment
516		4th	Murry's Napa Autocare Center	Mechanic
326		Linden	Mah Mei Chop Sui	Restaurant
328	Suite B	Linden	Integrated Construction	Architect
328	Suite F	Linden	WRT Smith & Co	Investment Advising
328		Linden	Challinor Wood Products	Lumber Wholesale
328		Linden	Ars & Civitas	Travel Agency
332		Linden	Shawnee Service Center	Mechanic
340		Linden	The Dog Wash	Dog & Cat Grooming/Pet Supplies
344		Linden	Wilmette Dental: Peter Neuhaus, DDS	Dentist
350		Linden	Coldwell Banker	Real Estate
402		Linden	Empty	
403		Linden	empty- had been Modeme Cleaners	
404		Linden	Empty	
405		Linden	Comix Gallery	Comics
405.5		Linden	Consignment Design	Women's Clothing
406		Linden	Joseph R. Ceisel, DDS	Dentist
408		Linden	Pins & Needles	Cleaners
410		Linden	Helen's Family Hair Care	Salon/Barbershop
411		Linden	True Value Hardware	Hardware
412-414		Linden	Demas Food & Liquors	Grocery
415	Suite A	Linden	Bahai Publishing Trust	Publisher
415	Suite B	Linden	Health for Humanity	
416		Linden	Finger Paints	Nail Salon
417		Linden	Dan Olsen State Farm Insurance	Insurance
419		Linden	Linden Cleaners	Cleaners
424		Linden	Linden Art Shop	Framing, Restoration
426-428		Linden	Eugene M. Goldberg, DDS	Dentist
351		Linden	North Shore Community Bank and Trust Co	Bank
407		Linden	Chris Kondos Couturier & Alterations	Tailor

## Village Center Businesses

Summer 2004

<u>Number</u>	<u>Number 2</u>	<u>Street</u>	<u>Name</u>	<u>Type of Product</u>
708		12th	The Noodle	Restaurant
1100	Suite G	Central	Stifel, Nicholas, and Co, Inc	Investment Firm
1100		Central	Vitality Natural Foods and Yoga	Homeopathics, Sport Equipment
1100		Central	Ambience North Shore Window Fashion	Interior Design
1100		Central	empty- had been Design House	
1101		Central	Heavenly Hearth	Bread Shop
1103		Central	Gerald Ashley Orthodontist and Angela Kalb General Dentistry	Dentist
1105		Central	Interior Design	Interior Design
1107	A	Central	Craig Scott Opticians	Optician
1107		Central	Encore and More	Thrift
1109		Central	Prairie Shore Properties	Real Estate
1109		Central	Cheese to Please	Restaurant
1111		Central	The Compact Disc Source- moving	CDs
1114		Central	Baskin-Robbins	Restaurant
1115		Central	Lad and Lassie	Clothing
1116		Central	Kama Kura	Restaurant
1120	1st floor	Central	Chuck Wagon	Restaurant
1120	2nd floor	Central	Massage Therapist	Massage Parlor
1121		Central	DeGuilio Kitchen Designs	Interior Design
1122		Central	Wilmette Theater	Movie Theater
1123		Central	Gold Medal Cleaners	Cleaners
1124		Central	RC Danon Gallery	Custom Framing/Fine Art
1129		Central	Antiques and Jewelry by Weber	Antiques/Jewelry
1131	Level B,C	Central	Pacific Porcelain Studio	Dental Laboratory
1131	Suite 1	Central	Social Work Practice	Social Work
1131	Suite 10	Central	Robert Coyne, Attorney at Law	Attorney
1131	Suite 11	Central	Village Nannies, Inc	Babysitting
1131	Suite 13	Central	Washington Penn Plastic	Plastic Wholesale/Manufacturing
1131	Suite 13	Central	Tom Herlocker	
1131	Suite 14	Central	Light Quarterly	Writer
1131	Suite 14	Central	John Mella	
1131	Suite 15	Central	James O'Hara	
1131	Suite 16	Central	AudioAudit, Inc	
1131	Suite 2	Central	La Stone Alternative Therapy and Wellness	Massage Parlor
1131	Suite 3	Central	MacDonald Tax Service	Financial Advising
1131	Suite 4	Central	Cain and Weiner	Financial Advising
1131	Suite 5	Central	Candace L. Chambers	
1131	Suite 6	Central	Mike Katz	
1131	Suite 7	Central	Cornerstone Ventures Professional Consulting	Advertising/Marketing Consulting
1131	Suite 8	Central	Miyanaga	Hand and Power Tools
1131	Suite 8-9	Central	Limelight	
1131	Suite A	Central	Wilmette Scholar Tutors	Tutoring
1131	Suite A	Central	Ktown Business Consulting	Consulting
1131		Central	Lambrech's Jewelers	Jeweler
1135		Central	Morning Glory, Ltd	Florist
1137	Suite 2	Central	Kiki's Nail Care	Nail Salon
1137	Suite 3	Central	Dr. John Walsh, Optometrist	Optometrist
1137	Suite 5	Central	Aviation and Tourism International	Travel Agency
1137	Suite 6	Central	Jensen World Travel, Ltd	Travel Agency
1137	Suite 7	Central	DMR Realty Group	Real Estate
1137	Suite 7	Central	Colfax Builders	
1137	Suite 7	Central	Hilside Developers	
1137	Suite 7	Central	Oak Street Construction	
1138		Central	Senses Gallery	Gift Shop
1141		Central	Crystal Cave	Gifts, Crystalware
1144		Central	Chantilly Lace Lingerie	Women's Clothing
1146		Central	Precise Vision Optical	Optician
1148		Central	Cramer Interiors, Ltd	Custom Upholstery
1150		Central	Jima Jee's	Women's Clothing
1152		Central	Schultz and Odhner	Cleaners
1153		Central	Kelly's Appliances	Vacuums
1154		Central	Baba's	Clothing
1154		Central	Spillin' the Beans	Coffee and Tea
1200		Central	Bank One	Bank

## Village Center Businesses

Summer 2004

<u>Number</u>	<u>Number 2</u>	<u>Street</u>	<u>Name</u>	<u>Type of Product</u>
1124		Greenleaf	Northwest Passage	Travel Agency
1131-33		Greenleaf	Higher Gear	Bike Shop
1135		Greenleaf	empty- had been Print Mint Gallery	
1137		Greenleaf	Butt'ry Catering	Restaurant
1139		Greenleaf	restaurant	Restaurant
1143		Greenleaf	Raven and Dove Antique Gallery	Antiques
1145-47		Greenleaf	Backyard BBQ	BBQ Equipment
1128		Wilmette	John's Shoe Store	Shoe Store
1139		Wilmette	Old Ouilmette Depot	Restaurant
1144		Wilmette	Illinois Bone and Joint Institute	Doctor
1145		Wilmette	North Shore Community Bank and Trust Co	Bank
1148		Wilmette	North Shore Stationery Shop	Stationery/Gifts
1149		Wilmette	Pediatric Associates	Doctor
1150	Suite 1	Wilmette	John J. Smith and Associates, Inc	Insurance
1150	Suite C	Wilmette	Velocity Products	
1150		Wilmette	J Clarke Baker and Co	
1150		Wilmette	David Berg and Associates	Security Consultant
1150		Wilmette	HH Engelhard, MD PhD- Neurosurgeon	Doctor
1150		Wilmette	Career Strategies	Career Counseling
1150		Wilmette	Reed-Martens Construction Group	
1150		Wilmette	Chamber of Commerce	Government
1150		Wilmette	GMB Associates	Financial Advising
1150		Wilmette	Karacic and Deffada, Ltd	
1150		Wilmette	Safe Harbor Realty, Inc	Real Estate
1150		Wilmette	Daphne Nwankapa, Consultant	
1150		Wilmette	Real Estate Fund, Inc	Real Estate
1150		Wilmette	JCS Real Estate Services, Inc	Real Estate
1150		Wilmette	Lead Dog Systems, Inc	Digital Imaging
1150		Wilmette	Ryan Construction Co	
1151		Wilmette	empty	
1152		Wilmette	All State Insurance	Insurance
1153		Wilmette	Sapphire Island	Salon
1155		Wilmette	Pilates Central- for rent	
1157		Wilmette	empty	
1158		Wilmette	Elenis Hair Design	Salon
1160		Wilmette	All Washed Up	Laundromat
1162		Wilmette	Winnetka Cake and Pastry Shop	Bakery
1163		Wilmette	Country Cobbler	Shoe Store
1165		Wilmette	Al's Meat and Poultry	Butcher
1166		Wilmette	Wilmette Jewelers	Jeweler
1167	Suite 201	Wilmette	Family Service Center	Counseling
1167	Suite 202	Wilmette	Petro Consultants Energy Corp	Consulting
1167	Suite 202	Wilmette	Oakmont Ind.	
1167	Suite 207	Wilmette	Paul R. Kesselman, Attorney at Law	Attorney
1167	Suite 208	Wilmette	European Touch Fine Personal Care	Nail Salon
1167		Wilmette	Dinner at Eight	Gift Shop
1167		Wilmette	Agent-Wald Management Co, Inc	
1168		Wilmette	CJ Arthurs	Restaurant
1177		Wilmette	Nelson Paint and Wallpaper	Paint
1181		Wilmette	Ted's Tailors & Cleaners	Cleaners
1183		Wilmette	Crystal Cave	Gifts, Crystalware
1185		Wilmette	Rolf Salon	Salon/Barbershop
1187		Wilmette	UPS Store	Copies/Post Office
1189		Wilmette	Christian Science Reading Room	Library
1191		Wilmette	Steve Distler State Farm Insurance	Insurance
1193		Wilmette	Scandia Catering and Deli	Restaurant
1195		Wilmette	Hotcakes Café	Restaurant
1199		Wilmette	Jos. A. Banks Clothiers	Clothing
1199		Wilmette	Shade Better Lamps and Lampshades	Lamps
1199		Wilmette	Panera Bread	Restaurant
1213	Suite 200	Wilmette	Thomas J. Nieman	Publishing Consulting

## West Village Center/Green Bay Road Businesses

<u>Number</u>	<u>Number 2</u>	<u>Street</u>	<u>Name</u>	<u>Type of Product</u>
1210		Central	Premier Bank	Bank
1221		Central	Budget Rent-a-Car	Car Rental
1223		Central	Schwab Architects	Architect
1225		Central	Mid-Central Printing	Printer/Copying
101		Green Bay Road	Prather Paint	Paint/Wallpaper
105	S	Green Bay Road	Calico Corners	Fabrics/Interior Design
107		Green Bay Road	Wilmette Real Estate	Real Estate
111		Green Bay Road	A la Carte	Food
123		Green Bay Road	Kurt Saphir Pianos	Pianos/Music
127		Green Bay Road	Albar Wilmette Platers	Silversmith
135		Green Bay Road	Perkowitz Window Fashions	Doors, Shutters
137		Green Bay Road	Pawn Shoppe	Pawn Shop
153		Green Bay Road	Walker Bros Pancake House	Restaurant
165-171		Green Bay Road	Kohl Children's Museum and Administrative Offices	Museum
275		Green Bay Road	Foremost Liquors	Liquor
277		Green Bay Road	The Clip Joint	Dog & Cat Grooming
279		Green Bay Road	CK Nagy's	Salon/Barbershop
411		Green Bay Road	Jewel-Osco	Grocery
515		Green Bay Road	Hedlund Marine Sports	Sporting Goods
517		Green Bay Road	The Private Bank	Bank
521		Green Bay Road	Garden House Casual Furniture	Furniture
525		Green Bay Road	North Shore Automotive	Car Dealer
531		Green Bay Road	Wilmette 24 Hour Deli/Food Mart	Food Mart
533-535		Green Bay Road	J&W Autobody and Carwash	Mechanic
537-539		Green Bay Road	Tsing Tao Mandarin Chinese Restaurant	Restaurant
545		Green Bay Road	Cruise Corner	Travel Agency
601		Green Bay Road	Koenig & Strey	Real Estate
605		Green Bay Road	Wilmette Bicycle & Sport Shop	Sporting Goods
607		Green Bay Road	North Shore Ford	Car Dealer
619		Green Bay Road	West End Antiques	Antiques
621		Green Bay Road	Wilmette Glass Co	Windows
625		Green Bay Road	Wilmette Pet	Pet Store
627		Green Bay Road	House of Chan	Restaurant
629	Suite 1	Green Bay Road	Home Free	Building Contractor
629	Suite 2	Green Bay Road	Cable Design, Inc	Art Studio
629	Suite 3	Green Bay Road	Accounting Pros	Financial Advisory Services
631		Green Bay Road	Salon del Lago, Inc	Salon/Barbershop
633		Green Bay Road	Jerry's Barber Shop	Salon/Barbershop
635		Green Bay Road	The Camera Shop	Photo/Video
637		Green Bay Road	Sunshine Plant Shop	Florist
721		Green Bay Road	Imperial Motors Jaguar Dealership	Car Dealer
805		Green Bay Road	Wilmette Auto Care	Mechanic
811		Green Bay Road	Walgreens	Drug Store
825		Green Bay Road	Edward Jones	Financial Advisory Services
833		Green Bay Road	Quality Cleaners & Alterations	Cleaners
901		Green Bay Road	BP	Gas Station
1115		Green Bay Road	Jiffy Lube	Mechanic
1201		Green Bay Road	Marathon Gas/Forrest's Autoshop	Mechanic
1217		Green Bay Road	Gloria Levin & Associates	Occupational Therapy
1221		Green Bay Road	Green Bay Animal Hospital	Vet
1225-27		Green Bay Road	American Vintage Home, Inc	Heating & Cooling Contractors
1229	a	Green Bay Road	Siding Group	Building Contractor
1229	b	Green Bay Road	Educational Services	Learning Disability Testing/Skills Remediation
1231-33		Green Bay Road	North Shore Yoga & Fitness	Clothing
1237		Green Bay Road	Homer's	Restaurant
1255		Green Bay Road	Kenilworth Service	Gas Station

**West Village Center/Green Bay Road Businesses**

Summer 2004

<u>Number</u>	<u>Number 2</u>	<u>Street</u>	<u>Name</u>	<u>Type of Product</u>
1407		Lake	Vestor Realty	Real Estate
1409		Lake	DePaepe Painting Co	Painting Contractors
1413		Lake	Passion Flower	Florist
1417		Lake	American Moodo Institute	Martial Arts Studio
1419		Lake	Kellum Animal Hospital	Vet
297		Oakwood	Antiques & Fine Art	Antiques
1211		Washington	Athletic Training Center of Wilmette	Gym
1212		Washington	Ross Wetzel Studio	Framing/Art Gallery
1215		Washington	Shardon Builders, Inc	Building Contractor
1218		Washington	Spectacular Kitchen & Bath Designs	Furniture
1209		Wilmette	Center for Creative Dance	Dance Studio
1211		Wilmette	Big Picture Home Theater Co	Video/Television Equipment
1213		Wilmette	Robert T. Baj Chiropractic Care	Chiropractor
1213		Wilmette	Prairie Benefits Network	Insurance
1219		Wilmette	Millen Ace Hardware	Hardware
1225		Wilmette	Alpine Glass & Window Co	Windows
1225.5		Wilmette	Schmidt & Associates Designers & Builders of Fine Homes	Home Designer/Builder

**Plaza del Lago Businesses**

Summer 2004

<u>Number</u>	<u>Street</u>	<u>Name</u>	<u>Type of Business</u>
1515	Sheridan Road	Matthew Dolce, DDS	Dentist
1515	Sheridan Road	Appareil	Clothing
1515	Sheridan Road	Bodies By Bruno	Heath Club
1515	Sheridan Road	Starbucks	Coffee
1515	Sheridan Road	Dimavera Hair Salon	Beauty
1515	Sheridan Road	Technology & Language Center	Tuturing/Learning
1515	Sheridan Road	Tickled Pink	Clothing
1515	Sheridan Road	Hanig's Footwear	Shoes
1515	Sheridan Road	Philip Cook, DDS	Dentist
1515	Sheridan Road	Plaza Del Lago Cleaners	Cleaners
1515	Sheridan Road	Huntley's	Clothing
1515	Sheridan Road	Chico's	Clothing
1515	Sheridan Road	Artisan Shop & Gallery	Arts and Gifts
1515	Sheridan Road	Yellow Bird for Kids	Toys
1515	Sheridan Road	Vibrato	Clothing and Accessories
1515	Sheridan Road	Glazed Expressions	Pottery
1515	Sheridan Road	Char Crews	China
1515	Sheridan Road	La Colonna	Clothing
1515	Sheridan Road	Long Grove Confectionery Co.	Candy
1515	Sheridan Road	Yellow Bird	Gifts
1515	Sheridan Road	Crate & Barrel	Housewares and Furniture
1515	Sheridan Road	Jewel	Grocery
1515	Sheridan Road	Burhop's Seafood	Seafood
1515	Sheridan Road	del Lago Pharmacy	Pharmacy
1515	Sheridan Road	Convito Italiano	Italian Restaurant and Take-out Foods
1515	Sheridan Road	Giggles & Giraffes	Childrens Clothing
1515	Sheridan Road	Madlena Floral Galleria	Floral
1515	Sheridan Road	Betise	Restaurant
1515	Sheridan Road	Plaza Del Lago Vision Center	Optometrist
1515	Sheridan Road	Monograms Today	Medical
1515	Sheridan Road	ROM Jewelers	Jewelry
1515	Sheridan Road	Blockbuster	Video
1515	Sheridan Road	Helix	Camera
1515	Sheridan Road	Umbria Italian Ceramics	Housewares and Gifts

**Central Street Evanston Businesses**

Summer 2004

<u>Store Name</u>	<u>Street Side</u>
Bank One	South
Hogeye Music	South
Dancing Bear Gallery	South
Vose-Sanders Bootery	South
Video Adventure	South
Nina Toshevsky Designs	South
Bluestone Restaurant	South
Christian Science Reading Room	South
Coventry Optical	South
Beadazzled	South
Chester & Chester Kitchen and Bath Designs	South
Lakeshore Realty	South
Tag's Bakery	South
Mud Pies	South
Lois & Co	South
Etienne	South
Copenhagen	South
Perennials	South
Evanston Public Library- North Branch	South
Paper Source	South
Sparkle Cleaners	South
Foodstuffs	South
Prairie Shore Realty	South
Table Manners	South
Starbucks	South
Mindscape Gallery	South
Stella	South
Walsh Homeopathics	South
Prairie Shore Realty Administrative Offices	South
Before the Ballet	South
Homemade Pizza Co	South
Great Harvest Bread Store	South
North Shore Chiropractic Center	North
Rouzati Oriental Rugs	North
Healing Touch Massage Therapy	North
Tremain & Co Custom Framing and Restoration	North
Trio Salon	North
Prairie Joe's Diner	North
HiFi Records	North
Verizon Wireless	North
Printz of Paint Painting & Decoration	North
United States Post Office	North
May Wah Chinese Restaurant	North
Evanston School of Ballet	North
George Ritzlin Antique Maps & Prints	North
Urban Totem	North
Subway	North
Tucker Gallery	North
Spice House	North
Mille Fiori	North
Symphony's Café	North

**Green Bay Road**

Dominicks  
Office Depot  
Café Luciano  
Moto Photo  
MD Auto Body  
Dunkin Donuts/Baskin Robbins  
Duxler Tires  
Jilly's  
Kinko's  
Gino's East  
Domicile  
Koenig and Strey  
Flynn Guitars

Block (north to south)

Isabella to Jenks  
Jenks to Livingston  
Jenks to Livingston  
Jenks to Livingston  
Jenks to Livingston  
Livingston to Central  
Livingston to Central  
Livingston to Central  
Central to Lincoln  
Central to Lincoln  
Central to Lincoln  
Central to Lincoln  
Central to Lincoln



# Hitchcock Design Group

Creating Better Places®

## Meeting Summary

**Date:** July 28, 2004

**RE:** *Community Input Session Results*

**Project #:** 03-0639-001-01-03 B

The following are the results of the Community Input Session on July 28, 2004. Participants submitted comments that were then arranged by similarities and Categorized as appropriate. The participants then voted for the categories that they believe to be most important. Note that participant comments are typed as they were submitted without edits.

### ***Category:***

#### ***More Retail***

***Votes for this Category:*** 20

#### ***Participant Comments:***

- I don't want to go to Evanston for so many things
- Move services to 2nd floor locations
- Commercially viable (i.e. low turnover to avoid vacant stores); businesses to support the local neighborhood
- Stores filled, no empty stores
- To see more diversity in shopping
- Limit office space; it doesn't generate foot traffic
- Small specialty shops, i.e. books, clothing boutiques, knit shop/yarns, cards and gifts, antiques, toys
- An art shop for children
- Drug store, loss of this precipitated decline
- To see a drugstore like we used to have
- High-end grocery store with delivery; clean, neat
- A bakery, donuts or snacks to attract families
- New stand
- School supplies
- More retail shops – no more service firms
- Gift shop, drug store, bakery
- Fish tackle and water sports store; open on weekends as well
- Hobby store, game room – computer-friendly for youth/teens, game store
- Grocery store that is more upscale with pre-made sandwiches (like Foodstuffs in Evanston on Central)
- Dollar store
- Evening destination place with ice cream
- Need business that has a large volume of people traffic
- Hardware store and cleaners should stay (and comic book store)
- Like being able to buy groceries and hardware
- Toy store!
- Book store with discussion seating
- Unique stores from elsewhere
- To see a gas station where one can pump one's own gas
- Too much turnover of inept stores

- Stores to attract visitors from Baha’I Temple
- Food and other specialty shops
- Not all chains, but a few o.k.
- Penny candy store, there are so many kids in the neighborhood

**Category:**

More Restaurants and Coffee Shops

**Votes for this Category: 16**

**Participant Comments:**

- Restaurant – lunch
- To see 2 more good restaurants
- Small, Italian restaurant, Ma and Pa type, sandwiches, etc.
- 2 Terrace cafes – outdoor and indoor seating
- Vernon’s (in Glencoe) is look for another suburban space- cute family restaurant (clean)
- Venue with fireplace/drinks and good music, but neighborhoodly – sort of like Bluestone with music
- Caribou Coffee with bookstore (like Bookstall in Winnetka)
- A place like the Starbuck’s in Glencoe; has a fireplace and couches to gather on
- Coffee shop

**Category:**

Physical Improvements

**Votes for this Category: 12**

**Participant Comments:**

- Decorate arch over street (gateway)
- Missed change for brick streets and sidewalks
- More benches (same for downtown Wilmette)
- Uniformed maintained store fronts, awnings, flowers
- Visually appealing, uniform façade
- More garbage receptacles
- Need directional signage for 4th Street businesses
- Picnic tables at Maple Park
- Create landmarks and historic district, several historically significant buildings that could be landmarked, may create more retail interest
- Preserve historic buildings – don’t do what went up downtown where the grocery store was, Optima Bldg., aesthetic concerns
- Preserve building on SW corner, 4th and Linden (terra cotta bldg.)

**Category:**

Redevelopment

**Votes for this Category: 11**

**Participant Comments:**

- Increase population density (new condos)
- Townhouses at Baha’i home site
- Encouragement of mixed residential/commercial development
- Mixed-use in single building
- Announcement of exiting community development plan
- Create spirit, unified plan

- Build small hotel/motel complex on NE corner opposite “L” with restaurant
- Limited visibility of 4th Street for retailers, need signage directing people
- Condominiums above barely used building for greater foot traffic

**Category:**

Public Relations

**Votes for this Category: 9**

**Participant Comments:**

- Attract beach crowd
- Need a news flyer listing 4th and Linden stores, signage
- Advertising link with the CTA, make it a destination
- Attract Northwestern/Evanston people

**Category:**

Activities

**Votes for this Category: 5**

**Participant Comments:**

- Organize concerts in park (like at Hubbard Woods Park) in Hubbard Woods (Thursdays at Plaza Del Lago)
- Freeze a skating rink in Maple Park with lighting and bathrooms and a little snack booth!!!
- Activity to draw families, children – art shows, ice cream shop
- Inclusion in village activities, ex. sidewalk sales, etc.

**Category:**

Character

**Votes for this Category: 4**

**Participant Comments:**

- Like the small town feel
- Need equal maintenance by the Village that downtown receives, i.e. snow shoveling in winter; public services
- The point (or mission) should not be solely to attract thousands of outsiders which would bring traffic and security issues; serve local residents
- Neighborhood with pride upturn, first class area
- Keep charm of older buildings, quaint, not new and sterile looking

**Category:**

Transportation

**Votes for this Category: 1**

**Participant Comments:**

- Express train to Loop, reverse commuters mostly
- Create more parking spaces, TIP to encourage development



## Meeting Summary

**Date:** September 27, 2004  
**Time:** 7:00 p.m.  
**Location:** Lakeview Center  
**Attendees:** Village of Wilmette, Department of Community Development  
Valerie Kretchmer Associates  
T.Y. Lin International  
Hitchcock Design Group  
General Public, (see sign-in sheet)

**RE:** **Fourth and Linden Study Area – Public Meeting**

**Project #:** **03-0639-001-01-03**

**Comments from the public during the question and answer session (in no particular order of importance):**

1. Meeting attended by residents, merchants, tenants, property owners and Village officials.
2. CTA could work out an agreement with Village to allow shared parking.
3. There is adequate existing short-term parking for businesses, but a shortage of overnight parking for existing multi-family residential units. Parking is also a problem when there are home cubs and Northwestern football games.
4. Some merchants and employees park in front of their businesses instead of leaving these spaces for patrons.
5. New condominiums would generate very few school age children. Comparable projects have resulted in no additional school age children.
6. These would likely be market rate condominiums in order to make the finances work. The developer will have to meet any affordable housing requirements of the Village at the time of construction.
7. Why is the area like it is today? Many factors, such as, reduced CTA ridership, lack of reinvestment by property owners, natural market fluctuation, poor marketing.
8. Reasons for vacancies not always apparent – sometimes can be personality differences.
9. Village codes can limit uses, density, and building height to an extent, however the more restrictions, the harder it will be to get a developer on board.
10. Housekeeping is poor at CTA station.
11. What does Village do to support business community? Maintains vacancy database, encourages communications between potential businesses and property owners – could do more.
12. Desire to save historic building, logistics of train operations led to relocation of pedestrian entrance to CTA station. Questionable as to whether this has an effect on foot traffic.
13. Buses are very empty within the area.

14. Covered parking would be vital to development of market rate condominiums.
  15. Some thought Village process is not conducive to new business development – process is too slow compared to other communities. Others disagreed and said that the Village has been very helpful.
  16. Roscoe Village example: Community group organized to determine appropriate land use. Not always what you think you want, but what the community will patron and support (example of a large bank being appropriate even though retail was original desire).
  17. Other communities have assisted development by assembling land by whatever means necessary and establishing some sort of financing support. Possible, but too soon to get into this level of detail.
  18. Land in this area very expensive. A 2½-story building would never work here.
  19. Does the area qualify as a historic district? Could be a marketing draw.
  20. How to deal with intangibles such as personalities and business mixes? Business is not easy, recruiting those with a commitment to make it work is important. Not necessarily national chains but not first timers either.
  21. National chains not interested in the area – not enough foot traffic.
  22. Character is very important. “Evanstonation” of the area is not desirable.
  23. Nobody supported Option A – Let Market Take its Course scenario.
  24. A majority supported Option B – Improvements without Redevelopment.
- Some supported Option C / D – Some Redevelopment (note that in discussion, many people support some development, but it depends on what, how and where).

**LIST OF PEOPLE INTERVIEWED IN FOURTH AND LINDEN AREA BY  
CONSULTANT TEAM**

Germaine and Jim Barkemeyer, Linden Hardware

Sam Conrad, Baha'i National Center

Ron Fleckman and Walter Kihm, Cyrus Homes

Sam Grill, Forum Development (401 Linden)

Janice Lee, Chinoiserie

Pete Marvin, Shawnee Service

Jim Demas, Demas Food & Liquor

Bobbie McKay and Lew Musil, NAG

Rolf and Leni Weil, NAG

Ellen and Ed McManus, NAG

Peter and Margrit Reinhard, NAG

Mary Tam, Tighe Realty

Mike Weinberg, LDP Management (400 Linden)

Julie Yusim, Wilmette Chamber of Commerce

Jim Carroll, CTA

Terry Porter, Wilmette Park District

Sabine Herber, Sheridan Shore Yacht Club

## **LIST OF DOCUMENTS PROVIDED TO CONSULTANT TEAM BY VILLAGE STAFF**

- Taxpayer list for NR district (328 Linden through 419 Linden; 516 Fourth through 525 Fourth)
- Wilmette CTA Station Parking and Traffic Study prepared by Jack E. Leisch Associates, May, 1987
- 1989 Economic Development Commission Report prepared by Economic Development Department
- Our Village Welcomes You brochure, dated 1990
- 2001 Village Resident Survey prepared by Dr. Steven Cox and Dr. Michael Hazlett
- Zoning Map, revised October 22, 1996
- Ad hoc Streetscape Committee Recommendations dated February 21, 1997
- 2000 Comprehensive Plan
- Business Development Strategy report prepared by Teska Associates, Inc., dated June, 2002
- Neighborhood Action Group (NAG) – a beginning plan
- Neighborhood Action Group Agenda for meeting on December 2, 2003
- Article from Wilmette Life about NAG meeting, date unknown
- CTA Rail Ridership by Branch and Entrance for December 2003 and April 2004
- Wilmette Zoning Ordinance, as amended through March 9, 2004
- Ordinance 2004-O-31, amending outdoor seating section of Zoning Ordinance
- Ordinance 2004-O-32, amending Planned Unit Development section of Zoning Ordinance
- Minutes of Business Development Advisory Group dated May 14, 2003; June 19, 2003; July 10, 2003; September 18, 2003; October 16, 2003; November 13, 2003
- Memo from Rose Green and Bob Amoruso to Michael Earl, dated March 31, 2004 about sales tax
- Email from R.C. Danon to John Adler dated July 7, 2004 regarding commercial signs
- Home Rule Sales Tax Survey dated August 10, 2004

- Letter from Mildred Dorr to Trustee Jacoby dated September 18, 2004 regarding CTA station area
- Email from John Anderson to Lucas Sivertsen dated September 26, 2004 about uses for area
- Email from Alan Barney to Lucas Sivertsen dated September 28, 2004 regarding housing in the area
- Shopping and Dining Guide, Wilmette Chamber of Commerce and Village of Wilmette, dated 2001
- Village Services Guide, Wilmette Chamber of Commerce and Village of Wilmette, dated 2004
- Wilmette Community Guide, Wilmette Chamber of Commerce, dated 2004
- Dining Directory, North Shore Convention and Visitors Bureau, 2004
- Visitors Guide, North Shore Convention and Visitors Bureau, 2004
- Vacancy Data Base prepared by Village Community Development Department, 2004
- Restaurant Report, undated