

Comprehensive Plan for the Village of Northfield

Vision Plan 2040



Adopted July 21, 2020

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Glossary

Acronym	Name
AV	Autonomous Vehicle
BAAD	Boat Access Area Development
BDD	Business Development District
BMP	Best Management Practices
CCDTH	Cook County Department of Transportation and Highways
CTA	Chicago Transit Authority
EAV	Equalized Assessed Value
EV	Electric Vehicle
FEMA	Federal Emergency Management Agency
HOA	Homeowner's Association
IDNR	Illinois Department of Natural Resources
IDOT	Illinois Department of Transportation
ITE	Institute of Transportation Engineers
ITEP	Illinois Transportation Enhancement Program
LED	Light Emitting Diode
LWCF	Land and Water Conservation Fund
MWRD	Metropolitan Water Reclamation District
OSLAD	Open Space Land Acquisition and Development
PILOT	Payment in Lieu of Taxes
PUD	Planned Unit Development
SRTS	Safe Routes to School
SSA	Special Service Area
TIF	Tax Increment Financing
WMO	Watershed Management Ordinance

1 Introduction

Vision Plan 2040 is the comprehensive plan for Northfield and serves as a guiding policy document for the Village over the next 20 years. Vision Plan 2040 establishes a vision for the community and provides Village staff and elected and appointed officials with the recommendations and strategies necessary to make that vision a reality. It reflects the desired character of the community and is built upon a foundation of shared values and core principles. Vision Plan 2040 is a blueprint for the future that sets forth our community's aspirations, articulates a vision, and provides a set of goals and policies to inform decision-making into the year 2040.

Northfield is known as the comfortable corner of the North Shore. It is a well-established community of charming, safe neighborhoods with a quiet approach to living. Northfield has a casual and unassuming nature preferred by residents who value their privacy and a laid back lifestyle.

Each opportunity for development within our built-out community has the potential to influence community character. It is within this context that Vision Plan 2040 strives to encourage and accommodate desirable and appropriate change and improvement, while preserving the essential aspects of what makes our community unique, including its semi-rural character.



Background of Vision Plan 2040

Vision Plan 2040 gives Northfield staff and elected and appointed officials guidance in leading the community over the next 20 years. Vision Plan 2040 includes specific projects, policies, and programs, designed to promote and preserve the Village's unique assets and character. It should be used to achieve the collective vision of residents and business owners, while also attracting new community members and commercial development.

Village History

The Village of Northfield was first settled in the mid-1800s by people referred to as "river folk." At that time, only 20 families lived in the area that would become Northfield, including the Brackendorfs, Happs, and Donovans. It was these pioneering families who came together and transformed Northfield from undeveloped marshland into a rural, agriculturally-based village. Although the Village has grown to encompass more than three square miles, over 5,000 residents, several major corporate headquarters, and auto dealerships, it has retained its semi-rural character. Its spirit of community and volunteerism survives today, making Northfield a comfortable and peaceful Village with a small-town feel unique to the North Shore.

Key Themes of Community Outreach

The driving force in the development of Vision Plan 2040 was input and feedback from Northfield residents, business owners, service providers, and other stakeholders. At the inception of the planning process and at key points throughout, hundreds of people provided input through a variety of mediums to help form the foundation of the Plan and to help shape its direction. Several key themes emerged throughout community outreach and acted as guiding principles for all goals and recommendations in Vision Plan 2040. These themes include:

- Enhance and expand the Village Center.
- Beautify and bolster office and industrial areas.
- Preserve and protect residential neighborhoods.
- Connect and complete bicycle and pedestrian networks.
- Identify and impart community character and identity.

Community Vision

The Vision Statement is an aspirational narrative that describes Northfield's accomplishments as a community since the adoption of Vision Plan 2040. It is a snapshot of the collective desires of the community and serves as the foundation for the goals, policies, and recommendations set forth in the Plan. The Vision Statement is written as a retrospective depicting the Northfield community in the year 2040.



IN 2040...

The Village of Northfield is a vibrant community in the heart of the North Shore. The Village has worked tirelessly to preserve the semi-rural character of its residential neighborhoods, while increasing the vibrancy of the Village Center and other commercial areas, growing the number of local jobs, and expanding the tax base.

A Welcoming Community

Northfield is a comfortable community of peaceful residential neighborhoods that are the pride of the Village and which contribute to Northfield's quaint and laid back character and identity. Northfield has thoughtfully worked to preserve its diverse range of housing options while redeveloping key areas to provide greater housing opportunities for residents in all stages of life. This has included, but is not limited to, new housing along the Northfield Road and Winnetka Road corridors and within proximity of the Village Center and North Shore Senior Center.

A Vibrant Community

Northfield residents enjoy a greater range of unique and locally-owned shops, restaurants, and entertainment options in the Village Center that continues to serve as the heart of the community. Aging retail centers and commercial buildings have been repositioned to provide for a pedestrian-friendly, mixed-use downtown with activated open spaces. A range of housing is available in the Village Center and is occupied by young professionals and longtime residents. These Village Center residents contribute to the vibrancy of the area. Local entrepreneurs have opened new shops and restaurants. Surrounding areas including the Northfield Road, Frontage Road, and east Willow Road corridors have also witnessed redevelopment, having benefited from the success of new development in the nearby Village Center.



Northfield continues to be home to corporate headquarters and new employers seeking high-quality office space near the Edens Expressway. New development takes full advantage of the area's visibility with taller office and mixed-use buildings that enhance the character of the Village. The expansion of Northfield's commercial and employment areas has been upward and not outward. New development uses established commercial properties more efficiently, while minimizing potential impact on surrounding residential neighborhoods, by utilizing thoughtful building placement, landscaping, and parking solutions.

A Connected Community

The Village continues to provide a high-quality roadway network that maintains the semi-rural character fostered by the community's numerous private lanes. Residents can easily connect to other North Shore communities, the City of Chicago, and O'Hare International Airport, through expanded transit connections. These enhance Northfield's standing as a highly desirable and regionally convenient place to live. Improvements to local sidewalks and trails, as well as the construction of the Skokie Valley Trail, have made the Village more pedestrian-friendly and have added to the vibrancy of the Village Center.

A Green Community

Northfield residents benefit from the Village's forward-thinking and balanced approach to making the community more sustainable and resilient. Through the integration of green infrastructure techniques, the Village has made the community more beautiful, while reducing the number of residents who experience flooding despite the increase in rain and other weather events throughout the region.

A Well-Served Community

The community's high-quality schools, municipal services, parks, library, and senior center continue to afford Northfield residents a very high quality of life. These assets are complemented by tremendous access to several natural areas which are anchored by the Middlefork of the North Branch of the Chicago River and the Skokie River. Residents enjoy convenient access to the Skokie Valley Trail, North Branch Trail, and a regional network of forest preserves. The Village continues to foster positive relationships with all service providers in order to continue offering an assortment of programming and recreational amenities that promote a healthy and active lifestyle.

A Desirable Community

Northfield continues to be a unique and highly desirable community. The Village has an authentic brand - "The Comfortable Corner of the North Shore" - that clearly communicates the community's laid back and casual lifestyle; friendly and approachable nature; and convenient setting on the North Shore. This brand is integrated throughout the community, making Northfield a sought after community for residents and businesses throughout the Chicagoland area.



Goals and Objectives

Vision Plan 2040 looks forward over the next 20 years and expresses what the Village desires to become in the future. This section presents the Plan's goals and objectives which outline how the Village can achieve its desired outcome. These statements should be used as guidelines for elected and appointed officials, Village staff, business owners, developers, residents, and all other stakeholders.

Goals and Objectives

Goals and objectives have a distinct meaning and purpose in the planning process:

- **Goals:** The goals define what the Village is aiming to achieve in the future. They represent broad categories that will help the Village realize its vision.
- **Objectives:** The objectives are specific and measurable. They quantify the goals and set a target for their achievement.

The goals and objectives were developed and refined throughout the plan's extensive outreach process and therefore reflect strong local consensus on the future of the Village. Goals and objectives are not prioritized in hierarchical order since one or more of these statements may be equally relevant to a particular project or action. Further detail on strategies for policies, programs, or projects are included in Sections 4 through 9, while potential funding sources and partners are included in Section 10.

Land Use and Development

Goal 1

Guide future land use and development to balance the preservation of existing large lots and established single-family neighborhoods with the need to expand housing, commercial, and employment use options.

Residential Areas Objectives

- Preserve and protect the Village's existing large lots and established residential neighborhoods.
- Ensure that all new residential developments are compatible with the scale and character of the surrounding neighborhoods.
- Limit negative impacts of new development within established neighborhoods.
- Encourage new residential development in select areas to serve the Village's population in every stage of life.

Commercial and Employment Areas Objectives

- Require high-quality design, architecture, and site amenities for all new developments.
- Support the development of small, locally owned businesses to preserve the Village's sense of place and enhance the Village Center as a regional destination.
- Ensure that new commercial and office development does not negatively impact the Village's residential areas.
- Promote the rehabilitation or replacement of deteriorating or obsolete commercial, office, and industrial structures.

Transportation and Mobility

Goal 1

Enable efficient and safe mobility and access for automobiles and trucks.

Objectives

- Preserve the existing street hierarchy to protect residential neighborhoods from through traffic.
- Continue to regularly review roadway conditions and identify projects to ensure the continued maintenance, efficiency, and safety of the roadway network.
- Modernize parking lot development standards to reduce the visual impact of surface parking.
- Promote cross access and shared parking in commercial and employment corridors.
- Revise parking minimums to reflect industry standards.
- Embrace new technology by updating parking requirements and land use patterns to adapt to shifting transportation preferences.



Sustainability and Resiliency

Goal 2

Support alternative modes of transportation such as walking, biking, and public transit.

Objectives

- Implement Complete Streets policies on key roadways.
- Implement enhanced traffic safety measures near high pedestrian activity areas.
- Improve pedestrian and bicyclist access along major corridors.
- Promote safe walking and biking routes to schools.
- Connect to regional transit centers through strategies such as a shuttle system or ridesharing.

Goal 1

Minimize the potential impact of increased rain events through the continued planning and implementation of stormwater mitigation projects including the expansion of green infrastructure.

Objectives

- Continue implementing and updating the comprehensive floodplain administration program.
- Maintain and improve the Village's class in the FEMA Community Rating System.
- Implement sustainable best practices in community facilities, including alternative energy applications, green energy procurement, water conservation, recycling and composting programs, native landscaping, and more.
- Encourage sustainable best practices such as low impact design strategies as part of new development and site design.

Community Facilities, Parks, and Open Space

Goal 1

Continue to offer high quality and innovative community facilities and services to residents.

Objectives

- Continue to promote intergovernmental coordination of community services through joint use and the development of public facilities for community-wide use.
- Review Village facilities and services to identify potential issues and prepare for necessary renovations, replacements, and improvement projects.
- Encourage the use of technology in infrastructure and systems to enhance service, reduce costs, improve performance, and preserve natural resources.
- Ensure that new residential developments do not adversely impact the capacity of school facilities or funding.

Goal 2

Continue to cooperate with the Northfield Park District, Winnetka Park District, and other regional partners to maintain and enhance the Village's parks. Protect and activate the environmental features and open spaces in the community.

Objectives

- Integrate open space opportunities in commercial and office development including the preservation and enhancement of natural features. Also consider the provision of landscaped areas, squares, plazas, and courtyards.
- Continue to support the Park Districts in their provision of recreational programs, facilities, and public gathering programs.
- Construct the Skokie Valley Trail.
- Partner with the Cook County Forest Preserve District to evaluate opportunities to activate Forest Preserve open space in the community for recreational purposes.
- Coordinate with the Chicago Botanical Garden, Ravinia, and Forest Preserve to increase connections to encourage recreational and cultural opportunities.

Image and Identity

Goal 1

Create a sense of place in Northfield and reinforce the positive image of the Village as "The Comfortable Corner of the North Shore."

Objectives

- Fully implement the Village's Competitive Identity Plan including the installation of gateway, wayfinding, and other signs.
- Encourage, enforce, and expand the use of the Village Center Design Guidelines.
- Work with IDOT and Cook County to enhance the appearance of major arterial streets.
- Host events that foster community pride, including both Village-wide and neighborhood events.
- Enhance the approaches and identification signs for Northfield's residential areas to celebrate the unique character of each neighborhood.
- Explore opportunities for public art throughout the Village with a focus on the Village Center.

Land Use Plan

The Land Use Plan identifies desired future land uses for all areas of the Village. The Land Use Plan strives to preserve and protect Northfield's established neighborhoods while promoting the strategic development of some housing for all phases of life. The Land Use Plan also seeks to enhance and expand the community's established commercial and employment areas without encroaching upon surrounding residential areas. The Plan envisions the Village Center as a pedestrian-friendly and well-connected mixed-use district that is home to a growing number of residents and unique small businesses. Expansion of the employment base and diversification and strengthening of the tax base are also desired outcomes.

The Land Use Plan is a general guide for growth and development in Northfield, serving as a foundation for future decision-making. The Land Use Plan is flexible and should accommodate creative approaches to land use and development consistent with the policies and guidelines included in Vision Plan 2040.



Goal

Guide future land use and development to balance the preservation of existing large lots and established single-family neighborhoods with the need to expand housing, commercial, and employment use options.

Framework Plans

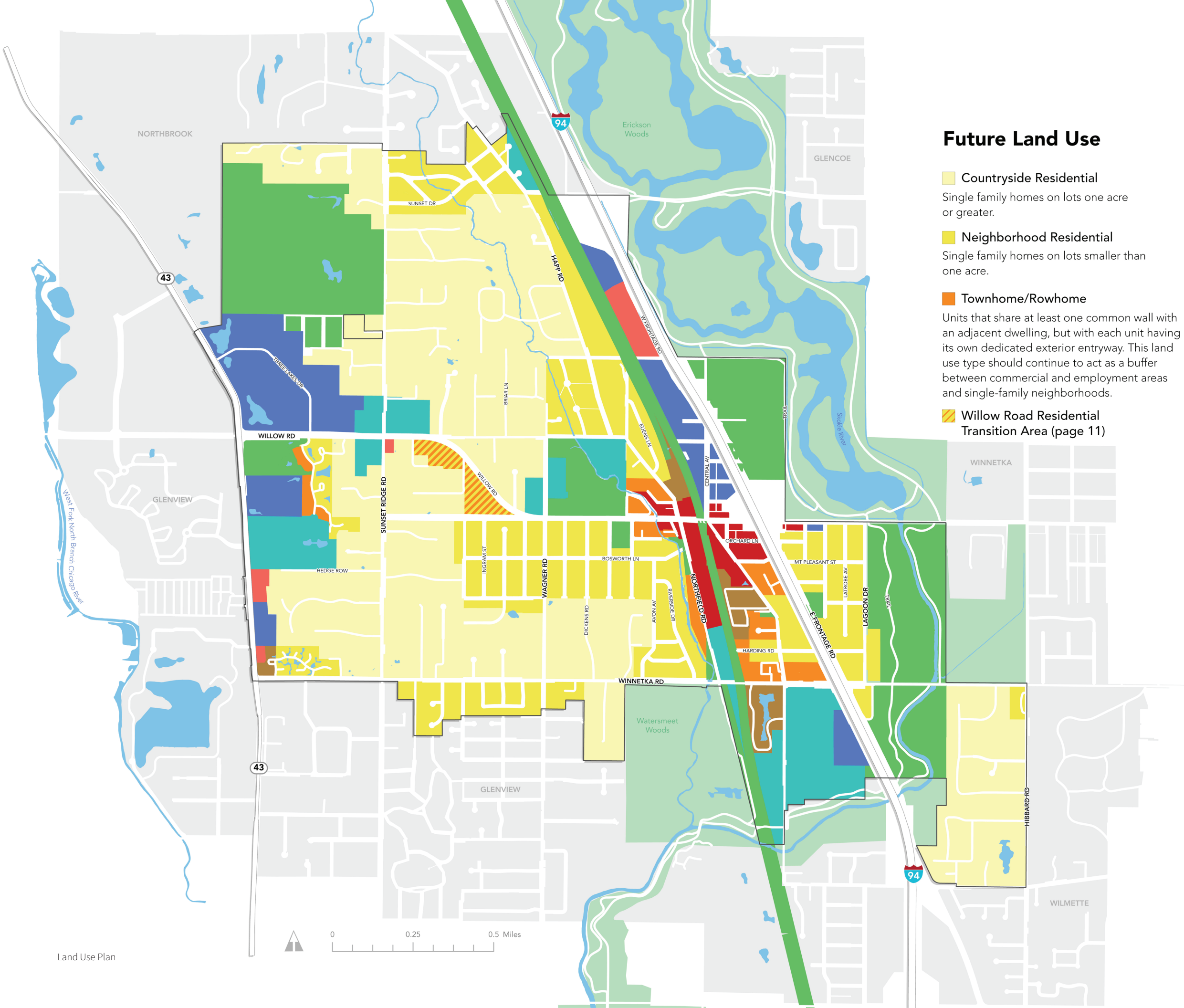
In addition to community-wide land use policies, the Land Use Plan includes two framework plans that provide further guidance regarding the unique issues facing the Village's residential neighborhoods and commercial and employment areas.

Residential Areas Framework

The Residential Areas Framework provides a more detailed guide for the development of future housing and the enhancement of existing residential neighborhoods. The framework builds off the Land Use Plan to ensure that the limited areas available for new residential growth are developed in a manner that reflects Northfield's existing character while providing for greater diversity in housing options.

Commercial and Employment Areas Framework

The Commercial and Employment Areas Framework builds off the Land Use Plan to provide broad recommendations applicable to all commercial areas in the Village. Commercial and employment uses, consisting of retail, service, and office uses are concentrated along major roadways and in the Village Center. *Vision Plan 2040* does not recommend additional commercial development outside of Northfield's established commercial districts and corridors. Rather, the Village should promote reinvestment and redevelopment to accommodate more intense commercial and employment generating uses on existing properties.



Future Land Use

Countryside Residential

Single family homes on lots one acre or greater.

Neighborhood Residential

Single family homes on lots smaller than one acre.

Townhome/Rowhome

Units that share at least one common wall with an adjacent dwelling, but with each unit having its own dedicated exterior entryway. This land use type should continue to act as a buffer between commercial and employment areas and single-family neighborhoods.

Willow Road Residential Transition Area (page 11)

Multifamily

Structures with multiple housing units stacked either vertically or horizontally with a common entrance and shared amenities. This land use type should continue to act as a buffer between commercial and employment areas and single-family neighborhoods.

Mixed Use

Developments with commercial uses on the ground floor and office uses or multifamily residential uses on the upper floors. This land use type should primarily be two to three stories with opportunities for additional height when adjacent to the Edens Expressway.

Commercial

Commercial businesses that sell goods and services within the community, including gas stations, car dealerships, restaurants, boutiques, salons, and banks. This land use type should continue to be concentrated in the Village Center and along major corridors.

Office

Buildings constructed and designed as office spaces for professional or medical firms. This land use type should continue to be primarily concentrated on Frontage Road and Waukegan Road.

Parks and Open Space

Formal parks, dedicated open spaces, natural areas, golf courses, and other areas used for passive and active recreation.

Public/Semi-Public

A wide variety of uses that provide or support public services and amenities such as schools, places of worship, and Village-owned property. These institutional uses are valued contributors to the local quality of life, however, if parcels are sold and transition away from their current use, future development should be guided by the scale and character of adjacent development, and broader land use policies influencing surrounding properties.

Residential Areas Framework

Northfield's residential neighborhoods and the variety of housing styles and the predominantly large, one-acre lot sizes are a defining characteristic of the community. *Vision Plan 2040* strongly recommends the preservation and protection of established residential neighborhoods and encourages the development of compatible and high-quality new residential development where appropriate.

Preserve Neighborhood Character

Ensure that all new residential developments are compatible with the scale and character of the surrounding neighborhoods.

To ensure that new townhomes/rowhomes and multifamily housing products meet Northfield's high standards, it is recommended that the Village **develop design guidelines for these types of residential development.**

The design of new townhomes/rowhomes and multifamily housing should utilize similar, high-quality building materials and traditional architectural styles as featured in the surrounding and nearby single-family neighborhoods.

Guidelines should:

- Primarily focus on the relation of the development to the street and sidewalk, building materials, landscaping, garages and driveways, fences or walls, and door and window placement; and
- Be included as a standard of consideration in the Village's Planned Unit Development process.
- Garages should be minimized through innovative design and a combination of front, side, and interior loaded spaces.

Guide Residential Infill Development

Limit negative impacts of new development within established neighborhoods.

The potential for teardown and infill development exists in areas with smaller, more attainable homes on lots that are large in comparison to the size of the home, such as those found in the R-4 zoning district. A homeowner can teardown an existing smaller home and build a larger infill home for less money than buying an existing home of the desired size.

While Northfield has not yet been significantly impacted by residential teardowns, the Village should anticipate addressing this issue during the lifespan of *Vision Plan 2040*. Uncontrolled infill development within established neighborhoods has the potential to reduce the number of attainable homes in the Village and negatively impact community character. To proactively address this issue the Village should:

- **Develop a single-family detached housing "pattern book"** to guide architectural and building concepts for residential teardown, infill developments, and home expansions. The guidelines should encourage work be done in a seamless and complementary manner while ensuring architectural variety and interest through anti-monotony standards.

- **Assess the need to right-size R-4 and R-5 zoning districts** to ensure that any new work is of a compatible scale and setback to existing developments. To accomplish this, the Village should compare the lot sizes of existing developments to the lot area requirements of the various residential zoning districts. Based on the results of this assessment, the Village should alter standards as appropriate.
- **Clarify the use regulations for the R-1, R-2, R-3, R-4, and R-5 zoning districts** to distinguish between single-family detached and single-family attached housing products. Currently, the use regulations only list single-family dwelling and do not distinguish between single-family detached or attached housing products. The issue is further exacerbated because single-family dwelling is not defined in the ordinance.

Continue to Support Diverse Housing Options

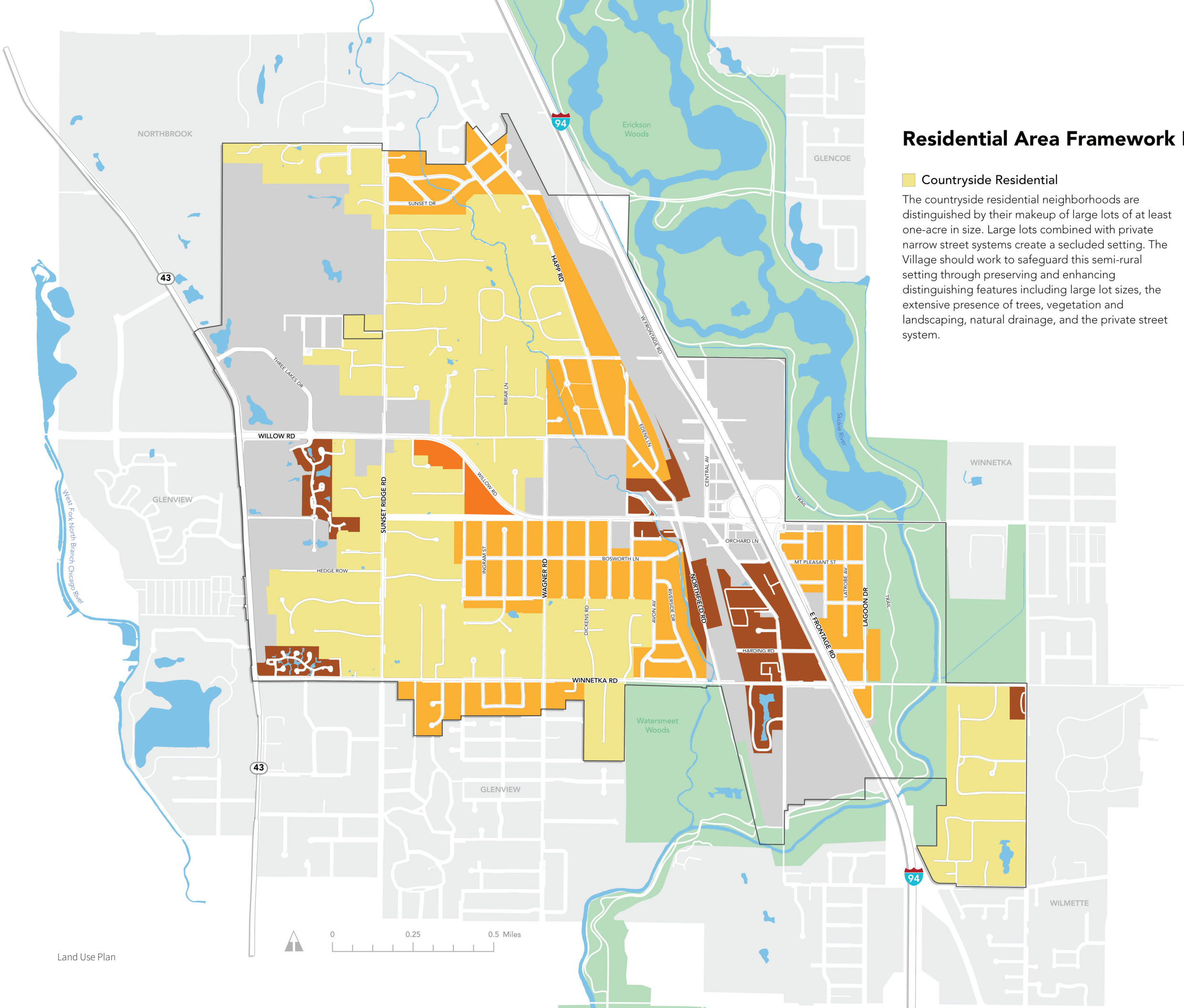
Encourage new residential development in select areas to serve the Village's population in every stage of life.

50 percent of Northfield's population is 50 years of age or older compared to 32 percent for Cook County. This age group increased by 3 percent between 2010 and 2017 while the Village's overall population decreased by 2 percent, and it is projected that this segment of Northfield's population will continue to increase in the coming years.

To ensure that Northfield remains vibrant and attractive to residents, from first-time home buyers to growing families and retirees, it is recommended that the Village continue to encourage housing diversity. Below are several strategies to accomplish this:

- **Permit accessory dwelling units as special uses** in the R-4 and R-5 zoning districts when certain conditions are met, including the availability of sufficient parking and quality design that would have little to no impact on the appearance of the single-family detached home.
- **Support the rezoning of properties** identified in the Land Use Plan for single-family attached and multifamily housing. Areas where the Village should consider rezoning include the industrial uses at the west end of Harding Road which are currently zoned for light manufacturing (M-1) and should be rezoned to the multiple family residential district (R-6), as well as the Northfield Road Corridor which is currently zoned for service commercial (B-2) and should be rezoned or the permitted uses list expanded to allow for multifamily residential, townhomes, and mixed-use development.

- **Establish standards of review for zoning text and map amendments** including alignment with the Land Use Plan. This will guide elected and appointed officials in their decision making.
- **Lower the minimum lot area requirements for multifamily housing** units in the R-6 zoning district. Currently, 5,000 square feet of lot area is required per multifamily unit, resulting in a maximum density of 8.7 units per acre. This high land area requirement encourages developers to build larger units, with more bedrooms to maximize their return on investment. By lowering this requirement, Northfield will encourage developers to build units with fewer bedrooms, which are more appealing to young professionals or empty nesters and less likely to increase the number of students within the school district. In addition to lowering the minimum lot area requirements, it is recommended that the Village establish use-specific standards for all multifamily development in Northfield, including enhanced screening and buffer yards.



Residential Area Framework Plan

Countryside Residential

The countryside residential neighborhoods are distinguished by their makeup of large lots of at least one-acre in size. Large lots combined with private narrow street systems create a secluded setting. The Village should work to safeguard this semi-rural setting through preserving and enhancing distinguishing features including large lot sizes, the extensive presence of trees, vegetation and landscaping, natural drainage, and the private street system.

Neighborhood Residential

These neighborhoods consist of residential homes on lots smaller than one acre. The majority of these neighborhoods are served by a grid pattern of streets that help to make the communities walkable and connected. Northfield should encourage continued reinvestment in these neighborhoods and the street network that serves them.

Willow Road Residential Transition Area

Access to this area was impacted by the roadway widening and installation of landscaped medians along Willow Road, making it necessary to rethink and reconfigure the existing properties. As this area transitions, the Village should continue to ensure that new development proposals reflect the high standards and quality of other residential areas in the community. While preservation of the existing single-family housing stock is desirable, redevelopment at a higher density with access improvements may be necessary over the long term.

Mixed Density Residential

These areas consist of single-family attached or multifamily homes, an essential stock that adds diversity in housing options and helps the Village maintain its vibrancy and attractiveness for residents of all ages. These areas should continue to be concentrated near the Village Center and other commercial areas to allow for the walkable, live/work/play lifestyle many young professionals and seniors are searching for.

Commercial and Employment Areas Framework

Northfield's commercial and employment areas are the areas most susceptible to change during the lifetime of *Vision Plan 2040* as compared to the Village's established residential neighborhoods. For this reason, in addition to the broader Village-wide recommendations provided in this framework, Section 4: Subarea Plans provides more detailed recommendations.

Subareas Plans Overview

Subarea plans have been developed for the majority of commercial and employment areas in Northfield including the Village Center, Northfield Road Corridor, Frontage Road Corridor, and East Willow Road Corridor. These areas were assessed as subareas because they are most inclined to redevelop during the lifetime of *Vision Plan 2040* and this redevelopment has the potential to influence the character of the community.

Although each subarea plan consists of specific and unique recommendations, key themes include:

- Promote mixed-use development;
- Support alternative modes of transportation including walking and biking;
- Integrate public open spaces with new development and redevelopment; and
- Minimize negative impacts to residential areas.

Enhance and Expand Design Guidelines

Require high-quality design, architecture, and site amenities for all new developments.

The Village's commercial and employment corridors comprise a wide mix of architectural styles and site designs. The Village has a desire to heighten its standards for commercial/office areas and in 2008 adopted design guidelines to establish a vision for the desired character and design of buildings in the Village Center.

To achieve this vision in commercial and employment areas outside of the Village Center, **it is recommended that the Village expand and enhance these design guidelines.**

Broader design guidelines that are applicable throughout the Village's commercial and employment areas should include:

- Details on the desired building orientation, massing, façade articulation, and façade design for different use types including commercial, office, and mixed-use buildings;
- Specifications on preferred building design elements such as building entries, dormers, bays, windows, and rooflines for different use types;
- A list of recommended and acceptable building materials and decorative building elements for different use types; and
- Enhanced landscaping, screening, and buffering recommendations.

These design guidelines should then be included as a standard for consideration in the Village's Planned Unit Development and Special Use regulations to ensure that they are applied to new development going through this process.

Support Small Business Development

Support the development of small, locally owned businesses to preserve the Village's sense of place and enhance the Village Center as a regional destination.

Small, local businesses are highly valued by residents, greatly contribute to the community's sense of place, and make areas like the Village Center a destination within the region. As properties begin to redevelop and uses turnover, **the Village should work to support the development of new local, small businesses, ensuring the preservation of this important community asset.**

Several strategies that the Village could implement to accomplish this include:

- Create incubator spaces in vacant office or vacant industrial space in the Frontage Road and Northfield Road corridors to help accelerate the pace at which innovative startups can launch their businesses in Northfield;
- Promote the Village's streamlined development process and highlight local resources through the development of a "Small Business Starter Guide" to help small businesses open quickly; and
- Continue to proactively engage with the Winnetka-Northfield Chamber of Commerce and advocate for the promotion of Northfield businesses and events.

Minimize Impacts to Residential Neighborhoods

Ensure that new commercial and office development does not negatively impact the Village's residential areas.

Although Vision Plan 2040 does not include recommendations for expanding the amount of land in the Village dedicated to commercial and employment uses, as communicated in Section 4: Subarea Plans, the plan does support increased density and intensification of the use of land already dedicated to these purposes.

To ensure that higher density and more intense development and redevelopment in these areas does not negatively impact residential neighborhoods, it is recommended that the Village:

- **Develop use-specific provisions** that include additional requirements outside of general development standards such as permitted hours of operation;
- **Enhance landscaping and screening requirements for parking lots**, transitional yards, and building foundation areas; and
- **Revise the Planned Unit Development Ordinance** to require that applicants host a pre-application meeting with surrounding property owners and include evidence that all feedback was considered in their application.

Encourage Redevelopment and Reuse

Promote the rehabilitation or replacement of deteriorating or obsolete commercial, office, and industrial structures.

Some nonresidential buildings in Northfield, especially office buildings, are nearing the end of their useful life. Several factors contribute to this including outdated building and site design and too little parking. These factors can limit the ability to accommodate modern trends in the way businesses operate, the way people work, and how we shop. This often makes reinvestment cost-prohibitive. Properties such as these can impact the viability and vibrancy of an area, thus making planning for their redevelopment and reuse imperative. It is recommended that the Village foster greater partnerships and coordination with private property owners and developers and consider the following strategies in facilitating reinvestment:

- **Allow increased height or floor area in exchange for greater site amenities** such as enhanced landscaping, public open space, green stormwater infrastructure, public parking, or public art. Other communities that allow for increased height or floor area create a maximum threshold, such as 15-50 percent above the maximum requirement, and require one square foot of open space for every 5 square feet of bonus square footage. If amenities are not appropriate for the subject site, then a fee-in-lieu could also be considered so that public amenities could be installed elsewhere in the commercial area.
- **Expand the list of permitted uses in key zoning districts.** Trending uses that could be added as permitted uses or special uses include incubator spaces, indoor event conversions, food halls, breweries, distilleries, performing arts, and live music.

Commercial Area Framework Plan

Enhance and Expand

This area currently consists of a number of luxury automobile dealerships. These uses are desirable for this area and the Village should encourage them to remain and expand. Enhancements to landscaping and other site amenities should also be encouraged.

Expansion

The land north and south of the Enhance and Expand framework area has been identified as desirable for additional automobile dealerships and the Village should work to attract more of this type of development.

Business Park

These areas currently comprise a mix of small-scale office uses that experience site circulation and parking issues. The piecemeal nature of these areas also limits development potential. The Village should encourage comprehensive redevelopment that fosters a business park setting. Development of four or more stories should be considered adjacent to the Edens Expressway and should step down two to three stories nearer residential areas.

Corporate Campus

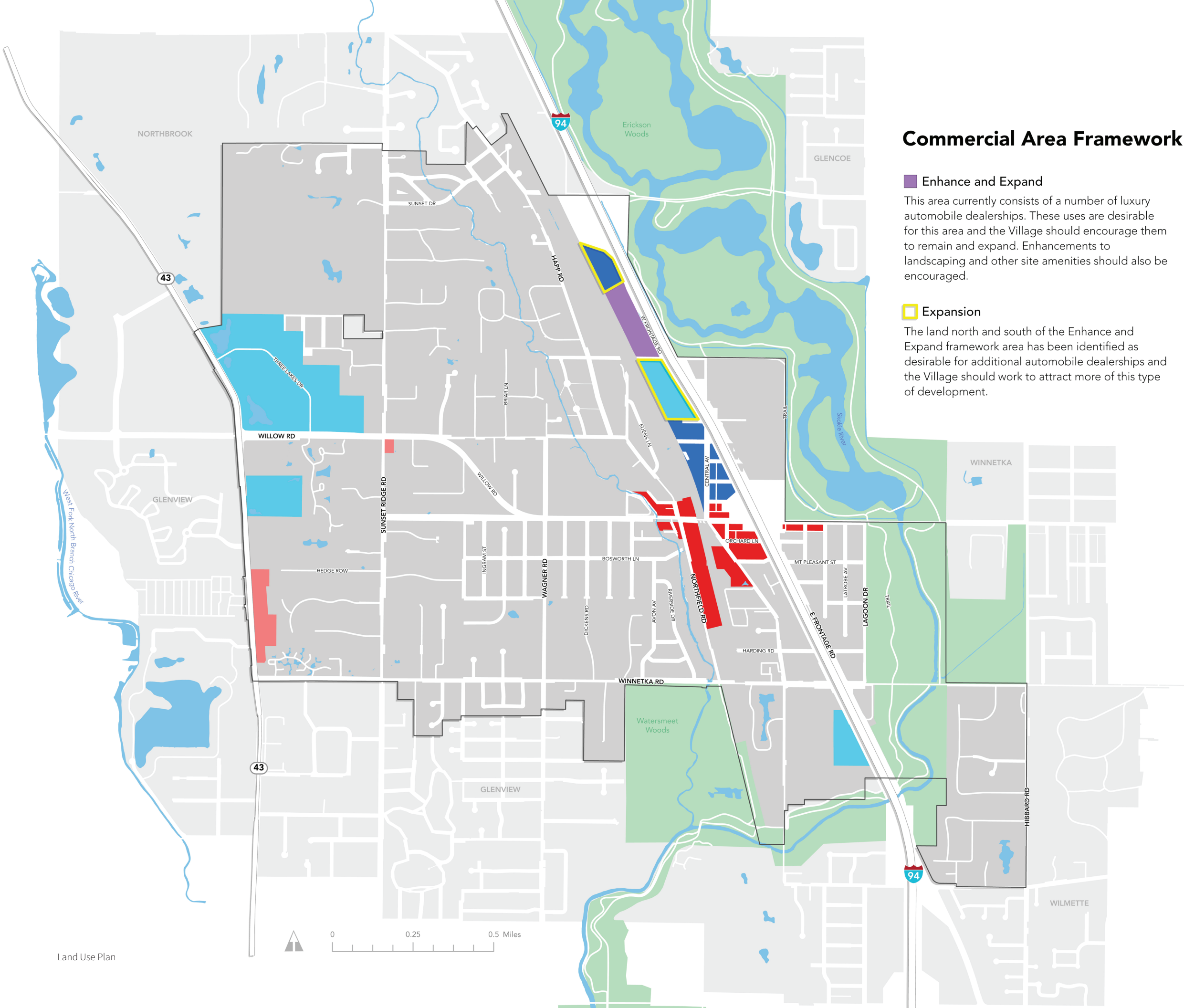
These areas include large-scale office complexes and corporate headquarters that contribute significantly to the Village's tax base and should continue to play an important role in Northfield's economy. The Village should continue to support existing corporate campus development along the Waukegan Road and Edens Expressway corridors to maximize visibility and minimize potentially negative impacts on residential areas. The Village should also encourage reinvestment of corporate campus areas along the northern Frontage Road corridor that are experiencing disinvestment and suffer from a dated appearance.

Mixed-use

These areas are suited for mixed-use buildings at a variety of scales. The first floor of these buildings should be commercial retail, commercial service, or restaurant uses while the upper floors should be office space or multifamily residences. The portions of this area that are farthest from single-family neighborhoods and adjacent to the Edens Expressway are well suited for buildings with four or more stories. The remaining areas should be developed with two- to three-story buildings to better transition to residential neighborhoods. Multifamily development may also be appropriate along the Northfield Road corridor.

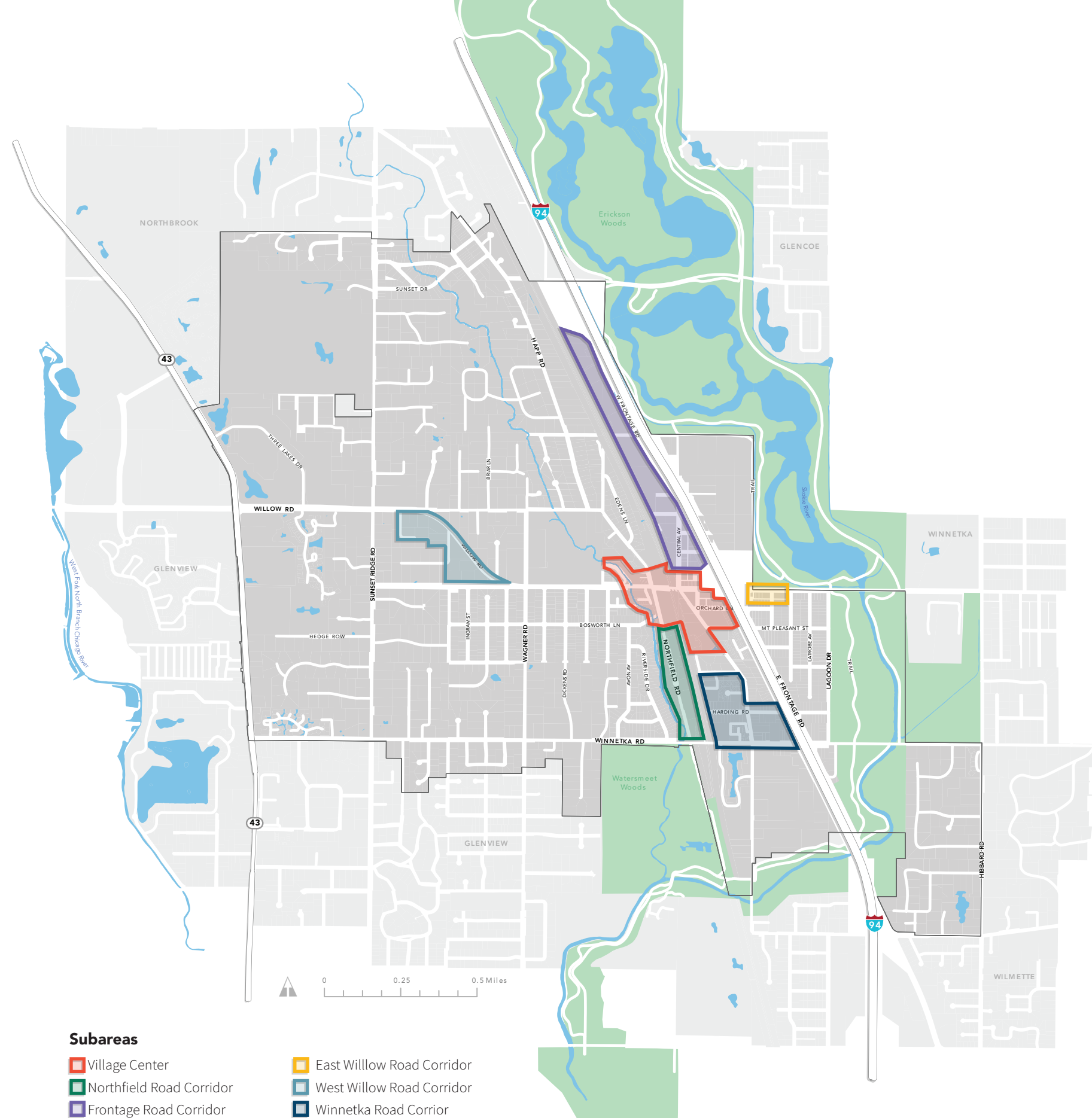
Corridor Commercial

This area consists of offices, banks, and other service uses located along the Waukegan Road and Willow Road corridors. These businesses are well established, and the Village should work with property owners to promote reinvestment in these areas that is consistent with the character of the community.



Subarea Frameworks

Building on the core components of Vision Plan 2040, more detailed Subarea Plans have been developed for various areas in the Village that are most likely to face development pressure in the coming years. The Subarea Plans highlight key concepts and strategies for land use and development, access and mobility, and other improvements for these important areas of Northfield. The Subarea Plans provide more specific recommendations for these key areas of the Village, building upon the general framework of Vision Plan 2040 to guide improvements, reinvestment, and redevelopment in each area.



Village Center Subarea

The Village Center is the mixed-use core of Northfield, with shops, restaurants, library, post office, Village Hall and the Police Department. Residents gather and relax in this area. Although the Village Center is currently a destination that residents enjoy and look forward to visiting, it faces challenges that make it different from a traditional downtown.

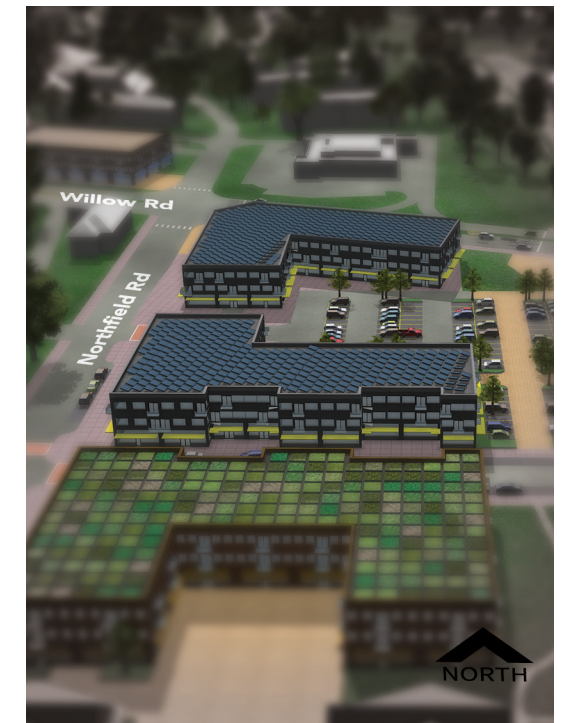
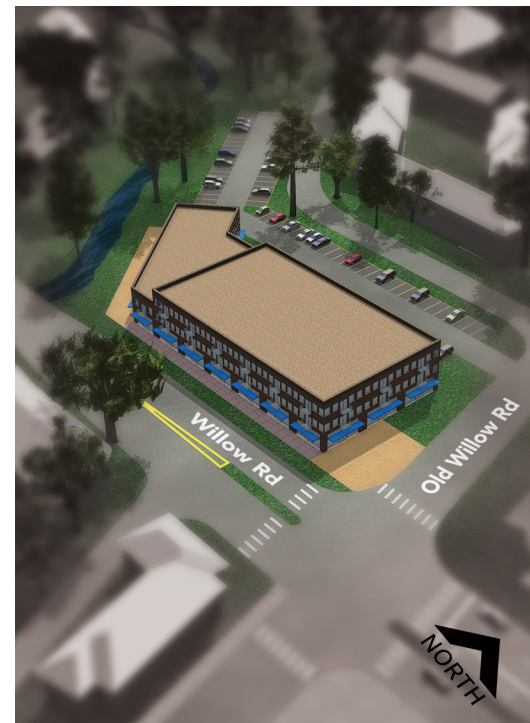
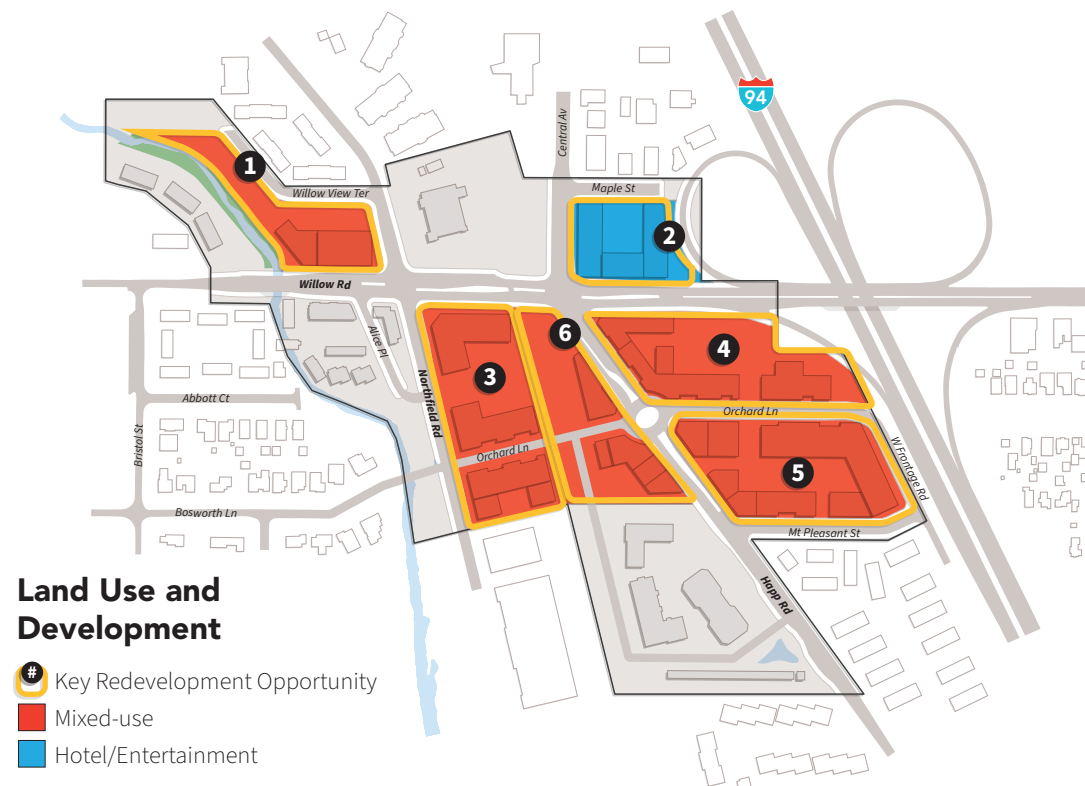
Throughout the community outreach efforts, participants expressed a longing to make the Village Center the heart of the community – a walkable, pedestrian-oriented area with a wide variety of locally owned shops, restaurants, community facilities, and gathering spaces. The subarea framework identifies key redevelopment opportunities, access and mobility improvements, and other recommendations to bring the Village Center closer to the downtown the community desires.

Land Use and Development

1 Bess Hardware, the current occupant of this site, has put the property on the market, making this a prime redevelopment opportunity. Assembling the Bess Hardware site along with the gas station at the northwest corner of Willow and Old Willow Roads would increase development potential by providing a larger, more accessible site that leverages a prominent corner; by simplifying site circulation and parking access; and by increasing the revenue-generating square footage. **Mixed-use development with multifamily or office located above restaurant or retail is desirable.**

2 The northeast corner of Willow Road and Central Avenue is a gateway to the Village. It was developed in a piecemeal fashion making site circulation confusing and architectural styles varying. The Village should promote the comprehensive redevelopment of this area to address site circulation and better utilize its gateway location with buildings pushed to the front of the lot and consolidated parking and access located in the rear. **Hotel and entertainment uses are desirable for this site.**

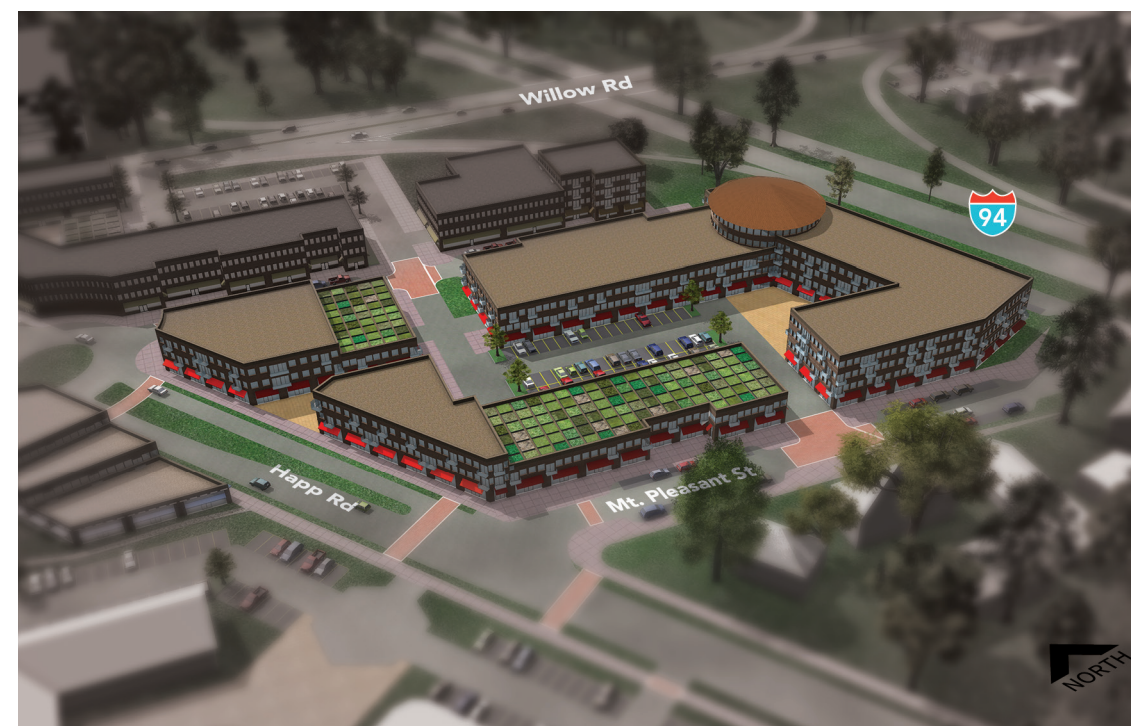
3 This site is currently occupied by a Mariano's grocery store. The building is smaller than the typical model for grocery stores of this type making Mariano's future in the space precarious. If Mariano's were to leave this site and the Village was not able to locate another large grocery retailer in the space, **Northfield should encourage the development of a two- to three-story mixed-use building that includes a grocery store.** Redevelopment of this site should be considered as a part of or an expansion to the redevelopment of the eastern portion of the Northfield Road Corridor, detailed further in this Section. **There is a strong desire to retain a grocery store as anchor to this portion of the Village Center whether as a tenant within the existing structure, or as part of redevelopment.**



4 The southeast corner of Willow Road and Happ Road is a prominent gateway location to the Village Center that could be better utilized by a mixed-use development. The Village should be open to the long-term relocation of the Village Hall and Police Department if a future development can provide a fiscally responsible approach to relocation as part of redevelopment. **The Village should promote the redevelopment of the properties in this block as mixed-use retail and residential, and should consider allowing four stories adjacent to the Edens Expressway and the vacation of Walnut Street.** This area is a prime location within the Village Center and should establish a quality streetwall on Orchard Lane. Additionally, the development of public parking should be a prime consideration for the redevelopment of this site.

5 The Northfield Village Square shopping center is considered the heart of the Village Center. The businesses that occupy the strip mall-style building are popular and desirable, but its large parking lot prevents the formation of a streetwall consistent with surrounding development. This makes the Village Center feel less like a downtown and more like a shopping center. If this area were to be redeveloped, the Village should **encourage the expansion and enhancement of this site with mixed-use or commercial development with the building located up along the Happ Road, Orchard Lane, and Mt. Pleasant Street to provide a streetwall and a walkable shopping area.**

6 The installation of the roundabout at Happ Road and Orchard Lane will create a new focal point within the Village Center. The buildings that occupy the northwest and southwest corners of the intersection are currently offset from the roadway and with surface parking in front of them. This creates dead space and detracts from the pedestrian environment. The Village should **encourage the development of mixed-use, two- to three-story buildings that are oriented to the street and include the current Post Office and library uses within them.**



Building Height and Massing

The Village Center's location between the Edens Expressway to the east and residential neighborhoods to the west, makes building height and massing an important consideration for all future redevelopment. The Village should encourage the development of taller buildings with greater lot coverage nearer the Edens Expressway and require that building heights and lot coverage step down closer to residential areas.

Access and Mobility

Improving active transportation options within the Village Center is a community priority. Currently, the east and west sides of the Village Center are not well connected to each other or to surrounding residential neighborhoods.

Primary Streetscape Enhancements

Primary streetscape enhancements should improve pedestrian access and traffic flow, and the appearance of the Village Center. Routes that should receive primary streetscape improvements include Happ Road and Orchard Lane. These routes should be improved with wider sidewalks that provide ample room for pedestrian traffic as well as outdoor dining and seating areas. Streetscape should include benches, trees, planters, and decorative street lighting. Additional elements such as decorative paving, banners, or hanging baskets, could also be incorporated along primary routes to help brand the district.

Secondary Streetscape Enhancements

Other routes in the Village Center should also receive streetscape improvements, but the level of amenities should be reduced. Secondary streetscape enhancements differ from primary in a few ways, including the absence of street furniture, fewer plantings and street trees, fewer street lights, and narrower sidewalks.

Bicycle Amenities

There are several potential strategies the Village and its partners can undertake to enhance the pedestrian and bicycle infrastructure in the Village Center.

- **Installing bicycle racks and fix-it stations** along the proposed Skokie Valley Trail connection and throughout the Village Center.
- Allowing property owners to **utilize required parking spaces for bicycle parking**.
- **Revising parking lot development standards to require walkways**.
- Ensuring that bicycle and pedestrian circulation is a core element in the **development review process**.
- **Increasing the visibility of bicycle parking at the Village Hall and other public facilities and promote their use**.
- Undertaking an **active transportation audit of the Village Center** to identify site specific improvements that can be made in partnership with area property owners.



Streetscaping should include attractive landscaping and street furniture, and provide opportunities for outdoor dining.



Trail Connections

- The Village should consider another walking and biking **trail connection from Bess Hardware property to Willow Park.**
- The Skokie Valley Trail is a proposed multi-use path that would connect Northfield to Lake Bluff and the City of Chicago. The portion of the proposed trail in Northfield would run along the discontinued Union Pacific Railroad corridor and ComEd right-of-way located between Happ Road and Northfield Road. **As plans for this trail continue to be developed, the Village should work to create pedestrian and cyclist connections, including trailhead locations, from the trail to the Village Center.**



Transit Connections

Pace bus route 423 is the only available transit connection to the Village Center. Buses stop along the route every 30 minutes on average. Although the stop frequency is adequate, the route does not run on weekends. Northfield should **work with Pace to encourage limited runs over the weekend to help draw people from throughout the region to the shops and restaurants at the Village Center.**

Additionally, the Village should work with Pace to install other bus shelters in key locations. Furthermore, wayfinding signs and sidewalk improvements as detailed in this Section will help to tie the bus route to the surrounding Village Center.



Future development should leverage traffic along the proposed Skokie Valley Trail by including signage and design amenities that prioritize the pedestrian.

Parking Improvements

There is not an overall lack of parking, but public parking areas are located off of less traveled routes in less visible areas and there is a lack of sufficient signage to direct patrons to existing parking lots. It is recommended that the Village **commission a parking and circulation study to evaluate utilization rates at various times and days of the week.** This study should also review the preliminary recommendations of *Vision Plan 2040* and the Village should amend them as is necessary.

Pending results of the parking study, the Village should work to develop and install Village Center wayfinding signs to direct visitors to available public parking.

- The Village should **encourage property owners to reduce the visual impact of parking lots** through increased landscape or low, decorative walls. Further detail on how the Village can accomplish this is included in Section 5: Transportation and Mobility.
- The Village should also **encourage Village Center businesses to cooperatively invest in a valet service during peak hours.** Valet service helps to maximize the efficiency of parking operations as remote areas (such as the public parking south of Orchard Lane along the ComEd right-of-way) can be used as "prime" parking for restaurant customers who do not want to walk longer distances. If this service is provided, the operational plans should be vetted through the Village to ensure efficiency.



Parking areas can be screened from rights-of-way using decorative screening and living walls, and building facades can be designed to prioritize pedestrian ways over vehicular access.

Signage

Village Gateway Sign

Currently, there is no gateway sign present along Willow Road to welcome visitors from the east and I-94 to the Village. **As the Village continues to implement its Competitive Identity Plan it should consider the frontage of the municipal parking lot located on the north side of Willow Road near the on and off ramp to the Edens Expressway for a gateway sign, or on the overpass itself.** While the sign can be smaller, the recently installed gateway sign at Willow Road and Waukegan Road is a positive example. A gateway sign could also be incorporated as part of redevelopment of the adjacent block.

Village Center Sign

There are no signs identifying the Village Center. **A Village Center welcome sign located adjacent to the library parking lot on the southwest corner of Happ and Willow Roads would help strengthen the identity of the district.**

Directory or Wayfinding Sign

Wayfinding signage should be considered for the intersection of Happ Road and Orchard Lane. Signs directing visitors to key destinations and public parking could help improve navigation in the Village Center and the planned roundabout at the intersection.

Open Space

The Village Center currently lacks outdoor spaces for outdoor dining, lounging, and recreation. The Village should **encourage public open space to be integrated into new development** in the Village Center as redevelopment occurs.

Third Places

Future development should provide opportunities for enhanced placemaking, public art, community identity, and development of “third places.” These are informal areas where residents and visitors can meet and gather outside of home (first place) or work (second place). The most successful downtowns have numerous “third places,” offering an opportunity for social interaction and anchoring civic life in a downtown. The plaza at 300-310 Happ Road is a positive example of a third place, offering publicly accessible space that serves as an amenity to business patrons as well as residents.

The visualization for the Village Center and Northfield Road corridor shown on the following page identifies numerous areas where small plazas and parklets can be accommodated within future development that prioritizes pedestrian movement. Two areas that can serve as focal points for future pedestrian activity

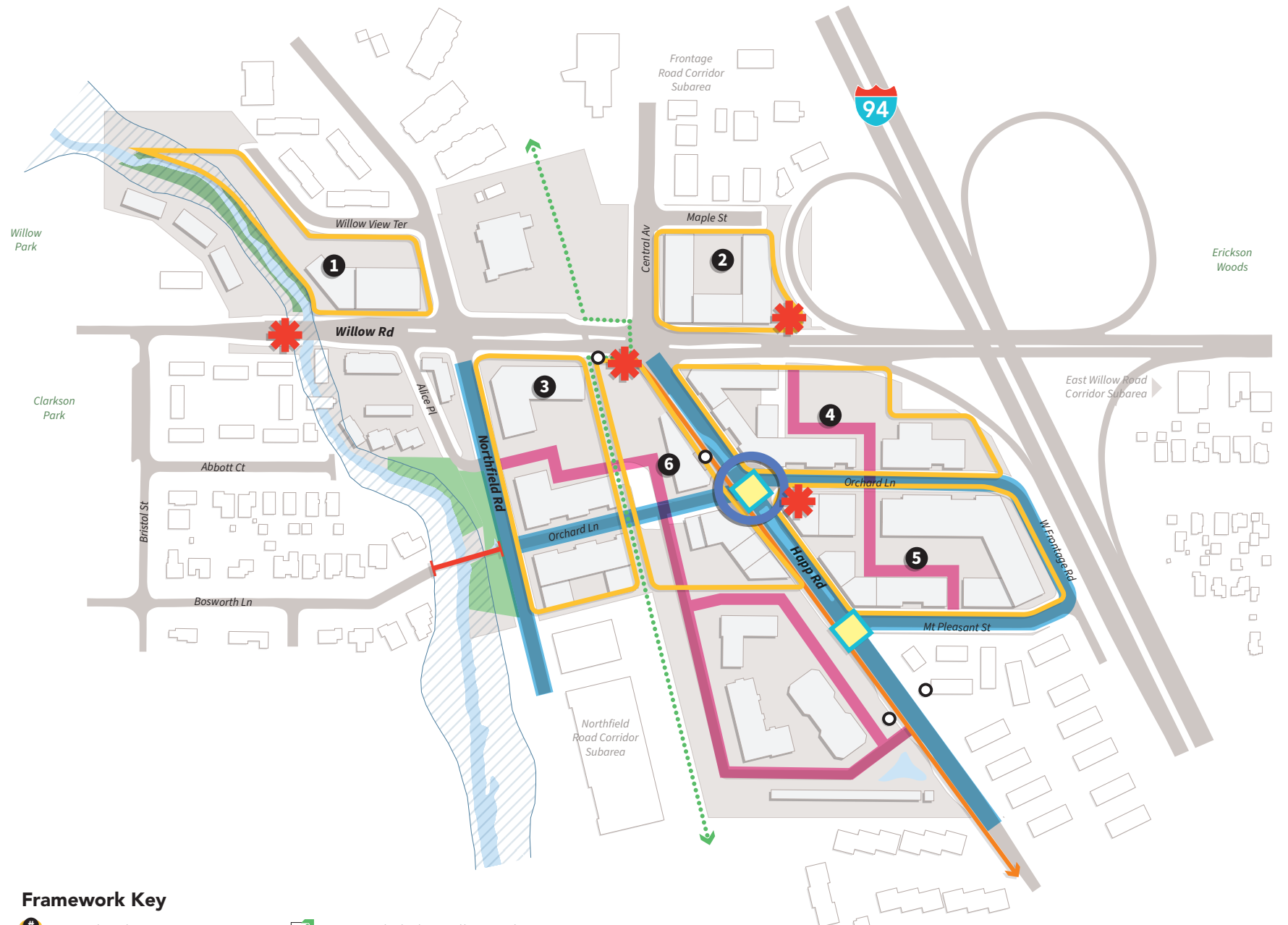
include a shared multi-use plaza off of Orchard Lane and a shared street (alternatively referred to as a *woonerf*) parallel to Northfield Road.

Encourage Parklets

The use of alternative parking strategies would help eliminate the perception of the lack of parking and may make it **possible to convert portions of surface parking areas to parklets for outdoor dining areas or other open space amenities.** Within existing development, the pull-up spots along Orchard Lane east of Happ Road may be most amenable to such a strategy. As redevelopment occurs and on-street parking becomes more prominent, parklets can be used to activate parking spaces as a warm weather amenity.

Activate the River

One opportunity for better open space in the Village Center is along the Middlefork of the North Branch of the Chicago River, which borders the western edge of the subarea. Currently, no buildings in the Village Center take advantage of this great natural resource. The Village should **encourage redevelopment of the Bess Hardware site to orient towards the river** to take advantage of the scenic views it provides for outdoor dining or other amenities such as public art.



Framework Key

- # Key Redevelopment Opportunity
- ▭ Primary Streetscape
- ▭ Secondary Streetscape
- ▭ Plazas/Pedestrian Areas
- ▭ Multi-use Plaza
- ▭ Proposed Crosswalk Improvements
- ⊙ Proposed Roundabout
- ▭ Proposed Skokie Valley Trail
- ✱ Proposed Signage
- ▭ Open Space
- ▭ Floodway
- ↔ Existing Pedestrian Bridge
- ⊙ Underutilized Parking
- ⊙ Bus Stops



Village Center Illustrative Vision

The Illustrative Vision depicts how the Village Center could look and function as a whole if the recommendations of the Village Center Subarea Plan were used to guide future redevelopment.

Mixed-use development should be encouraged throughout the Village Center. A mix of retail and office spaces, restaurants, service providers, and residential development should also be encouraged to contribute to activity throughout the day and evening. A vibrant Village Center will benefit from a steady flow of commuters coming and going during rush hour, employees keeping the area active during the workday and lunch hours, and visitors and residents keeping things active during the evenings and week-ends. All development should be attractively landscaped and have quality architecture that reflects Northfield's identity.

As redevelopment occurs, emphasis should be placed on attracting experience-based uses and fostering an engaging environment. Traditional shopping and dining opportunities should be complemented by venues offering cooking classes, performing arts, fitness classes, live music, movies and theater, food trucks, and so on. Attractive streetscaping, comfortable pedestrian ways, and public art should also provide an enticing environment in which to shop, dine, and take a stroll.



1. Where possible redevelopment should **capitalize on the Village Center's location along the Middlefork of the North Branch of the Chicago River**. For example, a brewery with outdoor dining along the river corridor and trail connections to Willow Park would be desirable.
2. While redevelopment is desired over the long term, the Village should **encourage the development of a commercial outlot building to take better advantage of the parking lot's prominent location along Willow Road**. Possible outlot uses could include a coffee shop, fast casual restaurant, or other use that does not require large amounts of parking or have different peak hours than the grocery store.

3. **Select parking areas should be used as public plazas and event spaces for seasonal activities** such as farmers markets, outdoor music, food truck rallies, or festivals. Such spaces can be designed with temporary landscape features such as moveable planters and retractable bollards to easily transition between parking and event use.
4. **Promote the incorporation of sustainable best practices into future projects** such as the use of green roofs, solar and wind energy collection systems, and low impact design strategies.
5. **As redevelopment occurs, Orchard Lane should be extended to the west to form a right-angle intersection with Northfield Road**. The realigned Orchard

Lane should form an east-west axis that connects the Village Center to Northfield Road. Adjacent development should orient toward the roadway.

6. **Entertainment and hotel uses should be encouraged** at sites located along Willow Road with proximity to the Edens Expressway as redevelopment occurs.
7. **Buildings should be pulled to the street and off-street parking should be placed in the rear or interior of the block**. Use clear signage to direct visitors to parking and use landscaping to screen parking edges and breakup paved areas. Parking areas that can be shared by multiple users (residents, employees, visitors) are key to providing a "park once" downtown that supports street life.

8. **Streetscape improvements and enhanced pedestrian crossings should be implemented throughout the Village Center** with a focus on Happ Road, Orchard Lane, and Mt. Pleasant Street. This should include enhanced pedestrian crossings.

9. **Buildings along the Edens Expressway should be 4 stories** and maximize exposure to draw in visitors.

10. Consideration should be given to **expanding the Village Center south of Mt. Pleasant Street**. This area includes townhomes that are nearing the end of their useful life. Mixed-use redevelopment of this corner would complement existing businesses on both Mt. Pleasant Street and Happ Road.

Frontage Road Corridor

The Frontage Road Corridor is the Village's primary office corridor and has seen the development of a number of auto dealerships which benefit from their high visibility from the Edens Expressway. Other properties in the corridor do not take advantage of their potential visibility from the Edens Expressway like the auto dealerships do. The age of the structures and their piecemeal development pattern limit site by site development potential. The Village should encourage more comprehensive redevelopment of this area and should consider development plans with additional height. During outreach events, residents expressed a tolerance for buildings with four or more stories in this area of the Village. These underutilized properties are considered as potential redevelopment sites in the subarea framework below. The framework includes recommendations on land use and development, access and mobility, and other recommendations to help this unique area in Northfield be as effective as possible.

Comprehensive Redevelopment

These areas currently consist of one- and two-story structures that were developed in a piecemeal fashion with disconnected parking and site circulation that make inefficient use of available land. As these properties redevelop, the Village should encourage lots to be consolidated and developed as auto dealerships or a business park. Higher density buildings of four stories should be encouraged to maximize visibility and development potential along the Edens Expressway.

Expand and Enhance

These auto dealerships leverage their high visibility from the Edens Expressway and are valued economic contributors to Northfield. They should be encouraged to expand to the north and south of this corridor. No significant changes are desired for this area.

Corporate Campus Improvements

These properties have a corporate campus character that is desirable for the Frontage Road corridor. However, the mid-twentieth century architecture and exterior of these buildings is not consistent with the desired traditional character of the community. The Village should encourage the owners of these properties to reinvest and make on-site and facade improvements. The Village should work to attract additional auto dealers to this location.

Village Center Mixed-use

Mixed-use retail and office, or retail and residential buildings with three to four stories should be located at the southern end of the corridor to buffer the Village Center.

Proposed Sidewalk

Amenities like sidewalks or walking trails, with access to nearby retail and dining areas are a key consideration for major corporations as they look to relocate. As this area experiences redevelopment, the Village should prioritize open space and pedestrian access.

Proposed Skokie Valley Trail

Where trail alignment permits, encourage property owners and employers to make their own connections to the Skokie Valley Trail to promote bike commuting. The Village should also Establish a trailhead south of Maple Street that not only provides parking and access to the trail but also offers other amenities such as picnic tables and sign kiosks.

Shared Parking

The Village should explore establishing a shared parking agreement between business owners along Central Avenue. This could help to increase parking supply and flexibility without physically building more parking spaces.

Enhance Streetscape



Northfield Road Corridor

The Northfield Road Corridor is located directly west of the Village Center and was traditionally where the Village's light manufacturing uses were clustered. The corridor is transitioning away from manufacturing to a mix of commercial service businesses, community facilities, and office space. There are several valued community service providers in the corridor including the North Shore Senior Center.

Many of the uses such as the self-storage facility, are not desirable in an area that is in such close proximity to the Village Center and residential neighborhoods. Furthermore, the industrial buildings along the corridor were built in the 1960s and 1970s and have clear ceiling heights of 18 feet or less which limits the ability to attract high quality tenants to the area. While the businesses that occupy the corridor are a valued part of the community, if redevelopment were to occur, the Village should promote the comprehensive redevelopment of this area as a mixed-use development with ground floor offices and upper floor multifamily.

Proposed Sidewalk and Trail Connections

The Northfield Road Corridor is not well connected to the Village Center. Since the redevelopment potential of the Northfield Road Corridor is closely tied to the success and vibrancy of the Village Center, pedestrian connections between the two should be a part of any future redevelopment, especially if residential development occurs.

Public Parking

The Village should encourage the creation of signage for public lots to designate employee parking areas located away from prime locations.

Potential Parking Extension

Potential exists to expand public parking along the ComEd right-of-way and connect to the parking lot currently only accessible from the North Shore Senior Center.

Rowhome Development

These buildings suffer from poor site circulation and a lack of parking which limits the range of potential tenants that can make use of vacant space as businesses turnover. The Village should encourage the comprehensive redevelopment of this area for two- to three-story rowhomes. Future development should be screened to protect the established residential area to the west from potential adverse impacts such as light and noise pollution.

Promote Mixed-use

Should redevelopment occur, the Village should promote the comprehensive redevelopment of this area as a mixed-use development with ground floor offices and upper floor multifamily. The Village should encourage the development of 55+ residences as part of mixed-use of multifamily development for the area north of the North Shore Senior Center.

Retain Community Service Providers

These essential community services should be retained in this area. The Village should work with North Shore Senior Center to accommodate their expansion or enhancement as necessary.

Proposed Multi-use Path

The Village should encourage the development of a multi-use path along the river as an amenity for both the community and new development. This multi-use path should tie into the existing pedestrian bridge over the river.

Existing Pedestrian Bridge

Proposed Skokie Valley Trail

Open Space

Floodplain



Northfield Road Illustrative Vision

The illustrative vision for Northfield Road builds off of the Northfield Road Corridor Plan adopted in 2016 and identifies redevelopment opportunity sites and access and mobility improvements. The illustrative vision depicts how the Northfield Road corridor could be redeveloped to better connect the corridor with the adjacent Village Center and Winnetka Road corridor subareas.



1. Future redevelopment in the Northfield Road corridor should **give consideration to trailhead locations to better capture the Skokie Valley Trail's active audience.**
2. The Village should **establish a parking lane along one side of Northfield Road.** This lane should also contain designated (and signed) drop-off and short-term parking locations.
3. **Special consideration should be given to addressing privacy concerns of homeowners west of the North Branch of the Chicago River.**

4. Per the recommendations of the Northfield Road Corridor Study, the Village should continue to work towards:
 - **Setting Village parking standards to reflect current demand** and use of shared parking;
 - **Developing a shared parking concept between corridor properties;** and
 - **Creating cross access between parking lots.**
5. **Development of three-stories in height in this area would complement the Village Center and adjacent multifamily uses** in terms of scale, bulk, and height.

6. A shared street, referred to as a **woonerf**, is a curbless roadway or plaza with limited on-street parking that prioritizes pedestrians and bicyclists while allowing cars to travel through at low speeds. As depicted in the illustrative vision, **a shared street could form the focal point of new development along the east side of Northfield Road and serve to attract businesses and new residents to the area.** The shared street concept has been successfully implemented on N River Street in Downtown Batavia as well as Argyle Street in the City of Chicago's Uptown neighborhood.



East Willow Road Corridor

The East Willow Road Corridor is located along Willow Road east of the Edens Expressway and includes the underutilized mixed commercial development between the highway off ramp and Linder Avenue as well as the currently vacant office building between Linder Avenue and Lockwood Avenue.

Redevelopment Opportunity

As future redevelopment occurs, new buildings should utilize the Village Center Design Guidelines to reflect the character of the Village Center and be pushed to the front lot line to accommodate parking in the rear.

Proposed Sidewalk

Pedestrian access on the south side of Willow Road is a carriage walk between the Willow Road travel lanes and internal access drive. The Village should encourage the establishment of a consistent sidewalk network to better connect residents to new uses as well as the Forest Preserve property and North Branch Trail system.

Maintain Alley Access

As critical access points for all users, the Village should require that this alley access be maintained as future redevelopment occurs in the area.

Proposed Intersection Improvement

The Village should work with IDOT to install a pedestrian crossing at Linder Avenue.

Proposed Signage

A gateway sign should be considered near the intersection of Willow Road and the Edens Expressway exit as the Village continues to implement its Competitive Identity Plan.

Buffer

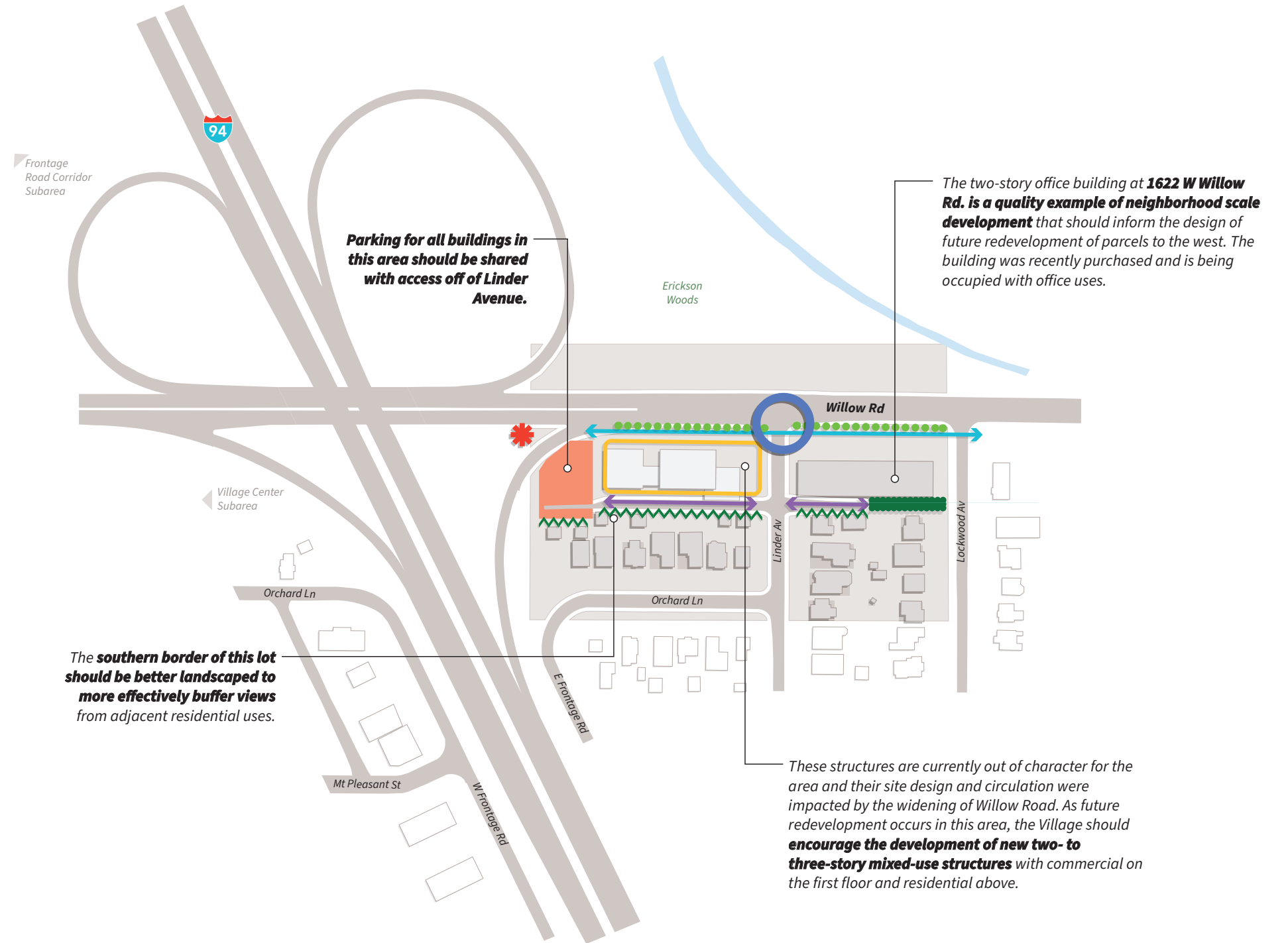
The Village should preserve this existing landscaping to ensure that any non-single-family detached development in the area is adequately screened and buffered from the homes to the south.

Preserve Parking

The Village should work with IDOT and Cook County to negotiate long term use or acquisition so that this parcel can continue to be used for parking and circulation to maximize the development potential of the adjacent site.

Enhance Streetscape

Proposed Screening



East Willow Road Illustrative Vision

The illustrative vision for East Willow Road depicts how the area could be redeveloped to better connect this enclave to the Village Center and leverage connection to the Forest Preserve.

The Village should partner with area residents and businesses to develop a unique neighborhood brand and name. This neighborhood brand can be reflected in streetscape banners and gateway sign improvements and will also help in marketing development opportunities for the area.



1. The East Willow Road Corridor is located directly north of a residential neighborhood making screening and privacy top considerations for future redevelopment. The Village should **consider limiting the hours of operation and enhancing the performance standards for any future uses** to ensure that the neighborhood is not negatively impacted.

2. The parking lot east of Linder Avenue does not provide for an off-street pedestrian connection to adjacent sidewalks. As redevelopment occurs, **the Village should partner with the property owners and Cook County to install a one-way access drive with angled parking**. Excess right-of-way that results from the reconfiguration should be used to install a sidewalk or multi-use path that is separated from Willow Road by a landscaped parkway. This improvement will also connect the area to the North Branch Trail crossing at Lagoon Drive.

3. **Provide streetscape improvements on Linder Avenue and along the south side of Willow Road** that includes wide sidewalks or a multi-use path, street lighting, banners that include Northfield and local neighborhood branding elements, and planters.

4. **Enhance the Linder Avenue intersection with pedestrian crossings and provide a trail connection from Linder Avenue and Willow Road to the North Branch Trail** and Erickson woods parking area located to the north. Work with IDOT on a signalized crossing including a pedestrian-activated crossing beacon

5. The East Willow Road subarea is located across the street from Cook County Forest Preserve's Skokie Lagoons and Erickson Woods and has nearby access to the North Branch Trail. **As the only commercial area adjacent to these outdoor recreation assets, potential exists to encourage retailers and restaurants that target forest preserve and trail users**. Examples of such uses include a bike sales and repair shop, kayak rental, outdoor gear retailer, or convenience retailers.

6. **Enhance the Linder Avenue intersection south of Willow Road with a small plaza space and gateway feature** that helps identify the East Willow Road area as a unique part of Northfield and mark the entrance to the neighborhood.

7. All future redevelopment should work to **visually connect this corridor with the Village Center through complementary streetscape and the use of the Village Center Design Guidelines**.

West Willow Road Corridor

The West Willow Road Corridor is located at the 'S' bend of Willow Road where it meets Old Willow Road. This area is located in the heart of Northfield's residential area and participants throughout community outreach expressed a desire for it to remain residential in nature. The widening of Willow Road and the installation of landscape medians have resulted in limited access for the parcels on the southwestern portion of the corridor. Right in, right-out-only access may prevent desired maintenance and reinvestment and could limit the market feasibility of new development.

Redevelopment Opportunities

While properties along this segment of Willow Road previously had full access from the roadway, the introduction of landscaped medians required access to be reduced to right-in/right-out for several properties. Access issues coupled with issues of localized flooding greatly impact the market viability of residential development at desirable densities. The Village should analyze the feasibility of acquiring parcels in the area for stormwater mitigation purposes.

Existing Private Lanes

Proposed Road Network

The construction of an internal private lane serving new homes should be supported as a part of any proposed development.

Proposed Access Removal

All properties should be accessed by a new connection to the proposed internal lane and all other driveway access to Willow Road should be eliminated.

Buffer Zones

Enhance Streetscape

Gateway Entry Features

Encourage the installation of strong signage and gateway entry enhancements.

The Village should support a conservation design approach to future development that clusters proposed residential development and integrates environmental features such as existing tree canopy or stormwater management features. Conservation areas should act as a buffer between the higher density homes and the existing adjacent low density homes.

Should land assembly and redevelopment occur in this part of the Willow Road corridor, the Village should support the development of single-family homes or townhomes at a density no greater than 2 dwelling units per acre.

Incorporate high quality and attractive streetscape enhancements along Willow Road as new development occurs.

Encourage the use of berms and landscaped buffers adjacent to existing residential areas.

All access should be direct to Willow Road and limited to right-in/right-out for safety.



Winnetka Road Corridor

The Winnetka Road Corridor is located north of Winnetka Road, south of the Village Center, east of Northfield Road, and west of the Edens Expressway. This area consists of a mix of single-family detached, single-family attached, and multifamily uses with several remnant industrial uses located along the underutilized railroad right of way.

Redevelopment Opportunities

The Village is seeking amenity-rich development of key sites with superior design and architectural treatments.

Proposed Sidewalk

The Village should consider partnering with Cook County to construct a sidewalk along West Frontage Road and the north side of Winnetka Road to offer residents greater pedestrian access to key destinations such as the Village Center and New Trier High School.

Proposed Intersection Improvement

The Village should continue to support improvements along Happ Road, including the creation of a multi-use path and intersection improvements at Winnetka Road to encourage walking and biking to school.

Proposed Signage

As the Village continues to implement its Competitive Identity Plan, it should consider installing a gateway sign near the intersection of West Frontage Road and Winnetka Road, and wayfinding signs at the intersection of Happ Road and Winnetka Road.

Proposed Multi-Use Path

Existing Trail

Proposed Skokie Valley Trail

Proposed Screening

Single-Family/Townhome Opportunity

Existing Park

Enhance Streetscape



Transportation and Mobility Plan



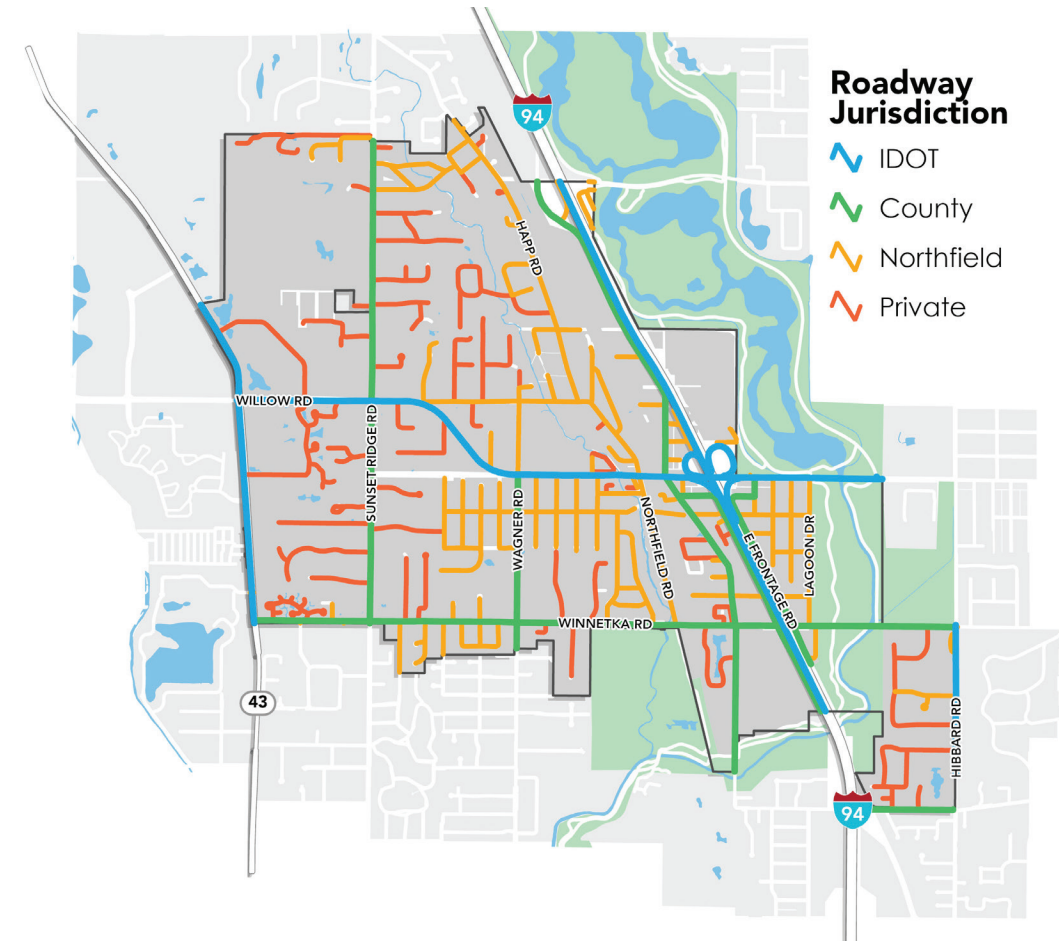
Northfield has a well-developed transportation network that was widely cited as a strength of the Village during community outreach events. However, transportation preferences and the way we think about planning for the future of transportation has begun to shift. The rapid pace at which technology is advancing may change the transportation landscape and more broadly, how we view mobility as it relates to land use and the environment. This Transportation and Mobility Plan will help to ensure that Northfield continues to be a forward-looking community that is prepared to adapt to change. Through analyzing the existing state of Northfield's transportation facilities, travel options, and infrastructure, the Transportation and Mobility Plan establishes goals and identifies key areas for improvements to help the Village plan and manage growth and development in the coming decades.

Goal 1

Enable efficient and safe mobility and access for automobiles and trucks.

Goal 2

Support alternative modes of transportation such as walking, biking, and public transit.



Roadway jurisdiction is an important factor with regard to roadway function and maintenance. Some of the major roadways within the Village are under the jurisdiction of the Illinois Department of Transportation (IDOT) and the Cook County Department of Transportation and Highways (CCDTH).

Roadway Improvements

Protect Residential Neighborhoods from Through Traffic

Preserve the existing street hierarchy to protect residential neighborhoods from through traffic.

Northfield's existing street hierarchy directs traffic away from residential areas, making neighborhoods safe for residents to walk their dogs and for children to play in their yards. Few local streets currently provide through connections to collector/arterial roadways, helping limit cut-through traffic. This practice should be maintained to ensure the safe nature of residential neighborhoods. As such, no new through connections are recommended within the transportation plan.

Review Conditions and Identify Priorities

Continue to regularly review roadway conditions and identify projects to ensure the continued maintenance, efficiency, and safety of the roadway network.

Although many important roadways are not under Northfield's jurisdiction (Willow Road, Happ Road, Sunset Ridge Road, and Winnetka Road), this does not mean that Northfield takes a hands-off approach to reviewing those roadways' conditions. In addition, to ensure that private roadways are maintained, efficient, and safe, the Village should encourage the establishment of formal Homeowners Associations (HOAs). The Village should also continue to assist through Special Service Areas. This approach also provides the ability to bond for projects, allowing residents to fund the work over time.

Parking

Reduce the Visual Impact of Parking Lots

Modernize parking lot development standards to reduce the visual impact of surface parking.

Parking lots are too visually dominant in several commercial areas, impacting community character. The Village Code of Ordinances regulates parking lot landscaping in Chapter 10, Article VI, Section 10-22, Part B. The current code provides requirements for landscaping of the parking lot interior and perimeter, which helps provide cleaner air quality, promotes more efficient management of stormwater runoff, and improves visual aesthetics.

To further reduce the visual impact of surface parking, the **Village should increase the requirement for perimeter landscaping** from 50 percent of the parking lot perimeter to 90-100 percent. This would bring the Village more in line with surrounding communities which require close to 100 percent screening.

The Village should also **explore establishing an incentive program that pushes developers toward implementing green stormwater drainage practices**, such as bioswales and permeable pavement, in parking lot development. One such incentive could be a reduction to the proposed 90 percent landscape screening mentioned above.



These are good examples of parking lot screening featuring attractive landscaping and a masonry knee wall.

Shared Parking

Promote cross access and shared parking in commercial and employment corridors.

The location of parking and the lack of access to parking lots, especially in the Village Center, has led to a perception of a lack of parking overall. Although sufficient parking does exist, the Village should promote shared parking to maximize the use of existing spaces and help to correct the perception of a lack of parking.

Section 20-4 of the Northfield zoning ordinance currently allows parking on a lot other than the lot occupied by the business the parking would serve, however, it does not allow for a reduction in the overall amount of parking required. Shared parking is often incentivized through a reduction in the total number of required parking spaces for each use if peak demand differs among users. This helps to reduce the total land area dedicated to parking which in turn reduces stormwater runoff. To encourage shared parking, the Village should consider establishing a shared parking incentive in Article 20 of the Zoning Ordinance and require that the developer submit a shared parking analysis.

The incentive should allow uses to lower the overall number of required parking spaces if a shared parking agreement is established between adjacent property owners. To calculate shared parking requirements, the developer should submit a weekly demand analysis that includes and compares both existing and proposed uses. In general, if peak demand differs among uses, the maximum shared demand will result in fewer spaces than the zoning code requires. The table to the right outlines typical peak parking periods for various uses.

Parking Minimums

Revise parking minimums to reflect industry standards.

Updating parking requirements to reflect industry standards will help ensure that parking supply meets actual parking demand and will adapt to changing preferences in transportation such as ridesharing services.

Embrace New Technology

Embrace new technology by updating parking requirements and land use patterns to adapt to shifting transportation preferences.

Autonomous Vehicles

As autonomous vehicle (AV) technologies continue to improve and become mainstream, opportunities to fundamentally redesign the street system with safer and narrower streets will emerge. This shift in roadway design will open up more space for bicycle and pedestrian facilities, active streetscapes, and green spaces. It is recommended that the Village develop a strategic plan by 2030 to identify what the community prioritizes for reclaimed right-of-way.

It is estimated that AVs have the potential to reduce parking demand by 40 percent by the year 2050. This shift could possibly open a significant portion of land area, currently dedicated to parking, to more intense development. As AVs become more mainstream, Northfield should regularly check sources such as the Institute of Transportation Engineers to ensure that parking requirements are relevant.

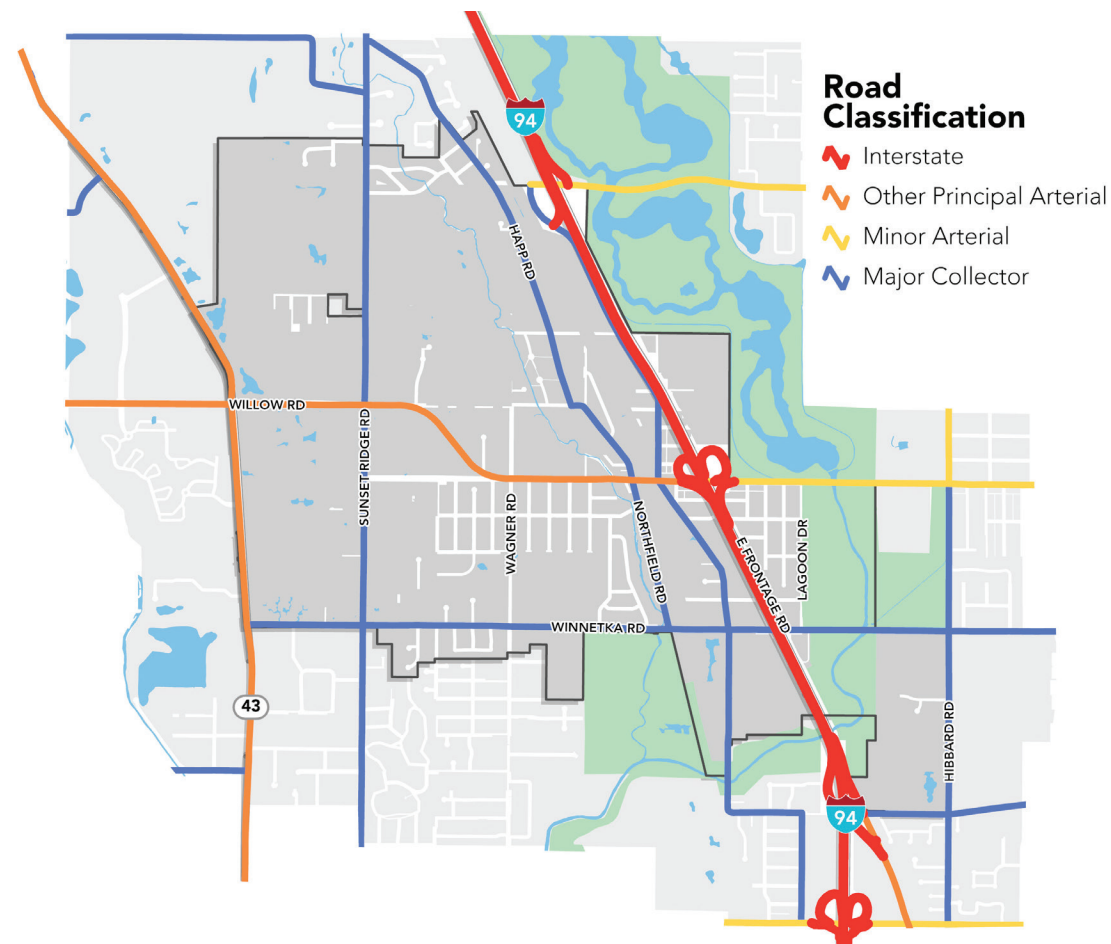
As parking demand decreases, the Village should outline goals for the reclaimed space and include them in the previously mentioned strategic plan.

Electric Vehicles

It is anticipated that most autonomous vehicles will be electric vehicles (EVs) in the future. EVs are becoming more prevalent as technology reliability and battery capacity increase to provide greater range per charge. There are several steps the Village can take to **enhance EV infrastructure in the community including:**

- Dedicating spots in public parking lots for EV charging stations.
- Working with businesses and property owners to dedicate a portion of parking spaces to no- or low-emission vehicles and EV charging stations.
- Amending the zoning ordinance to allow EV infrastructure as a use in zoning districts.

The Village will also need to decide whether charging stations provided within public parking lots should be complimentary, provided as a fee-based service, or privately managed.



The roadways within the Village are classified according to the character of service they are intended to provide. This functional classification process recognizes the system-wide, supportive, hierarchy of roadway networks.

Parking Development Standards

Land Use	ITE Code	Existing Requirement (Parking Spaces)	ITE Average Rate (Parking Spaces)	ITE 85th Percentile (Parking Spaces)
Business/Retail Uses	820	1 per 250 Square Feet (SF)	0.5 per 250 SF	0.92 per 250 SF
Restaurant (Sit Down)	932	1 per 100 SF and 1 per staff	0.95 per 100 SF	1.75 per 100 SF

Source: ITE Parking Generation Manual; 5th Edition January 2019

Typical Peak Parking Periods for Various Land Uses

Weekday - Daytime	Weekday & Weekend - Evening	Weekend
Schools and daycare centers	"White tablecloth" restaurants	Religious institutions
Park N Ride facilities	Bars and pubs	Shops and malls
Offices	Movie theaters	Parks
Banks and public services	Hotels	
Factories and distribution centers	Meeting halls and auditoriums	
Professional services		

Source: Parking Management Best Practices

Bicycle and Pedestrian Mobility

Complete Streets

Implement Complete Streets policies on key roadways.

The Village should consider adopting and implementing a Complete Streets policy that requires key streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.

Complete Streets considerations should vary based on the Village's existing street hierarchy and should apply only to public roadways. For example, on minor collectors such as Central Avenue delineated bike lanes may be appropriate, while on residential roads such as Bosworth Lane, shared lane markings, also called sharrows, may be more suitable. Routes that should be further evaluated for potential Complete Streets improvements are identified on the Transportation Plan map.

Although bicycle or pedestrian facilities may not be appropriate or desired on some roads in Northfield, a Complete Streets ordinance would require the Village to explore the feasibility of these facilities and provide a framework for when exceptions to implementing Complete Streets should be made. According to the Federal Highway Administration the three most commonly used exceptions are on roads where nonmotorized use is prohibited (freeways), when the project cost is disproportionate to its probable use, and when there is a documented absence of need – in both the present and the future. Other exceptions communities adopt are when road work will only include ordinary maintenance and repairs and when there is a lack of available right-of-way.

A Complete Streets ordinance would require a broader look at how transportation services are meeting the community's needs. Coordination among community members and officials will be needed to establish performance measures and goals. Quantitative measures to consider include total miles of on-street bike lanes, linear feet of new pedestrian accommodations, and number of new curb ramps installed. Qualitative performance measures should also be incorporated, such as assessing how safe pedestrians feel on roadways.

Improve Traffic Safety

Implement enhanced traffic safety measures near high pedestrian activity areas.

The Village should continue to explore enhanced traffic safety measures such as solar powered flashing stop-signs and raised crosswalks near high pedestrian activity areas including the Village Center.

Happ Road Raised Crosswalk

The Village should install raised crosswalks along Happ Road immediately adjacent to the student parking lot at New Trier High School – Freshman Campus. The raised pavement would provide a traffic calming measure for motorists and help to signify that the area has high pedestrian activity. The crosswalk could also incorporate some design elements related to the High School color scheme.

The roadway is under the jurisdiction of CCDTH, so an intergovernmental agreement would be needed between the Village of Northfield and the CCDTH to secure funding for the project. Coordination with the school district to secure their input should also be a top priority.

Edens Pedestrian Crossing at Willow Road and Winnetka Road

Improve pedestrian and bicyclist access along major corridors.

There is interest among residents to improve the pedestrian connection across the Edens Expressway at both Willow Road and Winnetka Road. The current sidewalk on the bridge is not buffered from vehicles, making the pedestrian experience uncomfortable.

The Village should study the feasibility of installing guard rails, similar to the one located along Willow Road at the Middlefork of the North Branch of the Chicago River crossing, to provide residents with a safer experience while crossing. Additionally, the Village should work with IDOT to install flashing pedestrian crossing push signals at the crosswalks located at the on/off ramps of the Willow Road interchange with the Edens Expressway to increase safety.

In the long term, the Village should explore construction of **a pedestrian bridge to provide complete separation and allow for safer crossing**. The bridge could also provide a safe link between the North Branch Trail that runs through the eastern side of Northfield and the proposed Skokie Valley Trail. The Village should **encourage the installation of a HAWK beacon (high-intensity activated crosswalk beacon) along Willow Road at Linder Avenue** to stop road traffic and allow pedestrians to cross safely to the nearby Erickson Woods and Skokie Lagoons Forest Preserve properties.

Create Safe Routes to School

Promote safe walking and biking route to schools.

Encouraging students to walk and bike to school not only promotes healthy lifestyles but can also help to reduce traffic congestion related to school pick up and drop off. Input received from students in Northfield highlighted the need to enhance non-auto access surrounding school facilities.

Opportunities to improve bicycle and sidewalk routes that lead to local schools are identified as potential targets for Complete Streets in the Transportation Plan map. This will better prioritize the development and promotion of safe routes to school.



Transit

Improve Access to Metra

Connect to regional transit centers through strategies such as a shuttle system or ridesharing.

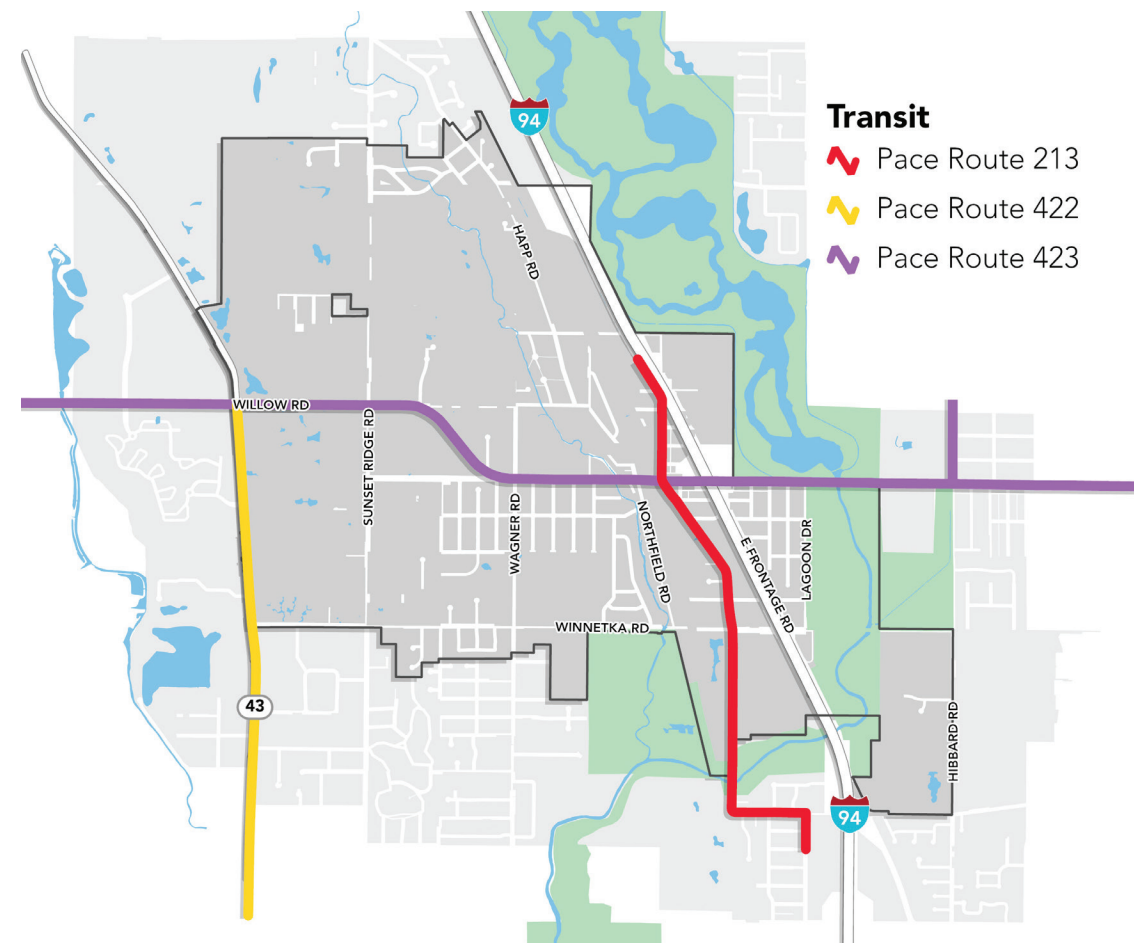
Shuttle Service Expansion

One detractor for residents living in Northfield is the lack of a Metra line and station in the Village. Major employers such as Medline have worked to solve this issue by coordinating with transit providers to offer employees a shuttle system to/from the Glen/N. Glenview Metra Station, the Winnetka Metra Station, and Wilmette CTA Purple Line Station. **The Village should consider partnering with Medline to expand their shuttle service to all residents of Northfield.**

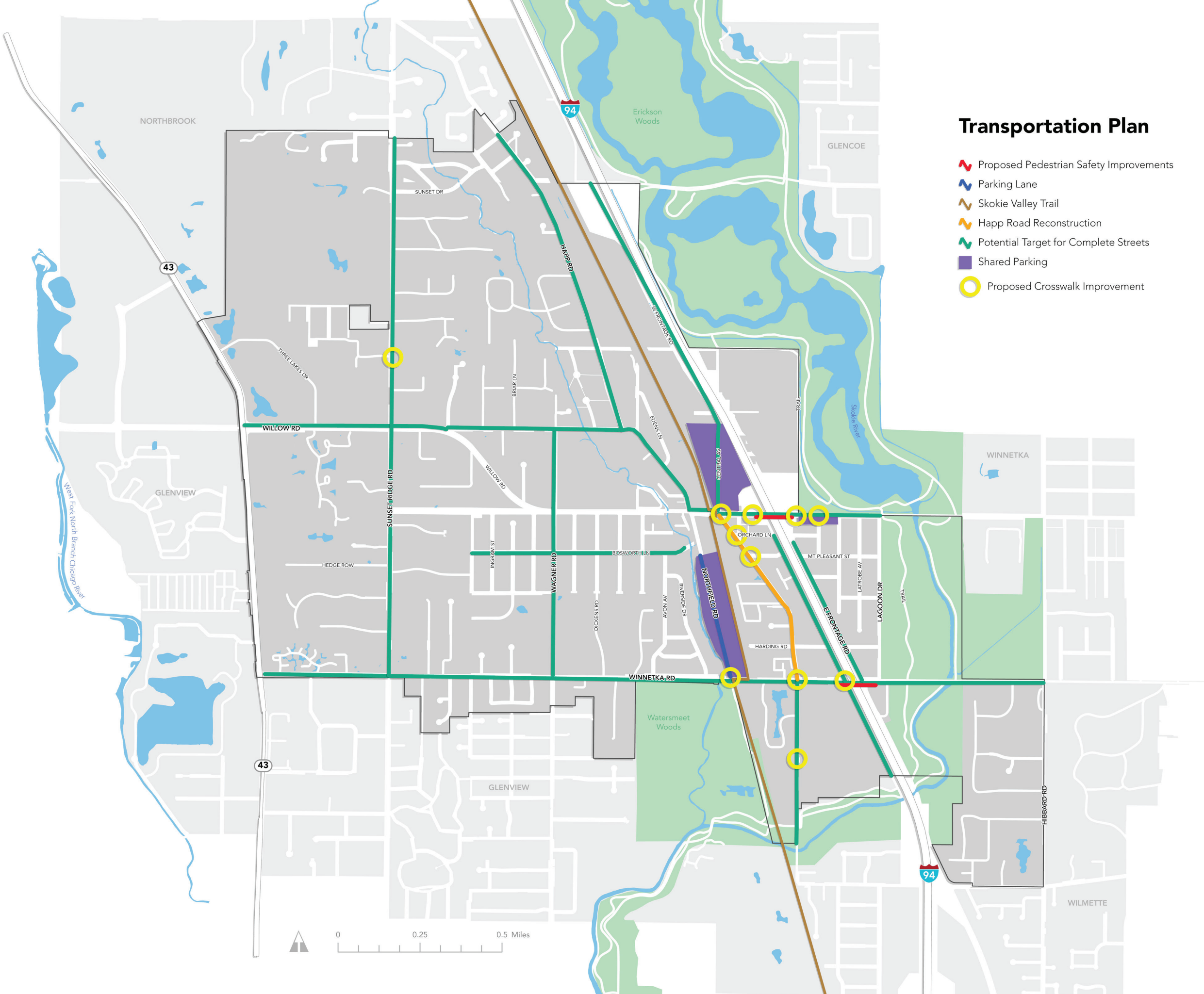
Curbside Park-and-Ride Facility

The Village should work with Pace to establish a Curbside Park-and-Ride Facility to make Pace Route 423 more accessible and convenient. According to Pace’s website, “the region includes many commercial developments with large parking areas located along arterial streets served by Pace buses. In these instances, property owners are encouraged to provide dedicated transit park-n-ride spaces near the arterial streets. Parking would generally be used during workday periods when commercial parking demand is low and would occupy parking furthest from commercial structures. This would minimize the impacts on local businesses.”

The Village should gather public input to see whether demand for such a service exists. If the Village decides to move forward, several potential locations exist where underutilized parking spaces could be dedicated to a Curbside Park-and-Ride Facility. Village should coordinate with Pace and Village Center property owners to identify the best location.



Three Pace bus routes travel to and within Northfield. These routes connect the Village to surrounding communities, Chicago, multiple Metra Stations and CTA stops, Chicago Botanic Gardens, and schools.



Transportation Plan

- ~ Proposed Pedestrian Safety Improvements
- ~ Parking Lane
- ~ Skokie Valley Trail
- ~ Happ Road Reconstruction
- ~ Potential Target for Complete Streets
- Shared Parking
- Proposed Crosswalk Improvement



Sustainability and Resiliency Plan

Northfield is a leader in green initiatives and in 2016 was the first village on the North Shore to join the Metropolitan Mayors Caucus' Greenest Region Compact 2. The Village has partnered with Waste Management to offer curbside composting, completed a tree inventory in 2018, offers a tree planting program, planted a pollinator garden, and transitioned all Village street lighting and lighting in municipal facilities to LEDs.

The Sustainability and Resiliency Plan builds off of this strong foundation of work to offer the Village new and innovative strategies to maintain the quality of life residents currently enjoy for years to come.



Goal 1

Minimize potential impact of increased rain events through the continued planning and implementation of storm-water mitigation projects including the expansion of green infrastructure.

Goal 2

Maintain and improve the Village's class in the FEMA Community Rating System.

Goal 3

Encourage private use of sustainable best practices and implement best practices in community facilities.

Goal 4

Improve access to green energy options.

Environmental Features

The importance of planning for the maintenance of environmental features and natural resources in Northfield is exacerbated by the fact that a significant portion of the community is located in the floodway of both the Middlefork of the North Branch of the Chicago River and the Skokie River.

The Village has a history of planning for stormwater management. In the past few years it completed many projects including the design and construction of storm sewers on Willow Road, Wagner Road, West Bo-sworth Lane, and Churchill Street as well as the preliminary engineering for the Winnet-ka Road storm sewer. As storm events wors-en in the years to come it is essential that the Village continue to plan and implement stormwater management projects to mini-mize the impact of flooding on Northfield residents. New and innovative strategies to accomplish this are detailed in this section.



Stormwater Management

The Floodways map included in the Environmental Features and Natural Resources section herein identifies Federal Emergency Management Agency (FEMA) floodplains. Minimal floodplains are found within the Village planning area.

Northfield requires adoption of the FEMA regulations to stay in compliance with the National Floodplain Insurance Program. The floodplain regulations are designed to reduce/eliminate flood losses and conserve and protect the natural and beneficial functions of the Village's water resources.

Flooding within Northfield not only occurs within the FEMA mapped floodplain, but also within the residential neighborhoods and streets in proximity to floodways. The Village is currently in the process of installing drainage improvements in the West Bosworth area, which encompasses Wagner Road, Graemere Street, Thackeray Lane, Ingram Street, and Jeffery Street. It is evident that Northfield is taking steps toward upgrading storm sewer systems to provide its residents with the greatest mitigation to flooding.

Update the Comprehensive Floodplain Administration Program

Continue implementing and updating the comprehensive floodplain administration program.

A significant portion of the Village is located in a Federal Emergency Management Agency (FEMA) Special Flood Hazard Area, meaning those areas are susceptible to the floods that have a one percent chance of occurring annually. To minimize the adverse impacts associated with this flood potential, the Village implemented comprehensive floodplain management programming by adopting a Stormwater Management Plan in 2009 and has since completed many projects contained therein.

The Metropolitan Water Reclamation District of Greater Chicago's Board of Commissioners (MWRD) adopted a Watershed Management Ordinance (WMO) in 2014 to regulate stormwater management for all communities in Cook County. The adoption of the WMO will affect proposed projects not yet completed in Northfield's Stormwater Management Plan.

A May 2019 amendment to the WMO included new watershed specific release rates, incorporation of updated rainfall data more accurately reflecting the increasing intensity of rain events, and updates to the redevelopment provisions relating to detention.

The updated WMO and rainfall data will impact stormwater management systems required for development and future updates to FEMA maps. It is recommended that the Village update its Stormwater Management Plan, as new projects will be these changes.

Maintain FEMA Community Rating System Class

Maintain and improve the Village's class in the FEMA Community Rating System.

Owners of homes located in the floodplain are likely to have an insurance policy through the National Flood Insurance Program to cover potential losses caused by overland flooding. Since 2016, the Village has been a part of the FEMA Community Rating System, which provides residents a 15 percent discount on their policies. The Village has a Class 7 rating. Northfield should continue working to maintain or improve its rating to ensure that residents have access to affordable insurance.



Sustainable Best Practices

Implement Sustainable Best Practices

Implement sustainable best practices in community facilities, including alternative energy applications, green energy procurement, water conservation, recycling and composting programs, native landscaping, and more.

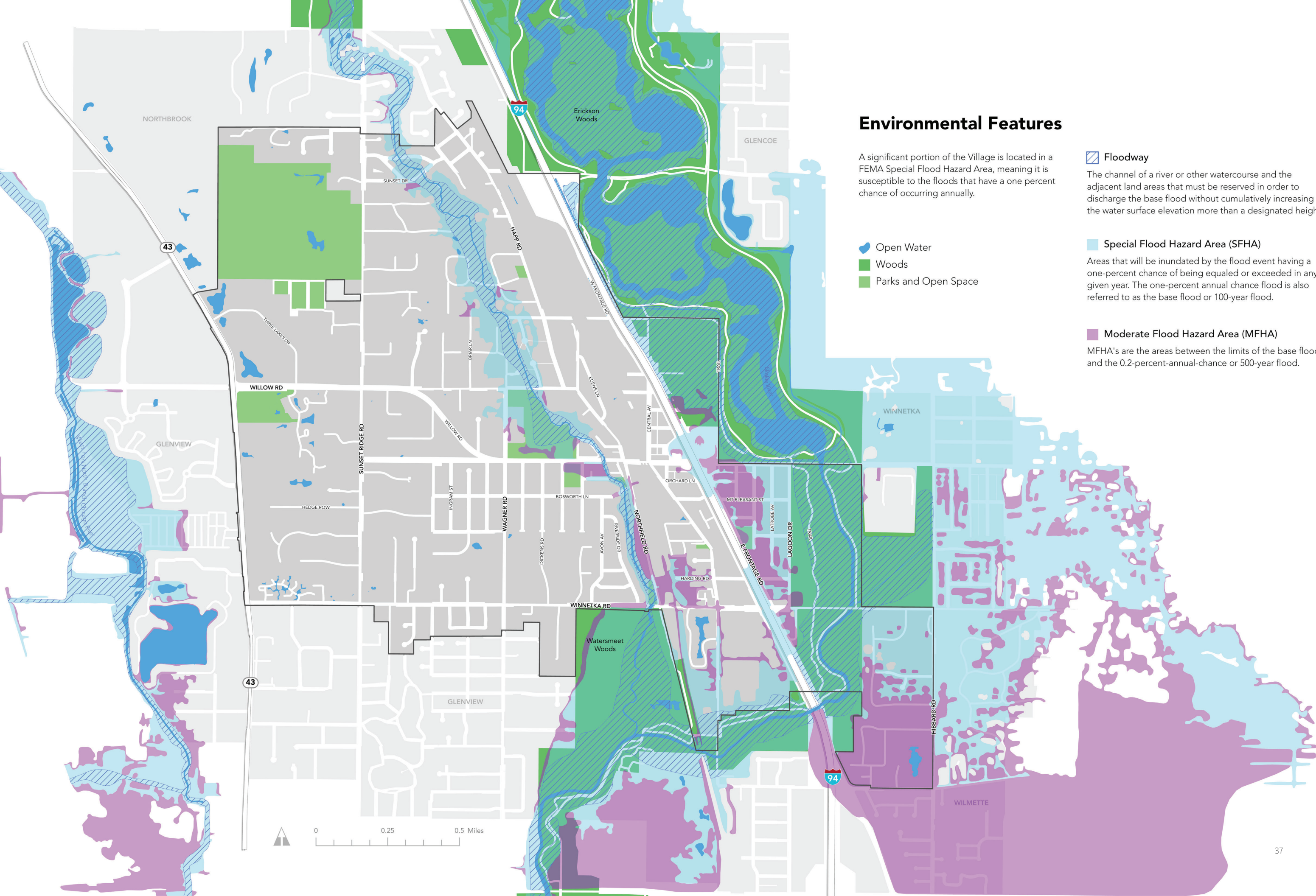
As weather events continue to worsen, enhancing community resilience has become a mainstream priority for municipalities throughout the country. Many strategies exist to help the Village incorporate best practices into community facilities improvements, including the following:

- **Use permeable surfaces in the repavement/resurfacing of Village-owned parking lots.** Permeable pavement “absorbs” a certain degree of water, while traditional pavement techniques do not. This tactic will reduce stormwater runoff into the Village’s infrastructure system, which will help prolong the life of the system.
- **Plant native landscapes in Village-owned rights-of-way.** Native landscapes are adapted to local environmental conditions, which means that they require less water, time, and money to maintain. Additionally, they provide a natural habitat for local wildlife. Such improvements can be made in concert with other right-of-way infrastructure improvements, or in targeted rights-of-way following successful grant applications. Village-owned rights-of-way that should be prioritized for native landscaping include collector routes and routes in the Village Center.
- **Maintain the Village’s tree preservation ordinance.** The Village Code includes requirements for tree canopy preservation and tree replacement or fees in lieu of replacement for nonresidential development. This helps provide Northfield with more trees and helps maintain the Village’s status within the Tree City USA program, which recognizes municipalities for their excellence in urban forest management. (See Northfield Village Code, Chapter 10, Article 5).
- **Establish standards for Solar Energy Collection Systems and other green energy options.** The science behind solar energy collection systems is well-established and communities throughout the country now allow them as-of-right throughout zoning districts. The Village should consider adopting standards to allow residents and property owners to install solar energy collection systems in a manner that does not change the character of neighborhoods or commercial corridors. Standards to be considered include regulations on location, quantity, height, and architectural integration.
- **Evaluate opportunities to integrate solar energy and other energy saving practices as existing buildings are renovated or new buildings are constructed.** The Village should continue to lead by example by consistently integrating energy saving practices, such as its recent conversion to LED lighting, as Northfield reinvests in its municipal facilities and constructs new facilities. Energy saving practices that the Village should consider include, upgraded heating and cooling equipment, upgraded thermostats and heating/cooling controls, weatherization projects, and roof and window replacement. It is recommended that Northfield complete an energy audit of all Village facilities to identify cost-effective, energy saving measures to pursue. Additionally, the Village should continue to encourage and support its partners to do the same. The Sunset Ridge School and Medline are excellent examples of a community institution integrating solar panels and many other sustainable best practices into their facilities.

Encourage Private Use of Sustainable Best Practices

Encourage sustainable best practices such as low impact design strategies as part of new development and site design.

Private development should work to manage stormwater and lessen the impact of flooding just as the Village has done. Northfield can encourage the integration of best management practices (BMPs), such as bioretention facilities, rain gardens, vegetated rooftops, rain barrels, and permeable pavements as a part of new development and site design. **BMPs should be made a standard part of the review for planned unit development and special use approval processes.**



Environmental Features

A significant portion of the Village is located in a FEMA Special Flood Hazard Area, meaning it is susceptible to the floods that have a one percent chance of occurring annually.

- Open Water
- Woods
- Parks and Open Space

Floodway
 The channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the base flood without cumulatively increasing the water surface elevation more than a designated height.

■ **Special Flood Hazard Area (SFHA)**
 Areas that will be inundated by the flood event having a one-percent chance of being equaled or exceeded in any given year. The one-percent annual chance flood is also referred to as the base flood or 100-year flood.

■ **Moderate Flood Hazard Area (MFHA)**
 MFHA's are the areas between the limits of the base flood and the 0.2-percent-annual-chance or 500-year flood.



Community Facilities, Parks, and Open Space Plan



The quality of community facilities, parks, and open space are a key strength of the Village. As Northfield continues to grow and its population changes, the Village must continue to modernize and reinvest in local government facilities and services to match the evolving needs of the community and ensure a high quality of life for local residents.

Since some of Northfield's community facilities, parks, and open space are not Village-owned, it is important that the Village maintain regular communication and active coordination with other agencies.

The Community Facilities, Parks, and Open Space Plan is not meant to supersede the goals and policies of other agencies, or substitute for the need to conduct more detailed, technical analysis by independent stakeholders as part of their decision-making processes. The following recommendations emphasize the need to leverage shared assets to more efficiently and effectively meet the demands of the Northfield community well into the future.

Goal 1

Continue to offer high quality and innovative community facilities and services to residents.

Goal 2

Continue to cooperate with the Northfield Park District, Winnetka Park District, and other regional partners to maintain and enhance the Village's parks. Protect and activate the environmental features and open spaces in the community.

Goal 3

Maintain Northfield's high standards of living by facilitating the adoption of new technologies in infrastructure and systems.

Community Facilities

Promote Intergovernmental Cooperation

Continue to promote intergovernmental coordination of community services through joint use and the development of public facilities for community-wide use.

Community services in Northfield are delivered by several agencies and governmental bodies including the Northfield and Winnetka Park Districts, Winnetka-Northfield Library District, multiple school districts, non-profits, and civic organizations. The Village should promote intergovernmental/interagency cooperation and coordination to ensure that Northfield residents receive the highest quality services possible. Recommendations on how the Village can continue to partner with these organizations are detailed in the following section.

Northfield Park District

The Northfield Park District serves the western portion of the Village. The Northfield Park District owns, operates, and maintains Clarkson Park, Willow Park, and Fox Meadow Park as well as the Northfield Community Center. In February 2019 the District was awarded a \$400,000 grant to complete renovations to Clarkson Park. Through extensive community outreach, plans for the renovations have been completed and were approved by the Village Board in September 2019.



Winnetka Park District

The eastern portion of the Village falls under the jurisdiction of the Winnetka Park District. The District owns and operates 27 park sites throughout its 4.8 square mile service area, including two in Northfield – Happ Road Park and Northfield Park. The District does not have any improvements planned for these Northfield-based parks at this time. The Village should continue to foster its excellent working relationship with the District and encourage additional programming and events at parks in Northfield.

Northfield-Winnetka Library District

The Northfield-Winnetka Library District operates the Northfield Branch Library at 1785 Orchard Lane, in the Village Center. This community asset was cited by many as a draw to the Village Center and a strength of the community. Library representatives communicated that the Northfield Branch Library is in need of additional parking spaces, better signage, and refreshed landscaping. The Library is currently in the process of developing plans to address these and other concerns.

The Village should continue to coordinate and support the library in its remodeling efforts. Additionally, there is a desire for the library to be included in any potential way-finding signs in the Village.

Public Schools

Northfield residents have access to the top tier of schools in the state from preschool to high school. The Village of Northfield is located in two townships: Northfield Township and New Trier Township. Most children attend New Trier High School with some attending Glenbrook South High School.

There is more variety in kindergarten, elementary, and middle school district boundaries. Depending on where children live in the Village, they may attend elementary school at Middlefork School or Avoca Elementary School, and middle school at Sunset Ridge School or Marie Murphy School. Children living in the Glenbrook South High School district attend Lyon Elementary School, Pleasant Ridge School, and Attea Middle School.

North Shore Senior Center

The North Shore Senior Center is a 501(c)(3) organization located at 161 Northfield Road. The Center focuses on serving seniors and their family members. It cultivates a social community defined by friendships, volunteerism, clubs, learning, and new experiences. The Center also operates the House of Welcome Adult Day Services, which offers specialized programs for people with memory loss. It is located adjacent to the main facility. Approximately 300 people from the North Shore area visit the facility daily. This community is beginning to outgrow the program space and the Director of Facility Operations has said that serving more seniors and families in the existing location will be challenging in the coming years.

The Village should continue to foster its working relationship with the Center to ensure that its facilities' needs are met and that this critical community service remains in Northfield. Additional recommendations pertaining to the North Shore Senior Center are included in the Northfield Road Subarea Plan (**Section 4: Subarea Plans**).



Review Village Facilities and Services

Review Village facilities and services to identify potential issues and prepare for necessary renovations, replacements, and improvement projects.

The continued maintenance of Village facilities is critical to ensuring that high quality services are consistently delivered to residents. The Village should continually review facilities and services and proactively budget to address needed renovations, replacements, and improvements. Below is an overview of current Village facilities and recommendations for anticipated needs based on staff comments and capacity implications related to the Land Use Plan.

- **Public Works Department.** The department does not have any capacity or staffing issues currently.
- **Police Department.** Lack of parking for police vehicles is an issue facing the department. As the Village works to implement the Village Center Subarea Plan and address parking concerns in that area, it should also coordinate with the Police Department to ensure that their parking concerns are addressed.

- **Fire-Rescue Department.** The department does not have any capacity or staffing issues currently.
- **Village Hall.** Community input received during the planning process highlighted a sentiment among some stakeholders that the Village Hall site is a prime location within the Village Center that could be redeveloped to better anchor and increase activity in the district. Other comments indicated that the facility does not represent a quality gateway to the Village Center and the Village as a whole. To address these concerns, recommendations for the location and installation of new gateway and wayfinding signs have been included in the Village Center Subarea Framework (See **Section 4: Subarea Plans**). The Subarea Framework also discusses potential relocation of the Village Hall over the long term if it can be accomplished in a fiscally responsible manner that doesn't compromise Village operations.

Leverage New Technologies to Enhance Infrastructure

Encourage the use of technology in infrastructure and systems to enhance service, reduce costs, improve performance and preserve natural resources.

The Village should encourage the development of new telecommunications infrastructure, including 5G and beyond, through a progressive policy stance. Internet service providers are pushing forward with the implementation of 5G networks across the United States, with it being likely that 5G cellular service becomes the standard over the next few years. In the coming decades, more advancements will be made to the telecommunications network to further increase capabilities and capacity. **The Village should be prepared to take a progressive policy stance that expedites the installation of 5G and the next generation of telecommunications infrastructure.**

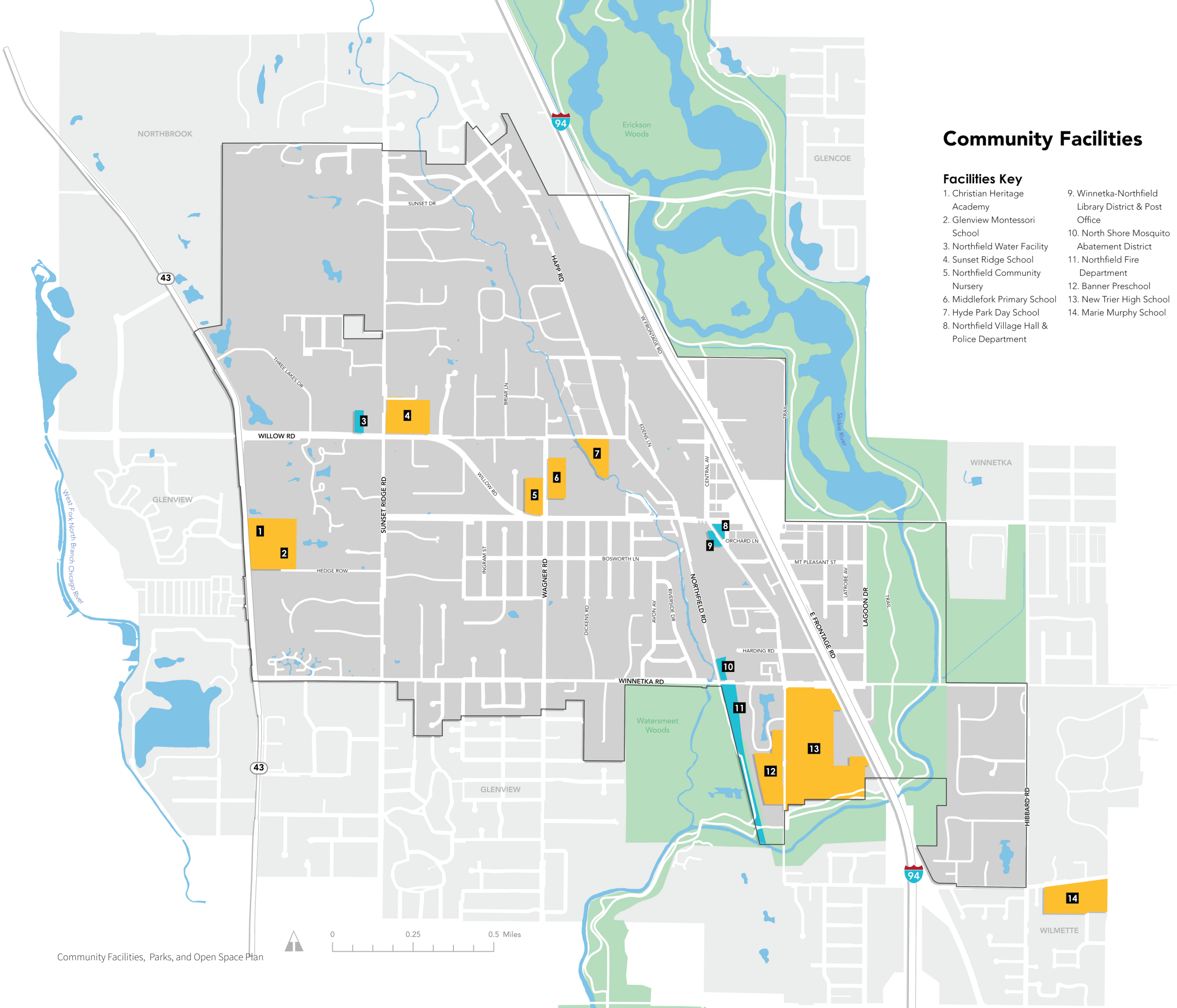
The Village should also explore and, as appropriate, encourage the use of private/public partnerships and alternative delivery mechanisms. For example, the Village may be able to expand upon the current pilot program with ComEd to implement smart meter technology for water meter reading and monitoring.

Coordinate with the School Districts

Ensure that new residential developments do not adversely impact the capacity of school facilities or funding.

As *Vision Plan 2040* is implemented over the coming years and new housing is developed as recommended in the Subareas Plan Frameworks and Land Use Plan, the Village must continue to closely coordinate with the School Districts to ensure that school facility capacity and school funding is taken into consideration in the plan approval process. Close coordination is especially pertinent with the Avoca and New Trier School Districts as the majority of recommended infill residential development falls within their district boundaries.

In order to make the feedback process between the school districts and the Village more effective and efficient, it is recommended that Northfield consider revising its development process. Planned Unit Developments (PUDs) and developments seeking a special use permit require a Plan and Zoning Commission public hearing. The Village should **revise the application process for residential special uses and PUDs to require that notice of the public hearing is also sent to leadership of the applicable school district(s)**. Since multifamily uses are only permitted as special uses, this strategy would ensure that the school districts have an opportunity to review all such developments and provide feedback to the Plan and Zoning Commission before they make their recommendation to the Village Board of Trustees.



Community Facilities

Facilities Key

- | | |
|--|---|
| 1. Christian Heritage Academy | 9. Winnetka-Northfield Library District & Post Office |
| 2. Glenview Montessori School | 10. North Shore Mosquito Abatement District |
| 3. Northfield Water Facility | 11. Northfield Fire Department |
| 4. Sunset Ridge School | 12. Banner Preschool |
| 5. Northfield Community Nursery | 13. New Trier High School |
| 6. Middlefork Primary School | 14. Marie Murphy School |
| 7. Hyde Park Day School | |
| 8. Northfield Village Hall & Police Department | |

Government Services

The Village of Northfield is responsible for utilizing local tax dollars to provide amenities and services to residents in the community such as emergency services, community development, and public works.

- **Village Hall.** The Northfield Village Hall is used at 361 Happ Road, at the corner of Happ Road and Willow Road. This location acts as the gateway to the Village and Village Center for many people commuting through Northfield on Willow Road.
- **Community Development Department.** The Community Development Department, located in Village Hall, is responsible for administering building, zoning, development, signs, stormwater management, property maintenance, tree preservation, health and sanitation, landscaping, fencing, and subdivision codes.
- **Police Department.** The Northfield Police Department is a department of 19 sworn officers and four civilian support staff. The department is housed at 350 Walnut Avenue.
- **Fire-Rescue Department.** The Fire-Rescue Department is housed at 1800 Winnetka Avenue and is responsible for providing emergency fire and EMS services including educational programming and inspection services.
- **Public Works Department.** The Public Works Department (also located at 1800 Winnetka Avenue) is responsible for the maintenance of the Village's streets, sidewalks, vehicles, parks, public buildings, trees, alleys, water system, sewer system, and storm sewer systems. The department is responsible for ensuring clean and safe roadways during the winter season.

Education

Northfield residents have access to the top tier of schools in the state from preschool to high school.

- **Public Schools.** The majority of the Village is under New Trier District 203 with a portion located in the Glenbrook South attendance area of Glenbrook High Schools District 225. Depending on where in the Village children live, they may attend elementary school at Middlefork School or Avoca Elementary School, middle school at Sunset Ridge School or Marie Murphy School and high school at New Trier. Children living in the Glenbrook South High School district attend Lyon Elementary School, Pleasant Ridge School, and Attea Middle School.
- **Private Schools.** The Village of Northfield has four private secular and sectarian schools - Glenview Montessori School, Christian Heritage Academy School, Hyde Park Day School, Banner Preschool, and Northfield Community Nursery School.



Parks and Open Space

Integrate Open Space

Integrate open space opportunities in commercial and office development including the preservation and enhancement of natural features. Also consider the provision of landscaped areas, squares, plazas, and courtyards.

Participants throughout outreach events expressed their love for the low density, open character of the Village. As new commercial and office uses are developed, this character could be diminished. Northfield should work to preserve and enhance natural environmental features by requiring the integration of open space, landscaped areas, squares, plazas, and/or courtyards for new development. In the development of a requirement such as this, the Village must consider the market viability of preserving and enhancing open spaces to ensure that the requirement does not impact the viability of a development.

To accomplish this, it is recommended that the Village revise its PUD Ordinance (Appendix A, Article 17) to:

- Include the integration of activated open spaces as an objective of commercial PUD; and
- Revise the Open Space standard to include more detailed requirements for shared open space.

Coordinate with the Park Districts

Continue to support the Park Districts in their provision of recreational programs, facilities, and public gathering programs.

Although the Northfield and Winnetka Park Districts are separate governmental bodies, the services they offer contribute greatly to residents' quality of life in the Village. Northfield has a history of supporting the Park Districts to help ensure that residents can continue enjoying their programs and facilities. For example, the Village revised its noise ordinance to better accommodate activities held at park properties. **The Village should employ several strategies to continue supporting the Northfield and Winnetka Park Districts** including:

- Cross-promoting recreational programs and facilities;
- Sharing use of facilities such as the Northfield Community Center or Village Hall;
- Evaluating regulations to better accommodate activities;
- Supporting the Park Districts as they work to enhance indoor recreation offerings and expand the fitness center; and
- Engaging with the Northfield Park District as it explores the acquisition of neighborhood parks in the northern portion of the Village.

Continue Support for the Skokie Valley Trail

Construct the Skokie Valley Trail.

Throughout community outreach events, the development of a trail along the Union Pacific railroad and Com-Ed rights-of-way was mentioned by the majority of participants as an action they would like to see accomplished. As discussed in Section 5, a trail in this location is currently being planned. The Subarea Plan Frameworks incorporate the recommendations of the study and provide additional direction as appropriate to ensure that local trail connections complement future land use recommendations.

Parks, Open Space, and Environmental Features Distribution

Northfield's public parks are adjacent to Willow Road. Community outreach participants mentioned the desire for additional parkland in the northern portion of the Village to increase access to passive and active recreation.

Similarly, open spaces and Forest Preserve properties are primarily located south of Winnetka Road and/or east of the Edens Expressway. Sunset Ridge Woods is located about a half mile north of the Village along Sunset Ridge Road. Recommendations on how the Village could increase access to this area should be explored.

Activate Forest Preserve Open Space

Partner with the Cook County Forest Preserve District to evaluate opportunities to activate Forest Preserve open space in the community for recreational purposes.

Cook County Forest Preserve property comprises the majority of the eastern border of the Village. This open space, primarily used for passive recreation including walking and biking, could be better utilized for active recreation purposes. **The Village should work with the Forest Preserve District to develop strategies to better activate areas that are readily accessible** such as open space with frontage along major corridors with compatible recreation options, as outlined in the Forest Preserve District's 2013 Recreation Master Plan.

There are areas where the Forest Preserve could serve a dual purpose by providing regional trail access as well as local park improvements. For example, a small playground could be installed adjacent to the parking lot in the Erickson Woods trailhead off of Willow Road near Linder Avenue. Another possible area of the Forest Preserve that could be better activated in the Village is where the Watersmeet Woods meets Winnetka Road. This area could be improved as a trailhead for the North Branch Trail and activated as a dog park or a nature play area with engaging nature exploration programming.

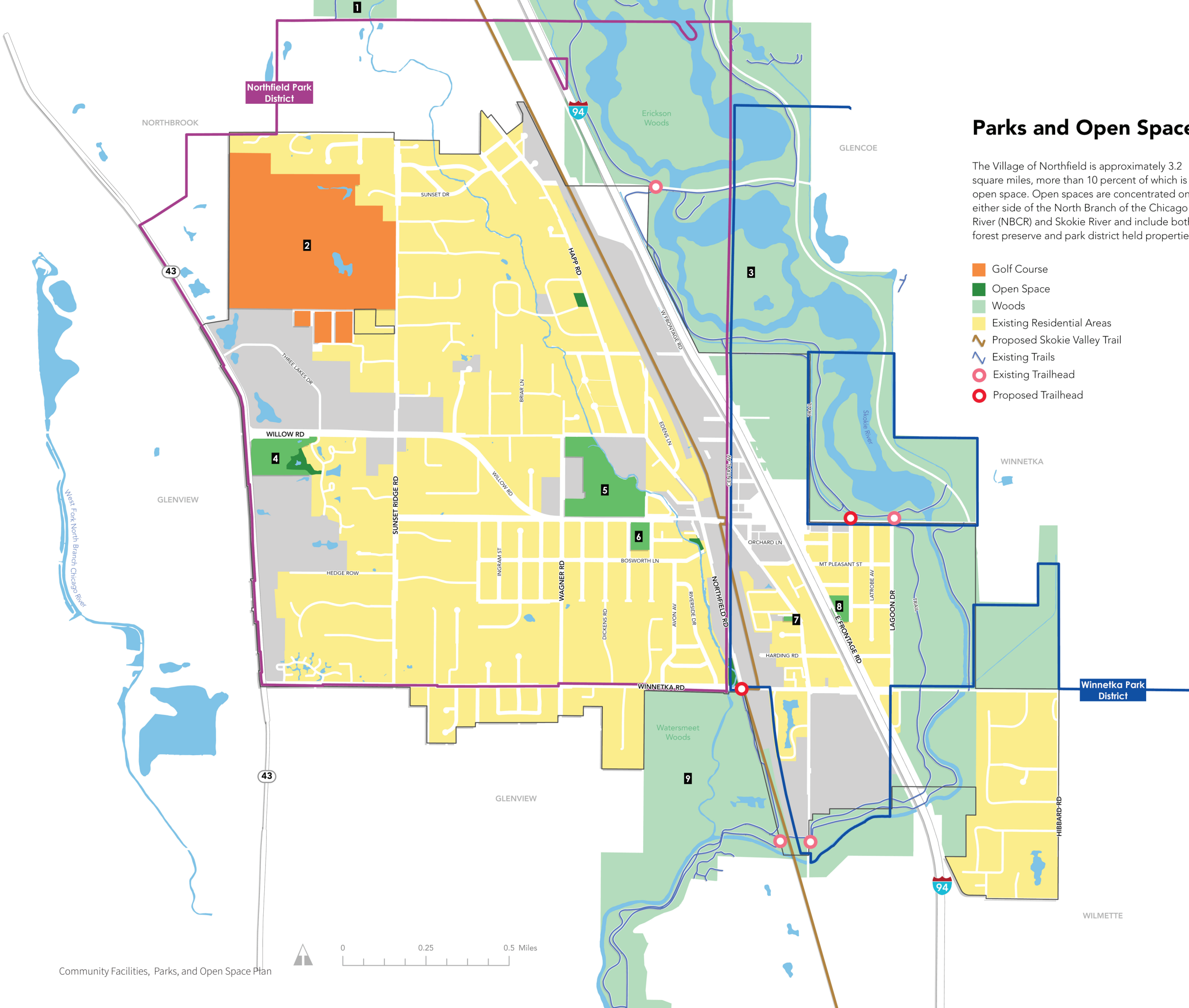
Increase Connections between the Village Center and North Branch Trail

Coordinate with the Chicago Botanical Garden, Ravinia, and Forest Preserve to increase connections to encourage recreational and cultural opportunities.

The North Branch Trail is a 33.5 mile, paved and unpaved trail, for hiking, biking, equestrian, and cross-country skiing, that stretches from Edgebrook to the south, and Glencoe to the north. The trail is commonly used to access the Chicago Botanic Gardens and offers amenities such as bike rentals.

It is recommended that the Village coordinate with the Forest Preserve to enhance the Willow Road trailhead area with additional amenities such as picnic areas and wayfinding signs that direct people to the shops and restaurants in the East Willow Road Corridor. Additionally, it is recommended that the Village coordinate with the Chicago Botanical Garden as it plans events to help current and future business owners in the East Willow Road Corridor better capture people traveling to the Garden on the North Branch Trail.

The Village should also explore a partnership with Ravinia Festival to establish shuttles between the Village Center and Ravinia. This could be used to encourage dining before and after performances at the venue.



Parks and Open Space

The Village of Northfield is approximately 3.2 square miles, more than 10 percent of which is open space. Open spaces are concentrated on either side of the North Branch of the Chicago River (NBCR) and Skokie River and include both forest preserve and park district held properties.

- Golf Course
- Open Space
- Woods
- Existing Residential Areas
- Proposed Skokie Valley Trail
- Existing Trails
- Existing Trailhead
- Proposed Trailhead

Parks

The Northfield Park District manages the Northfield Community Center and three parks in the Village.

- Willow Park, a 22 acre community park located on Willow and Wagner Roads, is the community's largest outdoor facility. Willow Park includes amenities such as four lit ball fields, two lit soccer fields, four tennis courts, a .5-mile pathway system with fitness stations, and a picnic shelter which can hold up to 75 people.
- Clarkson Park, located on Willow Road and Bristol Street, is the Village's most utilized park for events. The three-acre space was renovated in 2004 to add a children's playground, the Cavallari Pavilion, an open-air shelter, and the Clarkson Lodge. Clarkson Park is utilized in the summer for community events such as Music and Market and Ribfest, and in the winter the park is transformed into an outdoor ice rink.
- Fox Meadow Park, located on the south side of Willow Road, is a nine acre park jointly owned by the Park District and New Trier Township High School. The park has three soccer fields and a tot playground.

The Winnetka Park District manages two parks in the Village.

- Happ Road Park, a 0.4 acre park located on the southwest corner of Happ Road and Northfield Square, is a small park featuring a basketball court and playground.
- Northfield Park, a 2-acre neighborhood park located on the west side of Lockwood Avenue at Sunset Road, includes a playground, basketball court, and a large green space.

Parks Key

- | | |
|------------------------------|--------------------------|
| 1. Sunset Woods | 6. Clarkson Park & Lodge |
| 2. Sunset Ridge Country Club | 7. Happ Road Park |
| 3. Erickson Woods | 8. Northfield Park |
| 4. Fox Meadow Fields | 9. Watersmeet Woods |
| 5. Willow Park | |



Image and Identity Plan

A key goal of this plan is to preserve and enhance the Village's charming, quaint, and safe reputation; casual and unassuming nature; and laidback lifestyle. Although the image and identity of Northfield is well known and loved by residents, it is not being communicated to the larger region. The community is cautious to promote itself for fear of losing its low profile. This chapter aims to provide the Village of Northfield with a strategy to ensure that it can effectively communicate the community's image and identity while ensuring that the characteristics that make the Village unique and attractive are not lost.



Goal 1

Create a sense of place in Northfield and reinforce the positive image of the Village as "The Comfortable Corner of the North Shore."

Goal 2

Create Village-wide design guidelines.

Goal 3

Enhance the appearance of major roadways.

Goal 4

Explore opportunities for public art throughout the Village with a focus on the Village Center.

Competitive Identity Plan

Fully implement the Village's Competitive Identity Plan including the installation of gateway, wayfinding, and other signs.

Few features currently exist to identify the Village to those passing through on major routes. The implementation of the Village's Competitive Identity Plan is essential to setting Northfield apart from surrounding communities and effectively communicating its assets and opportunities to potential investors and residents. Recommendations for the location of gateway, wayfinding, and other signs are included in **Section 4: Subarea Plans**. These signs should have a consistent design to visually connect the Village.

Village Center Design Guidelines

Encourage, enforce, and expand the use of the Village Center Design Guidelines.

In 2008, the Village adopted the Village Center Design Guidelines to preserve an economically and culturally viable downtown business district. The guidelines provide developers and property owners with a better understanding of the types of design standards that Northfield is hoping to achieve in the Village Center. To ensure that the guidelines are considered and utilized as redevelopment occurs, it is recommended that the Village revise its Planned Unit Development (PUD) Ordinance to require that any new development or significant expansion of existing development go through the PUD process. Additionally, it is recommended that the Village revise the standards for consideration in the PUD Ordinance to require conformity with the Village Center Design Guidelines.

Enhance Appearance of Major Roads

Work with IDOT and Cook County to enhance the appearance of major arterial streets.

When Willow Road was widened, the Village worked with IDOT to enhance the appearance of the roadway through consistent and substantial streetscape improvements. Willow Road in Northfield is now a visually unified corridor with a distinct appearance. Northfield should continue to work with IDOT and Cook County to improve the appearance of other major arterials in the Village. Several strategies on how the Village can accomplish this follow.

Streetscape and Pedestrian Infrastructure

As detailed in “Connecting Cook County,” the County’s long range transportation plan, maintaining and modernizing existing transportation infrastructure is a priority. As the County works to implement this goal, the Village should advocate for the modernization of key roadways such as Winnetka Road.

- Winnetka Road leads to New Trier High School’s freshman campus and is therefore traversed daily by people throughout the region as well as students who walk and bike to school. Priorities for the modernization of this roadway should include improvements to the pedestrian environment, especially the bridge over the Edens Expressway.

- As improvements are made to Willow Road and Winnetka Road, the Village should work with IDOT and Cook County to install decorative railings and other visual elements that reinforce Village identity. In addition to decorative railings, the improved bridges could have signs facing Edens Expressway traffic that identify both the Village of Northfield and the road name.
- The Village should also encourage Cook County to include improvements to key intersections along more narrow streets like Sunset Ridge Road and Wagner Road in future transportation improvement programs. Likewise, the Village should advocate for similar improvements to IDOT roadways such as Waukegan Road.

Happ Road Streetscape

As the Happ Road Reconstruction and Realignment project progresses (detailed in Section 5) the Village should work with the County to ensure that improvements to the roadway also contribute to the aesthetic appeal of the Village Center. The Village should utilize a similar strategy as it did when they coordinated with IDOT and advocated for the installation and maintenance of landscaped medians as part of Willow Road improvements which took place between 2013 and 2015. Although medians may not be appropriate along Happ Road, a similar style and amount of landscaping should be incorporated into the Happ Road streetscape and proposed roundabout.

Foster Community Pride

Host events that foster community pride, including both Village-wide and neighborhood events.

Throughout outreach events, participants mentioned how they enjoy the opportunities offered to gather with friends and neighbors for events like the Market and Music, outdoor concerts, and sidewalk sales. The Village should partner with the Northfield and Winnetka Park Districts and the Winnetka-Northfield Chamber of Commerce to host additional events throughout the community, especially in the Village Center. The Village should consider closing Walnut Street and utilizing the roadway, parking area, and adjacent open space to host events such as National Night Out or a Holiday Market. The public parking lot between Happ Road and Northfield Road could also be utilized for similar community events.

Enhance Neighborhood Gateways

Enhance the approaches and identification signs for Northfield’s residential areas to celebrate the unique character of each neighborhood.

There is no common style or use of design elements shared among gateway treatments marking the many private lanes to Northfield’s residential areas. Community outreach participants indicated that this creates a disjointed appearance and weakens Village identity. To address this concern, it is recommended that the Village **develop standards for residential area gateway signage, landscaping, and lighting.**

To enforce the standards, it is recommended that the Village revise the sign ordinance; landscaping, screening, and tree preservation ordinance; and performance standards to include the new standards. This will ensure that when reinvestment occurs in gateway areas, neighborhoods install improvements that adhere to the new standards and promote a unified appearance across the Village over time.

Install Public Art

Explore opportunities for public art throughout the Village with a focus on the Village Center.

Public art can play a key role in providing an interesting shopping experience that can’t be duplicated online. Public art not only helps to brand a downtown and set it apart from others, but can also help to foster a sense of ownership, belonging, and pride within a community. The Village should **update the Village Center Design Guidelines to encourage property owners to feature murals and other visual art on private property.**

There are several areas where blank walls or pockets of open space provide opportunities for public art. Examples of potential locations for murals or other visual art within the Village Center include:

- the south wall of Village Hall;
- the west wall of 1757 Orchard Lane;
- the south wall of 301 N Happ Road; and
- the east wall of the Mariano’s.

Additional locations for public art outside of the Village Center are also numerous such as the south wall of the music store at 780 Frontage Road and the east wall of the building at 1650 Willow Road.

Mural guidelines should include location and design recommendations such as:

- The location of the mural or other visual art on the building should not cover or detract from significant or character-defining architectural features;
- The installation of the mural or other visual art should complement and enhance the building and be incorporated architecturally into the façade;
- Murals and other visual art should not be located in an area which may cause undue distraction to drivers thereby creating a safety hazard;
- The scale of the mural or other visual art should be appropriate to the building and site;
- The theme of the mural or other visual art should be representative of the history, culture, or location of the community and be respectful of the greater context of the community; or
- The mural or other visual art should be an original design.

In addition to encouraging private property owners to feature murals or other visual art on their property, the Village should consider installing other types of public art, such as sculptures, on Village-owned property and public rights-of-way such as in the center of the proposed roundabout at Orchard Lane and Happ Road. Additionally, the Village should work with the Northfield Park District, Cook County, and other agencies and regional partners to explore opportunities for an ‘art trail’ along the proposed Skokie Valley Trail that would terminate in the Village Center.

10 Implementation

With the planning process complete, the Village enters into a longer process of implementing Vision Plan 2040 and facilitating change and growth over the next 20 years. This will require a cooperative and dedicated effort from all of Northfield's stakeholders including residents, elected and appointed officials, Village staff, public agencies, the local business community, property owners, and developers. This chapter details implementation strategies the Village should utilize to realize the vision and accomplish the goals of Vision Plan 2040.



Active Use

Vision Plan 2040 is the official policy guide for land use, development, and reinvestment as the Village undergoes future development and improvement. Like *Vision Plan 2020* before it, the Plan should be regularly consulted by Village staff, the Village Board, and the Plan and Zoning Commission. The Plan should also guide community facilities and service providers as new facilities, infrastructure, and programming are developed.

The Village should ensure that Village staff, key stakeholders, and newly elected and appointed officials understand the purpose and benefits of *Vision Plan 2040* through a 'plan orientation' to familiarize individuals with the vision, goals, and recommendations of the document. Further, Village staff should assist the Village Board and other boards and commissions in the administration, interpretation, and application of *Vision Plan 2040*. In addition, the community at large will have a direct impact on implementation of the Plan, making it essential that they understand the central themes of the document. Copies of the Plan should be made available to download from the Village's website and in hard copy at Village Hall.

Jurisdiction Cooperation and Participation

For *Vision Plan 2040* to be successful, the Village of Northfield should assume a leadership role in facilitating the cooperation and participation of its local and regional agencies, organizations, and various jurisdictions. Establishing partnerships and maintaining open, clear communication will contribute to a more efficient implementation process.

Partners in this endeavor should include:

- Avoca School District
- New Trier School District
- Sunset Ridge School District
- Illinois Department of Transportation
- Cook County Department of Transportation and Highways
- Cook County Forest Preserve
- Winnetka Park District
- Northfield Park District
- Winnetka-Northfield Library District
- Winnetka-Northfield Chamber of Commerce
- Metropolitan Water Reclamation District of Greater Chicago
- Business Community
- Private Property Owners and Developers
- Neighboring Municipalities
- Northfield Township
- New Trier Township
- Non-profit service providers

Maintain Public Communication

The foundation of *Vision Plan 2040* was input, ideas, and feedback from residents, business owners, and other key stakeholders in the community. This extensive community outreach not only engaged the public and informed the Plan but also kept residents up to date on the planning process through workshops, the project website, interactive outreach tools, newsletters, social media, and more. Outreach is essential to educating a community about the relevance of planning and the Village's role in defining its future. Capitalizing on efforts completed through the planning process, the Village should work to convey the major recommendations and overall vision of the Plan to the entire community. This can be done through regular updates, coverage of major milestones and projects, and by providing further opportunities for residents to voice their opinions.

Amending Development Regulations

Vision Plan 2040 establishes a vision for the community to be attained over the next two decades. As the Village's official policy document, the Plan should serve as the basis for zoning entitlements and amendments. *Vision Plan 2040* contains many specific recommendations, which are highlighted in yellow in the implementation matrix, that the Village should accomplish through a comprehensive update of its zoning and subdivision codes. A holistic update to these development regulations will ensure that every section of the codes consistently and efficiently achieves the vision and goals set forth in *Vision Plan 2040*.

Periodic Update

Vision Plan 2040 should not be a static document but should instead evolve over time to meet changing conditions. The Village should maintain a list of possible amendments or issues which may be subject to change, addition, or deletion from the Plan. Although a proposal to amend the Plan can be brought forth by petition at any time, the Village should initiate a review of the Plan at least every five years to ensure that it is in line with potential demographic shifts, new issues, or community interests. This review should coincide with the preparation of the Village's budget and Capital Improvement Plans as well as the preparation of an annual action agenda. This allows recommendations or changes relating to capital improvements or other programs to be considered as part of the Village's commitments for the upcoming fiscal year. The Village should also review the plan following the completion of major projects or after significant events that may directly impact the community.

Potential Funding Sources

The following is a description of potential funding sources currently available to the Village and its partners for Plan implementation. As the funding sources and streams are subject to change over time, it is important to continue to research and monitor grants, funding agencies, and programs to identify new opportunities as they become available.

General Economic Development Funding Sources

Special Service Area (SSA)

SSAs can be used to fund improvements and programs within a designated service area. An SSA is essentially added to the property tax of the properties within the identified service area and the revenue received is channeled back into projects and programs benefiting those properties. A SSA can be rejected if 51 percent of the property owners and electors within a designated area object. SSA funds can be used for such things as streetscape improvements, area marketing, and special events. This tool could also be helpful in supporting improvements to the subareas identified in the plan.

Tax Increment Financing (TIF)

The purpose of TIF funding is to incentivize and attract desired development within key commercial areas. TIF dollars can typically be used for infrastructure, streetscaping, public improvements, land assemblage, and offsetting the cost of development.

TIF utilizes future property tax revenues generated within a designated area or district, to pay for improvements and further incentivize continued reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF District increases, the incremental growth in property tax over the base year that the TIF was established, is reinvested in that area. Local officials may then issue bonds or undertake other financial obligation based on the growth in new revenue.

Over the life of a TIF district, existing taxing bodies receive the same level of tax revenue as in the base year. Provisions exist for schools to receive additional revenue. The maximum life of a TIF district in the State of Illinois is 23 years, although a district can be extended beyond that horizon through authorization from the State Legislature.

Business Development District (BDD)

As authorized by Division 74.3 of the Municipal Code of the State of Illinois, a municipality may designate, after public hearings, an area as a BDD. A BDD allows the Village to levy up to an additional one percent retailers occupation tax, one percent hotel tax, and one percent sales tax within a designated district. Similar to a TIF district, a BDD has a maximum life of 23 years. BDD legislation also permits municipalities to utilize tax revenue growth that has been generated by BDD properties to fund improvements in the district.

BDD designation empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- Acquire all development and redevelopment proposals
- Acquire, manage, convey, or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan
- Apply for and accept capital grants and loans from the federal government and the State of Illinois for business district development and redevelopment
- Borrow funds as deemed necessary for the purpose of business district development and redevelopment, and in this connection, issue such obligation or revenue bonds as deemed necessary, subject to applicable statutory limitations.

- Enter into contracts with any public or private agency or person
- Sell, lease, trade, or improve such real property as may be acquired in connection with business district development and redevelopment plans
- Expend such public funds as may be necessary for the planning, execution, and implementation of the business district plans
- Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purposes of business district development and redevelopment

BDD funds can be used for infrastructure improvements, public improvements, site acquisition, and land assemblage and could be applicable in the identified subareas. Given the limited amount of funds that a BDD is capable of generating, compared to a TIF district, BDD is best suited for funding small scale improvements and property maintenance programs.

Illinois Angel Investment Credit Program

The Illinois Angel Investment Credit Program encourages investment into early-stage, innovative businesses within the State of Illinois by offering tax credits to qualifying investors. The credits equal to 25 percent of the claimant's investment made directly in a new business. The tax credit may not exceed the taxpayer's Illinois income tax liability for the taxable year, but the credit may be carried forward for up to five years following the excess credit year. Tax credits are allocated on a quarterly basis throughout the year and are awarded on a first-come, first-served basis. The investments prompted by this program provide new businesses with critical funds to support their growth and success.

Tax Abatement

A property tax abatement is a versatile tool that can be applied to address a wide range of community issues. Property tax abatements are typically used as an incentive to attract business and revitalize the local economy. In the State of Illinois, municipalities and other taxing districts can abate any portion of the tax that they individually levy on a property. The period of tax abatement on a given property can be no longer than 10 years and the total combined sum of abated taxes for all taxing districts cannot exceed \$4 million over that period. A taxing district can administer the abatement by one of two methods: 1) lowering the tax rate; or 2) initiating a property tax freeze where the property is taxed based on a pre-development assessed value.

In some circumstances municipalities can also petition the County to lower a property's assessment. For example, a commercial property could be assessed at a percentage equivalent to that of a residential property. This is an effective means of lowering a property tax bill; however, it should be noted that this method impacts all taxing districts and not just the district making the request.

Incentives

The Village can use funding mechanisms such as a TIF district, SSA, or BDD to provide a variety of incentive programs to help the community achieve its goals. These incentives can be used to help attract new development to the area, to help improve existing development, and to encourage business owners to stay in the community and continue to impact the community in a positive way.

While this list of possible incentive programs is not exhaustive, it is representative of the range of options that are available and will provide a good starting point for the creation of a comprehensive incentive program that will help the Village achieve its objectives.

Revolving Fund Program

A revolving loan fund is administered to provide financial support and assistance to new or expanding businesses, funded through the Illinois Department of Commerce and Economic Opportunity. The borrower may use the low-interest loan for construction, property rehabilitation/improvements, and land acquisition, among other things.

As the Village seeks to redevelop key commercial and employment areas, such as the Frontage Road Corridor or Village Center, this funding opportunity should be marketed to local entrepreneurs seeking to grow their businesses.

Façade Improvement Program

Façade and site improvement programs can be used to beautify the Village and improve the appearance of existing businesses by offering low-interest loans or grants to improve the exterior appearance of designated properties. Such a program could be implemented in the Village Center or East Willow Road Corridor, as well as other commercial and employment areas in need of improvement.

Payment in Lieu of Taxes (PILOT)

PILOT is a tool similar to tax abatement. The Village can use PILOT to reduce the property tax burden of desired businesses for a predetermined period. In this instance, the Village and a property owner would agree to the annual payment of a set fee in place of the property taxes. Payments are generally made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property.

In addition, PILOT can be a means of reducing the fiscal impact on the Village of a nonprofit, institutional use, or other non-taxpaying entity locating to a key site. While such uses can be desirable as activity generators, they can also negatively impact municipal services because they do not pay taxes. Provisions can be made to offset that negative impact by allowing the Village to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

Transportation and Infrastructure

Illinois Transportation Enhancement Program (ITEP)

The Illinois Department of Transportation (IDOT) administers the Illinois Transportation Enhancement Program (ITEP) and has funded projects including bicycle and pedestrian facilities, streetscaping, landscaping, historic preservation, and projects that control or remove outdoor advertising. In the past, federal reimbursement has been available for up to 50 percent of the costs of right-of-way and easement acquisition and 80 percent of the costs for preliminary engineering, utility relocations, construction engineering, and construction costs.

Safe Routes to School (SRTS)

The SRTS program has provided funding for the planning, design, and construction of infrastructure related projects that will substantially improve the ability of students to walk and bike to school, including:

- Sidewalk improvements;
- Traffic calming and speed reduction improvements;
- Pedestrian and bicycle crossing improvements;
- On-street bicycle facilities;
- Off-street bicycle and pedestrian facilities;
- Secure bicycle parking systems; and,
- Traffic diversion improvements in the vicinity of schools.

Parks, Trails, and Open Spaces

Illinois Department of Natural Resources

The Illinois Department of Natural Resources (IDNR) administers several grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreational areas and facilities. The programs operate on a cost reimbursement basis to a government or non-for-profit organization. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location. IDNR grants are organized into three major categories: Open Space Land Acquisition and Development (OSLAD); Boat Access Area Development (BAAD); and the Illinois Trails Grants Program.

Open Space Land Acquisition and Development

The OSLAD program awards up to 50 percent of project costs up to a maximum of \$750,000 for acquisition and \$400,000 for development and/or renovation of recreational facilities such as playgrounds, outdoor nature interpretive areas, campgrounds and fishing piers, park roads and paths, and beaches. IDNR administers five grant programs to provide financial assistance for the acquisition, development, and maintenance of trails that are used for public recreation uses.

Land and Water Conservation Fund (LWCF)

The federal Land & Water Conservation Fund program (LWCF) is a program with similar objectives to the OSLAD program that is also managed by IDNR. LWCF grants are available to municipalities, counties, and school districts to be used for outdoor recreation projects. Projects require a 50 percent match. All funded projects must be used for outdoor recreational purposes in perpetuity.

Illinois Bicycle Path Program

The Illinois Bicycle Path Program is a grants program administered by IDNR that provides funding assistance up to 50 percent to acquire and develop land for public bicycle path purposes. Funded by a percentage of vehicle title fees, maximum grant awards are limited to \$200,000.

Implementation Action Matrix

The Implementation Action Matrix offers a comprehensive list of all implementation strategies, policies, and recommendations contained within *Vision Plan 2040*. The matrix provides staff with a tool to prioritize implementation activities and projects over the life of the plan. In addition, the matrix allows the Village to approve specific, actionable items on an annual basis and evaluate progress based upon completed implementation strategies. The Implementation Action Matrix offers a brief description of each project and indicates the following:

Priority Level

Priority is assigned to each recommendation of *Vision Plan 2040* based on cost, ease of implementation, and importance. Each item in the Implementation Action Matrix is indicated as one of the following:

- First Priority: Near-term, crucial
- Second Priority: Mid-term, essential
- Third Priority: Long-term, desirable

Potential Partnerships

Potential partnerships identifies government bodies, civic organizations, private entities, and other associations which may be able to provide assistance with a strategy through coordination and cooperation.

Zoning and Development Regulations

Recommendations for revisions to zoning and development regulation amendments are highlighted in **yellow** in the implementation matrix.

Objective	Recommended Action	Priority	Potential Partners	Potential Funding Sources
Residential Areas Framework				
Ensure that new residential developments are compatible with the scale and character of the surrounding neighborhoods.	Develop design guidelines for townhomes/rowhomes and multifamily development.	Second	Development Community	
Limit negative impacts of new development within established neighborhoods.	Develop a single-family detached housing "pattern book."	Second	Development Community	
	Assess the need to right-size existing zoning districts to ensure that any residential teardown and infill development or the expansion of existing homes are of a compatible scale and setback to existing development.	First		
	Clarify the use regulations for the R-1, R-2, R-3, R-4, and R-5 zoning districts to distinguish between single-family detached and single-family attached housing products.	First		
Encourage new residential development in select areas to better provide for the needs of the Village's population throughout every stage of life.	Permit accessory dwelling units as special uses in the R-4 and R-5 zoning districts when certain conditions are met.	First		
	Proactively rezone properties identified in the Land Use Plan for single-family attached and multifamily housing.	First		
	Establish standards of review for zoning text and map amendments including alignment with the Land Use Plan.	First		
	Lower the minimum lot area requirements for multifamily housing units in the R-6 zoning district.	First		
Promote the rehabilitation or replacement of deteriorating or obsolete residential structures.	Allow increased height or floor area in exchange for greater site amenities such as additional or enhanced landscaping, public open space, green stormwater infrastructure, public parking, or public art.			
Commercial and Employment Areas Framework				
Promote the rehabilitation or replacement of deteriorating or obsolete commercial, office, and industrial structures.	Allow increased height or floor area in exchange for greater site amenities such as additional or enhanced landscaping, public open space, green stormwater infrastructure, public parking, or public art.	First		
	Expand the list of permitted uses in key zoning districts.	First		
Require high-quality design, architecture, and site amenities as new commercial, office, and mixed-use developments are considered.	Expand and enhance the Village Center Design Guidelines for applicability throughout Northfield's commercial and employment areas.	Second	Development Community	
Ensure that new commercial and office development does not negatively impact the Village's residential areas.	Develop use-specific provisions for uses such as mixed-use developments or business parks that include additional requirements outside of general development standards such as permitted hours of operation.	First		
	Enhance landscaping and screening requirements for parking lots, transitional yards, and building foundation areas.	First		
	Revise the Planned Unit Development Ordinance to require that applicants host a pre-application meeting with surrounding property owners and include evidence that all feedback was considered in their application.	First		
Support the development small, locally-owned businesses to preserve the Village's sense of place and enhance the Village Center as a regional destination.	Create incubator spaces in vacant office space in the Frontage Road Corridor to help accelerate the pace at which innovative startups can launch their businesses in Northfield.	Third	Property Owners	Illinois Angel Investment Credit Program
	Develop a "Small Business Starter Guide" to help small businesses open safely and quickly.	Third		
	Continue to proactively engage with the Winnetka-Northfield Chamber of Commerce and advocate for the promotion of Northfield businesses and events.	On-going	Winnetka-Northfield Chamber of Commerce	

Objective	Recommended Action	Priority	Potential Partners	Potential Funding Sources
Transportation and Mobility Plan				
Preserve the existing street hierarchy to protect residential neighborhoods from through traffic.	Maintain practice of not connecting local roads to collector/arterial roads to ensure the safe nature of residential neighborhoods.	On-going	Development Community	
Continue to regularly review roadway conditions and identify projects to ensure the continued maintenance, efficiency, and safety of the roadway network.	Encourage the creation of Homeowner's Associations to ensure the continued maintenance of private roads.	Third	Property Owners	Special Service Area
Modernize parking lot development standards to reduce the visual impact of surface parking.	Increase the requirement for perimeter landscape from 50 percent of the parking lot perimeter to 90 percent.	First		
	Explore establishing an incentive program that pushes developers toward implementing green stormwater drainage practices.	Second	Development Community, MWRD	MWRD
Promote cross access and shared parking in commercial and office corridors.	Establish a shared parking incentive in Article 20 of the Zoning Ordinance and require that the developer submit a shared parking analysis.	First		
Revise parking minimums to reflect industry standards.	Update minimum off-street parking requirements.	First		
Embrace new technology by updating parking requirements and land use patterns to adapt to shifting transportation preferences.	Develop a strategic plan by the end of 2030 to identify how the community prefers to embrace autonomous and electric vehicles.	Third	IDOT, Cook County, ComEd	IDOT, Cook County, ComEd
Implement Complete Streets policies as part of roadway and infrastructure improvements.	Consider adopting and implementing a Complete Streets policy that requires streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.	Second	IDOT, Cook County	IDOT, Cook County
Implement enhanced traffic safety measures near high pedestrian activity areas.	Explore enhanced traffic safety measures such as solar-powered flashing stop-signs and raised crosswalks near high pedestrian activity areas including the Village Center and Frontage Road Corridor.	Second	IDOT, Cook County	Safe Routes to School, ITEP, IDOT, Cook County, ComEd
Improve pedestrian and bicyclist access along major corridors.	Advocate for a study of the feasibility of the installation of a guard rail on the Willow Road bridge over the Edens Expressway.	Third	IDOT, Cook County	Safe Routes to School, ITEP, IDOT
Connect to regional transit centers through strategies such as a shuttle system or ridesharing.	Consider partnering with Medline to expand their shuttle service to all residents of Northfield.	Second	Medline, Pace	Pace, Medline
	Work with Pace to establish a Curbside Park-and-Ride Facility to make Pace Route 423 more accessible and convenient.	Second	Pace	
Sustainability and Resiliency Plan				
Continue implementing and updating the comprehensive floodplain administration program.	Update the Stormwater Management Plan to reflect updated rainfall data and FEMA floodplain maps.	First	FEMA	
Maintain and improve the Village's class in the FEMA Community Rating System.	Continue to actively maintain stormwater infrastructure to maintain the Village's Class 7 rating.	On-going	FEMA	
Encourage sustainable best practices such as low impact design strategies as part of new development and site design.	Make best management practices a standard of review in the planned unit development and conditional use approval processes.	First	MWRD, ComEd	ComEd
Implement sustainable best practices in community facilities including alternative energy applications, green infrastructure utilization, water conservation, recycling and composting programs, native landscaping, and more.	Utilize permeable surfaces in the repavement/resurfacing of Village-owned parking lots.	Second		
	Plant native landscapes in Village-owned rights-of-way.	Second	Northfielder's Garden Club, MWRD	MWRD
	Expand the Village's tree preservation Ordinance.	First	Northfielder's Garden Club	

Objective	Recommended Action	Priority	Potential Partners	Potential Funding Sources
Community Facilities, Parks, and Open Space Plan				
Review Village facilities and services to identify potential issues and prepare for necessary renovations, replacements, and improvement projects.	Continue to coordinate and support the Winnetka-Northfield Library District in its efforts to remodel the Northfield Branch.	On-going	Winnetka-Northfield Library District	
	Continue to foster the excellent working relationship with the Winnetka and Northfield Park Districts and encourage additional programming and events at parks in Northfield.	On-going	Winnetka-Northfield Library District	
	Continue to foster the working relationship between the Village and the North Shore Senior Center to ensure that their facilities' needs can be met.	On-going	North Shore Senior Center	
Continue to promote intergovernmental coordination of community services through joint use and the development of public facilities for community-wide use.	Remain open to the potential relocation of Village Hall if it can be accomplished in a fiscally responsible manner.	Third	Development Community	
	Coordinate with the Police Department to ensure that their parking concerns are addressed as the Village Center redevelops.	Second	Police Department	
Encourage the use of technology in infrastructure and systems to enhance service, reduce costs, improve performance, and preserve natural resources.	Prepare to take a progressive policy stance that expedites the installation of 5G infrastructure.	Third		
	Explore private/public partnerships and alternative delivery mechanisms such as a pilot program with ComEd to implement smart meter technology for water meter reading/monitoring.	Third	Public Works, ComEd	ComEd
Ensure that new residential developments do not adversely impact the capacity of school facilities or funding.	Revise the Village's PUD Ordinance process to ensure that Village staff have an opportunity to meet with the appropriate school district to ensure that school leadership is informed of development proposals at the beginning of the PUD process.	First		
	Revise the application process for residential special uses to require that notice of the public hearing is also sent to leadership of the applicable school district.	First		
Integrate open space opportunities in commercial and office development including the preservation and enhancement of natural features as well as the provision of landscaped areas, squares, plazas, and courtyards.	Revise the PUD Ordinance to include the integration of activated open spaces as an objective of commercial planned unit development and revise the Open Space standard for consideration to include more detailed requirements for common open space.	First		
Partner with the Cook County Forest Preserve District to evaluate opportunities to reposition Forest Preserve open space in the community for active recreation purposes.	Work with the Forest Preserve District to develop strategies to better activate areas that are readily accessible such as open space with frontage along major corridors with compatible recreation options, as outlined in the Forest Preserve District's 2013 Recreation Master Plan.	Third	Forest Preserve District	Illinois Trails Grants Program
Coordinate with the Chicago Botanical Garden, Ravinia, and Forest Preserve to increase connections to recreational and cultural opportunities.	Coordinate with the Forest Preserve on enhancing the Willow Road trailhead area with additional amenities such as picnic areas and wayfinding signs that direct people to the shops and restaurants in the East Willow Road Corridor as that area redevelops.	Third	Forest Preserve District	Illinois Trails Grants Program
	Coordinate with the Chicago Botanical Garden as they plan events to help current and future business owners in the East Willow Road Corridor better capture people traveling to the garden on the North Branch Trail.	Third	Chicago Botanic Gardens	
	Explore a partnership with Ravinia Festival to establish shuttles between the Village Center and Ravinia.	Third	Ravinia Festival	
Continue to support the Park Districts in their provision of recreational programs and facilities.	Cross-promote recreational programs and facilities.	On-going	Northfield Park District, Winnetka Park District	
	Share use of facilities such as the Northfield Community Center or Village Hall.	On-going	Northfield Park District, Winnetka Park District	
	Evaluate regulations to better accommodate activities.	First		
	Support the Northfield Park District as they work to enhance indoor recreation offerings and expand the fitness center.	On-going	Northfield Park District	
	Coordinate with the Northfield Park District as they explore the acquisition of neighborhood parks in the northern portion of the Village.	On-going	Northfield Park District	Open Space Land Acquisition and Development, Land and Water Conservation Fund

Objective	Recommended Action	Priority	Potential Partners	Potential Funding Sources
Image and Identity Plan				
Work with IDOT and Cook County to enhance the appearance of major arterial streets within the community.	Work with the County to ensure that improvements to Happ Road also contribute to the aesthetic appeal of the Village Center.	First	Cook County	Cook County
	Advocate for the modernization of key roadways such as Winnetka Road.	On-going	Cook County	Safe Routes to School, ITEP, Cook County
	Encourage Cook County to include improvements to key intersections along more narrow streets like Sunset Ridge Road and Wagner Lane in future transportation improvement programs.	Third	Cook County	Safe Routes to School, ITEP, Cook County
Enhance the approaches and identification signs for Northfield's residential areas to celebrate the unique character of each neighborhood.	Develop standards for residential area gateway signage, landscaping, and lighting, and revise the applicable ordinances to include the new standards.	First		
Host events that foster community pride, including both Village-wide and neighborhood-specific events.	Consider closing Walnut Street and utilizing the roadway, parking area, and adjacent open space as well as the public parking lot between Happ Road and Northfield Road to host events.	Third	Village Center Business Owners, Winnetka-Northfield Chamber of Commerce	
Explore opportunities for public art and installations throughout the Village with a focus on the Village Center.	Update the Village Center Design Guidelines to encourage property owners to feature murals and other visual art on private property.	Second	Development Community	
	Consider installing public art, such as sculptures, on Village-owned property and public rights-of-way such as in the center of the proposed roundabout at Orchard Lane and Happ Road.	Third	Village Center Business Owners, Winnetka-Northfield Chamber of Commerce	Private donations; Corporate sponsors