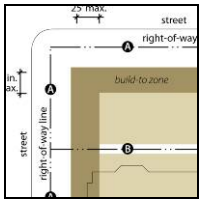
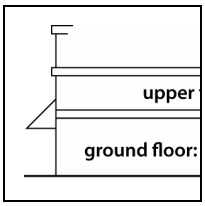
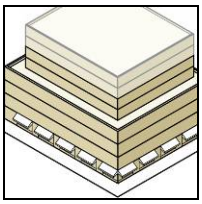
DOWNTOWN EVANSTON PLAN

A STRATEGIC UPDATE OF THE 1989 PLAN FOR DOWNTOWN EVANSTON


AS ADOPTED BY THE EVANSTON CITY COUNCIL

FEBRUARY 9TH, 2009

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Community Development Department

CONSULTANTS

Duncan Associates
The Lakota Group
180º Design Studio
Goodman Williams Group
KLOA, Inc.

The City of Evanston wishes to thank all those who contributed to the content and review of this Plan, especially downtown residents, property owners, business owners and institutions.

City of Evanston

2100 Ridge Avenue
Evanston, Illinois 60201-2798
847-328-2100

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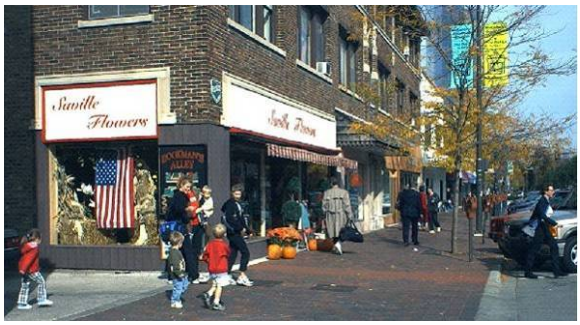
SECTION 1: INTRODUCTION



Downtown Evanston is a success story. While the downtowns of most inner-ring suburbs have struggled and suffered decline, Evanston's has battled back.

The evidence of this success can be found around nearly every corner. According to research conducted by Goodman Williams Group, 25 new retail shops opened in downtown Evanston between 2004 and 2007, and nearly all of the 152,000 square feet of retail space in Sherman Plaza (opened in 2006) has been absorbed. They also report that the number of downtown restaurants has nearly doubled since 1990, from 46 to 87.

Downtown Evanston has become a widely recognized shopping, entertainment, and cultural destination for residents of Chicago's north side and suburban North Shore communities. The *Chicago Tribune* describes downtown Evanston as the "dining and entertainment capital of the North Shore."

Probably the most dramatic change in downtown Evanston's recent history has been its emergence as a new, urban residential neighborhood. Since the mid-1990s, more than 1,700 new housing units have been built downtown. The new residential and mixed-use buildings offer downtown residents urban amenities more commonly found in much larger cities, including convenient access to shopping, goods, services, entertainment, restaurants, cultural facilities, jobs, and world-class educational opportunities.

Downtown also offers a compact, pedestrian- and transit-oriented environment—accommodating a lifestyle that is not dependent on the automobile. From the center of downtown, Fountain Square, nearly all that downtown has to offer—shops, restaurants, and entertainment—is within a 5-minute walk. This compact, walkable, and mixed-use environment has proven attractive to condominium buyers, more than 30 percent of whom, studies show, previously owned homes in other Evanston neighborhoods.

Although this tremendous success is the envy of many communities seeking to spark their own urban renaissance, it has sparked vigorous local debate over the future of downtown. In the last 10 years, the Evanston Plan Commission and City Council have spent months and months debating more than 12 major downtown development projects. Many developers have made substantial changes to their plans in order to secure development approval from the Evanston City Council. Others have seen their projects denied outright because of concerns over building scale and development intensity.

Downtown Planning and Zoning

The city's downtown plan was adopted in 1989 and the zoning ordinance in 1993. The plan and ordinance have never been effectively coordinated and both are out-of-date. Residents of Evanston have repeatedly asked city officials for greater certainty in development rules and much more clarity regarding the city's long-term development plans.

This plan is a response to those concerns.

Planning Mission

In early summer 2007, the City of Evanston assembled a team of consultants to formulate a plan and set of development guidelines for downtown Evanston. The city had multiple objectives for the plan and required a team that brought different types of expertise to the project. The city expressed the need for consultants to study and make findings regarding:

- Existing market conditions for commercial, office, and residential land uses within the downtown.
- Existing infrastructure downtown in terms of potential issues or infrastructure limitations in supporting new downtown development.
- Transportation issues, in particular, an analysis of the city's parking code in terms of "balancing" the need for off-street parking with the city's desire to promote a compact and walkable downtown.
- Development strategies that would establish a planning basis for downtown development. The city asked the consultants to analyze trends in downtown development, to assess the area's strengths, weaknesses and opportunities, and to plan for future growth in a way that would maximize use of existing assets and strengths.
- Development strategies that would emphasize a rational urban form for downtown. The city's existing development policies do not constitute an overall strategy for the 'form" of downtown. Consultants were asked to formulate a plan where downtown form would recognize the area's excellent transit access, its pedestrian character, its position as an employment center, and its central place as a shopping, entertainment, and cultural destination.
- Existing zoning rules that created an unpredictable process for development review. The city wanted to identify rules that created barriers to the higher-quality development it seeks to encourage. The city also asked the consultants to recommend changes to current zoning policies that would create a more predictable, uniform, and clear set of development rules.

Plan Summary By Section

This development plan is the result of a collaborative effort. The ideas, concepts, and strategies presented here reflect ideas suggested at a series of public meetings and at the week long planning charrette. It also reflects input of city staff, members of the Downtown Planning Committee (DPC) and recommendations from the joint meet-

ing of the Evanston Plan Commission and the Evanston City Council. Finally, the report reflects ideas and recommendations from a consulting team that included urban designers, city planners, traffic and parking experts, real estate specialists, and zoning and form-based code experts.

Section 2 describes the current downtown context, that is, a statement about the area's existing form, in terms of building height and scale, roadway, transit and sidewalk conditions, and land use. In its assessment of downtown form and character, the consulting team became convinced that the direction of downtown development was positive. The consulting team also concluded that the city's priorities for downtown should be to maintain the diversity of land uses; reinforce downtown's pedestrian character; encourage density to support healthy and viable downtown businesses; and establish standards that maintain the compact, walkable, and attractive form of the downtown.

Section 3 of this development plan summarizes the public participation process through which input was generated. For example, the proposed form-based code embodies strong requirements and incentives for builders to seek LEED certification for new buildings. In addition, the code contains new design standards that will raise the bar for downtown architecture, which is in response to numerous participants at the public forums expressing concerns about the quality of architecture and design.

Section 4 describes the real-estate market in downtown Evanston. It analyzes supply and demand issues for the residential, retail, and office markets downtown. Generally, real-estate markets are healthy. Residential demand is growing and is expected to continue. The retail market analysis reflects a vibrant and diverse downtown. It also demonstrates downtown Evanston's remarkable success in capturing a market share in the face of stiff competition from suburban shopping malls. In addition, this section highlights the growing imbalance between the demand and supply within the downtown office market.

Section 5 analyzes the existing infrastructure within the downtown. This section describes downtown's assets in terms of transit accessibility, centralized public parking, and public right-of-way improvements. It provides data on the status of basic services such as water, sewer, and electric power. It includes estimates about the traffic impact of future residential growth and summarizes of a survey of the downtown parking demand of new residential buildings. The survey suggests that the city is currently requiring too much parking for residential buildings downtown.

Section 6 incorporates the consultant's recommendations for future downtown development. These are expressed as a series of character areas and subareas therein that embody the existing and potential form of each area. It analyzes the development opportunity sites downtown. It examines opportunities for improving public space and public facilities downtown. This section illustrates many of the urban design concepts and design recommendations for public spaces, blocks, and various properties that came out of the downtown planning charrette.

Section 7 includes a critical review of the city's existing zoning policies downtown and concludes that that current zoning that was adopted nearly 15 years ago is out of date. We recommend revising downtown zoning to match the recommendations that came out of the downtown planning charrette, in particular, the city should revise its development policies and approval procedures to ensure that development projects and public improvements meet community standards for form, urban design, and quality architecture.

Finally, Section 8 is a draft of a form-based code for downtown Evanston. The form-based code incorporates standards and criteria that reflect modern concerns of Evanstonians. The code emphasizes concern for how new buildings address the street. It requires new buildings to make a positive contribution to pedestrian character of downtown streets. It suggests a higher standard for new buildings. The form-based code also incorporates a bonus system that allows for a taller building when the city gets significant public amenities in return.

The form-based code offers a balanced approach to growth by preserving and protecting traditional districts while allowing for growth and development in the downtown core. The draft code reflects the conclusion of the plan update that downtown Evanston is the "best" location within the city to accommodate new growth because of its exceptional transportation infrastructure, its diverse mix of uses, and its central location relative to goods, services, cultural facilities, and jobs.

MAJOR RECOMMENDATIONS

1. City development policies should be revised to protect the downtown's compact, walkable, mixed-used, and transit-oriented character.

2. City development policies should elevate the importance of urban design and architectural standards for both public and private investments in downtown. A form-based code will help maintain the human scale and attractiveness of downtown's traditional areas and it should guide new context-sensitive, larger development in the core.

3. The city should continue to lead through example in the design of public works improvements, landscaping and infrastructure. City streetscape improvements and civic architecture should reflect an excellence in design and landscaping and should reflect a commitment to sustainability through use of native and drought-tolerant plant species that help conserve vital water resources. Downtown infrastructure should be maintained in order to promote the efficient movement of vehicles, bicyclists, commuters, and pedestrians to and through downtown.

4. Downtown should continue as the economic engine of Evanston. Downtown businesses and downtown development should continue as the major source of sales and property tax revenues in order to help mitigate the tax burdens on Evanston homeowners. City policies should foster downtown's role as the shopping and entertainment center of Evanston and nearby communities.

5. Development policies should establish standards that promote sustainability and environmentally responsible development. City policy should facilitate rehabilitation of existing structures. The City should use incentives to encourage new buildings meeting higher standards for efficient resource utilization, energy conservation, and environmental protection.

6. The city should maximize the benefits of civic and cultural uses, facilities, programs, and activities located downtown in order to meet the needs of a growing downtown population, The attractiveness of downtown parks, open spaces, libraries, health facilities is an important part of retaining and attracting new downtown residents.

7. The city should pursue a more predictable and understandable development pattern, using this plan and form-based code. Use the form-based code to establish a higher standard for urban design. Use the form-based code to establish a balance between the demand for new growth and development and the desire to preserve and protect "traditional" pedestrian shopping districts downtown.

8. The city should take a more active role in state and regional governance issues related to mass transit services. Maintaining excellent mass transit service is critical to the health and viability of downtown and is equally important to neighborhood residents who rely on bus and train services.

SECTION 2: DOWNTOWN CONTEXT

URBAN FORM

Downtown Evanston is a remarkable place. Virtually everything anyone ever needs can be found within a five-minute walking distance of the center of the city, which is formed by the intersection of Davis Street and Sherman Avenue. There are 87 restaurants, an 18-screen movie theater complex, bookstores, a major grocery store, a public library and post office, numerous specialty shops with rare and handcrafted goods, a world-class university and all of the personal services downtown residents need. (**See Figure 2A: Area Context.)**

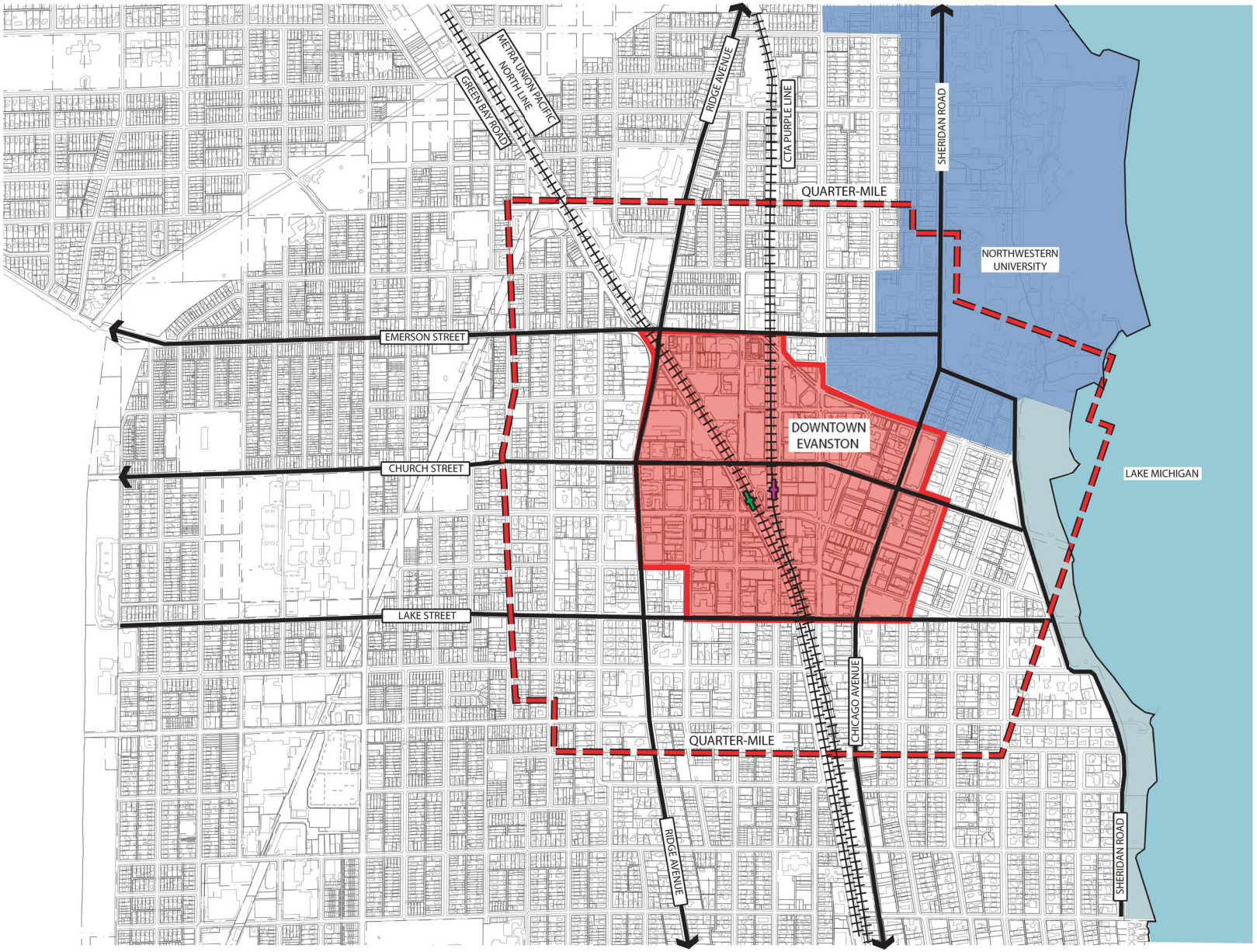
The pedestrian areas rival those on European boulevards—many downtown sidewalks are 25-feet wide; portions of the pedestrian shopping street sidewalks (e.g., Davis and Sherman) are 15- to 20-feet wide. (Most downtown sidewalks in American cities are at most 10 feet wide; many are six feet wide.)

Downtown Evanston is very well served by public transportation, with a Metra rail station between Davis and Church Streets and a CTA station at Davis Street. According to 2000 U.S. Census figures, 18.4 percent of workers in Evanston use public transportation for their trip to work, compared to 12.3 percent in Highland Park, and 18.7 in Wilmette. Every point in downtown is within a quarter-mile walking distance of transit. **(See Figure 2B: Quarter-Mile Walking Zone.)**

All these attributes add up to one thing: people! Downtown Evanston is home to approximately 7,200 residents. Northwestern University has 14,000 students and 3,000 faculty and staff. The university, office buildings, restaurants, and stores provide employment for more than 19,000 people. The late urban theorist Jane Jacobs described places like Evanston as having "an intricate and close-grained diversity of uses that give each other constant mutual support, both economically and socially." The current form of downtown Evanston meets all of her criteria for a thriving "urban village." She describes a successful urban form as including "mix of uses" making for lively and interesting streets; "short blocks" that offer alternate routes and greater opportunities for neighborhood encounters; "varied buildings" reflecting both the community's past and future; and a "density or concentration" of people that make city streets safer, more lively, and more attractive to business and commerce.

HISTORIC AND ARCHITECTURAL RESOURCES

Evanston is well known and highly regarded for its rich and historic architecture, which includes buildings designed by several of the most well-known 19th and 20th Century architects. With 28 locally designated historic landmarks, downtown is no exception. (See *Appendix A*) In addition to these architecturally and historically significant structures and sites, the Preservation Commission has identified (*Downtown Evanston Building Condition Survey Preliminary Report*, April 2007) several additional buildings as candidates for landmark designation.



Downtown Master Plan
Area Context

Legend

- Railroad
- Major Street
- Downtown Evanston
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station
- Northwestern University
- Lakefront Parks
- Neighborhoods near Downtown

Downtown Planning Team

Duncan Associates
The Lakota Group
180° Design Group
Goodman Williams Group
K.L.O.A.

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Downtown Master Plan City of Evanston, Illinois

Figure 2A: Area Context

February 9, 2009

Downtown Master Plan
Quarter-Mile Walking Zone

Legend

- Railroad
- Roads
- Downtown Study Area
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station
- Strong Pedestrian Route

Downtown Planning Team

Duncan Associates
The Lakota Group
180° Design Group
Goodman Williams Group
K.L.O.A.

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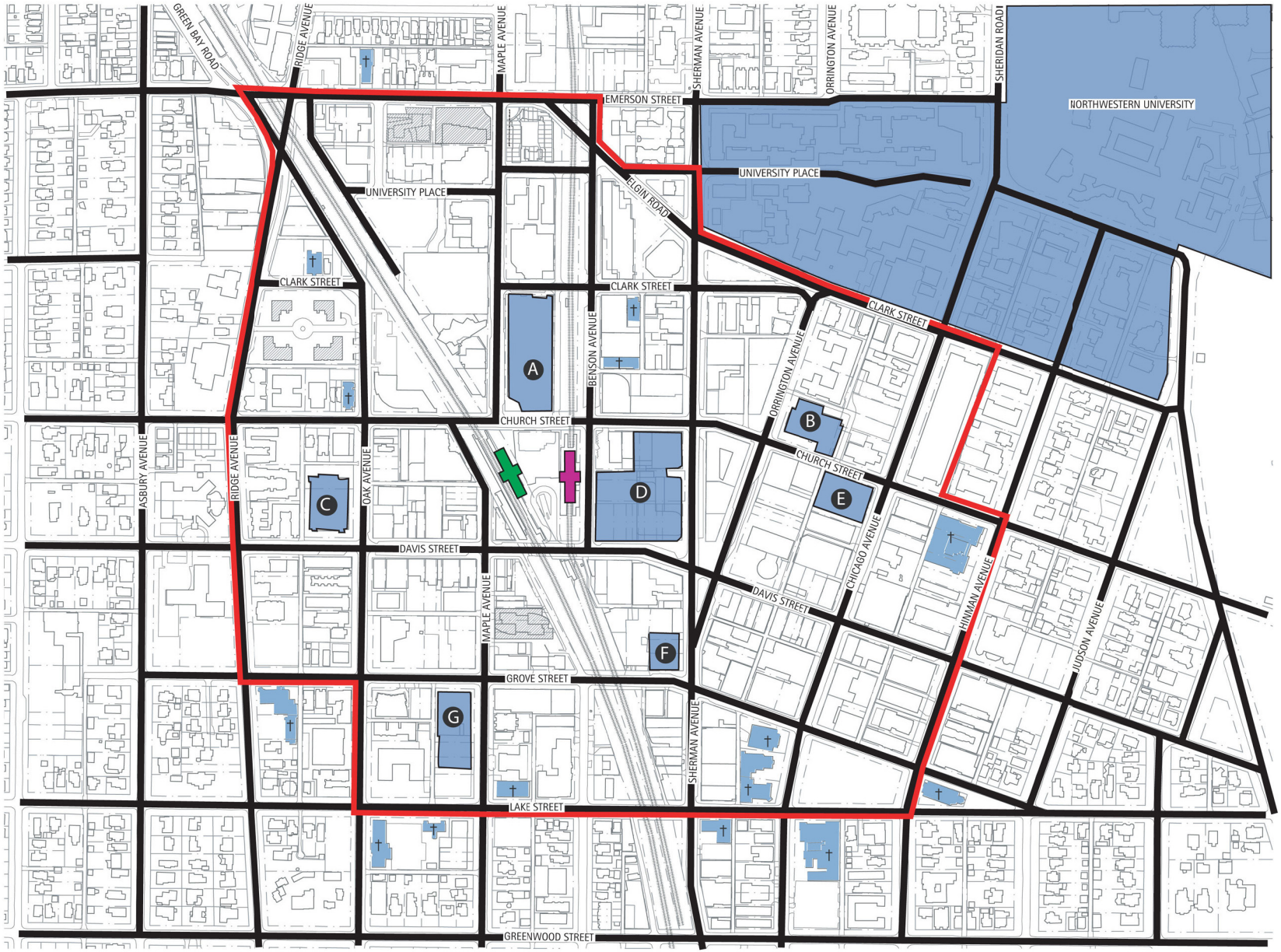
Figure 2B: Quarter-Mile Walking Zone



Downtown Master Plan
Downtown Activity Generators

Legend

- Railroad
- Roads
- Downtown Study Area
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station
- Downtown Activity Generator
- Buildings Under Construction/Approved
- Existing Church

- A Movie Theater
- B Public Library
- C Post Office
- D Sherman Plaza Development
- E Whole Foods
- F Rotary International Headquarters
- G YMCA

Downtown Planning Team

Duncan Associates
The Lakota Group
180° Design Group
Goodman Williams Group
K.L.O.A.

0' 200' 400'

Downtown Master Plan City of Evanston, Illinois

Figure 2C: Downtown Activity Generators

February 9, 2009

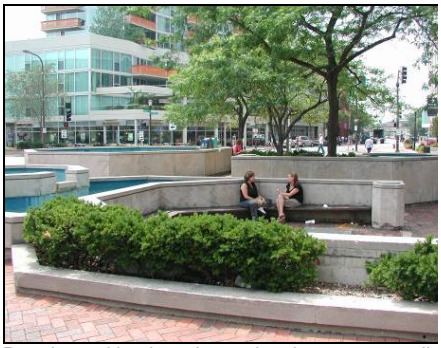
PHYSICAL CONDITIONS

The physical appearance of a community is important in maintaining property values, attracting new businesses and residents, and providing a high quality of life. While there is a need to "clean-up" and "green-up" parts of Downtown, the overall condition of buildings, streetscape, and infrastructure is good.

Most of the buildings within downtown are well maintained and in good condition. Older structures and new developments are generally of higher-quality materials, relate well to the streetscape, and have appropriate signage. The area has an eclectic mix of traditional and modern architecture. However, there are some storefronts that have a dated appearance and are in need of a fresh look.

Examples of well-maintained, high-quality, vintage and contemporary downtown buildings.

The city has made significant investments in downtown's streetscape, which is in primarily good condition. Most blocks feature paver sidewalks, street trees in tree grates, raised planters, and pedestrian-scale lighting. Many of the sidewalks are wide, allowing for comfortable and enjoyable walking conditions.



Deteriorated landscaping and maintenance conditions in Fountain Square.

Streetscape in the eastern and western edges of downtown is in fair to poor condition, with plain concrete sidewalks (no paver banding or corners), limited landscape beyond street trees, and occasional pedestrian scaled lighting. Overall downtown is lacking standard style trashcans and public benches. Viaducts along the Metra line are narrow, dark and unattractive, which negatively affects east/west pedestrian movement through downtown.

Most open space in the area is provided in the form of small, urban plazas located in important civic locations or as part of private developments. These spaces are generally well maintained, provide a range of activities and features, and are located throughout downtown. However, Fountain Square, downtown's central and symbolic open space, is too small, deteriorated, and is generally ineffective as a plaza for public assembly. It has oversized planters, limited landscaping, and deteriorating materials. Way-finding and signage are a concern throughout downtown, in regards to both the condition and lack of directional and identity signage.

Viaduct in poor condition.

ACTIVITY GENERATORS

In addition to its market position regarding regional demographics and location, downtown Evanston has a large number of activity generators that attract employees, residents, and visitors to the area on a regular basis. (**See Figure 2C: Downtown Activity Generators)**

THE EVOLUTION OF DOWNTOWN DEVELOPMENT

Since its early establishment as a central business district for Evanston, downtown has experienced several growth cycles. It was a regional retail center prior to the proliferation of large shopping centers, an office headquarters for large corporations, a moribund commercial district for several decades, a planned research and technology park, and, currently a very active mixed-use urban center. The city has a long history of planning initiatives aimed at countering negative business trends and building upon the area strengths. As the next section explains, Evanston has taken a proactive approach to shaping the future of downtown. (**See Figure 2D: New Development since 1997 and Figure 2H: Downtown Context)**

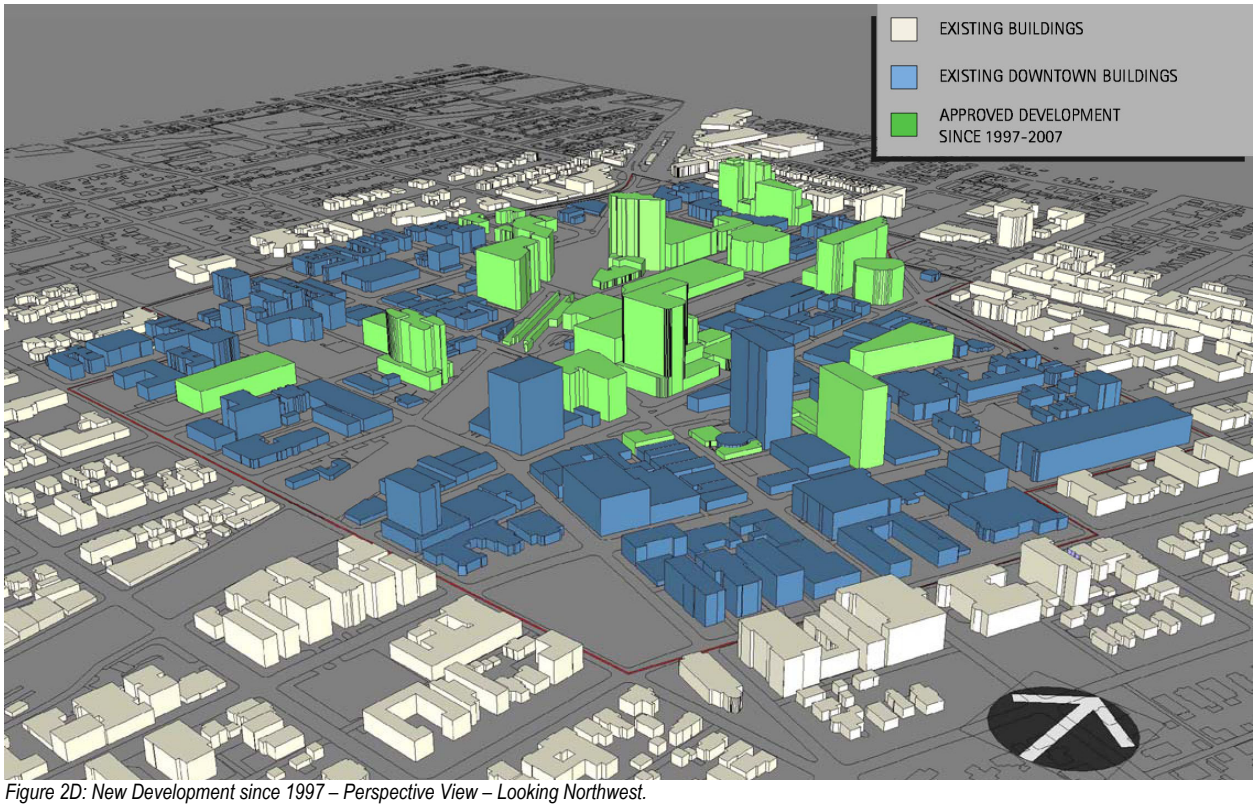


Figure 2D: New Development since 1997 – Perspective View – Looking Northwest.

THE PLAN FOR DOWNTOWN EVANSTON (1989)

In 1989, the city adopted a downtown plan that called for fostering a more pedestrian-oriented, mixed-use environment that would help to ensure high levels of activity 24 hours a day, seven days a week. The plan's vision discussed an economically vital downtown, with an attractive center, offering diverse services, outstanding physical attributes and convenience. The plan had seven key themes:

- Economic growth that increases downtown's revenue contribution to the community and increases its competitive edge over other sub-regional economic centers.
- A development context in which new building can occur.
- A human scale that retains a strong pedestrian orientation and physical amenities.
- A livable environment that attracts shoppers, businesses and residents.
- Circulation that works, enabling people to get from one destination to another with ease.
- Downtown as a people place bustling with activity.
- Cooperative spirit and energy that will enable the community to realize its vision.

The 1989 plan marked a pivotal point in the history of downtown and a reversal of its economic fortunes. Since its adoption, a dramatic increase in residential and entertainment uses, along with substantial improvements in public infrastructure have created an environment with variety of retail uses, office buildings, residential products, and an impressive collection of restaurants and entertainment venues.

1993 Zoning Amendments

In 1993, Evanston revised its downtown zoning regulations based on the 1989 Plan. Four new districts—D1, D2, D3, and D4—were created to encourage mixed-use development and allow for greater height and intensity

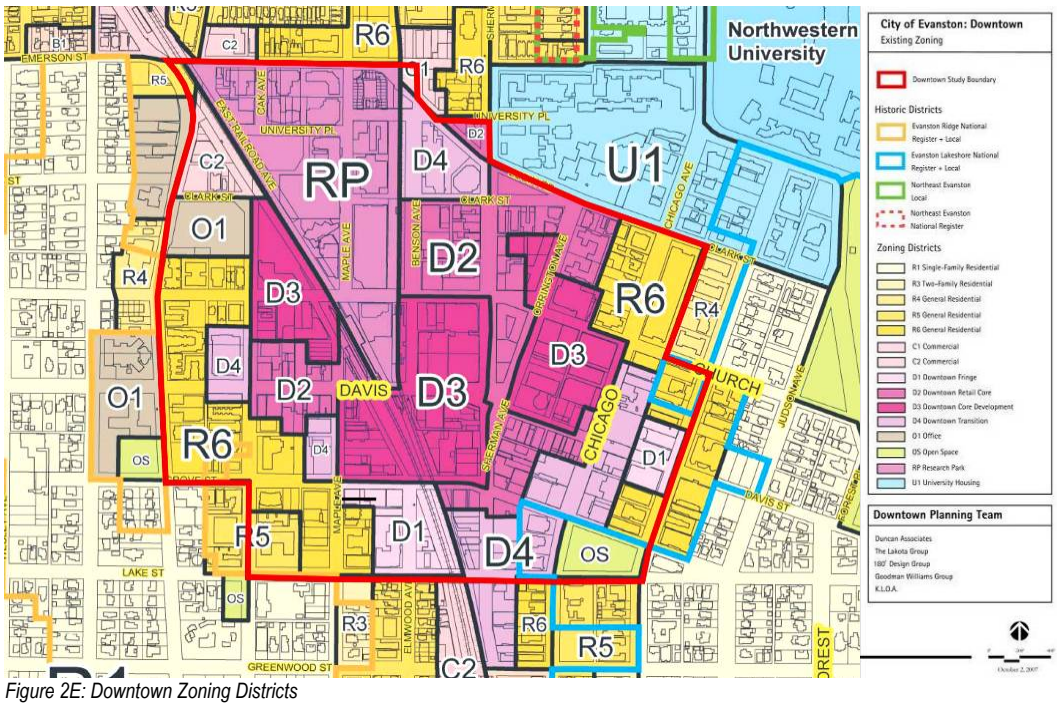


Figure 2E: Downtown Zoning Districts

through the use of "planned development" review procedures. Residential, Office, and Open Space districts, along with a Research Park (RP) district, were mapped on the periphery of downtown **(See Figure 2E: Downtown Zoning Districts.)**

The following issues related to zoning were discussed during the 2004 visioning workshops and later by the Downtown Planning Committee:

- While the existing districts have accommodated a range of uses, they do not reflect the actual building heights and densities that have been approved by the city through the planned development process.
- The planned development process had become "unpredictable" and the city staff, Plan Commission, and City Council had to negotiate on a site-by-site basis to achieve downtown goals without clear direction.
- There are too many zoning districts, they do not match actual development trends and are not specifically guiding the shape and design of downtown based on the character of its subareas.

A key component of the current planning process is the re-evaluation of these districts to make them more relevant to development that has occurred since 1989 and to change them to better reflect the desired physical form and activity of downtown through a "form-based" approach. The allowable bulk and height of each district is indicated in **Figure 2F: Zoning Heights: Perspective View.** In comparison, the actual density that has occurred through planned developments is shown in **Figure 2G: Planned Developments: Perspective View**.

A strategy for updating and changing downtown's zoning districts and requirements as presented in Section 7: Zoning Critique and Recommendations.

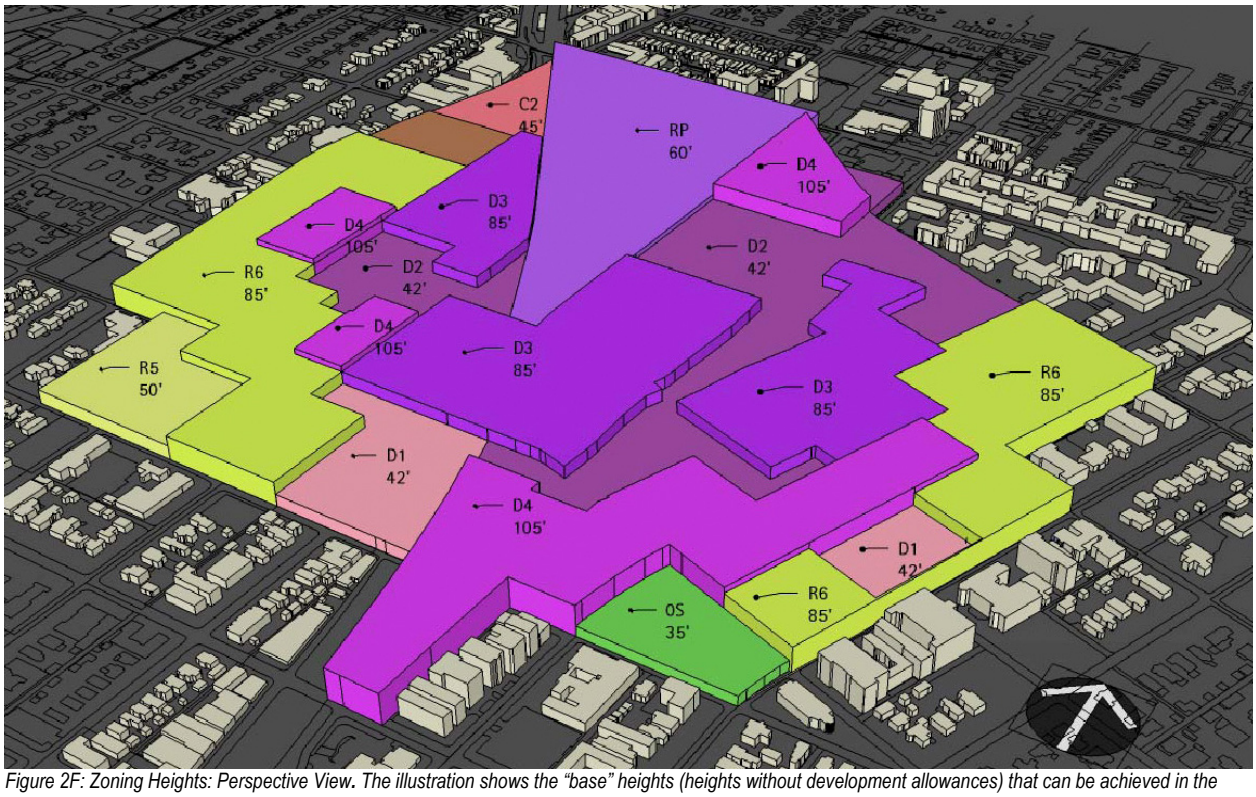


Figure 2F: Zoning Heights: Perspective View. The illustration shows the "base" heights (heights without development allowances) that can be achieved in the downtown planning district.

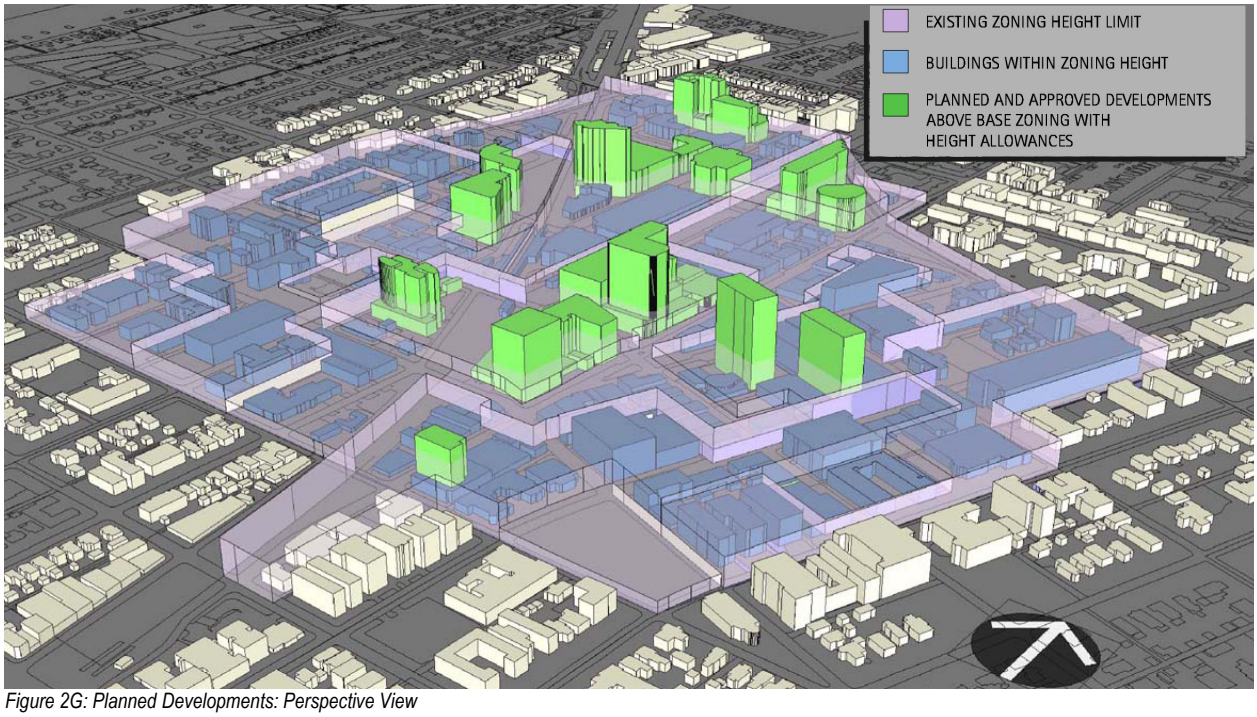


Figure 2G: Planned Developments: Perspective View

RECENT PLANNING INITIATIVES

The city's downtown planning activities have continued to evolve since the 1989 plan. The following is a summary of these activities.

Zoning Ordinance Amendments (1993)

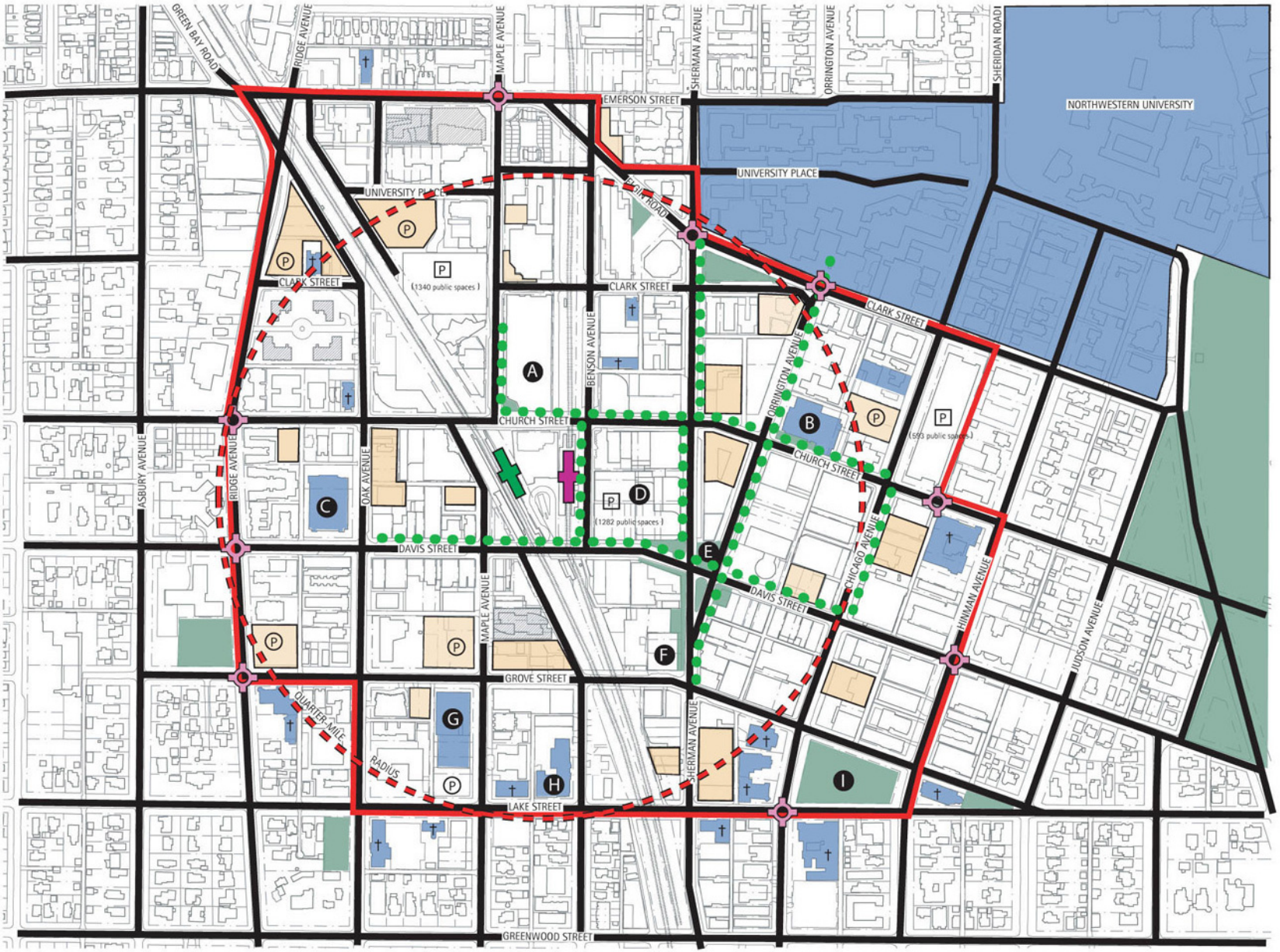
Downtown was divided into several zoning districts, which encouraged mixed-use and pedestrian-oriented development, and allowed for greater building heights through a planned development process. The Research Park District provided a regulatory framework for a mixed-use business park setting concentrated on the north side of downtown.

Comprehensive Plan (2000)

The 2000 Comprehensive General Plan examined the city's strengths within the context of regional change. A series of long-range planning goals were created, including a mixed-use, attractive, convenient, and economically vibrant downtown. Objectives encouraged a compatible mix of land uses and preservation and enhancement of access and ambience through downtown capital improvements.

Entertainment District Development Plan

In December, 1997 the city selected Arthur Hill and Company to develop the Church Street Plaza a large planned development project that would eventually include: an 18 screen movie theater seating 3,400; a 180 room hotel; a new corporate headquarters building (McDougal Littell and Company); a new Borders Books and Music; a 28 story 207 unit Optima Views building; and a city constructed 1,450 space parking garage in a central location to all the new businesses. This initiative caused a significant shift in the development direction of downtown, from a traditional business environment to bustling mixed-use district that included entertainment.



Downtown Master Plan
Downtown Context

Legend

- Railroad
- Roads
- Downtown Study Area
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station
- Institutional Activity Generator
- Sites Susceptible to Change
- Parks/Open Space
- Buildings Under Construction/Approved
- Potential District Gateway/ Entrance
- Strong Pedestrian Circulation
- Parking Lot
- Parking Garage
- Existing Church
- A Movie Theater
- B Library
- C Post Office
- D Sherman Plaza Development
- E Fountain Square
- F Rotary International Headquarters
- G YMCA
- H Police/Fire Facility
- I Raymond Park

Downtown Planning Team

Duncan Associates
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Figure 2H: Downtown Context

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February 9, 2009

Downtown Visioning (2004)

Visioning workshops were held in 2004 that brought together civic organizations and stakeholders to discuss the development status and future direction of downtown. Significant enthusiasm and support was expressed for progress since 1989. Issues were identified regarding physical conditions, parking, business environment, and retail mix. Recommendations included creating a traffic and parking plan; creating a retail marketing/merchandising plan; starting physical planning and design initiatives; revising development standards with more emphasis on building form and appearance; and exploring the potential for increased cultural/arts uses and activities.

New entertainment-related uses along Maple Avenue.

Through this visioning process, the main goal for downtown defined in the 2000 Comprehensive Plan was updated to: *"A mixed-use central business district that is attractive, convenient, livable, accessible, and economically vibrant."*

Downtown Traffic Model (2004 and 2007 update)

The city followed up the visioning sessions by creating a comprehensive traffic model of downtown that addressed each intersection and street segment based on the amount of development that was present in 2004. This model indicated that intersections and streets were operating at an efficient level with capacity for new development.

The model was recently updated with planned development projects approved through October, 2007 and the preliminary analysis of the model does not indicate any major changes in street operations since 2004. Further analysis is pending.

Downtown Retail Strategy (2004)

In 2004, the city completed a retail market analysis and strategy for downtown. The study quantified the amount of additional supportable retail space and identified types of tenants that could be attracted to the area. Marketing recommendations and strategies to maximize retail development opportunities were included.

Design Guidelines for Planned Developments (2005)

In 2005, the city prepared design guidelines that created minimum thresholds for decision makers and citizens to review and comment on proposed development projects. In 2006, planned development requirements were amended to require planned development applications to address how a proposed project relates to the new design guidelines.

Strategic Plan (2006)

To revisit and sharpen its Comprehensive Plan goals, the city developed a Strategic Plan in 2006 aimed at improving Evanston's overall quality of life and providing high-quality, cost effective municipal services. Major objectives of the Plan include increased downtown development and attraction of entrepreneurial, technological, and creative

oriented companies. The strategic plan also calls for improved livability, increased sustainability, and greater environmental stewardship on the part of the city and city residents.

Guiding Principles (2007)

In 2006, the City Council created a Downtown Plan Committee (DPC) to focus on the planning initiatives of the past five years and to incorporate these efforts into a full revision of the 1989 Plan. The DPC recommended:

- Redrawing downtown boundaries to more accurately reflect the planning district.
- Addressing three subareas – Core, Traditional, and Transitional defined on the basis of form and scale rather than land use.
- Encouraging adaptive reuse of existing buildings and encouraging green/LEED certified buildings.
- Retain and enhance jobs downtown.
- Promote mixed-use development.
- Maintain a balance between retail and service uses and between regional and national chains.
- Encourage mass transit use.
- Promote active use of downtown public spaces.
- Promote installation of public art at appropriate locations.
- Promote cultural and recreational programming downtown.

SECTION 3: PUBLIC PARTICIPATION

At the outset of the downtown planning process, the city and the consultant team launched an extensive, multi-part effort to get input from Evanstonians and others who visit downtown regularly on the range of issues the plan would address. This outreach effort included community-wide meetings, neighborhood meetings, a week-long downtown design charrette, and a series of focus groups.

Citizens discussing plan concepts at the kickoff meeting.

COMMUNITY MEETINGS

The goals and objectives of the downtown plan update were first introduced on June 7th at a joint meeting of the City Council and the Plan Commission. The first community-wide meeting was held on June 21st at the Civic Center. Two concurrent meetings were held on July 12 at the Levy Senior Center and the Fleetwood-Jourdain Community Center. More than 350 people participated in those meetings (approximately 150 at the June 21st session, and 150 at Levy and 50 at Fleetwood-Jourdain, respectively).

The purpose of these initial meetings was to provide anyone and everyone with an interest or stake in downtown Evanston with an opportunity to hear about the project and to bring the city and consultant team's attention to what they each regard as the strengths, weaknesses, and opportunities that currently exist in downtown Evanston. The format and questions presented to citizens at all three of these kickoff meetings was the same. Specifically, the people were asked for feedback on the following four questions:

- To identify downtown's greatest strengths or most positive attributes.
- To identify downtown's greatest problems or challenges.
- To evaluate the DPC's guiding principles for downtown.
- To comment on the DPC's proposed maps depicting three subareas within downtown—core, traditional, and transitional—each with its own form and character.

To ensure each participant had an opportunity to be heard, participants at these meetings divided into groups of 10 to 12. Each table was assigned a facilitator and given an oversized aerial photo of the downtown area to enable participants to target their comments about specific blocks and buildings. All comments in these and subsequent meetings were collected and synthesized by staff and the consulting team.

Open for business: The Charrette Studio on Orrington Avenue.

Community Feedback

Greatest Strengths

Evanstonians showed no hesitation in extolling the virtues of downtown. In the words of one respondent downtown Evanston is "hopping." Many people said they like the overall size of downtown and they value the smaller scale of buildings on the city's traditional downtown shopping streets. Many consider downtown to be attractive, lively, and walkable and they appreciate that the library and post office are centrally located. They like the many choices of restaurants, as well as the movie theater, cultural activities, and the shopping, and the fact that people are out on downtown streets at all hours. Finally participants unanimously regarded public transit accessibility to be excellent.

Problems and Challenges

The most common concern among participants, however, was the issue of whether rising rents downtown might result in the loss of local businesses over time. Residents were concerned that local businesses may eventually be displaced by national chains. Participants enjoy the current mix of local businesses and national chains and they want the city to develop policies that will help maintain existing independent businesses. The participants expressed concern about vacancies in downtown storefronts, most notably the old Borders bookstore on Sherman Avenue. They see the need to expand shopping opportunities; in particular, they noted a shortage of clothing store options for anyone other than teens and young adults. Several people mentioned specifically that there is nowhere to buy clothing basics, like underwear, in downtown. At the same time, respondents felt there were too many banks downtown.

In addition to the concerns over the retail in downtown Evanston, respondents raised the following issues as major concerns: Many participants expressed concerns over the scale, height, and architecture of new buildings downtown, particularly the proposed high-rise tower being debated for the Fountain Square block. Some people felt that there is no policy direction regarding height and scale for downtown development and they complained about the ad-hoc nature of the development approval process for new downtown development. Residents complained of the lack of certainty and predictability in the development review process; they argued for greater public amenities including facilities for pedestrian and cyclists. Participants expressed concerns about building scale and height, in particular the effect of very tall buildings on sky views, sunlight, congestion, and wind gusts at street level.

Participants indicated that the city could do more to encourage bike use downtown noting the lack of bike lanes and shortage of bike parking. They also expressed concern over pedestrian safety downtown, specifically, the competition between cars and pedestrians on streets like Sherman downtown. They expressed concerns that the proposed new tower at Fountain Square was out of scale with the rest of downtown and that added towers would create a canyon effect downtown.

Many respondents bemoaned bulky, concrete parking garages like that associated with the Best Western hotel downtown. They also critiqued the modernist style of new buildings finding it incompatible with the downtown's turn of the century buildings.

Downtown Planning Committee's Guiding Principles

Most participants supported the DPC's guiding principles. Participants supported keeping all of the committees draft goals. Most of the critique and comments were about the need to strengthen the language of the principles especially to assert the need for greater certainty in the development review process and to express a commitment to green buildings and high-quality architecture.

Map of Traditional, Transitional, and Core Areas

Most participants said they agreed with the concept of core, transitional, and traditional subareas suggested by the DPC. However, many respondents were critical of the boundaries of downtown as a whole and of the subareas. Several participants recommended reducing the size of the downtown core areas and asked for clarification on what the city regards as appropriate building heights in the core.

Downtown Design Charrette

The next major event to engage the public was a 5-day community charrette, which operated out of a temporary design studio located in a storefront in downtown Evanston. More than 500 people participated in the charrette at various points throughout the week.

The charrette was led by a design team of architects, urban designers, landscape architects, and planners whose job it was to translate the community's input about downtown into illustrations and maps that show what ideas and policy options would look like on the ground. The downtown design team created more than 50 maps and illustrations, including three options for the redesign of Fountain Square, three options for the redesign of the Northwestern University pedestrian gateway and crossing at Clark Street and Sherman Avenue, and maps showing major activity generators, the evolution of downtown development in the last decade, and the sites of new projects currently under review by the city. The maps and illustrations of those concepts created during the charrette are interspersed throughout this plan.

The following calendar summarizes the charrette events and the opportunities for citizen participation in the formulation of the plan.

Charrette Calendar

Date	Summary of Activities
Monday, July 16th, 2007	Opening presentation and public participation session at the Civic Center at 7 pm.
	Focus group meetings with city staff from the city managers office and the departments of community development, public works, parks, police, fire, and others.
Tuesday, July 17th, 2007	Charrette Studio opened for business at 8:30 am at 1630-32 Orrington Avenue
	Focus group meeting for downtown residents at the public library at 7 pm.
	Focus group meeting for design professionals at the studio offices at 7 pm.

Date	Summary of Activities
Wednesday, July 18th, 2007	Focus group meeting for downtown developers at the studio offices at 10 am. Focus group meeting with participants in the summer youth employment program at noon in the Civic Center. Focus group meeting for commercial property owners in the EV Mark conference room at 2 pm. Night meeting in the studio open to the public to review initial drawings, ask questions of the designers, and provide feedback on the design concepts as works-in-progress.
Thursday, July 19th, 2007	All staff meeting with consultants at 10 am. Focus group meeting with office tenants in the EV Mark conference room at 10 am. Focus group meeting with young professionals in the studio at 5:30 pm. Studio open house illustrating design concepts and preferred solutions.
Friday, July 20th, 2007	All day drop-in open house at the studio with design concepts and plans becoming final and being posted throughout the day.
Saturday, July 21st, 2007	Public meeting and final presentation at the Civic Center at 9 am.

A concept illustration of a re-imagined Bookman's Alley.

FOCUS GROUPS

During the charrette week seven focus groups were conducted to get more targeted feedback from key stakeholders. Approximately 150 people participated in the groups, altogether. The format and questions for each were written specifically to draw upon their expertise and were intended to glean input on specific issues rather than the broader themes that had been posed in the community-wide meetings.

Downtown Residents

This meeting was held in the public library on July 17th and was attended by more than 75 people. Seventy percent of the participants have lived there for four years or less. The participants were divided into small groups and asked why they chose to live downtown, what they liked best and least about downtown, what new development they hoped to see, and what physical and other improvements they think are needed. As at the community meetings, downtown residents were asked to comment on the DPC's guiding principles and map of character areas.

Feedback

There were five main reasons that people had moved downtown: The desire to live in an urban environment; the convenience of good transit to jobs in downtown Chicago; the unique, pedestrian character of downtown Evanston; the educated population of Evanston; and the proximity of downtown to Lake Michigan.

Participants indicated that parking and traffic are the biggest challenges they face living downtown. They also felt the downtown needed more public spaces like plazas, outdoor seating areas, and sidewalk cafes. They noted the need for repairs to some sidewalks, enhancements to bicycle facilities, and general roadway and alleyway improvements that could make it easier for pedestrian to move about downtown. Finally, the participants recommended that there be greater efforts toward filling vacant storefronts with a more diverse mix of stores. Many people want at least one additional grocery store downtown.

Most of the participants were not familiar with the DPC's guiding principles. Those who had read them recommended they be expressed more emphatically and include stronger statements about the importance of LEED certification for new buildings.

Evanston Design Professionals

This session, held on July 17th in the design studio, was attended by 15 design professionals and the discussion ran more than two hours. The comments of the group fall in the following categories:

Architectural review

The group agreed that the city needs guidelines and zoning amendments for residential towers. If large buildings are to continue, the city should have more sophisticated, less discretionary policies and procedures including a design review board or commission

Fountain Square block

This block needs to maintain a strong retail frontage and pedestrian orientation according to this panel. Most of the design professionals had a favorable opinion of the proposed tower for the north end of the

block, but also suggested that if it is constructed then loading dock access and curb cuts should be kept off Orrington.

Planning
The group expressed concerns regarding affordability of rents in all sectors, and suggested that new mixed-use developments include an office component.

Alleys
Most participants agreed with the idea that some alleys in downtown could be redesigned for retail use and pedestrian shopping.

Design
The participants advocated the use of public art to mark view corridors and to mark the terminus of important view corridors downtown. They also recommended deemphasizing private parking downtown with more emphasis on shared or common parking areas.

Skyline
Participants expressed a preference for tall and slender buildings instead of short and bulky structures.

Downtown Developers

This session on July 18th was attended by 10 builders, developers and their consultants.

This group of participants considers downtown a great success overall and regard future downtown residential development as a significant benefit because it brings shoppers and customers to downtown businesses without added traffic congestion.

Most participants expressed some frustration with the development approval process. They noted that virtually all downtown development projects require some zoning relief, and obtaining it is time consuming, the approval timeline is unpredictable, all of which chips away at their bottom lines. Participants said city staff should have a stronger voice in the review and approval of new development downtown. And the group would like to see the city reward builders who do the right things in terms of urban design and architecture.

They also reported that the city's high property taxes make it difficult to attract and retain certain retail businesses. Attendees felt the city administration had not done enough to explain the property tax benefits of new development, which has allowed the perception held by some residents who are opposed to new development to argue, without merit, that the new construction has not generated tax revenue for the city.

On the topic of parking one participant felt that the city's traffic enforcement program was discouraging shopping downtown due to the aggressiveness with which they issue parking citations and collect fines. The participant reported that no one is ticketed for parking too long at Old Orchard or other shopping malls. Participants also noted that they expected the forthcoming survey of the occupancy rates of downtown parking to show that a significant number of parking spaces go unused.

Commercial Property Owners

This session was held in the offices of EV Mark and was attended by eight representatives including representatives of Northwestern University, the Orrington Hotel, several major office buildings, a restaurant owner, a downtown builder, and the owner of downtown retail space. All of the attendees believe the downtown is highly successful and they recommend the city continue building on its successes by closely considering the following needs and issues:

- More student housing is needed to alleviate current problems of overcrowded, unkempt apartment buildings.
- More stores selling soft goods such as apparel and home furnishings are needed.
- The fact that the strength of downtown restaurants is dependent on keeping a large number of downtown office workers.
- There is a shortage of office space in the downtown (with the exception of the Research Park property).
- Visitors to downtown are a growing and important part of the economy.

Downtown Commercial Tenants and Property Managers

This session was held in the EV Mark offices and was attended by six representatives of downtown office buildings (i.e., tenants and property managers). Companies represented included technology firms; banking, finance and real-estate; and non-profits groups. The issues identified included:

- The potential for a shared parking arrangement between the city and office buildings in municipal parking lots.
- The continuing loss of Class B office space and the problem of very expensive Class A space, which has priced out not-for-profits.
- Concerns about the reliability of power given the status of Com-Ed infrastructure.

Youth Group

A youth focus group was held on July 18th in a public works building near the Evanston Civic Center. More than 50 teens who were working for the city as part of its summer youth employment program participated. The issues raised by the young people included:

Positive Impressions of Downtown

The participant's favorite things in downtown are the movie theater and the wide choice of restaurants with prices they can afford. They would also like to see downtown become a place where all residents and visitors can come together and feel comfortable, regardless of age or race.

Problems with Downtown

The most common opinion expressed by the participants was that few teens go downtown because there isn't a lot there for them to do other than eat and go to the movies. One person said he feels like he's being watched and that the overall attitude of the police and business is very "anti-teen." Some teens noted the lack of part-time job opportunities downtown.

Wish List of New Teen-Friendly Destinations

- A teen center where students could work on homework and class assignments on computers. The center could have math and foreign language tutors and counselors to help them learn about colleges and financial aid (to supplement what is available at ETHS).
- A recreation center that is open and welcoming to kids between 14-18 years old
- Bowling alley/ skating rink/ miniature golf
- A non-alcoholic, dancing club
- Affordable shopping including the following brands, Foot Locker, Guitar Center, Marshalls/TJ Maxx, Discount Music/CD stores, ESPN Zone, an arcade such as Dave & Busters or Nickel City.
- Cultural events, e.g., poetry slams, karaoke, dancing
- YMCA hours should be longer and host a teen party on Fridays and Saturdays
- Evanston should host a carnival as does Skokie and Morton Grove

Young Professionals

A focus group with young professionals was held at the charrette studio on July 19th, with approximately 25 persons in attendance. The attendees included people who live in or near downtown, several who work downtown, and Northwestern students. All participants said they visit downtown for entertainment.

Positive Aspects of Downtown

The group's favorite aspects of downtown included its walkability, restaurants, outdoor seating, wide sidewalks, entertainment and culture, diversity and density.

Items in Need of Attention in Downtown

The young professionals group bemoaned the loss of unique shops and proliferation of chain stores in downtown. They regard the new developments as "nice," but very "plain vanilla" in appearance. They perceive downtown parking to be expensive and think signage and information about parking could be improved.

This group said they'd like to see the city create a new town square or central gathering place, possibly closing off one street to all but very limited traffic either permanently or every Saturday night. They also see the need for more entertainment options for people in their age group, such as live theater or a comedy club. As with commercial tenants and property managers, this group noted the loss of affordable office space. They also would like to see the city install more bike racks and dedicated bike lanes. Finally participants expressed the need for greater involvement by Northwestern University in planning for downtown since students, faculty, and staff are such an important part of the downtown population.

SECTION 4: REAL ESTATE MARKET

Downtown Evanston is evolving. The corporate and association headquarters that once filled downtown's office buildings have largely been replaced with smaller professional and knowledge-based businesses. The retail sector has responded to competition from Westfield Old Orchard with a variety of local and national specialty stores. Full- and limited-service restaurants have multiplied, patronized by students, workers, visitors, movie-goers, and residents from the north side of Chicago and the North Shore. And perhaps most dramatically, downtown Evanston itself has become a sought-after residential location, with new condominiums and rental buildings. The components are in place for downtown to continue to grow and thrive as the economic engine of the larger Evanston community.

This section assesses the competitive position of downtown Evanston, focusing on opportunities for the residential, retail, and office sectors in the next 10 years. **(See Table 4A)** During that timeframe, market conditions within each of these sectors will fluctuate, with periods of heightened or depressed demand for particular uses. For this reason, the downtown plan must be flexible to allow developers to respond to market shifts and opportunities. At the same time, the plan must balance what is feasible given the realities of the marketplace with the desires of the community. The following table summarizes the competitive position of the various real estate sectors and offers a recommended course of action.

Table 4A: Competitive Position of Downtown Evanston Real Estate Sectors

Land Use	Advantages	Disadvantages	Recommendations
Residential	Excellent Metra and CTA transit service in attractive downtown location; proximity to Lakefront and NU	None	Embrace a variety of residential opportunities to enhance vibrant urban environment
Retail	High retail expenditure potential in market area and growing base of downtown households. NU students.	Within coverage areas of retailers in Old Orchard	Support downtown's position as specialty retail center while expanding offerings to local households
Restaurants and Entertainment	Access to transit; demand from Evanston households and NU students	Locations are not on major arterials	Increase day-time population and expand entertainment choices
Office	Access to knowledge-based workforce; excellent transit; mixed-use environment; connections to NU	Poor access to O'Hare and Edens Expressway; high Cook County taxes	Encourage reinvestment in existing commercial buildings and development of new space in mixed- and single-use buildings
Hotel	Demand generated by NU visitors and needs of Evanston households	Not competitive with airport-oriented locations	Maintain choices for range of demand segments

Source: Goodman Williams Group

The following pages assess current supply and demand conditions for the major real estate sectors in downtown Evanston and offer recommendations that have informed the plan. Additional background research and documentation is contained in a separate document.

RESIDENTIAL MARKET

Supply Trends

In the period from 1997 through 2008, when buildings currently under construction are completed, 1,753 new housing units will have been added to the downtown, an annual average of 146 units. Since 2002, the annual average addition has been higher, at 206 units. The 13 rental and condominium developments included in this new residential inventory are listed on the Table 4B below.

Table 4B: Downtown Evanston Residential Projects, 1997 - 2008

Date of completion	Project	Address	Character Zone	Stories	Units
1997	Park Evanston	1630 Chicago	E/W Core	24	283
1998	Ivy Court (Townhomes)	1889 Maple	Edge	4	30
2002	Optima Tower	1580 Sherman	Core	13	103
2002	Church Street Station	1640 Maple	E/W Core	17	105
2003	Optima Views	1720 Maple	Core	28	204
2004	Optima Horizons	800 Elgin	Core	16	246
2004	Maple Avenue	1572 Maple	E/W Core	8	28
2004	The Reserve (rental)	1930 Ridge (North of Emerson)	Edge	4	193
2006	Sherman Plaza	807 Davis	Core	26	253
2006	Sienna Court I and II	1720-1740 Oak	Edge	8	111
2007	Grand Bend at Green Bay	1228 Emerson	Edge	6	49
2007	1800 Ridge (Adaptive use)	1800 Ridge	Edge	4	34
2008	Winthrop Club Condominiums	1567 Maple	Edge	15	110
Total Units Completed/ To Be Completed by 2008					**1,753**
Annual Average 1997-2008					**146**
Annual Average 2002-2008					**206**

Source: Goodman Williams Group

Another four developments with a total of 659 units have been approved or are awaiting approval. The largest building is Fountain Square Tower with 218 units, proposed for a Core site. Two approved projects with Edge zone locations are Carroll Place at 1881 Oak (172 units) and 1890 Maple (152 units). The third and fourth buildings at Sienna Court will add another 117 units. Other activity includes redevelopment of senior housing properties for the expanding Mather Lifeways Continuing Care Residential Community.

If this pace of residential development were to continue for the next 10 years, downtown Evanston would have an estimated 6,700 housing units and a population of about 11,600. While the downtown population grew by about 3 percent a year on average from 1990-2000, the rate since then has been about 6 percent per year. With 200 new units per year, the increase going forward would be about 4 percent every year—a healthy and manageable rate of growth.

Demand Trends

The following factors will contribute to ongoing demand for housing in downtown Evanston:

- The number of households age 55-64, the category that includes the leading edge of Baby Boomers, is growing. According to recent survey, this age cohort represents 21 percent of downtown newcomers.
- Evanston is the only North Shore community with a significant level of condominium development activity, keeping competition at a minimum. More than half of downtown newcomers are from Evanston or another North Shore suburb.
- Evanstonians represent about one-third of the buyers of new downtown condominiums. According to current estimates, roughly 15,000 Evanston households have the income necessary to afford the typical unit being built downtown. Prices of existing homes are strong, providing many households, particularly empty-nesters, with equity for a new downtown home. A very small penetration rate of less than half of one percent would be needed to continue to support development at the current pace.
- Typical condominium prices for new product in downtown Evanston compare favorably with prices in Chicago's central area.

Residential Conclusions

The factors that have given rise to the downtown housing boom are likely to continue. Excellent public transit service and access to and views of the Lakefront are the primary assets of the location, and proximity to Northwestern adds another dimension. For most newcomers, the sustainable, vibrant environment was the added factor that brought them to the downtown.

The plan includes new residential as a likely and appropriate potential use for many of the opportunity sites. New

rental apartments and condominiums will help Evanston to reach its overarching economic development goals by:

- Enhancing the value of existing residential properties. Continued public and private-sector investment, expanded residential amenities, and added vitality will enhance Evanston's stature as a desirable place to live.
- Expanding the property tax base by an estimated $600 to $800 million over the next 10 years.
- Supporting existing retailers and service providers, creating demand for more retail property, and increasing local sales taxes. Estimates of local capture of consumer spending by the new downtown households indicate support for roughly 35,000 square feet of new retail space over the next 10 years.

RETAIL MARKET

Supply Trends

Downtown Evanston has seen a steady expansion of its ground floor commercial space since 2004, with an increase of 25 new businesses over the past three years. **(See Table 4C)** Much of the new space is in the Sherman Plaza development, which added 152,000 square feet of retail floor area to the downtown. As shown in the table below, there are more storefronts in downtown Evanston today than there were in 1990, although the mix of store types is different.

Table 4C: Number of Ground Floor Businesses in Downtown Evanston: 1990, 2004, and 2007

Select Categories	1990	2004	2007	Changes 2004-2007
Apparel & Accessory	41	22	30	8
Food & Drug	25	11	10	-1
Home Decor	31	16	23	7
Lifestyle	35	46	37	-9
Restaurants	46	79	87	8
Service	114	107	119	12
Total Businesses	**292**	**281**	**306**	**25**
Vacancies	28	21	24	3
Total Storefronts	**320**	**302**	**330**	**28**

Sources: Goodman Williams Group and City of Evanston.

Most of the businesses that have opened recently are in the Apparel & Accessory, Home Decor, Restaurant, and Service categories. New entrants such as Ann Taylor Loft, The North Face, The Levi's Store and Blu Sushi Lounge are targeting a relatively young, affluent demographic. While many of the new stores are national retailers, independent stores, restaurants, and service businesses still represent approximately 70% of the total inventory in Downtown Evanston.

Two major new mixed-use developments have been proposed would add close to 70,000 additional square feet of retail space. They include:

- The Fountain Square building with one or two floors of retail space (up to 28,650 square feet on two floors).
- 1890 Maple, where a grocery store has signed a letter of intent to occupy a portion of the proposed 40,000 square feet of ground floor commercial space.

Other existing buildings and infill sites are also likely to attract future retail development, including the former Border's and Barnes & Noble spaces.

Demand Trends

Demand for retail space in downtown Evanston comes from a number of sources. Area residents form the primary source of demand and include households with a wide variation in age and income.

- **Downtown residents.** The addition of 150 to 200 new residential units per year will increase demand for goods and services in a number of categories, including food, health and personal care, restaurants, apparel, and housewares. These new households could support about 35,000 square feet of new retail space over the next ten years.
- **Other Evanston households.** Downtown Evanston attracts buyers and renters from throughout the community. Of Evanston's estimated 65,570 residents, approximately 88 percent live in neighborhoods outside the downtown. This component of the trade area is not projected to grow significantly in the next decade.
- **The secondary market.** The shopper intercept survey completed in 2004 provided evidence of the extent to which downtown Evanston is attracting patrons from both the north side of the City of Chicago as well as from proximate North Shore suburbs. More than 350,000 people live in the north side neighborhoods that have convenient access to downtown Evanston. If Evanston can increase its capture rate of expenditures from these north side households, more retail space can be supported.
- **Northwestern students.** Approximately 14,000 students are enrolled at Northwestern University, attending classes on the Evanston campus. Of that total, 5,833 are graduate students. While this demand segment is not forecast to grow significantly, it is an important source of demand for a variety of goods and services.

Two other categories support downtown Evanston's commercial base: downtown workers and overnight visitors. More than 19,000 employees work in downtown Evanston. This daytime population provides critical support to area restaurants for their lunch-time trade as well as to local retailers. Moving the Civic Center to downtown and other steps to increase the office-based population would be a boost to the downtown business community. Similarly, the approximately 600 hotel rooms currently located in downtown Evanston provide important support to area businesses. Future additions to the inventory of hotel rooms should be encouraged.

An analysis of expenditure patterns for Evanston households shows that dollars are being spent outside the community in the following categories: general merchandise (i.e., department stores), motor vehicles, and gas stations. Downtown Evanston cannot directly compete in these categories with Westfield Old Orchard and other auto-oriented locations along the major commercial arteries. Downtown Evanston is, however, attracting dollars from outside the community in the following categories: sporting goods, hobby, books, music, and food service and drinking places.

Retail Conclusions

Investors have expressed confidence in downtown Evanston's retail sector. In 2006, a London-based firm purchased an interest in Church Street Plaza, and more recently Inland American Real Estate Trust purchased the retail portion of Sherman Plaza, both for prices reportedly in excess of $300 per square foot.

Currently, about 70,000 square feet of retail space are proposed in new developments. This amount of space could satisfy demand over the next five years. Longer term, demand for an additional 30,000 to 50,000 square feet of space is likely if downtown residential development continues at the projected pace and Evanston maintains or slightly expands its ability to attract shoppers from the north side of Chicago and the North Shore. Thus, over a 10-year period downtown Evanston could expand its retail base by 100,000 to 120,000 square feet. The strongest categories are likely to be food, restaurants, apparel and accessories, and home décor. Downtown Evanston could also potentially support additional entertainment venues such as bowling alleys, billiard halls, or video arcades.

Ground floor retail should be concentrated on key pedestrian-oriented streets in the downtown. In addition to new construction, the city should encourage the preservation and renovation of older retail spaces that could be affordable to independent retailers. A mix of local merchants and national retail tenants is important to the distinctive character and ongoing vitality of downtown Evanston.

OFFICE MARKET

Supply Trends

Downtown Evanston has an inventory of approximately 2.2 million square feet of office space. The overall size of the inventory has not changed appreciably over the past two decades, although a number of older buildings have been demolished and new ones have been built. The 1989 plan estimated 2.3 million square feet of office space in the downtown.

Office space is typically divided into three classes based on the rent and quality of the building and finishes. **(See Table 4D)** The following table shows limited space available, particularly in A and C buildings. It should be noted that 1890 Maple is included in the Class B inventory despite the fact that the building is empty and slated for demolition. If the space in this building were removed from the inventory, the vacancy rate in Class B buildings would drop to 8.4 percent. Interviews with tenants that have recently been looking for space in downtown buildings confirm that the options are limited in all classes of space.

Table 4D: Summary of Downtown Evanston Office Market

Class of Space	Number of Buildings	Rentable Area (sq. ft.)	Vacant Area (sq. ft.)	Percent Vacant
Class A	7	1,337,719	106,771	8.0
Class B	12	509,776	83,179	16.3
Class C	23	328,520	17,244	5.2
Total	42	2,176,015	207,194	9.5

Sources: CoStar July 2007 and Goodman Williams Group.

No major new office buildings are proposed in downtown Evanston, and new buildings are not likely in the foreseeable future for a number of reasons:

- Evanston has a limited number of large tenants that could anchor a new building.
- Taxes and occupancy costs in Cook County are high compared to north suburban communities in Lake County, creating a competitive disadvantage.
- Expressway-oriented sites that offer more convenient access to O'Hare Airport are plentiful in the northern suburbs.

Demand Trends

An analysis of CoStar's database of tenants in downtown Evanston reveals that medical and personal services are the largest categories, constituting half of the tenants in the database. Business services, computers/data processing, and law firms, are the next largest categories.

Tenants in downtown Evanston tend to be small in size. Fully 70 percent of firms in the database occupy fewer than 2,500 square feet. These small tenants occupy all classes of space, not just Class B and C. Within the Class A segment of the inventory, 84.5 percent of tenants occupy fewer than 10,000 square feet.

In the greater north suburban market, of which Evanston is a small part, demand for office space has rebounded to pre-2001 levels. Projections of the growth in office-using employment suggest that demand will continue to be strong over the next 10 years, averaging about 475,000 square feet annually. This demand will be enough to fill several new buildings per year on average. New buildings will be anchored by comparatively large corporate tenants, and will likely choose available sites farther north along I-94.

Office Conclusions

The combination of low vacancy rates, no new development on the horizon, and a stable base of professional service and business tenants have resulted in strong investor interest in existing downtown Evanston office buildings. In recent years, several Class A office buildings have been sold, including 500 Davis and 1007 Church Street. The building at 909 Davis, completed in 2002, is currently on the market.

Downtown Evanston has a number of factors that will continue to make it attractive to professional and knowledge-based businesses that can take advantage of the amenities it offers. In particular, the availability of mass transit, the proximity of a highly educated work force, and the vibrancy of the downtown will maintain Evanston's appeal to select segments of the office market. Evanston would be well served by increasing the inventory of office space in the downtown. Office buildings not only contribute to the tax rolls, but also provide services and the daytime population critical to support local retailers and restaurants. Existing occupied office buildings should be maintained and upgraded, as appropriate, and new buildings or office space should be added to the inventory where possible. Recommendations call for:

- Including office space in new mixed-use buildings provided they have separate entrances and elevator banks. The second floor of the proposed Fountain Square building, for example, could be finished for office uses.

- Rehabbing older office buildings or upgrading second floors to provide functional, affordable Class B or C space. The Chandler building is an excellent example of a quality rehab (with new construction next to it). The second floor of the former Barnes and Noble building on Sherman is an example of an existing space that could be rehabbed for office use.

A new office building anchored by a larger tenant is a long-shot, but one that should not be ruled out. The parking lot currently owned by Northwestern University on the south side of University Place (behind the Hilton Garden Inn), for example, could accommodate a 50,000 square foot office building. Other sites within the downtown and perhaps on the west side of Ridge Avenue would be suitable for future office development, either as part of mixed-use or single-use buildings. In the next 10 years, we project demand for additional office space to be between 50,000 and 100,000 square feet.

SUMMARY OF DEVELOPMENT POTENTIAL AND MARKET VALUE

Table 4E summarizes the annual and 10-year growth potential by sector in downtown Evanston and compares the development potential to the capacity in the opportunity sites identified in the plan. Both base-case and opportunity scenarios are shown to provide a range of estimated demand.

Table 4E: Summary of 10-Year Development Potential and Capacity, Downtown Evanston

	Estimated Annual Demand				Estimated 10-Year Total				
Sector	Base		Opportunity		Base		Opportunity		Capacity in Opportunity Sites
Retail	10,000	–	12,000	SF	100,000	–	120,000	SF	Up to approximately 120,000 SF in ground floor space of mixed-use buildings
Office	5,000	–	10,000	SF	50,000	–	100,000	SF	50,000 SF could be on NU parking lot site, other opportunity sites
Residential	150	–	200	Units	1,500	–	2,000	Units	Approximately 1,370 to 2,200 units

Source: Goodman Williams Group and Lakota Group

Finally, Table 4F gives a sense of the order of magnitude value of the potential development in the retail, office, and residential sectors. The levels of development envisioned in this plan over the next ten years would add property with market values estimated to be in the range of $640 million to $856 million.

Table 4F: Estimated Market Value of 10-Year Development Potential by Sector

	New Development					Total Market Value		
Sector	Base		Opportunity		Average Per SF/Unit	Base		Opportunity
Retail	100,000	–	120,000	SF	$300	$30,000,000	–	$36,000,000
Office	50,000	–	100,000	SF	$200	$10,000,000	–	$20,000,000
Residential	1,500	–	2,000	Units	$400,000	$600,000,000	–	$800,000,000
Total						**$640,000,000**		**$856,000,000**

Source: Goodman Williams Group

SECTION 5: TRANSPORTATION AND BASIC INFRASTRUCTURE

TRANSPORTATION

Downtown Evanston is well served by its extensive transportation system, which includes streets, two commuter rail lines, several bus routes, and three large city parking garages. Its grid network of streets allows for high levels of connectivity within the area, providing capacity for pedestrians, automobiles, and bicyclists.

STREETS

Downtown Evanston has a grid network of streets that generally run east-west and north-south. In the western part of downtown, the grid is interrupted by the Metra and CTA rail viaducts that transect the area.

Most of the existing streets are two-way. Several of downtown's main streets function as one-way systems. Church and Davis Streets comprise a one-way system that moves traffic east-west through the area. Sherman and Orrington Avenues function as a north-south one-way system.

While the one-way system efficiently moves traffic through downtown, drivers do sometimes have difficulty moving from block to block to get to a desired destination or parking location. Changing this one-way system to a two-way system to facilitate the movement of shoppers and visitors within the area will be studied further by city staff to determine if such a change is feasible.

Most streets within downtown are in fair to good condition. In most locations, street widths provide ample room for lanes of traffic, on-street parking, and bus stops.

In 2004, the city created a comprehensive Downtown Traffic Model that addressed each intersection and street segment based on the amount of development that was present at the time. The model indicated that intersections and streets were operating at an efficient level of service with capacity for new development.

City staff recently updated the baseline traffic model to include new and proposed development through 2007. Downtown intersections continued to operate efficiently, except Emerson Street at Ridge Road. Improvements to Emerson are currently underway, including establishing it as a roadway with four through travel lanes without on-street parking. City staff will update the model further in 2008, to include the potential ten year development of the opportunity sties noted in the illustrative plan. This work will be done as part of the city's city-wide transportation plan initiative in 2008.

RAIL

Downtown Evanston is served by two major rail lines that connect the city to region, including providing direct access to Chicago. This is a key strength of downtown Evanston. Two commuter rail stations serve downtown, and much of the downtown district lies within a comfortable quarter-mile walk of these facilities. Metra's Union Pacific District North Line provides commuter rail service to Chicago's Loop (and points north, terminating in Kenosha, Wisconsin). The Chicago Transit Authority's Purple Line station has seven stations in Evanston including the Davis station downtown and weekday express service to the Loop.

BUS

Downtown is currently served by both CTA and PACE bus routes with weekday, weekend, and some late night service. Routes generally connect downtown with major regional malls and activity generators. The routes are:

- **CTA Route 93 – California/Dodge:** Provides weekday and Saturday service between downtown Evanston and the Kimball terminal of the CTA Brown Line in Chicago.
- **CTA Route 201 – Central/Ridge:** Provides weekday, weekend, and late-night service between Chicago's Howard Station, downtown Evanston, and Old Orchard Mall.
- **CTA Route 205 – Chicago/Golf:** Provides weekday service between the Howard Street CTA Red Line terminal, downtown Evanston, Old Orchard Shopping Mall, and the Cook County Courthouse.
- **CTA Route 206 – Evanston Circulator:** Provides weekday service between Howard Station, downtown Evanston, and Central Street/Gross Point Road.
- **PACE Route 208 – Golf Road:** Provides weekday and weekend service between downtown's Metra Davis Street station and Woodfield Mall in Schaumburg.
- **PACE Route 213 – Green Bay Road:** Provides weekday and Saturday service between downtown's Metra Davis Street station and Northbrook Court Mall in Northbrook.
- **PACE Route 250 – Dempster Street:** Provides weekday and Saturday service between downtown Evanston and the Des Plaines Metra Station.

Overall bus service appears to be good and is serving the downtown well. Bus shelters and signage are needed in some locations along the streetscape.

BICYCLE

Currently, there are no bicycle lanes or bicycle route markings in downtown. Although limited in supply, bike racks are provided in several locations, including at the Metra and CTA stations.

The city is in near completion of a Bicycle System Improvement Plan. Striped bicycle lanes are proposed for several downtown streets, including parts of Church, Davis, and Lake Streets. Marked bicycle routes are proposed for Emerson Street, Clark Street, Elgin Road, Maple Avenue, Chicago Avenue, Hinman Avenue, and portions of Church, Davis, and Lake Streets.

WALKING

The existing grid network of streets provides good accessibility for pedestrians. Additional pedestrian paths are provided by some alleys that are used as shortcuts within longer blocks.

The elevated train right-of-way viaducts present visual barriers that affect pedestrian connectivity. Although several viaducts have been replaced in recent years, others are dark, narrow, and unattractive. The width and orientation of some streets, particularly those that comprise the one-way systems, may discourage pedestrian crossings at certain intersections.

Downtown is compact and almost of downtown is within a quarter-mile walking distance. Streetscape conditions are generally good and encourage and enhance downtown's active pedestrian experience. Most blocks feature ele-

ments that encourage walkability, including wide sidewalks with decorative pavers, street trees in tree grates, raised planters, and pedestrian-scale lighting. Such streetscape elements, while common in downtown's core, are less common in the eastern and western edges of downtown, where the lack of landscaping and plain concrete sidewalks are more common.

Several streets are particularly important pedestrian pathways and have more vibrant street life. These streets are often characterized by their orientation to the transit stations or major activity generators, presence of retail stores or entertainment venues, and presence of attractive streetscapes. Major pedestrian streets include:

- Church Street between Maple and Chicago Avenues.
- Davis Street between Oak and Hinman Avenues.
- Grove Street between Sherman and Hinman Avenues.
- Maple Avenue between Church and Clark Streets.
- Benson Avenue between Church and Davis Streets.
- Sherman Avenue between Grove and Clark Streets.
- Orrington Avenue between Church Street and Elgin Road.
- Chicago Avenue between Grove and Church Streets.

PARKING

Although the lack of accessible and convenient parking has been cited as an issue in downtown during previous studies, there is now a large supply of public parking through the combination of on-street parking and three large public parking decks. There are approximately 2,300 metered on-street spaces in downtown and a significant number of non-metered spaces strategically located throughout the area. The parking decks include:

- Sherman Plaza parking deck (1,282 public spaces)
- Maple Avenue and Clark Street (1,340 public spaces)
- Chicago Avenue and Church Street (593 public spaces)

Recent residential developments have been designed in accordance with zoning code and constructed to accommodate owner parking on site. The requirements apply to rental or owned properties. The city code requirements for parking at multi-family dwellings are as follows:

- Dwelling units one bedroom or less: 1.25 spaces per dwelling unit
- Dwelling units with two bedrooms: 1.5 spaces per dwelling unit
- Dwelling units with three or more bedrooms: 2.0 spaces per dwelling unit

In recent years, the residents of downtown Evanston appear to be trending towards less auto usage and ownership. This is ostensibly a result of proximity to mass transit, a reasonable amount of students, and the fact that nearly 40 percent of the residents responding were over the age of 55. A recent survey of new downtown residents in which 265 households responded indicated that nearly two thirds of the respondents owned only one or no autos. Only

43 percent drove to work, and 36 percent were one-person households. The average auto ownership per household was 1.38.

Residential Parking Demand

An onsite survey of actual parking occupancy was conducted at the six most recently constructed residential developments (all built since the year 2000). Additionally, interviews and written surveys were performed with developers and current condominium presidents or their representatives. These interviews included a focus group and numerous telephone and e-mail conversations. The properties and their actual parking demand rates (expressed in spaces per dwelling unit) are shown below. A complete tabulation of on-site characteristics and results can be found in *Appendix B*.

Table 5A: Actual Parking Demand

Building	# of units	Ratio
800 Elgin	248 dwelling units	0.93/du
1720 Maple	204 dwelling units	0.98/du
1640 maple	105 dwelling units	0.97/du
1572 Maple	28 dwelling units	1.18/du
1580 Sherman	103 dwelling units	1.06/du
807 Davis	253 dwelling units	0.83/du

Additionally, there are more than 3,200 spaces in public garages open to guests of units in the downtown area. Metered parking (predominantly 2 hour) is also found adjacent to the dwellings. Recent city surveys indicate nearly 80 percent occupancy of these spaces well into the evening hours. The survey results along with other parking data and opportunities clearly indicate opportunity for adjustment to the zoning code's parking requirements.

It is recommended that parking requirements for multi-family housing be established on a square footage basis instead of the "bedroom" variable as follows: 1 space per dwelling units up to 800 square feet; 1.25 spaces for dwelling units up to 1,500 square feet; and 1.5 spaces for dwelling units larger than 1,500 square feet.

INFRASTRUCTURE

Downtown Evanston's infrastructure system consists of electric/power service, sanitary sewers, water filtration and supply, and bridges/streets/sidewalks/rail lines. Maintaining and upgrading this system is critical to the future of the area both for its current use and new development.

Following is a summary of each infrastructure component regarding existing conditions and capacity for development. The information has been provided by City of Evanston public works and engineering staff and does not represent a detailed engineering analysis.

ELECTRIC SERVICE

ComEd is the electrical supplier for Evanston and provides service to over 3.7 million customers in Northern Illinois. The city's electrical franchise was renewed in July 2007 for a three-year period.

The ComEd distribution system serving Evanston includes multiple feeder lines with a loop circuit located in downtown. The only other loop circuits in the region are located in downtown Chicago and at O'Hare Airport.

The City of Evanston, through its Energy Commission and Technical Review Group, monitors ComEd's performance, including reliability, outage analysis, capacity loading of feeders, substation reliability, infrastructure projects and power supply. In response to growing demand as a result of new development in downtown, ComEd added a new feeder line to the distribution system, which originates in a transmission facility located on Emerson Street. This facility has the capacity to supply multiple new feeders in the future if needed to serve downtown growth.

ComEd is responsible for supplying reliable electric service to Evanston, including the construction of any new infrastructure necessary to serve growing demand. The city's Energy Commission and Technical Review Group will continue to monitor ComEd's reliability, capacity, and future infrastructure projects.

Businesses and developers are encouraged to incorporate wherever feasible, energy efficient design into building rehabilitation, new construction, and site improvements.

SANITARY SEWER

Evanston's sewer system consists of approximately 142 miles of combined sewer main and 26 miles of relief sewers. The system conveys sanitary and storm sewage to the Metropolitan Water Reclamation District (MWRD) facility in Chicago for treatment. The city is currently implementing a Long Range Sewer Improvement Program that will reduce basement sewage backups and street flooding during periods of heavy rain.

Downtown's large capacity sewers include:

- Former Research Park area
- Emerson corridor at Sherman
- Davis and Maple intersection
- MWRD sewer (tunnel) under Orrington from the Clark to Lake Street

Areas to be evaluated for new development include local streets such as Church from Ridge to Judson and Grove from Ridge to Judson where the sewer is 12-inch diameter. This type of sewer will need to be upgraded to serve significant new construction on opportunity sites in this area. The brick sewer at Davis and Maple also needs to be evaluated and programmed for possible future improvement, especially lining. This is an older structure completed in early 1900s. These and other aspects of the downtown sewer system will be evaluated through a recommended long term engineering study. The potential need for possible expansion of relief sewers should also be evaluated.

City staff indicated that downtown sewer system has substantial overall capacity that is necessary to serve current, approved, and future development with appropriate developer responsibility for interconnection expense and other costs. Upgrading of the system over the past 25 years has been substantial.

WATER SERVICE

Water is supplied to downtown from the Evanston Water Treatment Plant located at Lake Michigan. The municipal-owned facility draws water directly from the Lake and has the capacity to supply up to 108 million gallons of water per day. The facility provides service to approximately 350,000 residents in Northern Illinois.

City staff indicated that the plant and its water distribution system have capacity to support the new development defined in the master plan for fire suppression and domestic supply. Connections to existing water mains to new development sites are at the developer's expense. The city continues to monitor and evaluate its older water main system, especially the 30-inch diameter main serving downtown.

STORMWATER

As noted earlier, the city is completing its Long Range Sewer Improvement Program which will help mitigate flooding during periods of heavy rain. Once completed, staff indicated that the combined sewers would have the capacity to better accommodate stormwater from downtown.

New developments will need to provide detention in accordance with the city's Stormwater Control Ordinance (65-0-7) at developer expense.

Most of downtown is already "hardscape," i.e. roofs, sidewalks, plazas, and streets, and a goal of the master plan is to reduce these impervious surfaces through sustainable design. The plan also defines several improvements to existing open spaces and expanded or new spaces that will add more green to downtown and help reduce stormwater run-off. Also several buildings that have been recently constructed or planned for the area have "green roofs" that will further decrease impervious surfaces.

SECTION 6: MASTER PLAN

OVERVIEW

This master plan provides a vision for how downtown Evanston can continue to grow and change in the future. It continues much of the direction first set out in the 1989 Plan for Downtown, while incorporating more specific recommendations regarding the physical form, shape, and character of the area. The future vision is also based on the community's strong desire to take further advantage of downtown's many positive attributes and more effectively guide its improvement and development.

In many respects, the challenges Evanston is facing as it charts a course for the future form of downtown are enviable. Downtown already incorporates many "smart growth" principles that other cities and particularly suburbs are trying to achieve. These principles center on controlling urban sprawl by maximizing the use of existing infrastructure; reducing dependence on cars by creating walkable, bikeable, transit-served environments; mixing residential, retail, and office uses; and overall, creating and maintaining a high quality of life.

The following smart growth attributes are present in downtown Evanston and contribute to making it one of the most livable cities in America. These positive strengths of downtown will serve as building blocks for the next 10 years of development:

- There is a critical mass of activities and mix of uses concentrated in a central location.
- The area has several large activity generators that bring people in on a regular basis, including Northwestern University.
- Most locations in downtown are within a quarter-mile walking distance of two major transit stations and several bus routes.
- It is a compact walkable area in which people can do multiple things, including grocery/convenience/specialty shopping, dining, movies, education, employment, and office services, without having to drive or move their car once they have arrived.
- Wide sidewalks and an interconnected grid street system facilitate the movement of pedestrians and autos.
- The strategic location of three large city parking garages with 3,215 spaces along with more than 2,300 on-street spaces provides the area with significant parking opportunities. The parking garages are able to absorb demand for parking generated by new larger buildings and their design and location within and behind buildings has not negatively affected the urban form of the area, as surface parking lots and basic parking garages did in the past.
- The area is in the midst of a sustained level of new commercial and residential development.

FUTURE VISION

The following overarching goal of the master plan is a reaffirmation of what was originally put forth in the 1989 Plan for Downtown Evanston and revised in 2004:

> **A mixed-use central business district that is attractive, convenient, livable, sustainable, accessible, and economically vibrant for residents, businesses, and visitors…it's everyone's downtown.**

The central objective of this plan is to focus specifically on the existing and future form of downtown and to devise development regulations—including form-based standards—that will help the city achieve this broader, long-standing goal of creating a livable, vibrant, sustainable downtown.

Based on this goal, downtown Evanston in 10 years will be:

- A significant economic engine for the City of Evanston and the North Shore. A wide variety of uses, including retail, office, residential, and institutional uses, will ensure that the area remains active and competitive.
- Defined in part by its mix of character-giving older buildings and new buildings that befit its rich legacy of high-quality architecture.
- A leader in the area of green building design and a model of public leadership on green policies and sustainability.
- A location that retains its appeal and provides opportunities to a wide range of people, including existing residents, students, workers, young professionals, empty nesters, retirees, and families.
- A vibrant, "hip," "happening" place with a variety of quality restaurants, sidewalk cafes, theaters, cultural and educational activities, shopping opportunities, and unique public spaces
- The entertainment hub for residents of Evanston, the North Shore, and Chicago's North Side.
- A civic and cultural center that draws visitors and incorporates public art and cultural activities into civic improvements wherever feasible.
- A location that is highly accessible, navigable, and walkable for persons of all ages, where high-quality, well-designed streetscapes and public spaces offer an engaging pedestrian experience.
- Home to an efficient, multi-modal transportation system, where pedestrians, bicyclists, and vehicles move safely and co-exist throughout downtown. New development will be transit oriented and foster the continued and increased use of transit.

OBJECTIVES AND STRATEGIES

The following additional objectives, policies, and strategies provide further direction to all planning, design, and zoning decisions in downtown Evanston:

Objective 1: Optimize Economic Development

Take full advantage of the potential of downtown as a mixed-use pedestrian and transit-oriented urban center that is located adjacent to a renowned university.

Strategies:

- Base future development and redevelopment decisions for vacant and underused properties on the new form-based code approach for downtown.
- Maintain and accommodate a wide mix of uses and businesses, including local and national companies.
- Encourage new developments and rehabilitated buildings to offer a range of retail floor areas (sizes) and leasing price points to promote independently owned retail and service businesses, which will, in turn, help to maintain downtown Evanston's unique "local" flavor.

- Encourage use of small underutilized spaces, including alleyways, for use as affordable retail and office space.
- Maintain and enhance the commercial vibrancy of downtown with additional shops, restaurants, and entertainment activities that will reinforce its "single trip, multiple activity" opportunities.
- Use marketing, property owner outreach, and development incentives to retain and develop new office space for professional services and entrepreneurial, knowledge-based businesses with high growth potential.
- Explore new types of and locations for affordable rental and for-purchase housing, such as in rehabilitated buildings in "traditional areas," in order to attract households representing a wide range of incomes, age groups, and mobility levels.
- Facilitate and market the use of public parking garages via a new way-finding plan and signage system.
- Assess the costs and benefits of changing downtown streets from a one-way to a two-way system.
- Support the continuation of Evmark and the Special Service Area.
- Consider locating Evanston's Civic Center (City Hall) downtown based on consideration of building and site costs, tax base impacts, and accessibility. Downtown should be given equal consideration to other locations in the City.

Objective 2: Protect and Rehabilitate Character-giving Buildings, Structures and Sites

Promote the rehabilitation and adaptive reuse of buildings and sites that provide historical and architectural context to the downtown.

The 1989 Downtown Plan highlighted the need to foster adaptive reuse and rehabilitation of aging, yet significant downtown buildings not only from a preservation standpoint, but as a means of continuing to support and encourage small (local, independent) businesses. Drawing from the 1989 Plan, Objective 2 continues to promote rehabilitation and adaptive reuse of those buildings and sites that contribute to the architectural and historic fabric of the downtown.

Strategies:

- Establish a Downtown Federal/Conservation Historic District that would enable property owners to apply for federal historic preservation tax credits for rehabilitation. This proposed district should coincide as closely as possible with the Downtown Plan's designated Traditional Zones and establish additional design and architectural review guidelines for those areas that make the greatest contribution to downtown's overall historical and architectural character.
- Encourage and promote the designation of additional local landmarks from those properties identified in the Preservation Commission's *Downtown Evanston Building Condition Survey Preliminary Report.*
- Establish a Rehabilitation/Adaptive Reuse Fund from funds generated by the public benefit (FAR) bonus system. The proposed Rehabilitation/Adaptive Reuse Fund would provide matching funds for building owners who desire to rehabilitate and/or adaptively reuse existing structures and sites. Proposed administrative rules should be established after review and recommendations from the Plan Commission and Preservation Commission.
- Establish a façade retention program for downtown buildings.
- Promote the use of existing local and federal façade retention programs.

- Expand public education efforts to foster greater awareness of preservation and rehabilitation benefits, tools, techniques and programs.

Objective 3: Improve the Quality of Physical Environment

Raise the bar for the design quality of all private developments and public improvements to maintain the human scale and attractiveness of downtown in ways that contribute to the overall livability of Evanston.

Strategies:

- Strive for great architecture and public space design through enhanced development oversight and codes.
- Rather than a "one height fits all" approach, use form-based criteria, drawing on downtown's eclectic architecture, varied building heights and roof forms, and shopping street walls when crafting new building massing, height, and design requirements.
- Rethink the use and physical character of the existing public realm.
- Enhance the pedestrian experience along each block and within each public space, including alleys, viaducts, street crossings, sidewalk cafes, architecture, and signage through targeted capital improvements.
- Create new public spaces and focal points, and include public art and special features.
- Examine opportunities to incorporate publicly accessible open space into all new developments.
- Redesign Fountain Square and coordinate its design with the surrounding corners of Davis Street, Sherman Avenue, and Orrington Avenue.
- Evaluate all publicly owned property for potential use as park sites.
- Create a more attractive and safer entry point to downtown from the Northwestern campus with the added goals of improving pedestrian circulation and enhancing the sense of connectedness between the areas.
- Reduce the use of surface parking lots.
- Revisit and change the downtown way-finding system, incorporating new signage throughout Evanston where needed to guide people to parking areas, transit, civic and historic sites, and the University.

Objective 4: Promote Sustainable "Green" Buildings

Facilitate rehabilitation of existing structures and development of new buildings and spaces that are environmentally smart, health conscious, and energy efficient.

Strategies:

- Incorporate U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) principles into the new approach for downtown zoning.
- Increase the awareness of property owners, business owners, and developers of the need for and benefit of green buildings, resource reuse, and other sustainable practices
- Facilitate the understanding of sustainable technologies and products by people making building decisions.
- Reduce the impact of stormwater and add greenery to existing and future public spaces and private properties where feasible.

Objective 5: Maintain a Strong Multi-Modal Transportation System

Maintain and improve the movement of vehicles, bicyclists, commuters, and pedestrians to and through downtown.

Strategies:

- Encourage more residents and visitors to use transit to and from downtown, including possibly changing parking ratios for new development near the train stations.
- Maintain and enhance vehicle, bicycle, and pedestrian circulation throughout the area.
- Make navigating downtown streets and parking areas less confusing by implementing a new way-finding plan and signage system
- Consider realigning the Orrington/Clark intersection and Orrington/Davis intersection to better manage traffic flow and create new open space opportunities.
- Consider the feasibility of changing streets to two-way direction.
- Implement the city's new bike plan, accommodate bicycle travel, and increase bicycle parking opportunities.
- Improve sidewalk conditions where needed to make walking a more comfortable and enjoyable experience.
- Lobby for the continuance and maintenance of high-quality, convenient transit services.
- Enforce existing traffic laws…for motorists, pedestrians and cyclists.
- Explore the possibility of a downtown circulator—a light rail or comparable system for shoppers and workers.

Objective 6: Provide Enhanced Arts and Cultural Opportunities

Rethink how civic and cultural uses, facilities, programs, and activities located downtown add to Evanston's rich diversity and quality of life.

Strategies:

- Consider additional civic and cultural uses and activities that could add to downtown's vibrancy and identity as Evanston's "civic heart."
- Embrace and promote the city's cultural diversity within downtown.
- Install public art throughout the public realm and on private properties. Support the Public Art Committee in its efforts to develop a Public Art Master Plan. Once developed, use the Public Art Master plan to guide public art installation decisions.
- Enhance and market arts and culture in a more prominent and active manner.
- Encourage restoration of the Varsity Theater as a performing arts venue.
- Actively encourage public-private partnerships to support arts and culture.
- Encourage participation by Evanston artists in all publicly supported arts programs.

Objective 7: Establish Predictable and Sensible Development Controls

Establish a more predictable and understandable development pattern using the new form-based downtown master plan, and reduce or eliminate the use of planned developments.

Strategies:

- Create new zoning districts that reflect the proposed downtown character areas.
- Simplify and streamline all development regulations.
- Adopt a "form-based" approach to downtown zoning that defines the physical shape of new buildings and their relationship to the public realm.
- Consider a zoning "bonus program" that includes floor area and density incentives for:
    - Underground parking or loading
    - Whole-building sustainability (e.g. Gold/Platinum LEED certification or equivalent) design
    - On-site affordable housing (in excess of the city's minimum requirements)
    - Affordable office space
    - Financial contributions to public parks/open space improvements
    - Above-grade parking wrapped by habitable floor area
    - Landmarks preservation (adopt-a-landmark)
    - Streetscape and alley improvements
    - Public Plazas
    - Façade Improvements
- Establish a transparent, predictable procedure for review of major projects
- Consider amending the zoning regulations to permit re-establishment of nonconforming buildings that are accidently damaged or destroyed.

DEVELOPMENT FRAMEWORK

Historically downtown Evanston has been a regional business center or hub that included dense and tall department stores, banks, and office buildings. Since the 1989 Plan for Downtown was adopted, the area has experienced development of several mid-rise residential and mixed-use buildings that have significantly contributed to its vitality by bringing more people to the area, extending its activity range to 18 hours, and attracting shopping and entertainment uses that have added new life to its commercial base.

Downtown, like Northwestern University, functions as an economic engine for the city. Therefore its development needs to be carefully planned in order to accommodate newer and larger developments, while maintaining and enhancing the special pedestrian character of its busy street life. New buildings should reflect an excellence in architecture and urban design.

Downtown is well suited for taller and denser development with a mix of uses based on the smart growth factors discussed earlier and its traditional role as an urban core rather than a low-rise shopping center or small town main street. As noted, much of the area is located within a quarter-mile walking distance of the CTA and Metra stations, and "transit oriented development" is recommended within this travel distance. Taking full advantage of transit facilities, such development fosters a mix of uses, denser buildings, increased pedestrian activity, enhanced public spaces and streetscape, and decreased auto use. Downtown now has the critical mass of buildings, uses, and activities that should allow it to sustain additional planned growth near the train stations in the future.

Within this mixed-use, multi-purpose environment there are several subareas or zones that because of their geographic location, land use, pedestrian activity, and building scale have a distinct character or ambiance. Each of these zones contributes to the development framework of this master plan, providing specific direction regarding land use, building scale, and open space.

Because of the significant potential for new development, maintaining downtown's cherished character demands an approach that balances old and new. The 1989 *Downtown Plan* highlighted the need to foster adaptive reuse and rehabilitation of aging, yet significant downtown buildings not only from a preservation standpoint, but as a means of continuing to support and encourage smaller business owners. The '89 plan cited, among other things, the successful adaptive reuse of the former Marshall Field's building (now condominiums and retail), Bookman's Alley, and the building now occupied by First Trust Bank Evanston, at the corner of Church and Benson. A recent example of highly successful adaptive reuse project is the former Chandler's building, which is nearly universally praised for its contribution to architectural legacy and its pedestrian-oriented character.

Drawing from the prior plan, "Objective 2" seeks to extend and expand on this concept to actively promote rehabilitation and adaptive reuse of those buildings and sites that contribute to the architectural and historic fabric of downtown. It calls for incentives to be offered to building owners who want to restore their properties, but lack the financial capability to do so. The plan also suggests the creation of a conservation zoning district for possible use in Traditional Zones. Such a zoning overlay district could be used to add additional architectural guidelines and controls to preserve the distinctive character of these (and other) areas. In addition, continuing attention should be given to all buildings that contribute to downtown character in terms of their architectural design, building materials, height, scale and pedestrian friendly facades. A façade retention program should be established to provide matching funds to building owners who work with staff, the Plan Commission and the Preservation Commission to preserve and enhance character-giving building facades.

Using the subareas initially identified by the Downtown Planning Committee, the development framework defines three zones—Core, Edge, and Traditional **(See Figure 6A: Development Framework)** and makes land use recommendations oriented toward their existing character and development potential. These recommendations are intended to guide development of locations identified as "opportunity sites" or sites susceptible to change within the next ten years.

Examples of buildings in the Core Zones

Downtown Master Plan
Development Framework

Legend

- Railroad
- Downtown Study Area
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station

Character Zones

- Edge
- Traditional
- West/East Core
- Open Space
- Core

		Base Height	Maximum with Bonuses
A	North Edge	88 Feet (8 Stories)	165 Feet (15 Stories)
B	Northwest Edge	66 Feet (6 Stories)	110 Feet (10 Stories)
C	West Link	66 Feet (6 Stories)	88 Feet (8 Stories)
D	South Edge	66 Feet (6 Stories)	88 Feet (8 Stories)
E	East Edge	66 Feet (6 Stories)	110 Feet (10 Stories)
F	University Link	66 Feet (6 Stories)	88 Feet (8 Stories)
G	West Core	165 Feet (15 Stories)	198 Feet (18 Stories)
H	East Core	165 Feet (15 Stories)	198 Feet (18 Stories)
I	Core	165 Feet (15 Stories)	275 Feet (25 Stories)
J	Central Core	275 Feet (25 Stories)	385 Feet (35 Stories)
K	West Traditional	42 Feet (4 Stories)	88 Feet (8 Stories)
L	South Traditional	38 Feet (3 Stories)	60 Feet (5 Stories)
M	North Traditional	38 Feet (3 Stories)	60 Feet (5 Stories)

Downtown Planning Team

Duncan Associates
K.L.O.A
180˚ Design Group
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Downtown Master Plan City of Evanston, Illinois

Figure 6A: Development Framework

February 9, 2009

Following is a description of the character and recommended development approach for each zone.

Core Zones

West Core:
These blocks are located along the Metra tracks adjacent to the transit stations. They include large office and residential buildings, and a new 15-story building under construction on Maple Street north of Grove Street. Mixed-use buildings between 165 and 198 feet in height (approximately 15 to 18 stories) should be accommodated in this zone, similar in scale to the overall core density.

A small public plaza and pocket park are recommended in the vicinity of Maple and Grove to add open space to downtown west of the tracks. Such open spaces would provide amenities for local residents and shoppers as well as visitors to the YMCA.

Small convenience-level shops should also be considered at the ground floor of buildings on the northwest and northeast corners of Maple Avenue and Grove Street to add support shopping and services for residents and employees in this zone.

East Core:
The East Core includes blocks developed with denser or larger buildings like the Evanston Public Library and 21-story modern Chase Bank Building. Mixed-use buildings between 165 and 198 feet in height (approximately 15 to 18 stories) with retail space at the ground floor are recommended for future development in this zone. New retail space will be especially important on the east side of Orrington Avenue between Church Street and Davis Street to fill in the gap in the shopping "street wall" created by the Chase Bank office complex.

Realignment of the street and sidewalk along the east side of Orrington Avenue should be considered when vacant or underutilized sites are redeveloped. Elimination of the long access drive leading to the parking garage under the Chase site will allow a more attractive and inviting streetscape to be established along with new on-street parking.

Core:
The Core Zone, which is surrounded and buffered by the Edge transitional zones, is where most new development in downtown has occurred. Recent developments have included several large sites with new multi-story buildings reaching heights of 28 stories.

The Core blocks are closest to the train stations and large parking decks, as well as the newly established entertainment corridor along Maple Avenue. To take full advantage of the denser development near the stations and the increased activity occurring there, mixed-use development between 165 and 275 feet in height (approximately 15 to 25 stories) with ground floor retail is recommended. This zone could also be a location for a larger entertainment use such as an entertainment/recreation center with bowling and billiards and/or a teen center.

Central Core:
The block bordered by Sherman Avenue, Orrington Avenue, and Church Street can and should be considered the center or heart of downtown Evanston. It has a narrow triangular shape that was formed where the area's grid street system converges and changes course along Church and Davis east of Sherman.

It is highly visible along Church and Davis Streets from the east and west and Sherman and Orrington Avenues from the north and south, which are major driving and walking routes serving the area. It is also very visible from the two rail lines located a block to the west.

This Central Core block is also located along Sherman Avenue, which is downtown's main shopping corridor and includes Fountain Square, its central open space.

Similar to the other potential development sites in the area, this block presents an opportunity to develop a taller and slimmer, rather than a wider and bulkier building that could be a physical and symbolic centerpiece for downtown. Recent development interest has expressed this potential, and the concept of an iconic or focal building with high quality architecture and special lighting should be embraced.

This location should accommodate the tallest building in downtown, with a building height in the range of 275 to 385 feet in height (approximately 25 to 35 stories) recommended. This range would be higher than the 275 foot maximum height recommended in the surrounding core area and the Central Core would be capped at 385 feet, which is approximately 25 percent higher than the tallest building in the surrounding core zone. The building should include a mix of uses, with consideration of lower floor office uses that serve the city's growing entrepreneurial/technology-oriented business base.

Ground floor retail should be incorporated along the perimeter of the overall block to maintain the shopping strength of Sherman Avenue as well as increase and enhance retail activity along Orrington Avenue. Reconstruction of the dated and deteriorated Fountain Square plaza should also be part of the redevelopment of this block to reestablish the plaza as the central and symbolic open space for downtown.

Edge Zones

Examples of buildings in the Edge Zones.

The Edge Zones are located on the fringe or perimeter of downtown, which includes mostly dense multi-family housing with varied architecture, building height, and density. These blocks provide a "bridge" or transition between downtown's denser, active core and its adjacent residential neighborhoods and Northwestern University.

Northern Edge:
Downtown, south of Emerson along Maple Avenue, has recently experienced significant new development activity, including modern mid-rise buildings with residential, office, hotel, and entertainment uses. A 15-story residential building is currently under construction along Emerson and a similar building with ground floor retail has recently been approved for the southwest corner of Emerson Street and Maple Avenue.

Denser multi-family housing is located across the street on the north side of Emerson Street and to the west and east along Ridge Avenue, Green Bay Road, and Sherman Avenue. The north side of the street is zoned R6, which allows a building height of 88 feet (approximately 8 stories).

Downtown's Northern Edge along Emerson Street is envisioned as a predominately residential setting with retail uses near Maple Avenue and a building height of 88 to 165 feet (approximately 8 to 15 stories) is appropriate.

Northwestern Edge:
The Northwestern Edge is mostly located along busy Ridge Avenue, which like Emerson Street provides arterial road access to the area. Several large city blocks, located west of Ridge Avenue, include multi-family housing and institutional uses such as the YWCA and Methodist Pension Board national headquarters.

Wrapped around the downtown core and extending south along the railroad tracks and Oak Avenue, , the Northwestern Edge includes mostly dense residential developments and some new condominiums being constructed near the intersection of Ridge Avenue and Clark Street.

This subarea is seen as continuing to be predominately residential as small sites and blocks redevelop in the future. A building height of 66 to 110 feet (approximately 6 to 10 stories) is recommended, similar to its existing building context.

Western Link:

A Western Link zone is located along the eastern edge of Ridge Avenue extending from the alley located north of Church Street to the right-of-way line of Grove Avenue on the south. This district is characterized by residential and institutional buildings. The residential buildings are older, multi-story structures with courtyards and traditional yard areas.

The Western Link is intended to promote a building scale and form that is compatible with the scale and form of buildings on the west side of Ridge Avenue. The buildings on the west side of Ridge Avenue are predominantly residential and institutional. Some of the existing institutional buildings are 3 to 4 stories while the residential buildings are typically 2 and 3 stories in height.

The Western Link is an appropriate area for new residential development with buildings 66 to 88 feet in height (approximately 6 to 8 stories).

Southern Edge:
The Southern Edge zone is centered on the intersections of Grove Street and Oak Avenue and extends south around the intersection of Lake Street and Maple Avenue. This edge district includes important civic buildings such as the YMCA, the Masonic Temple, and the police and fire station.

The YMCA generates a significant amount of pedestrian and vehicle traffic. The master plan recommends that the recreational programs of the YMCA be complimented with the addition of public open space in the immediate vicinity. One possible open space is represented on the plan for the property immediately west of the YMCA building. This open space should be created if the property can be acquired and the existing parking relocated. Even a small open space would provide significant benefits to the YMCA's daycare and other programs.

The Southern Edge is an appropriate area for new residential development with buildings 66 to 88 feet in height (approximately 6 to 8 stories)

Eastern Edge:
The Eastern Edge extends mostly along Chicago Avenue to Northwestern University from Lake Street. Chicago Avenue is a main route leading into and through the area. Similar to the west, the Eastern Edge has a predominantly residential character, but also includes small shops, large churches, and abuts the large Raymond Park at Lake Street. The mixed-use character of downtown starts to become evident along Chicago Avenue, which provides transition to the dense residential uses east along Hinman Avenue.

Mixed-use development with residential and ground floor retail or office space is recommended for this zone in buildings of 66 to 110 feet in height (approximately 6 to 10 stories), similar to its existing context. A reorganization of the functional areas and landscaping of Raymond Park is also recommended to adapt this great open space to the current needs of downtown residents and visitors.

University Link:
The northern most edge or transition zone of downtown is located along Clark Street, and provides a direct link to the Northwestern campus. These two blocks flank Orrington Avenue, where a significant number of pedestrians cross to and from the campus to visit, work, or live in downtown.

Currently this edge does not provide an attractive portal or bridge between the bustling mixed-use district and renowned campus. South along Clark Street, several properties are underdeveloped, while campus buildings to the north are set back a wide distance from the sidewalk. The intersection of Clark Street and Elgin Road with Orrington Avenue, which is a main north/south route leading to the campus, is confusing, with pedestrians having to cross two streets to reach downtown. These conditions along with dense vegetation on both sides of the street create a physical gap between the campus and mixed-use district.

The realignment of Elgin Road and the closing of a short portion of Clark Street along the Northern Edge should be considered to:

- Reduce the number of lanes and overall pavement width that pedestrians must cross.
- Minimize confusion for motorists traveling through the Orrington Avenue intersection.
- Extend Oldberg Park closer to the existing shops along Clark Street and Sherman Avenue.
- Provide a larger and grander downtown open space at the front door of the university.

To better frame this gateway intersection, the southwest and southeast corners of Clark Street and Orrington Avenue should be redeveloped with mixed-use "focal" buildings that include shops, restaurants, and outdoor cafes on the ground floor and residential or office above

Building heights in this zone should be 66 to 88 feet in height (approximately 6 to 8 stories) to transition between the large, predominantly older university structures and Orrington Hotel located south of Clark Street along Orrington Avenue.

Traditional Zones

There are three subareas of downtown that have a more traditional shopping street character with smaller buildings and shops. These zones provide a special function, acting both as "downtown" shopping streets with specialty merchants and restaurants, and "neighborhood" convenience centers serving the daily shopping and service needs of the area's growing residential population.

Smaller scaled, mixed-use buildings are recommended for these zones to reinforce their traditional character and accommodate a wide range of retail and service businesses. The appropriate height and scale of buildings in these traditional districts are described below.

Examples of buildings in the Traditional Zones.

The traditional scale and character of the buildings in these zones should be conserved where feasible through adaptive reuse and façade improvements. Upper floors of existing and new buildings should especially be considered for small professional service or entrepreneurial businesses.

West Traditional:

Davis Street, from the first alley east of Ridge Avenue to the Metra tracks, is a two-sided shopping street that has significant pedestrian activity. It is highly recognized by Evanston residents for its local stores and green, sustainable buildings. The Post Office, YMCA, and train stations are major activity generators that surround and activate this two-block stretch. Maintaining its scale and eclectic character is recommended. The West Traditional district should allow buildings in the range of 42 to 88 feet (approximately 4 to 8 stories).

North Traditional:

To the north along Sherman, near the main "port of entry" for Northwestern University is another traditional Evanston shopping block that should be maintained. This block is very active, especially with restaurants. It has a large vacant storefront at the northeast corner of Sherman Avenue and Church Street that creates a north/south gap in shopping activity along Sherman and an east/west gap along Church where the Orrington Hotel and Library are located.

A new commercial use or redevelopment of this corner with a mixed-use building is recommended to close the gap and bring additional activity to the core. This corner would also be a good location for office uses on the upper floors of existing and new buildings.

The alley leading from Sherman Avenue to the small unique shops on the west side of this block along Benson, "Bookman's Alley," should be enhanced to facilitate pedestrian movement to the shops and create another special public space within downtown.

The North Traditional district should allow buildings in the range of 38 to 60 feet in height (approximately 3 to 5 stories). .

South Traditional:
There are three blocks of traditional commercial buildings along Sherman Avenue and Davis Street at the south end of downtown. Several active restaurants and pubs are located there as are small office businesses located on upper floors. A popular public plaza at the southeast corner of Orrington Avenue and Davis Street in front of the Chandler building, anchors this zone.

While it is an active pedestrian place, this zone lacks a two-side shopping street experience due to the large unattractive parking deck on the east side of Sherman Avenue at Lake Street, and the lack of commercial buildings on the north side of Davis Street east of Orrington Avenue. With the increased activity and density in the adjacent downtown core blocks, these blocks should be targeted for mixed-use development that reinforces Sherman Avenue and Davis Street with new shopping street walls. Open glass storefronts with new uses across from the established shops and restaurants, would strengthen these retail locations and expand commercial activity on two main streets leading into the Core.

Sherman Avenue Traditional Infill Concept looking north on Sherman (corner of Church and Sherman)

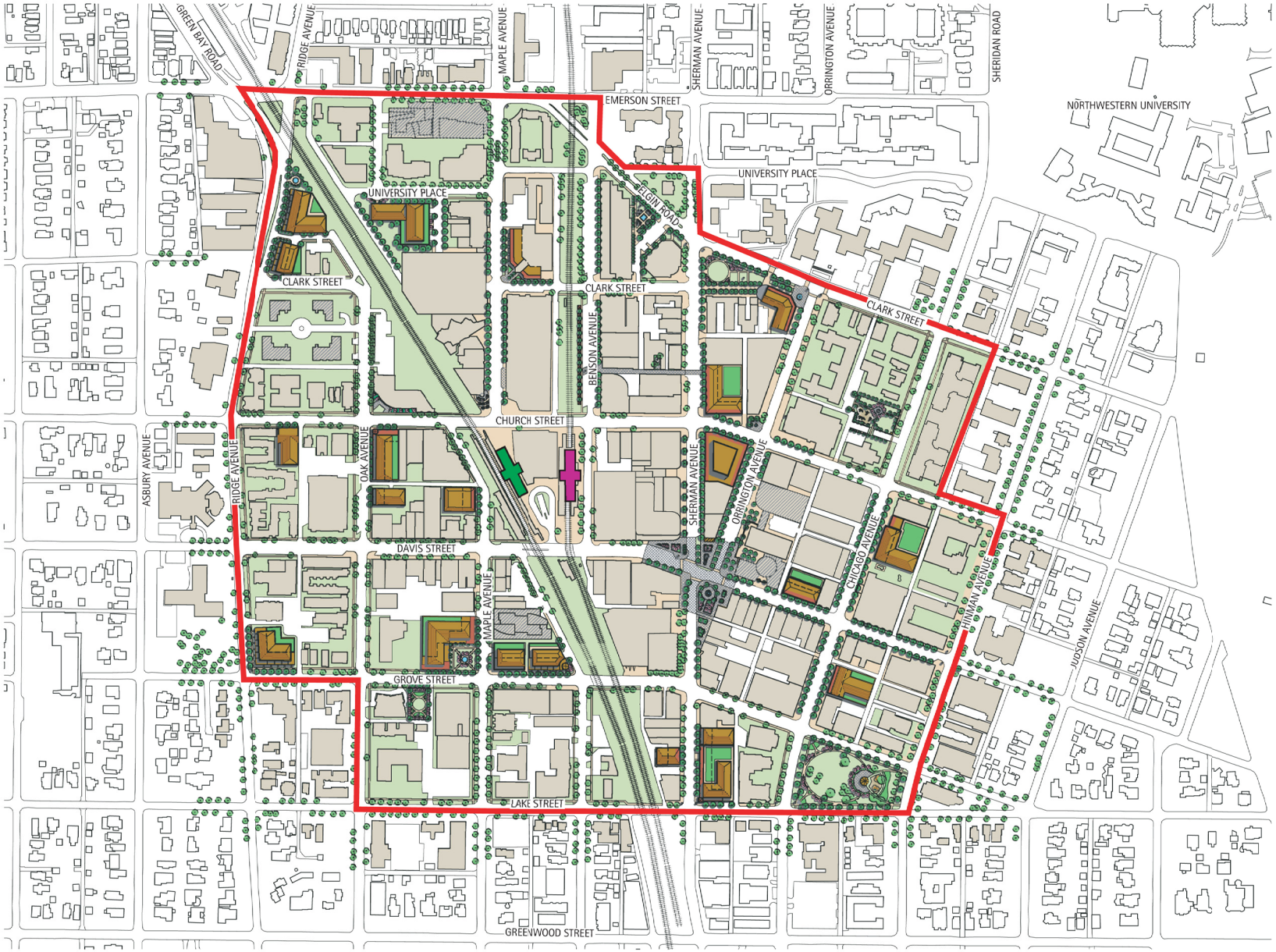
The South Traditional district should allow buildings in the range of 38 feet to 60 feet in height (approximately 3 to 5 stories).

ILLUSTRATIVE PLAN

Based on the development framework recommendations, an illustrative plan was prepared to conceptually define potential building massing, site layouts, and open space design for the identified development opportunity sites **(See Figures 6B, 6C, 6D, 6E, 6F: Illustrative Plan)**. Adoption of this Plan does not constitute a commitment on behalf of the city to pursue any specific concept, but rather to illustrate a range of concepts that may be appropriate for further study. It is recognized that there may be other concepts that are consistent with the overall goals and objectives of this Plan and that these additional concepts may prove more suitable as the implementation of this Plan moves forward.

The illustrated concepts are intended to convey potential development scenarios. Actual building locations, heights, and densities, as well as landscaping/parking layouts will vary as property owners, businesses, and developers generate more detailed plans. The potential physical form of downtown is highlighted further in **Figures 6G, 6H, 6I, 6J: Illustrative Plan - Perspective Views.** The location of individual opportunity sites within subareas is shown in **Figure 6K: Development Framework/Sites Composite.**

The illustrative plan defines mixed-use development concepts that in the next 10 years could accommodate approximately 1,000 to 1,300 units of housing and approximately 135,000 square feet of retail space. The concepts indicate that downtown can physically accommodate the 10-year land use projections discussed in **Section 5: Real Estate Market**:



Downtown Master Plan
Illustrative Plan

Legend

- Railroad
- Downtown Study Boundary
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station

Downtown Planning Team

Duncan Associates
The Lakota Group
180° Design Group
Goodman Williams Group
K.L.O.A.

0' 200' 400'

February 9, 2009

Downtown Master Plan City of Evanston, Illinois

Figure 6B: Illustrative Plan

- **Potential new housing:** 2,000 units (200 units per year)
- **Potential new retail space:** 100,000 to 120,000 square feet
- **Potential new office space:** 50,000 to 100,000 square feet

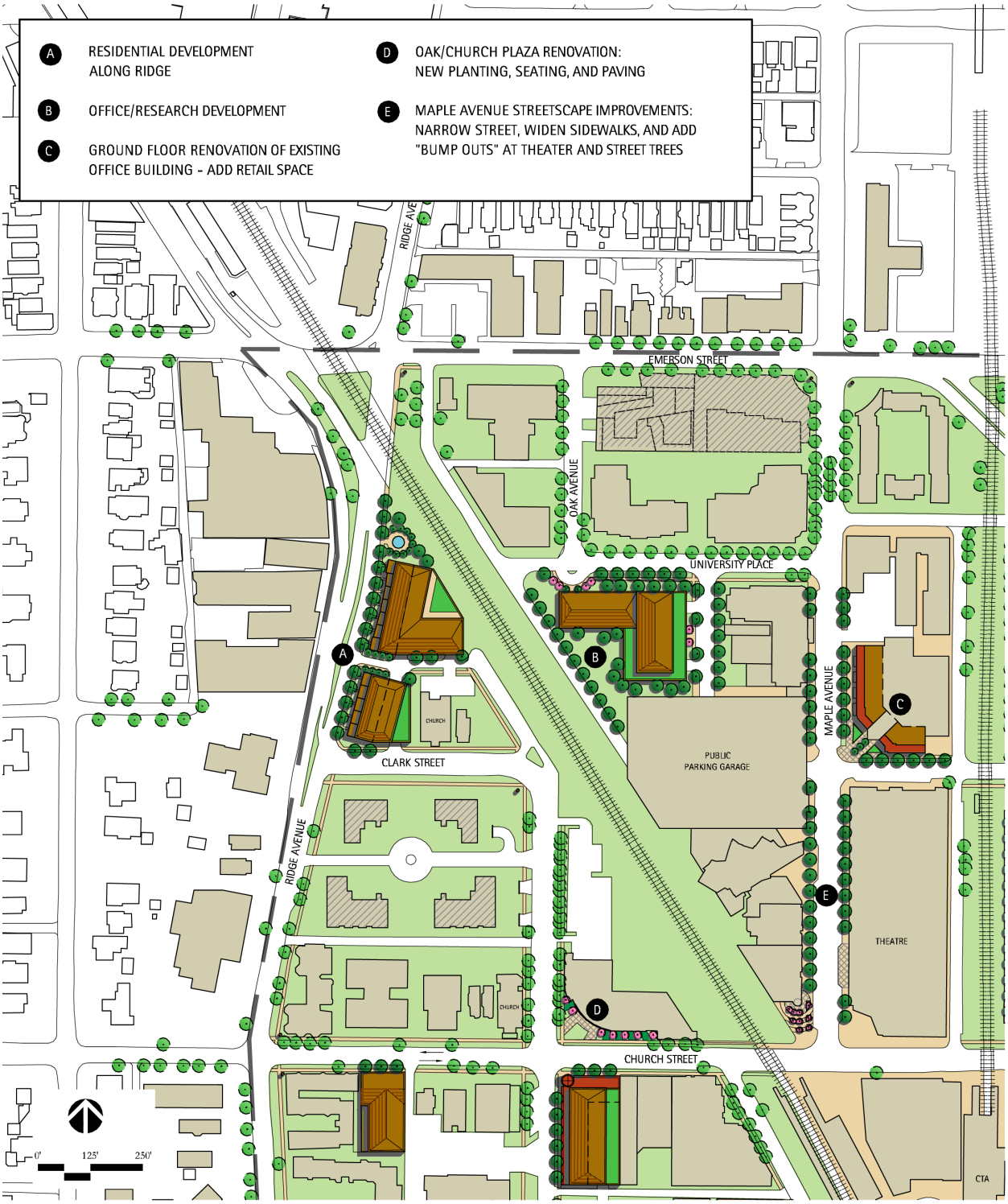


Figure 6C: Illustrative Plan

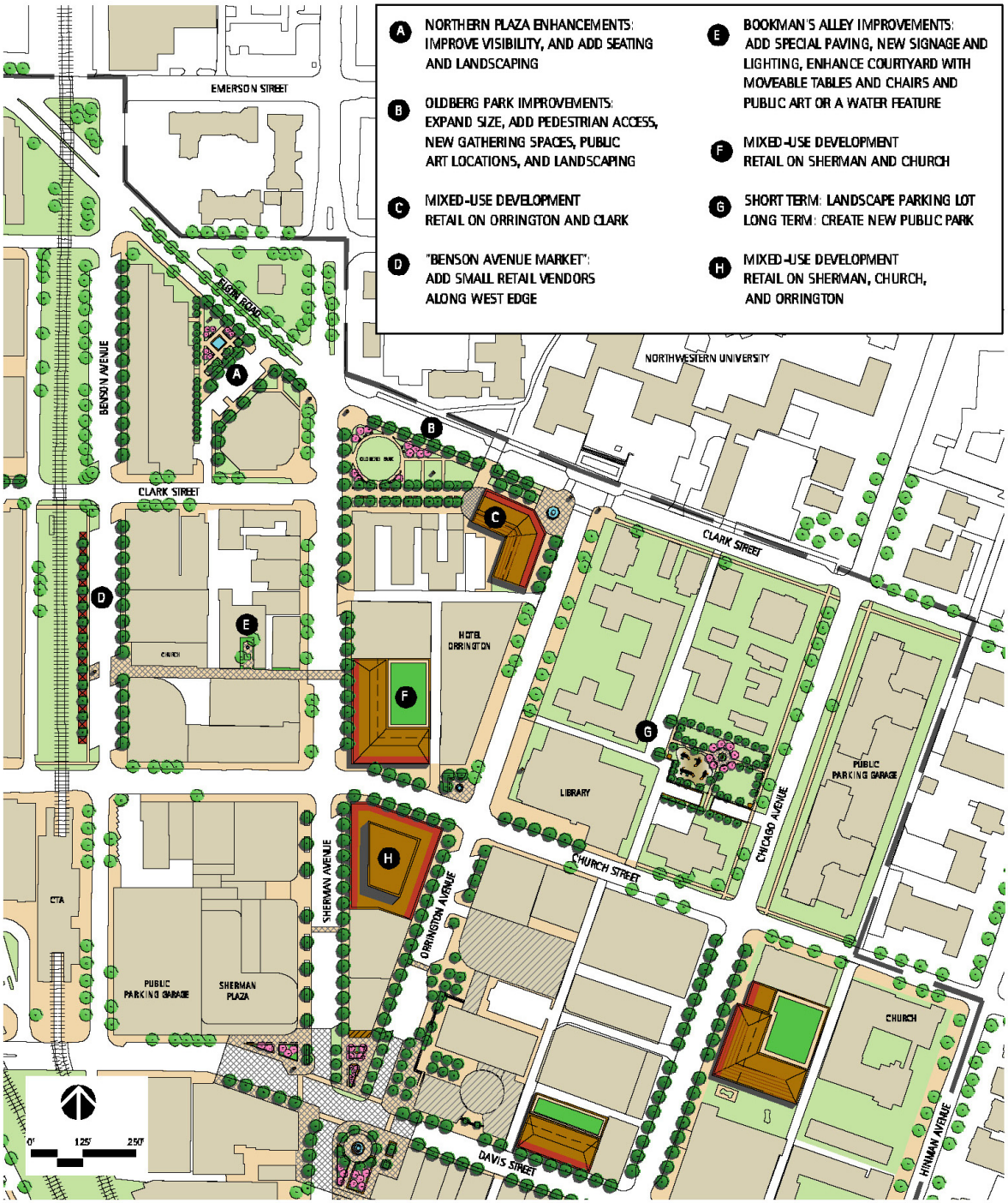


Figure 6D: Illustrative Plan

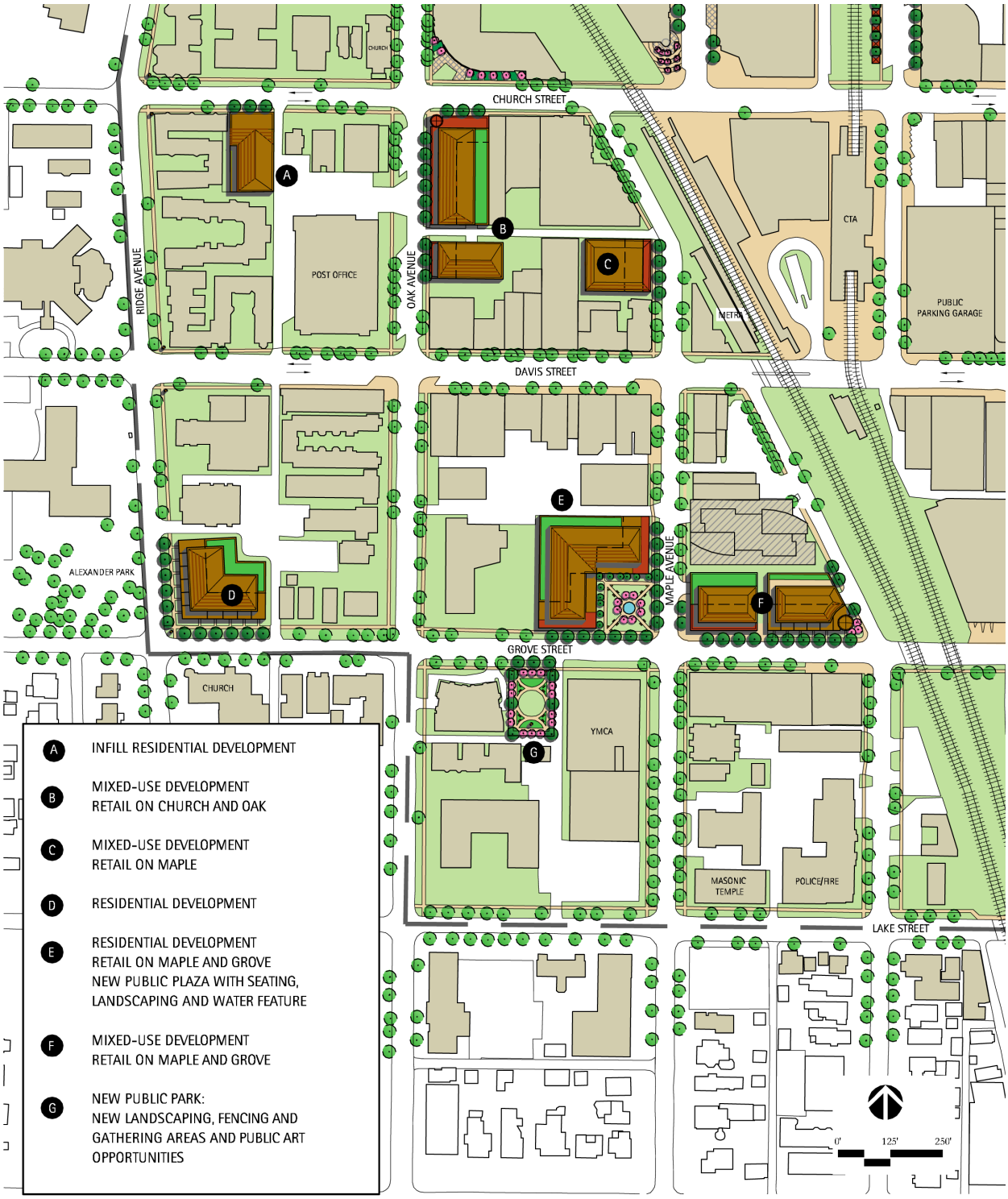


Figure 6E: Illustrative Plan

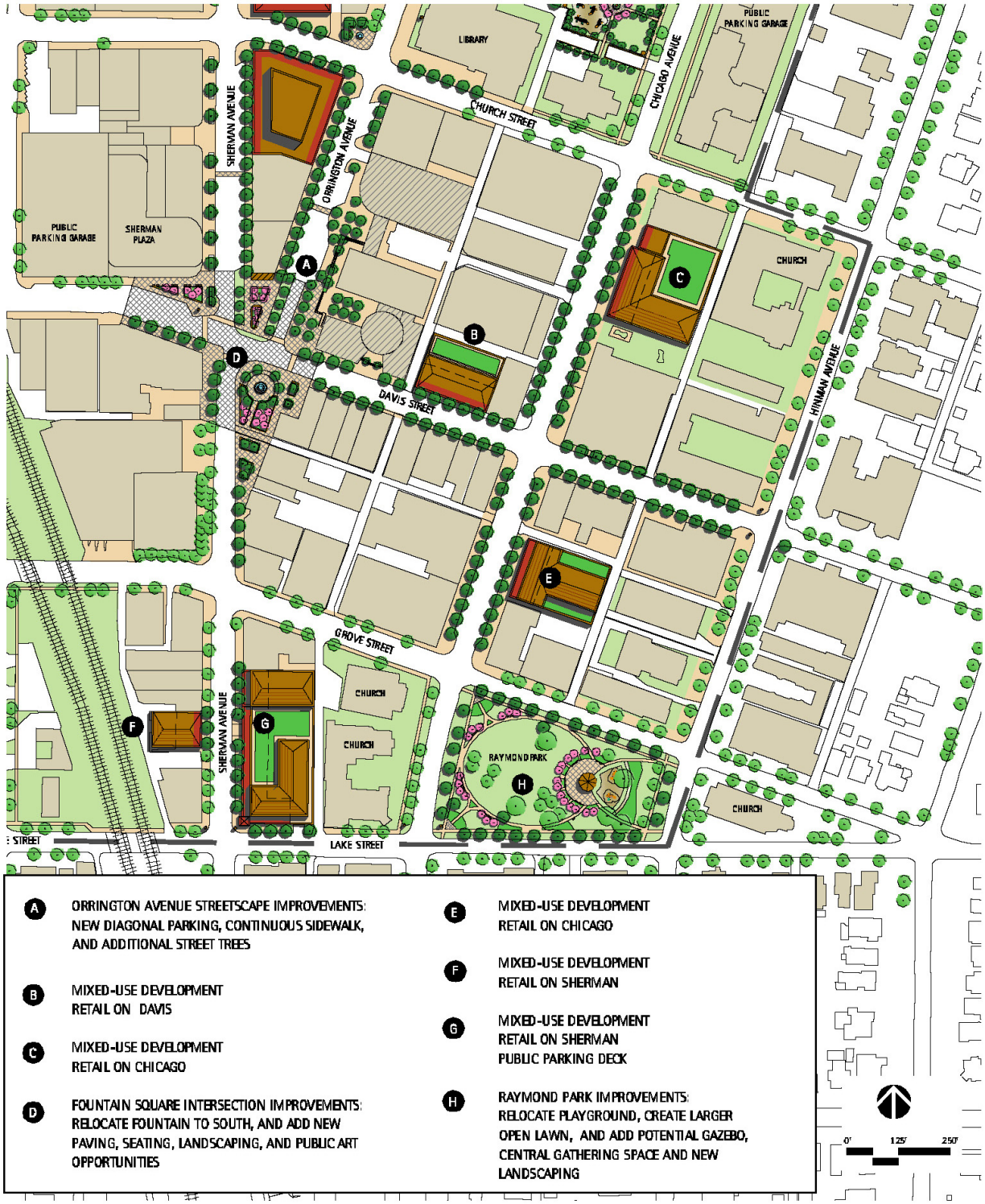


Figure 6F: Illustrative Plan

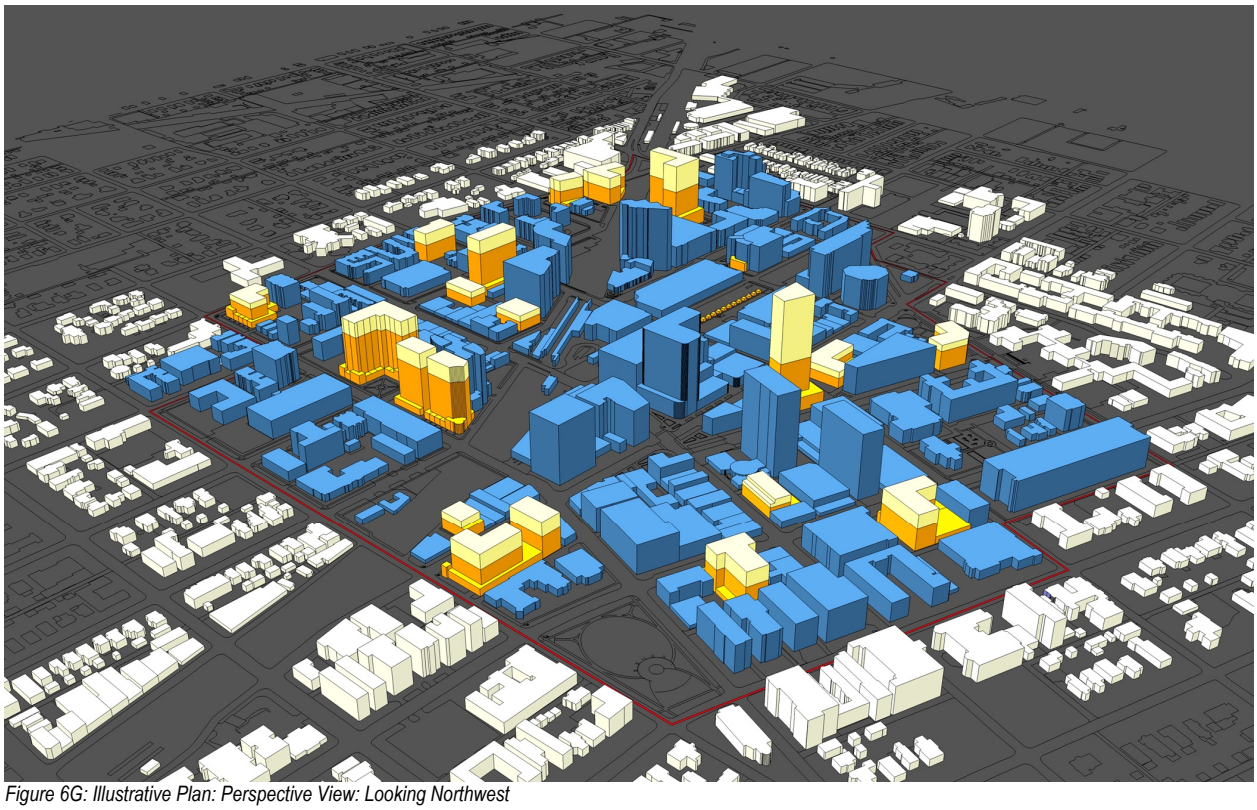


Figure 6G: Illustrative Plan: Perspective View: Looking Northwest

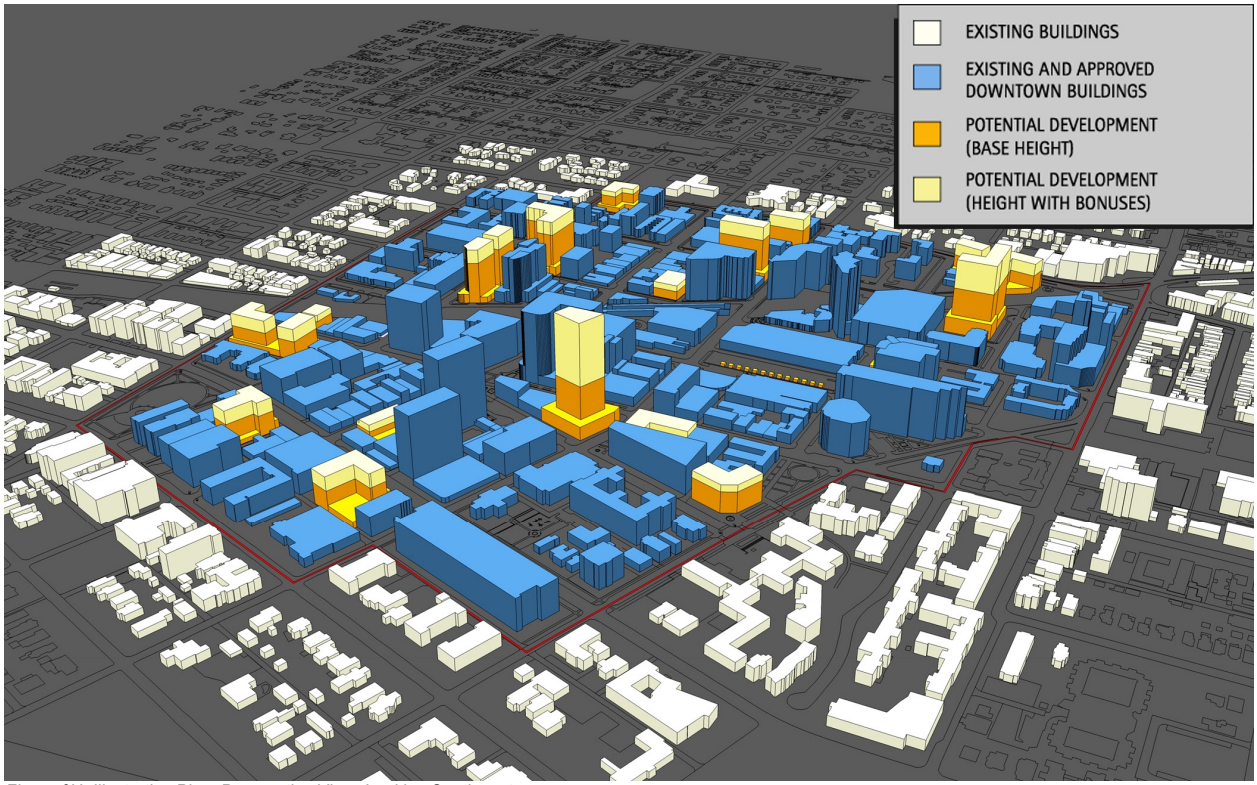


Figure 6H: Illustrative Plan: Perspective View: Looking Southwest

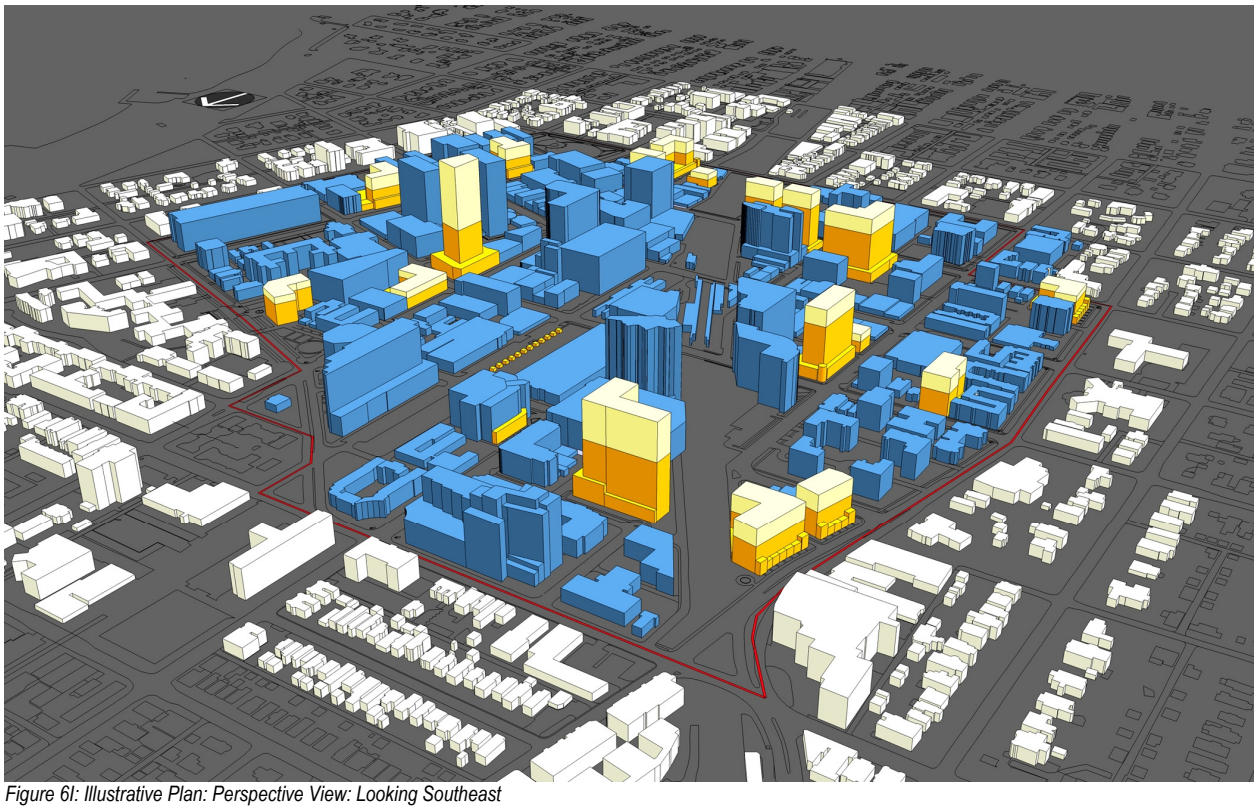


Figure 6I: Illustrative Plan: Perspective View: Looking Southeast

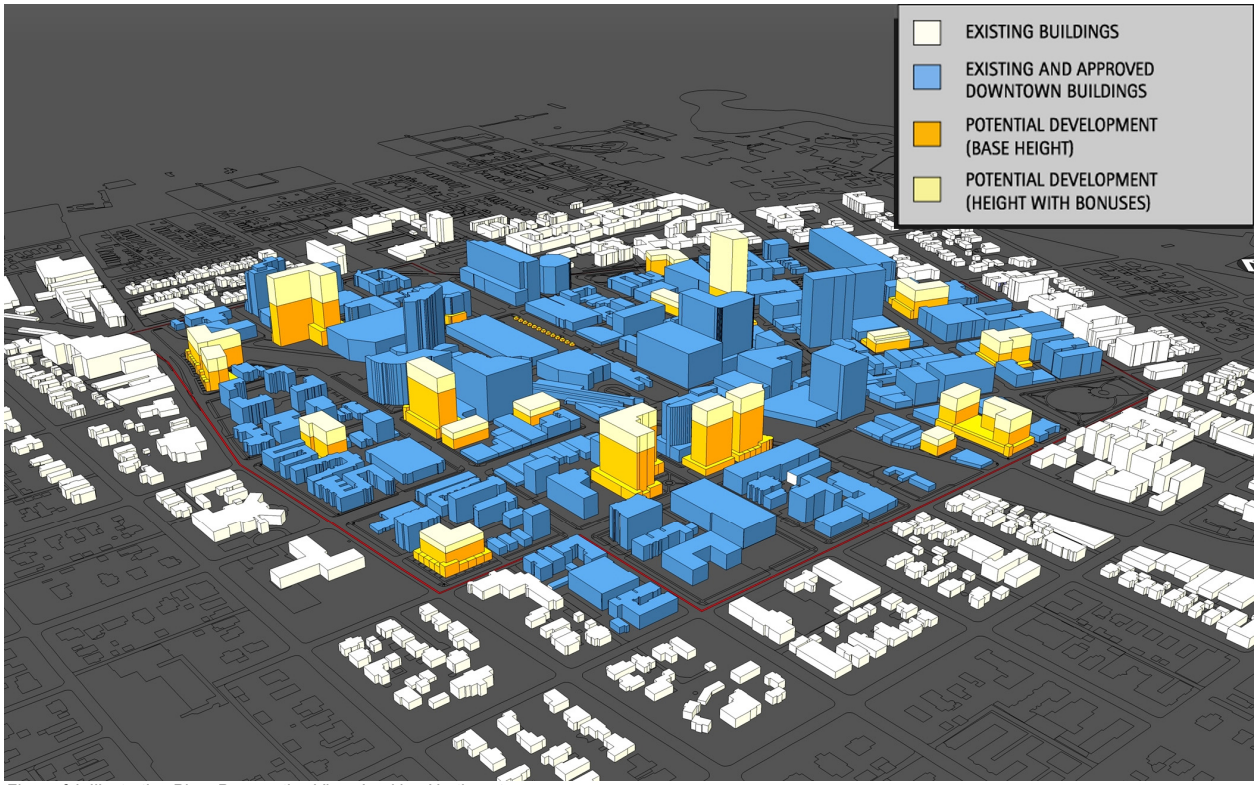
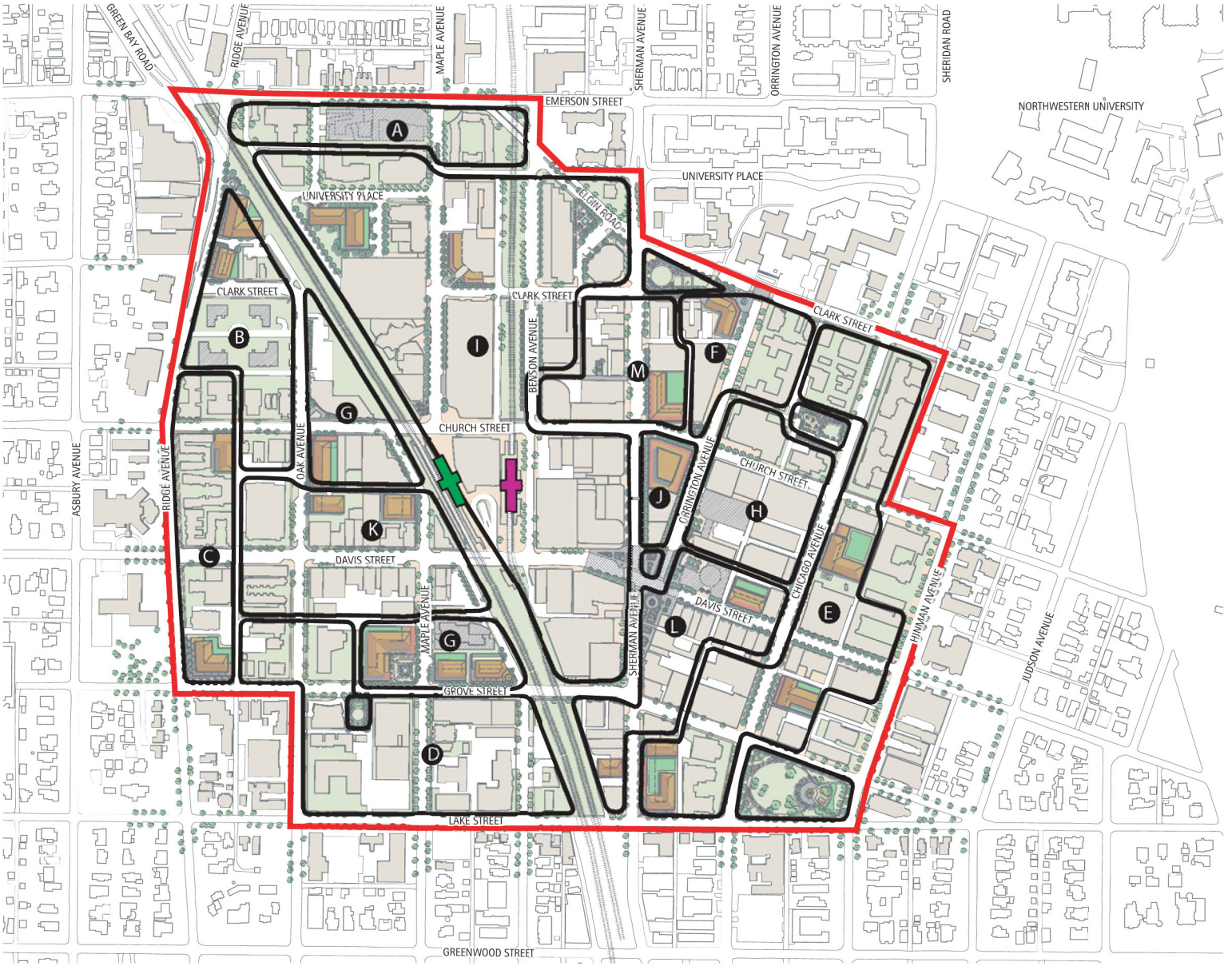


Figure 6J: Illustrative Plan: Perspective View: Looking Northeast



Downtown Master Plan

Composite Plan

Legend

- Railroad
- Downtown Study Area
- CTA Purple Line - Davis Street Station
- Metra Union Pacific North Line - Davis Street Station

		Base Height	Maximum with Bonuses
A	North Edge	88 Feet (8 Stories)	165 Feet (15 Stories)
B	Northwest Edge	66 Feet (6 Stories)	110 Feet (10 Stories)
C	West Link	66 Feet (6 Stories)	88 Feet (8 Stories)
D	South Edge	66 Feet (6 Stories)	88 Feet (8 Stories)
E	East Edge	66 Feet (6 Stories)	110 Feet (10 Stories)
F	University Link	66 Feet (6 Stories)	88 Feet (8 Stories)
G	West Core	165 Feet (15 Stories)	198 Feet (18 Stories)
H	East Core	165 Feet (15 Stories)	198 Feet (18 Stories)
I	Core	165 Feet (15 Stories)	275 Feet (25 Stories)
J	Central Core	275 Feet (25 Stories)	385 Feet (35 Stories)
K	West Traditional	42 Feet (4 Stories)	88 Feet (8 Stories)
L	South Traditional	38 Feet (3 Stories)	60 Feet (5 Stories)
M	North Traditional	38 Feet (3 Stories)	60 Feet (5 Stories)

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K.L.O.A
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0' 200' 400'

Downtown Master Plan City of Evanston, Illinois

Figure 6K: Composite Plan

February 9, 2009

PUBLIC SPACE

The development framework and illustrative plan also make recommendations for enhancing existing open spaces and creating new spaces that better contribute to downtown's human scale, lively pedestrian character and public amenities. Following is a description of the concepts for each space:

Northern Plaza: (Enhanced)

The open space between the Optima Horizons residential building and Northwestern University's office building on the south side of Elgin Road currently has a somewhat hidden water feature, little seating, and limited access from the sidewalk along Elgin. The illustrative plan highlights how this park could be enhanced to make people more aware of its presence as a public space and to increase its use **(See Figure 6L: Northern Plaza Concept)**. The concept shows the following potential changes:

- Organized, intimate gathering spaces and seating areas.
- New landscaping in raised planters, site furniture (benches, trash receptacles, etc.), and paved walks and surfaces.
- More convenient and visible pedestrian access.
- A central location for public art, visible from Elgin Road.

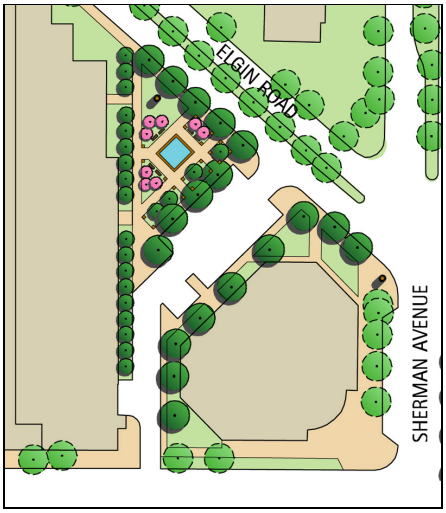


Figure 6L: Northern Plaza Concept

Chicago Avenue Park (New)

Chicago Avenue generally has an active, retail character at street level, but lacks open space on the northern edge of downtown. The illustrative plan recognizes an opportunity for a new public park at the site of an existing surface parking lot north of Church Street and the Women's Club of Evanston **(See Figure 6M: Chicago Avenue Park Concept**).

A short-term option for this parking lot would be to add landscape buffering and decorative fencing to visually screen the parking area. All new and enhanced landscape treatments should utilize drought-tolerant, native plants.

Over the long term, this site has potential for a number of activities and amenities due to its proximity to the library, shops, the university, and multifamily housing. These could include a reading garden, a playground, a sculpture display, garden plots, open space for active recreation, and intimate gathering spaces with seating. Another option that should be consider by the city is to seek outside (government or foundation) funding for development of a woman's-themed park at this location to take advantage of the site's proximity to the Woman's Club and the Woman's Christian Temperance Union.

Figure 6M: Chicago Avenue Park Concept

Whatever the plan, strong consideration should be given to placing easily accessible, user-friendly parking under the new green space. Such parking should be made available "after-hours" for use by downtown visitors and business patrons.

Oldberg Park: (Enhanced/Expanded)

The half-acre Oldberg Park serves as a visual green buffer at the north edge of downtown at the front door to the Northwestern campus. Surrounded by busy streets on all sides, the space is underutilized due to a lack of seating and organized gathering areas, and the predominance of its mounded lawn area.

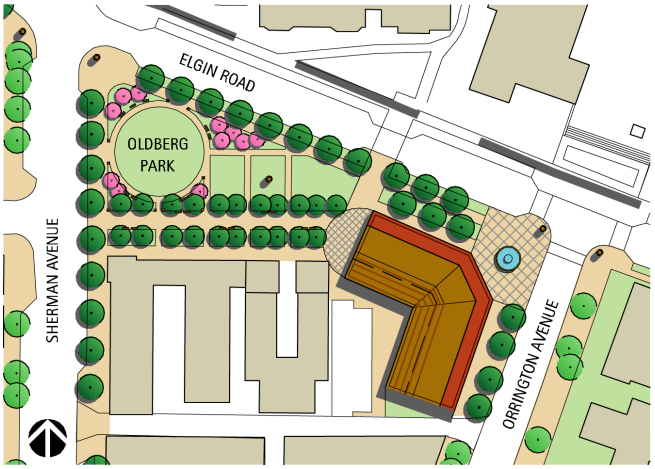


Figure 6N: Oldberg Park Concept

The concept shows the following potential changes **(See Figure 6N: Oldberg Park Concept)**:

- Expanding the Park by eliminating a small portion of Clark Street and parking to the south and turning it into a pedestrian space, with outdoor cafés and seating pockets.
- Providing a stronger/safer pedestrian connection to and from the campus.
- Incorporating more organized gathering spaces/seating areas.
- Consider improving alleys to serve as alternate pedestrian routes and usable amenities
- Defining the edges and buffering the busy streets with new landscaping and/or decorative fencing.
- Adding new site furniture including benches, lighting, and trash receptacles.


Oldberg Park Concept looking east across Sherman.

To make up for parking taken out along Clark Street, the concept shows parallel parking on the east side of Sherman Avenue from the intersection of Elgin Road to the alley on the south, as well as on both sides of Elgin Road. Also, there could be surface parking located behind the new development on the southwest corner of Clark and Orrington with a pedestrian connection to the shops and Oldberg Park.

Bookman's Alley: (Enhanced)

This unique multi-use alley serves not only as a functional service drive, but also as a pedestrian connection between Benson Street and Sherman Avenue. A courtyard space, located at the rear of the buildings lining Sherman Avenue, is used as the entrance to Bookman's Alley and Frame Shop.

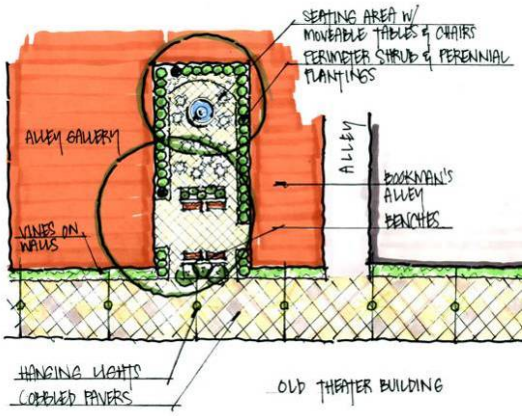


Figure 6O: Bookman's Alley Concept

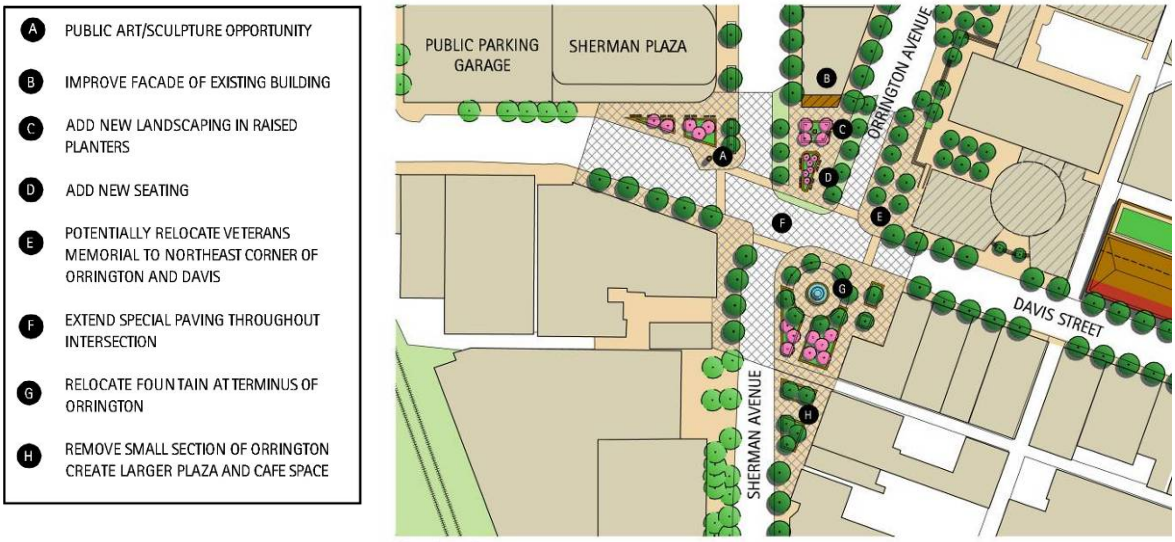
The plan shows how the alley could be upgraded with special paving, pervious pavers, signage, gateway features, landscaping, and overhead lighting to attract pedestrians, increase opportunities for day and night activities, and connect two active retail streets **(See Figure 6O: Bookman's Alley Concept)**. Green streetscape elements could also be incorporated into the courtyard to form an outdoor reading garden with additional landscaping, moveable tables and chairs, benches, and a focal point sculpture or water feature. See also Varsity Theater strategy (Objective 6, p. 41).


Bookman's Alley Concept showing new paving, landscaping and signage/banners.

Fountain Square: (Enhanced/Expanded)

Fountain Square has historically been recognized as the "center" of downtown, as well as its main plaza and events space. The plaza has been deteriorating, its planters are overgrown and too large and high, and residents rarely use it as a gathering/public space. The design and implementation program for Fountain Square must be approached in a comprehensive manner that addresses all intersections and gives due consideration to all relevant plan objectives.

The illustrative plan highlights significant enhancement of the space, including possibly expanding its design approach throughout the Davis Street, Sherman Avenue, and Orrington Avenue intersection to form a larger, more visible "civic heart" space for downtown.



Option A

The Fountain Square Concept A shows the following potential changes:

Spaces

- Closing Orrington Avenue between Grove and Davis Streets to extend the Chandler building plaza at the southeast corner of the intersection.
- Adding a rectangular public space to the northeast corner of the intersection at grade level, to "mirror" an expanded Chandler plaza.
- Incorporating the Sherman Plaza corner as well as the southwest corner of Davis and Sherman into the design.

Features

- A larger focal point water feature in the expanded Chandler plaza on center with Orrington Avenue that would be visible from Davis, Sherman and Orrington.
- Maintain and enhance the war memorials. Consider—with participation by veterans groups—options that would increase the memorials' visibility and prominence.
- Upgrading all spaces with new planters, benches, water features, special features, signage, and landscaping.
- Unifying the entire intersection with the same brick pavers and site furniture.
- Providing clearer, logical pedestrian crossings throughout the intersection.
- Adding public art in all the spaces.
- Adding outdoor cafés for the restaurants along Sherman between Davis and Grove.
- Making façade improvements to the 1600 Orrington building overlooking the existing Fountain Square space.

Any alteration of street right-of-way including the closing of Orrington Avenue should only be considered in light of detailed traffic studies and only after completion of the city's Multi-modal Transportation Study.

The landscaping, benches, and fountain of Fountain Square should be upgraded.

Raymond Park: (Enhanced)

The 1.8-acre Raymond Park is the largest park/open space in downtown. The Plan recognizes that some improvements of Raymond Park are currently underway (e.g. the addition of sculpture to the park) and it suggests other ideas for updating and reorganizing the park, allowing for more activity by a wider range of people.

The concept shows the following potential changes **(See Figure 6P: Raymond Park Concept)**:

- Relocating the playground to the Park's east side away from the more heavily traveled Chicago Avenue.
- Redesigning the pedestrian paths to provide a larger central lawn area for active or passive use.
- Incorporating a gazebo or shelter within a central paved area for seating/gathering and supervising the playground.
- Buffering the edges and highlighting the entrances of the park with new trees and landscaping.
- Adding new site furniture including benches, lighting, signage, and trash receptacles.

Figure 6P: Raymond Park Concept

- Adding a concrete sidewalk along the southern edge on Lake Street.
- Added studies and more detailed analysis of the improvement options are needed.

Maple/Grove Plaza: (New)

Downtown west of the Metra/CTA tracks is underserved by open space. The illustrative plan shows a new park/plaza located on the north side of Grove, between Maple and Oak Avenues **(See Figure 6Q: Maple/Grove Plaza)**. This space could be a corner plaza as shown in the concept or a center plaza depending on whether the partial or full block is redeveloped in the future. Such a plaza could include site amenities such as landscaping, seating, public art, a water feature, and possibly a tot lot. The YMCA building's massing should be considered in the design of any corner plaza.

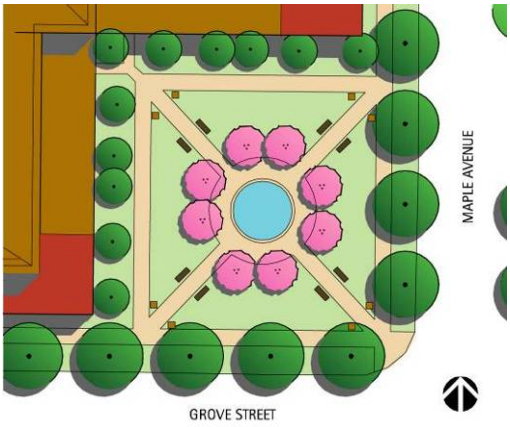


Figure 6Q: Maple/Grove Plaza

Grove Street Park: (New)

The illustrative plan shows another potential location for a new downtown public space replacing an existing surface parking lot mid-block on Grove Street between Maple and Oak Streets **(See Figure 6R: Grove Street Park)**. This park would provide residents with a place for active recreation and gathering. Some of the amenities could include landscaping, public art, open lawn space, garden plots, and seating. An interim option for this parking lot would be to add landscape buffering and green elements to the parking area.

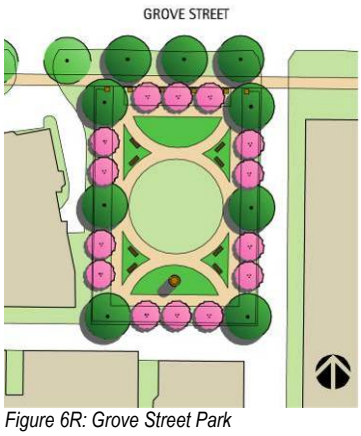


Figure 6R: Grove Street Park

Library Plaza: (Enhanced)

The plaza in front of the Library along Church Street has overgrown multi-stem trees leaning toward its front wall. Removing those that have become too large for the spaces and replanting this area with single-stem deciduous trees and low shrubs/perennials has potential to open up the views to this public landmark.

Oak/Church Plaza: (Enhanced)

The plaza in front of the office building on the northeast corner of Oak and Church currently is underutilized. The plan recommends adding new planting, seating and paving for lunchtime visitors.

Streetscape:

As noted earlier, the city has made significant improvements to the downtown streetscape since 1989 that have contributed positively to its pedestrian character and "green" image. Most sidewalks are an appropriate width and in good condition. Most streets have trees in grates, trees in lawn parkways, or raised planters with landscaping. Most sidewalks and plazas in the Core have brick pavers, while the sidewalks in the residential areas are concrete.

Many Downtown streetscapes contribute to its "green" character.

Adding new street trees every 25 to 35 feet on all downtown streets where feasible and maintaining or fixing all brick paver and concrete sidewalks in disrepair would reinforce the area's image and feel as a pedestrian friendly environment. Several sidewalks should be enhanced with new paving, landscaping, and/or lighting, primarily on the east and west edges of downtown.

The following streetscape changes or reconfigurations should also be considered where feasible:

- Consistency of streetscape elements, such as lighting, signage, bicycle racks and street furnishings;
- "London-style" bollards at appropriate locations to better separate traffic from pedestrians and enhance safety;
- Interim physical and appearance-related improvements to viaducts; and
- At corners and crosswalks limit traffic signs, newspaper vending machines (which should be in the form of consolidated newspaper "corrals"), utility poles, mail boxes, and street light control boxes so as to create "clear zones" that enhance pedestrian safety and traffic flow.

Maple Avenue from Church to University Place –
The sidewalk widths along Maple are narrow, especially in front of the parking garage and movie theater. Narrowing the street lanes, widening the sidewalks, creating a large bumped-out pedestrian area at the movie theater entrance, and adding street trees in grates.

Orrington Avenue from Davis to Church –
Eliminating and relocating the existing parking ramp, adding new diagonal parking on the east side, creating a more continuous sidewalk, and adding street trees and landscaping in planters.

Benson Avenue from Church to Clark –
Potentially narrowing the street width, widening the west sidewalk adjacent to the diagonal parking, and creating small paved areas for retail vendors could enhance and activate this block. This block should also be evaluated as a possible site for a new farmer's market.


"Benson Avenue Market" concept from the charrette.

SECTION 7: ZONING CRITIQUE AND RECOMMENDATIONS

The existing zoning regulations in downtown Evanston were adopted in 1993. There are currently 11 different zoning classifications within the planning boundaries of downtown Evanston. These classifications include R5 and R6 residential districts; an O1, office district; the C1 and C2, Commercial Districts; an OS, open space district; D1, D2, D3, and D4, downtown districts, and the RP, research park district.

The current zoning rules are often rigid, confusing, and impractical in the face of real estate market trends. For example, more than one-third of all property in the downtown zoning classifications is subject to a 42-foot height limit, which equals a three or three and one-half story structure, depending on the building's architecture. This height limit is more typical of a suburban downtown on the outer edge of the Chicago metropolitan area but is out of sync with the vibrant, walkable downtown that Evanston has always had.

In practice, the height limit has not functioned as a restriction so much as a starting point for negotiations between developers and the city about a project's height and overall size. In granting these planned development allowances from the zoning ordinance height limits, the city has helped accommodate market demand for office, commercial, and more recently residential space. However, the routine grant of such allowances by the city has left members of the public with the perception that the current rules are meaningless and that all decisions are strictly "ad-hoc" and the results unpredictable.

The purpose of this current effort is to update city development standards and shift the focus of future regulations from the business, commercial, and residential land use regulations to a designed-centered approach that will address building orientation and location relative to the street, the shape and function of the public realm (that is, the streets, sidewalks, streets, and open spaces), the scale of buildings in both height and mass, and the relationships of adjacent buildings and downtown blocks to one another.

This section critiques seven aspects of the existing zoning regulations and provides recommendations for revising downtown zoning policies to achieve the community's goals for a desirable urban form.

CURRENT ZONING REGULATIONS DO NOT REFLECT AN URBAN FORM

Evanston's Downtown Planning Committee (DPC) has recommended form-based development policies (i.e., the committee's description of traditional districts is one such policy). The recent downtown planning charrette made similar recommendations by calling for the city to establish "build-to" lines and form-based restrictions on new development.

An analysis of existing zoning highlights the "disconnect" between current zoning policies and downtown urban form:

- Some downtown zoning districts extend beyond the boundaries of the downtown planning area.
- Height limits established by downtown zoning are inconsistent. For example, the current zoning map shows that along the southern edge of downtown, which the DPC describes as a transitional district, three distinct height limits apply. Along the north side of Lake Street between Chicago and Maple Avenues some properties are allowed up to 85 feet as-of-right while others are limited to 42 feet and yet still others could achieve a

height of 165 feet with the grant of development allowances. Developers are expected to demonstrate a public benefit before the grant of development allowances but this requirement has been loosely administered.

- In the D2, D3, and D4 downtown zoning districts the vast majority of buildings abut the sidewalk. But despite this being the rule rather than the exception, the zoning administrator is currently required to make a case–by-case determination as to whether the zero setback is in "context" with surrounding properties, with the single criteria being whether the "street facing facades or other principal buildings form a substantially continuous setback along the public right-of-way."
- Many of the city's urban design standards in the *Design Guidelines for Planned Developments* that relate to building location and ground floor retail should be part of the zoning code and should apply to all development.

Urban Form Recommendations

The zoning code should define character areas consistent with the recommendations of the downtown planning charrette. The downtown planning charrette suggested character districts that, if implemented, would result in a downtown with a clear and pronounced urban form. The character map produced during the charrette suggested various "core" districts; several "traditional" districts; "edge" districts; and a "university link" district.

These suggested districts would establish a more defined and refined urban form for downtown Evanston. The core areas would allow for high-density, high-rise construction. Table 7A below presents the types of zoning controls that would implement the charrette's recommendations for downtown urban form.

The plan and map includes three groups of "character districts": 1) low-rise, low-density traditional districts where the city has small-scale shopping districts; 2) "edge" districts that would allow for a transition from the higher density core to the residential districts outside of downtown; and 3) a high-density, high-rise core for the downtown.

Table 7A: Zoning for Urban Form

Character Districts	Maximum Height (feet)		Maximum Floor Area Ratio	
	Base	w/Bonuses	Base	w/Bonuses
North Edge	88	165	3.5	6
West Edge	66	110	3	5
East Edge	66	110	3	5
South Edge	66	110	3	5
University Link	66	88	2.75	4
West Link	66	88	2.75	4
West Core	165	198	5	6
East Core	165	198	5	6
Core	165	275	5	10
Central Core	275	385	7.5	12
West Traditional	42	88	3	4.5
South Traditional	38	60	3	4.5
North Traditional	38	60	3	4.5

THE RESEARCH PARK (RP) ZONING DISTRICT IS OUT OF DATE

In the early 1980s the city developed a plan for a high-tech research park within the downtown and adopted zoning consistent with this plan. The research/ business park zoning classification for a major portion of downtown would reserve this area for "applied research and high technology firms" and for "light industry, processing, and distribution facilities". By the mid-1990s it was clear that this was no longer realistic. This type of development did not occur. The current RP zoning district continues to be problematic because it is so closely tied to a plan the city is no longer pursuing. The problems raised by this out-of-date zoning include:

- The zoning ordinance ties approvals for planned developments, approvals for planned development allowances, and site plan approvals to representations and conclusions that a proposed project implements the goals and objectives of the Research Park master plan.
- The RP zoning requires certain properties on Maple Avenue to have 13- to 15-foot setbacks and some buildings have already been built to meet that standard. This is contrary to the recommendations from the downtown planning charrette where the charrette designers illustrated how buildings on this portion of Maple Avenue should be brought closer to the street.

Research Park Zoning Recommendations

Much of the existing RP district should be incorporated into the new "core" zoning classification. Tall buildings like "Optima Views" (1720 Maple) have already been successfully located within the RP district. This tall building is not out of place.

The existing RP district is compatible with the "core" classification in that it currently hosts bulky, high-traffic generating land uses. Relatively new uses within the RP district include a parking garage, hotel, and a movie theater that are also compatible and appropriate for a "core" zoning classification.

The construction of the new movie theaters within the RP district established this area as downtown's central location for entertainment and night life. The new "core" zoning would continue to foster the development of this area as an entertainment district.

BUILDING HEIGHT AND SCALE FINDINGS

- Decisions about building scale and height appear to be ad-hoc and not based on policy. Despite that, many of the larger, taller projects that have gone up in the last decade are of high quality and have made downtown more vital. Shortcomings of the current zoning regulations with respect to height and scale include the following: Exceptions and modifications to downtown height and FAR regulations appear to be the rule rather than an exception. No one with a stake in downtown zoning—including landowners, developers, citizens, appointed and elected officials—are able to predict with any certainty the size and scale of any future project.
- Existing zoning bears little relationship to the changes in scale and density that have already occurred in downtown during the last 10 years.
- There have been at least 10 buildings approved in the last decade with a height of 100 feet or more. Several buildings, including the Park Evanston (1630 Chicago), Sherman Plaza (807 Davis), and Optima Views (1720 Maple) range from 220 to 260 feet in height. On the whole all of these buildings have enhanced the downtown skyline and the residents of these buildings have brought a vibrancy and economic vitality to downtown. This

supports a finding that downtown is an appropriate location for larger buildings than are permitted under current zoning.

- A compact, dense, and high-rise downtown is appropriate for a central location with excellent mass transit service, a strong employment base, and a high level of amenity in terms of shopping, restaurants, entertainment, and culture. At the same time, one of the key things that makes downtown Evanston truly special is the fact that higher intensity development exists in a setting that also includes lower intensity "traditional" areas. These traditional areas provide a marked contrast to the mid- and high-rise buildings that have emerged in recent years. The sense of balance provided by this mix of building heights and development intensities is a positive, defining feature of downtown and one of the key features of this plan. If downtown development had been built according to a strict application of the existing rules, the vibrant, eclectic character of downtown Evanston would not have emerged.

The contrasting scale and intensity of development among downtown subareas is a defining characteristic of downtown Evanston.

Building Height and Scale Recommendations

- The scale and height of buildings downtown should reflect the fact that downtown is the central place within the City of Evanston.
- The scale and height of buildings downtown should reflect that downtown is an appropriate location for high-rise, high-density, and mixed-use development.
- The density, height, and scale of buildings downtown should reflect the city's desire for a compact and walkable environment that supports and strengthens the pedestrian character of downtown streets. The density permitted downtown should be compatible with goals of making downtown a transit-oriented environment that facilitates access to and use of public transit.
- The scale and height of buildings permitted downtown should reflect the fact that downtown has the following advantages as a place for tall and dense buildings:
    - Transit access
    - Strong employment base
    - Existing pattern of tall buildings
    - Excellent infrastructure and utilities
    - Excellent public services

DOWNTOWN PARKING FINDINGS

An onsite survey of actual parking occupancy was conducted at the six most recently constructed downtown residential and mixed-use buildings (all built since the year 2000). Additionally, interviews and written surveys were performed with developers and condominium presidents or their representatives. These interviews included a focus group and numerous telephone and e-mail conversations. The properties and their actual parking demand rates (expressed in spaces per dwelling unit) are described on page 33. A complete tabulation of on-site characteristics and results can be found in *Appendix B*.

According to the parking demand research conducted as part of this planning effort, existing residential parking requirements are too high. Requiring the provision of excess parking may work against the city's goals for a people-centered, pedestrian-oriented and transit-supportive downtown. Downtown's compact form and the proximity of shops, restaurants, schools, religious institutions, jobs, to mass transit and residential areas in and around downtown have combined to reduce the demand for parking in the downtown. Preliminary findings from downtown parking demand studies indicate that residential buildings do not need as much parking as is currently required.

Centrally-located public parking has worked well in Evanston.

- Downtown parking requirements may be a barrier to creating new jobs and the establishment of new businesses downtown. There are many small lots and small buildings downtown that could be redeveloped or expanded, but the current parking requirements are impossible to achieve at these locations nor do necessarily they reflect actual demand for parking for the potential new uses.
- The City of Evanston has constructed more than 3,300 parking spaces in garages downtown. There is ample on-street parking available too. These public parking areas reduce the need for individual businesses to provide separate and exclusive parking for their businesses.

Downtown Parking Recommendations

- Downtown parking requirements should be more flexible and residential parking requirements should reflect survey findings regarding the use of parking in new buildings.
- Downtown parking regulations should raise the parking exemption for businesses under 3,000 to an exemption that applies to businesses under 4,000 square feet in floor area. A more generous exemption is appropriate and the higher exemption would help support the types of local, independent businesses least likely to be able to provide on-site parking. Relaxing the parking requirements for small businesses will support city goal of encouraging a compact and walkable downtown.
- Parking should not be required in the proposed traditional districts. These are pedestrian-scale shopping districts that would be adversely affected by the addition of parking lots.
- Residential parking requirements should be revised on the basis of the 2007 survey of parking demand within downtown residential buildings. The results of that research suggest that the following minimum parking ratios are appropriate: 1 space for dwelling units up to 800 square feet; 1.25 for dwellings up to 1,500 square feet; and 1.5 spaces for dwellings over 1,500 square feet.

PLANNED DEVELOPMENT REVIEW FINDINGS

Current zoning relies too heavily on planned development review. Requiring such review for buildings with as few as 24 dwelling units and as little as 20,000 square feet is too strict. These low thresholds may discourage investors from building smaller projects in the downtown.

The requirement that all planned developments conduct a market study and traffic impact study is too costly for smaller projects in the downtown.

Planned Development Review Recommendations

A form-based code will eliminate the need for most planned development reviews and approvals. However, projects seeking floor area and building height above the base limitations should be subject to a downtown bonus review process. In addition, larger buildings (i.e. building's that exceed a floor area ratio of 3 or a height of 110 feet) within the "core areas" of downtown should be subject to major project review focusing on issues of urban design, site planning, and appearance review.

Most of the public review (versus administrative review) for downtown buildings should apply to projects asking to go above the "base" floor area ratios and building height limitations through the use of public amenity bonuses.

The standards and requirements currently enforced through planned development review should be incorporated into the form-based zoning ordinance and should be self-executing standards. The city's Site Plan and Appearance Review Committee (SPAARC) should be responsible for the administration of these site planning, urban design, and appearance standards. As part of the adoption of a form-based code, the authority of the Site Plan and Appearance Review Committee to enforce appearance standards should be strengthened and its membership expanded to include representatives of the Plan Commission and others deemed appropriate because of their background and/or expertise.

DEVELOPMENT ALLOWANCES AND EXCEPTIONS FINDINGS

The allowance and exception process that is commonly used in approving planned development projects is not working. Such allowances and exceptions have lowered people's confidence in the planned development process. Residents of Evanston see downtown development review as an ad-hoc, case-by-case assessment where decisions are made by City Council without sufficient consideration of the principals of comprehensive planning and the tenets of good urban form.

Current development allowances are permitted when the plan commission and city council find that a project incorporates public benefits as described in Section 6-3-6-3. However, the public benefits listed there are vague and general. In recent planned development cases, the purported public benefits developers offered in exchange for allowances include "the payment of taxes," the "redevelopment of vacant land," and "the creation of jobs." These benefits are not unique or specific to a development project and do not relate to the immediate impacts on the neighborhood.

Development Allowances and Exceptions Recommendations

The process of "allowances" and "exceptions" should be eliminated.

The city should allow as-of-right development that is consistent with the recommendations embodied in the proposed character districts. However, above a certain height or square footage threshold, the city should require that builders earn bonuses for added floor area or density. The available bonuses should reflect the city goals for downtown and citywide development. A list of possible bonuses would include:

- Underground parking or loading
- Whole-building sustainability (e.g. Gold/Platinum LEED certification or equivalent) design
- On-site affordable housing (in excess of the city's minimum requirements)
- Affordable office space
- Financial contributions to public parks/open space improvements
- Above-grade parking wrapped by habitable floor area
- Landmarks preservation (adopt-a-landmark)
- Streetscape and alley improvements
- Public Plazas
- Façade Improvements

PLANNED DEVELOPMENT DESIGN GUIDELINES FINDINGS

Much of what the city would like to require of developers in the downtown is currently expressed as design guidelines for planned developments. In the future, smaller properties along Davis Street and Sherman Avenue will be redeveloped and these projects will not be subject to planned development review or the planned development guidelines.

Planned Development Design Guidelines Recommendations

The standards and site planning criteria embodied in the planned development design guidelines should be adopted as part of a form-based code for downtown. If these standards and criteria are adopted as part of the form-based code then the planned development design guidelines will not be needed.

New downtown zoning should include a variety of form-based standards, including the following:

Activating Ground Floor Spaces

The first floor retail spaces should include store windows and prominent entrances that enhance the pedestrian shopping environment. Design standards should encourage display and shop windows that help activate streets and create interest for shoppers and pedestrians.

Upper-Story Setback Requirements

After reaching a maximum street wall height, the code would establish some minimum required setback. The height or level of upper story setbacks would vary by zoning classification.

Apply Build-to Lines

Build-to lines would be tied to a base zoning map or a regulating plan. These regulations would require that new buildings be constructed out to the edge of the public right-of-way or, in the proposed transitional districts, to be in line with the pattern of existing buildings on the block.

Conceal Above-grade Parking in New Developments

Parking structures would be required to be concealed and separated from the street by residential, office, or retail floor space.

SECTION 8: FORM-BASED ZONING FOR DOWNTOWN

This section, which begins on the following page, contains a concept draft of an alternative zoning approach for downtown Evanston. These concepts build upon the work of the Downtown Planning Committee and the master plan recommendations in Section 6 of this report. 180° Design Studio has prepared massing and bulk diagrams designed to help assess the proposed zoning approach for edge, traditional, and core areas of the downtown.

FORM-BASED ZONING FOR DOWNTOWN: CONCEPTUAL STRATEGY

1. Zoning Districts

1.1. Downtown Evanston is classified into the following zoning districts:

1.1.1. RD, Residential-Downtown Transition (see Sec. 2, p. 81)

1.1.2. DT, Downtown Traditional (see Sec. 3, p. 87)

1.1.3. DC, Downtown Core (see Sec. 4, p. 93)

1.2. The boundaries of these zoning classifications are shown in Figure 1.1.

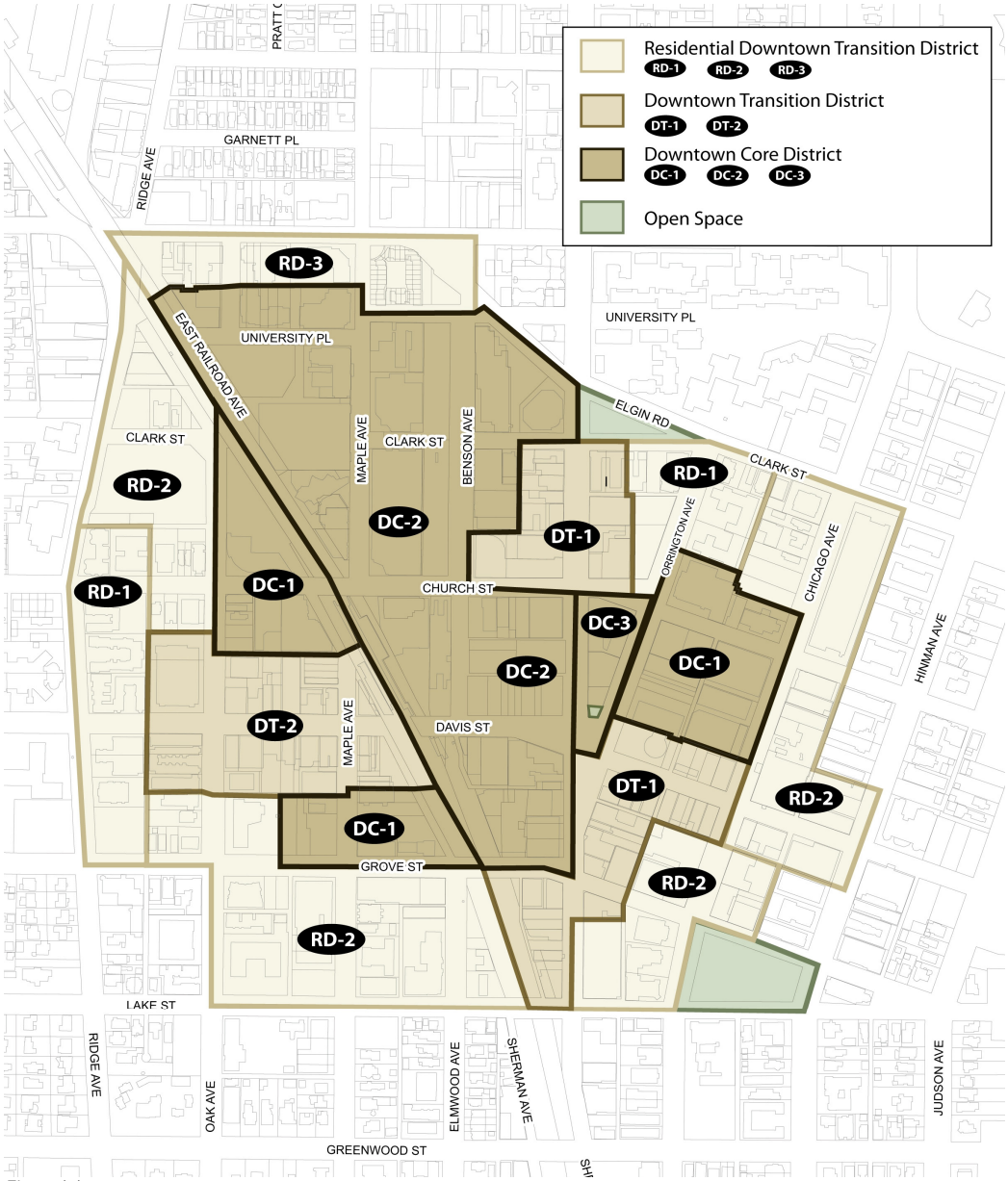


Figure 1.1

2. RD, Residential-Downtown Transition District

2.1. Description

The RD, Residential-Downtown Transition district is primarily intended to accommodate residential and mixed-use development on the edges of downtown. The RD district allows new development that is generally in keeping with the size and scale of buildings that currently exist in the R6, R5 and other non-downtown zoning districts found around the periphery of downtown. RD zoning generally corresponds to the downtown plan's University Link and "edge" character districts.

2.2. Building Placement

2.2.1. Regulations governing where buildings may be placed on a lot help ensure that new construction in RD districts will match the established development pattern in downtown edge areas.

2.2.2. The outer perimeter of buildings must be placed within the "build-to zone" (dark shaded area) shown in Figure 2.1, except as otherwise expressly provided in this chapter.

Editor's note: Because of the varying development patterns that exist in edge areas, it may be necessary to devise different standards for different blocks, or establish building "frontage" standards for different building types (e.g., houses, courtyard buildings, apartment buildings, commercial buildings, etc.,

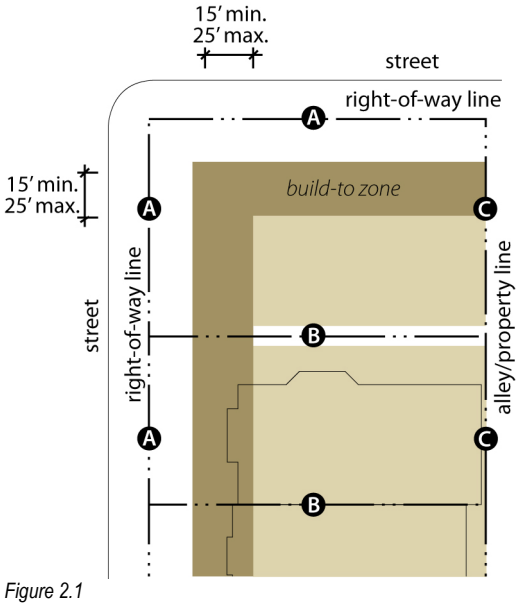


Figure 2.1

A. Building setback abutting street right-of-way: 15' min./25' max.

B. Building setback abutting interior side property line: 3' min.; none required if building on abutting lot has 0' interior side setback

C. Building setback abutting rear property line: 0' min.

2.3. Building Profile

2.3.1. Height

A. Building height limits are established to ensure reasonable, predictable limits on maximum building height and help ensure that the height of new buildings is in keeping with the established character of downtown transition areas.

B. Two building height limits are established for the subareas that makeup the larger RD district: (1) a maximum (as-of-right) "base" height and (2) a maximum "public benefits" height. The base height limit applies to all buildings; it is the

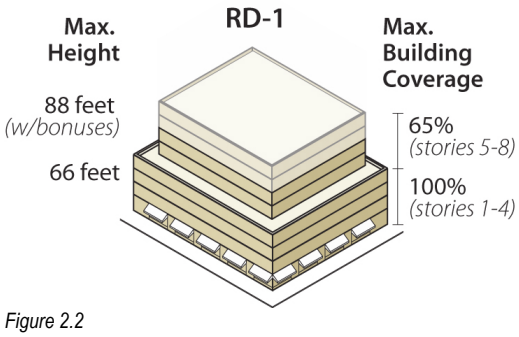


Figure 2.2

maximum height allowed as-of-right for any building. Only projects that provide extraordinary public benefits, in accordance with Sec. 5 (Public Benefits), are eligible for the "public benefits" building height limit. Maximum height limits, expressed in feet are as follows:

District	Maximum Base Height (feet)	Max. Public Benefit Height (feet)
RD-1	66	88
RD-2	66	110
RD-3	88	165

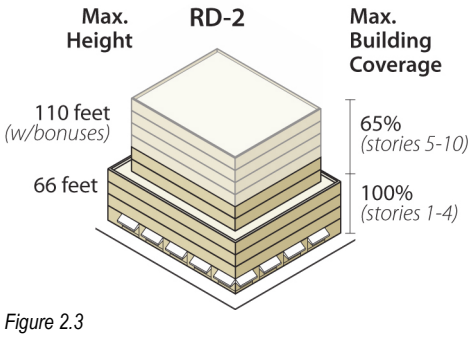


Figure 2.3

C. Any above-grade parking floor is counted for the purpose of measuring building height.

D. Architectural features or rooftop accessory structures, such as heating and ventilation equipment and antennas are not counted as stories, nor are parapets or architectural features that are designed to screen such equipment. All heating, ventilation, and similar rooftop equipment must be screened and enclosed and such enclosure may not exceed 20 feet in height. Any such enclosure must be setback a distance of at least 10 feet from any front or side building wall, however, for buildings 4 stories or less the front wall setback must be equal to 10% of the building depth and the side wall setback must be equal to 10% of buildings width.

2.3.2. Upper-story Step-backs

Upper-story building step-backs help mitigate the visual impact of taller buildings (as viewed from street level). All floors above the 4th must be set back a minimum of 10 feet from building lines adjacent to street rights-of-way.

Editor's Note: As an alternative to a "fixed" step-back dimension, the minimum step-back could be tied to lot depth (e.g., all floors above the 4th floor must be setback X% of the lot depth (not to exceed 30 feet) from the front building wall…

2.3.3. Upper-story Building Coverage

A. Limits on upper-story building coverage help mitigate the visual impacts that taller buildings can have when located near neighborhood areas with a lower-intensity (smaller building) character. They also promote slender building profiles on upper floors and thereby help preserve views.

B. In the RD district, no floor above the 4th floor may cover an area in excess of 65% of the lot area. (See Figure 2.2–Figure 2.4)

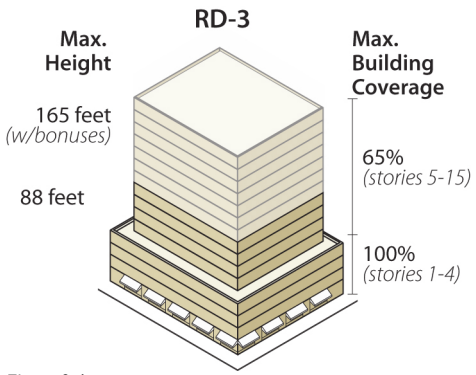


Figure 2.4

2.3.4. Building Frontage

Building frontage standards address the ground-floor profile of buildings. Such standards work with building placement standards to help ensure an appropriate relationship between buildings and the sidewalk, which in turn, helps create a safe and pleasant pedestrian experience. To address the range of contexts and frontage patterns found in the RD district, different frontage standards are established for different building types as follows:

Editor's note:: Because of the varying development patterns that exist in edge areas, it may be necessary to devise different standards for different blocks, or establish building "frontage" standards for different building types (e.g., houses, courtyard buildings, apartment buildings, commercial buildings, etc.,) General concepts for such standards follow:

A. All buildings must be oriented to street with street-facing windows and doors

B. Commercial building: allow (1) storefront design with building frontage standards similar to DT and DC; or (2) stoop or porch design

C. House: stoop or porch design; windows/door+15%+; garage orientation stands

D. Rowhouse: stoop or porch design;

E. Apartment building: stoop or porch design;

2.4. Parking

2.4.1. Spaces Required

A. Bicycle: Minimum one bicycle parking space per 10 vehicle parking spaces provided.

B. Residential: Minimum 1 parking space per dwelling unit (0–800 sq. ft.); 1.25 per unit (801–1,500 sq. ft.); 1.5 per unit for dwelling units over 1,500 square feet.

C. Nonresidential: Same as otherwise required by zoning ordinance, expect that no parking is required for nonresidential uses located on the ground-floor of a building unless such uses occupy more than 4,000 square feet of floor area (gross). Ground-floor uses that occupy more than 4,000 square feet (gross) must provide parking in accordance with zoning ordinance standards.

D. Minimum off-street parking requirements are reduced for projects that provide reserved parking spaces for carsharing services. For projects that require from 5 to 10 off-street parking spaces, a reduction of one space is allowed for providing a reserved carsharing parking space. For projects that require more than 10 off-street parking spaces, a parking reduction of 10% is allowed for providing a reserved carsharing parking space. The Zoning Administrator may grant a parking reduction consistent with this Section provided that the applicant has submitted a long-term lease/ agreement demonstrating that the reserved spaces are for the exclusive use of carshare vehicles.

2.4.2. Above-grade Parking

For buildings constructed after [insert effective date of revised downtown zoning regulations], all off-street parking and circulation areas provided above the 2nd story of a building must be counted as floor area for the purpose of floor area ratio calculations.

2.4.3. Parking Placement

Off-street parking, loading and other vehicular use areas may be located only in the shaded areas shown in Figure 2.5, unless located underground or concealed from view by habitable residential or commercial floor space with a minimum depth of 50 feet at ground level. Parking facilities must be accessed from alleys, but driveways may extend beyond the boundaries of the shaded area in Figure 2.5 to the extent necessary to accommodate safe access to allowed parking and vehicular use areas as determined by the Site Plan and Appearance Review Committee.

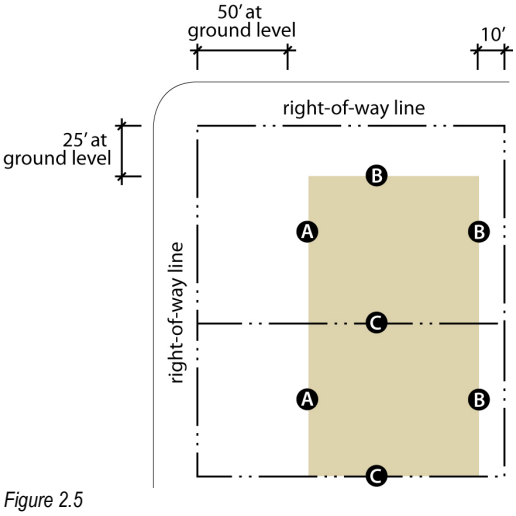


Figure 2.5

A. Minimum setback abutting front property line: 50 feet at ground level; no setback is required above ground level if the parking area is fully enclosed and has an architectural treatment (including building materials) that is consistent with the architecture and materials used in the remainder of the building.

B. Minimum setback abutting side/rear street property line: 25 feet at ground level; no setback is required above ground level if the parking area is fully enclosed and has an architectural treatment (including building materials) that is consistent with the architecture and materials used in the remainder of the building.

C. Minimum setback abutting other property lines: 0 feet

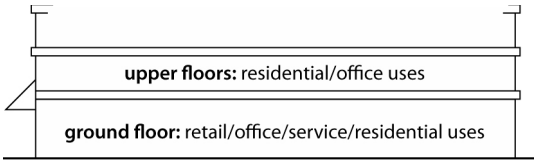
2.4.4. Driveways may not exceed 28 feet in width, and no driveway may be located within 100 feet of another driveway or intersection unless the Site Plan and Appearance Review Committee determines that no reasonable alternative exists that would provide safe and adequate vehicle access.

2.5. Use

Editor's Note: The new code's use regulations should be tailored to recognize the existing character of the transition/edge area and allow a range of land uses consistent with the area's existing character and zoning.

2.5.1. Ground Floor

Residential, retail sales, service uses and entertainment uses (e.g., eating and drinking establishments) may be located on the ground floor of buildings in the RD district.



Permitted Uses, RD District

Figure 2.6

2.5.2. Above the Ground Floor

Only office or residential uses is allowed above the ground floor.

2.6. Floor Area

Floor area limits are imposed to ensure reasonable, predictable limits on overall building intensity, which is critical for service and facility planning purposes. Floor area is controlled by establishing maximum floor-area to lot-area ratios, or FAR. As with building height, two FAR limits are established for each district: (1) a maximum (as-of-right) "base" FAR and (2) a maximum "public benefits" FAR. The maximum "base" FAR applies to all buildings. Only projects that provide extraordinary public benefits, in accordance with the provisions of Sec. 5, may be authorized to build up to the "public benefits" FAR limit. Maximum FAR limits are as follows:

District	Maximum Base FAR	Max. Public Benefit FAR
RD-1	2.75	4
RD-2	3	5
RD-3	3.5	6

3. DT, Downtown Traditional District

3.1. Description

The DT, Downtown Traditional district is intended to protect the character of downtown Evanston's traditional pedestrian shopping streets (i.e., the east and west ends of Davis Street and the north and south ends of Sherman Avenue). These areas are characterized by relatively low-scale buildings on smaller lots, with retail sales and service uses that "activate' the street-level pedestrian environment. The DT district is intended to conserve the character of designated traditional areas and to accommodate redevelopment that is in keeping with that well-regarded character in terms of height, scale and function.

3.2. Building Placement

3.2.1. Requiring that buildings be placed close to the sidewalk helps "frame" the street and sidewalk and activates the ground-level pedestrian experience. This type of urban storefront building placement is one of the key characteristics of downtown Evanston, particularly in designated "traditional" areas.

3.2.2. The outer perimeter of buildings must be placed within the "build-to zone" (dark shaded area) shown in Figure 3.1, except as otherwise expressly provided in this chapter.

A. Building setback abutting street right-of-way: 0' min./5' max. (buildings may be set back more than 5 feet if additional setback is used to ensure minimum 15-foot sidewalk and parkway width)

B. Building setback abutting other property lines: 0' min.

C. In order to enhance pedestrian movement, safety and comfort, all new development must allow for a minimum 15- foot wide sidewalk and parkway. Generally, the width of sidewalks and parkways must be consistent with adjoining properties, however, the total combined sidewalk and parkway width must be not less than 15 feet and not more 20 feet in width.

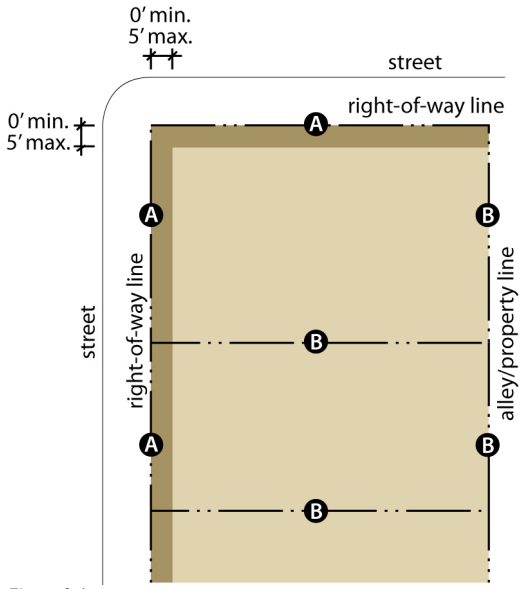


Figure 3.1

3.3. Building Profile

3.3.1. Height

A. Building height limits are established to ensure reasonable, predictable limits on maximum building height and to preserve the low-rise pedestrian shopping street character of designated "traditional" areas. The maximum allowed (as-

of-right) "base" building height in the DT1 district is 38 feet. Projects that provide extraordinary public benefits in accordance with Sec. 5 (Public Benefits) may be authorized to build up to 60 feet in height. The maximum allowed (as-of-right) "base" height in the DT2 district is 42 feet. Projects that provide extraordinary public benefits in accordance with Section 5 may be authorized to build up to 88 feet in height. (See Figure 3.2)

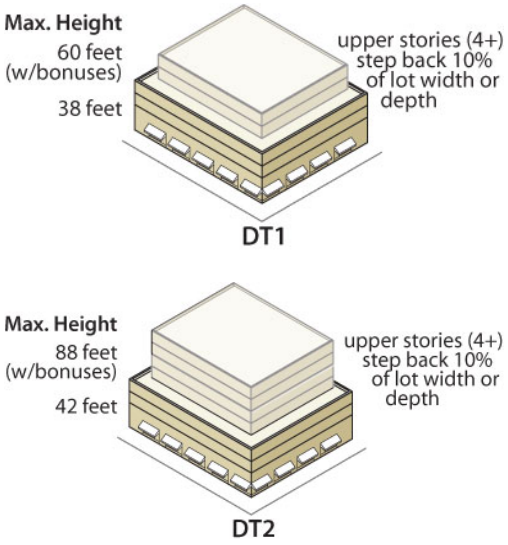


Figure 3.2

B. The first floor of a building in the DT district must have a minimum floor to ceiling height of 15 feet and a maximum floor-to-ceiling height of 20 feet.

C. Each above-grade parking floor is counted for the purpose of measuring building height.

D. Architectural features or rooftop accessory structures, such as heating and ventilation equipment and antennas are not counted as stories. All heating, ventilation, and similar rooftop equipment must be screened and enclosed and such enclosure may not exceed 20 feet in height. Any such enclosure must be setback a distance of at least 10 feet from any front or side building wall, however, for buildings 4 stories or less the front wall setback must be equal to 10% of the building depth and the side wall setback must be equal to 10% of buildings width.

3.3.2. Upper-story Step-backs

Upper-story building step-backs help mitigate the visual impact of taller buildings (as viewed from street level) in designated traditional areas. All floors above the 4th must be set back a minimum of 10 feet from building lines adjacent to street rights-of-way. (See Figure 3.2).

Editor's Note: As an alternative to a "fixed" step-back dimension, the minimum step-back could be tied to lot depth (e.g., all floors above the 4th floor must be setback X% of the lot depth (not to exceed 30 feet) from the front building wall…

3.3.3. Building Frontage

Building frontage standards address the ground-floor profile of buildings. Such standards work with building placement standards to help ensure an appropriate relationship between buildings and the sidewalk, which in turn, helps create a safe and pleasant pedestrian experience and preserve the character of designated traditional areas of downtown. (See Figure 3.3)

A. A minimum of 75% of the street-facing building façade between 2 feet and 8 feet in height (above the sidewalk) must consist of clear, non-reflective windows that allow views of indoor areas. Buildings that abut alleys that have been improved with pedestrian amenities (e.g. special pavers, landscaping, benches, lighting), must provide the window treatment required by this section along the alley frontage for a minimum depth of 20 feet. The bottom of any window used to satisfy this requirement may not be more than 4.5 feet above the adjacent sidewalk or alley. (See Figure 3.3)

B. Buildings must have a public entrance facing the street (sidewalk). Building entrances must occur at a rate of at least one per 50 feet of street frontage. If a lot abuts two streets, the required pedestrian entrances must face the street (sidewalk) with the highest pedestrian volumes. Lots that front on more than two streets must have at least one public entrance on at least two street frontages. The depth and width of recessed building entries may not exceed 8 feet.

C. The building's ground floor elevation must be between zero and one foot above the sidewalk.

D. The façade of all buildings exceeding 50 feet in width must be vertically divided into bays or other segments no more than 30 feet in width. (See Figure 3.3)

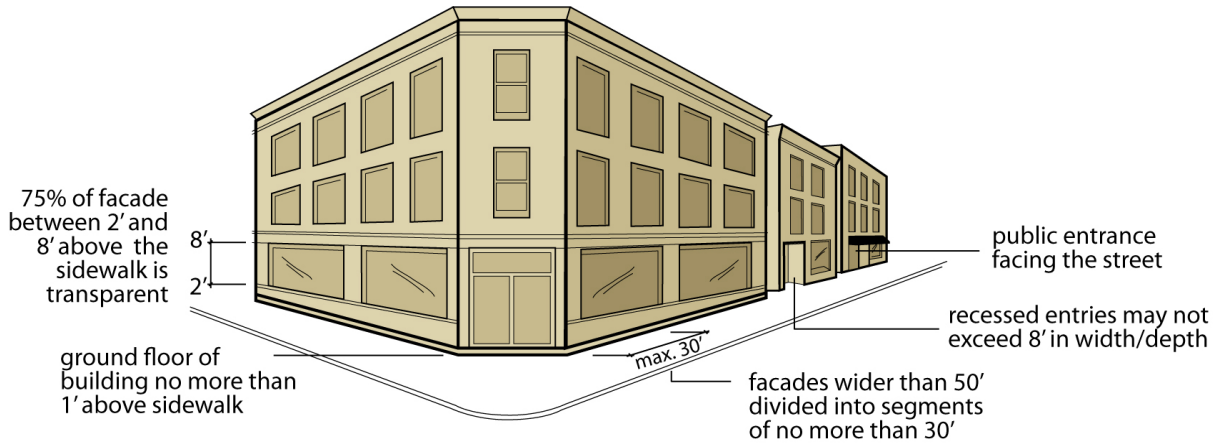


Figure 3.3

3.4. Parking

3.4.1. Spaces Required

A. Bicycle: Minimum one bicycle parking space per 10 vehicle parking spaces provided.

B. Residential: Minimum 1 parking space per dwelling unit (0–800 sq. ft.); 1.25 per unit (801–1,500 sq. ft.); 1.5 per unit for dwelling units over 1,500 square feet.

C. Nonresidential: Same as otherwise required by zoning ordinance, expect that no parking is required for nonresidential uses located on the ground-floor of a building unless such uses occupy more than 4,000 square feet of floor area (gross). Ground-floor uses that occupy more than 4,000 square feet (gross) must provide parking in accordance with zoning ordinance standards.

D. Minimum off-street parking requirements are reduced for projects that provide reserved parking for carsharing services. For projects that require from 5 to 10 off-street parking spaces, a reduction of one space is allowed for providing a reserved carsharing parking space. For projects that require more than 10 off-street parking spaces, a parking reduction of 10% is allowed for providing a reserved carsharing parking space. The Zoning Administrator may grant a parking reduction consistent with this Section provided that the applicant has submitted a long-term lease/agreement demonstrating that the reserved spaces are for the exclusive use of carshare vehicles.

3.4.2. Above-grade Parking

For buildings constructed after [insert effective date of revised downtown zoning regulations], all off-street parking and circulation areas provided above the 1st floor of a building must be counted as floor area for the purpose of floor area ratio calculations.

3.4.3. Parking Placement

The placement of parking, loading and other vehicular use areas greatly affects the appearance, function and safety of the pedestrian environment. In recognition of this fact, off-street parking, loading and other vehicular use areas may be located only in the shaded areas shown in Figure 3.4, unless located underground or concealed from view by habitable residential or commercial floor space that has a minimum depth of 50

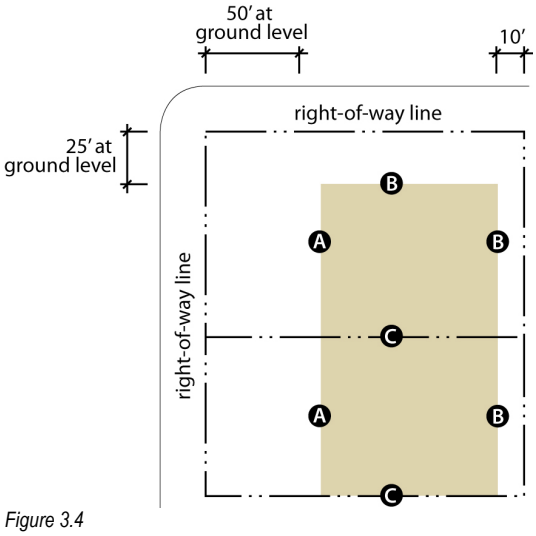


Figure 3.4

feet at the ground level. Parking facilities must be accessed from alleys, but driveways may extend beyond the boundaries of the shaded area in Figure 3.4 to the extent necessary to accommodate safe access to allowed parking and vehicular use areas as determined by the Site Plan and Appearance Review Committee.

A. Setback abutting front property line: min. 50 feet at ground level; no setback is required above ground level if the parking area is fully enclosed and has an architectural treatment (including building materials) that is consistent with the architecture and materials used in the remainder of the building.

B. Setback abutting side/rear street property line: 25 feet at ground level; no setback is required above the ground level if the parking area is fully enclosed and has an architectural treatment (including building materials) that is consistent with the architecture and materials used in the remainder of the building.'

C. Setback abutting other property lines: 0' min.

3.4.4. Driveways may not exceed 28 feet in width, and no driveway may be located within 100 feet of another driveway or intersection unless the Site Plan and Appearance Review Committee determines that no reasonable alternative exists that would provide safe and adequate vehicle access.

3.5. Use

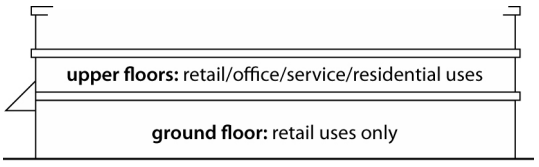
Editor's Note: The new code's use regulations should be tailored to recognize the existing character of the traditional area and allow a range of land uses consistent with the area's existing character and zoning.

3.5.1. Ground Floor

Only retail sales and service uses and entertainment uses (e.g., eating and drinking establishments) may be located on the ground floor of buildings in the DT district.

3.5.2. Above the Ground Floor

Any combination of allowed retail, commercial, personal service or residential use is allowed above the ground floor.



Permitted Uses, DT District

Figure 3.5

3.6. Floor Area

Floor area limits are imposed to ensure reasonable, predictable limits on overall building intensity, which is important for service and facility planning

purposes. Floor area is controlled by establishing maximum floor-area to lot-area ratios, or FAR. Two FAR limits are established for each district: (1) a maximum (as-of-right) "base" FAR and (2) a maximum "public benefits" FAR. The "base" FAR limit applies to all buildings; it is the maximum "as-of-right" FAR allowed. The "public benefits" FAR is, in effect, bonus FAR that that may be authorized only for projects that provide Public Benefits in accordance with the provisions of Sec. 5. The maximum "base" FAR in the DT district is 3.0. The maximum FAR that is attainable by providing public benefits is 4.5.

4. DC, Downtown Core District

4.1. Description

The DC, Downtown Core district is intended to accommodate moderate- to high-intensity office, retail, and mixed-use development within the central core area of downtown Evanston. The Downtown Core is intended to permit a wide variety of land uses including uses such as research labs and research and development facilities that were previously authorized by the City's economic development plans including the plan for a downtown research park.

4.2. Building Placement

4.2.1. Requiring that buildings be placed close to the sidewalk helps "frame" the street and sidewalk and activates the ground-level pedestrian experience. This type of urban storefront building placement is one of the key characteristics of downtown Evanston.

4.2.2. The outer perimeter of buildings must be placed within the "build-to zone" (dark shaded area) shown in Figure 4.1, except as otherwise expressly provided in this chapter.

A. Setback abutting street right-of-way: 0' min./5' max. (buildings may be set back more than 5 feet if additional setback is used to ensure minimum 15-foot sidewalk and parkway width)

B. Setback abutting other property lines: 0' min.

C. In order to enhance pedestrian movement, safety and comfort, all new development must allow for a minimum 15-foot wide sidewalk and parkway. Generally, the width of sidewalks and parkways must be consistent with adjoining properties, however, the total combined sidewalk and parkway width must be not be less than 15 feet and not more than 20 feet in width.

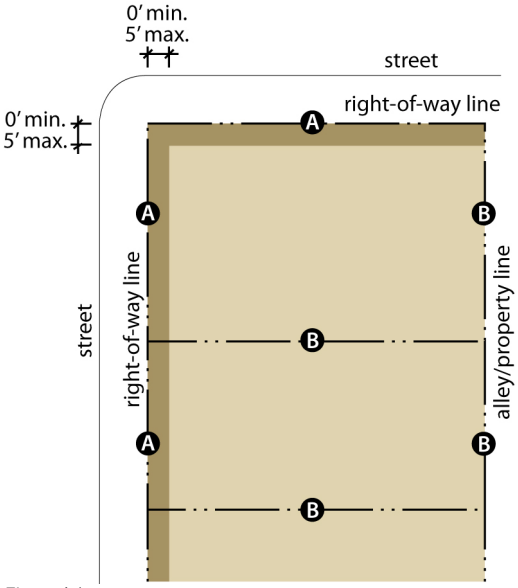


Figure 4.1

4.3. Building Profile

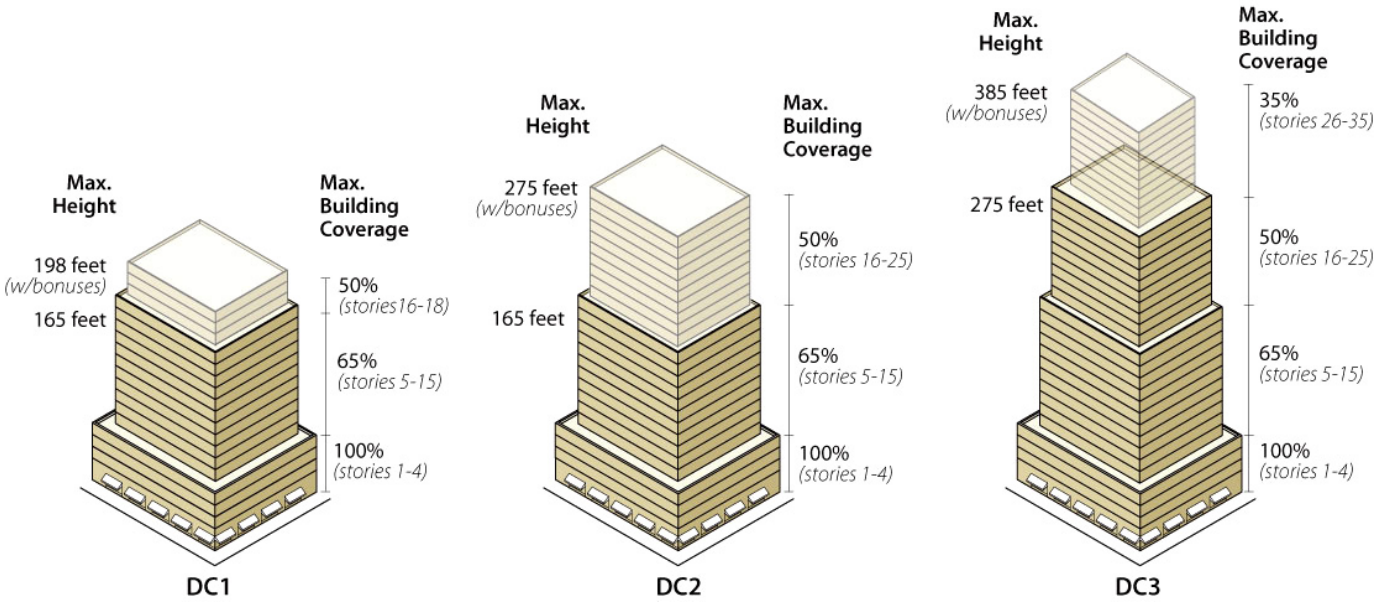
4.3.1. Height

A. Building height limits are established to ensure reasonable, predictable limits on vertical building scale. Different height limits are established for different areas within the DC district in recognition of the varying character of the larger core area and as a means of promoting a sculptured skyline that rises from the outer edges of downtown.

B. Three building height limits are established for the subareas that makeup the larger DC district: (1) a maximum (as-of-right) "base" height and (2) a maximum "public benefits" height. The base height limit applies to all buildings; it is the maximum height allowed as-of-right for any building. Only projects that provide extraordinary public benefits, in accordance with Sec. 5 (Public Benefits), are eligible for the "public benefits" building height limit. Maximum height limits, expressed in feet , are as follows:

Zoning District	**Maximum Base Height** (feet)	**Max. Public Benefit Height**
DC1	165	198
DC2	165	275
DC3	275	385

Figure 4.2



C. Each above-grade parking floor is counted for the purpose of measuring building height.

D. Architectural features or rooftop accessory structures, such as heating and ventilation equipment and antennas are not counted as stories. All heating, ventilation, and similar rooftop equipment must be screened and enclosed and such enclosure may not exceed 20 feet in height. Any such enclosure must be setback a distance of at least 10 feet from any front or side building wall.

4.3.2. Upper-story Step-backs

Upper-story building step-backs help mitigate the visual impact of taller buildings (as viewed from street level). All floors above the 4th must be set back a minimum of 10 feet from building lines adjacent to street rights-of-way.

Editor's Note: As an alternative to a "fixed" step-back dimension, the minimum step-back could be tied to lot depth (e.g., all floors above the 4th floor must be setback X% of the lot depth (not to exceed 30 feet) from the front building wall…

4.3.3. Upper-story Building Coverage

A. Limits on upper-story building coverage help ensure that residential (mixed-use) buildings have a tapered and slender appearance and to promote generous separation between tall towers.

B. Maximum upper-story building coverage limits apply to floors containing residential dwelling units. Floors containing only office or other forms of nonresidential development are not subject to coverage limits. (See Figure 4.2)

C. Upper-story building coverage limits are established for the three subareas of the DC district as follows:

Floors/Stories	DC1	DC2	DC-3
1st through 4th	100%	100%	100%
5th through 15th	65%	65%	65%
16th through 25th	50%	50%	50%
Above the 25th	NA	NA	35%

Note: In all cases, floors may have a min.gross area of 5,000 sq. ft.

4.3.4. Building Frontage

Building frontage standards address the ground-floor profile of buildings. Such standards work with building placement standards to help ensure an appropriate pedestrian relationship between buildings and the sidewalk, which in turn, helps create a safe and pleasant pedestrian experience and preserve the character of designated traditional areas of downtown.

A. A minimum of 75% of the street-facing building façade between 2 feet and 8 feet in height (above the sidewalk) must consist of clear, non-reflective windows that allow views of indoor areas. Buildings that abut alleys that have been improved with pedestrian amenities (e.g. special pavers, landscaping, benches, lighting), must provide the window

treatment required by this section along the alley frontage for a minimum depth of 20 feet. The bottom of any window used to satisfy this requirement may not be more than 4.5 feet above the adjacent sidewalk or alley. (See Figure 4.3)

B. Buildings must have a public entrance facing the street (sidewalk). Building entrances must occur at a rate of at least 1 per 50 feet of frontage. If a lot abuts two streets, the required pedestrian entrances must face the street (sidewalk) with the highest pedestrian volumes. Lots that front on more than two streets must have at least one public entrance on at least two street frontages. The depth and width of recessed building entries may not exceed 8 feet.

C. The building's ground floor elevation must be between zero and one foot above the sidewalk.

D. The façade of all buildings exceeding 50 feet in width must be vertically divided into bays or other segments no more than 30 feet in width. (See Figure 4.3)

E. The ground floor elevation (building base) must be visually distinguished from the upper floors.

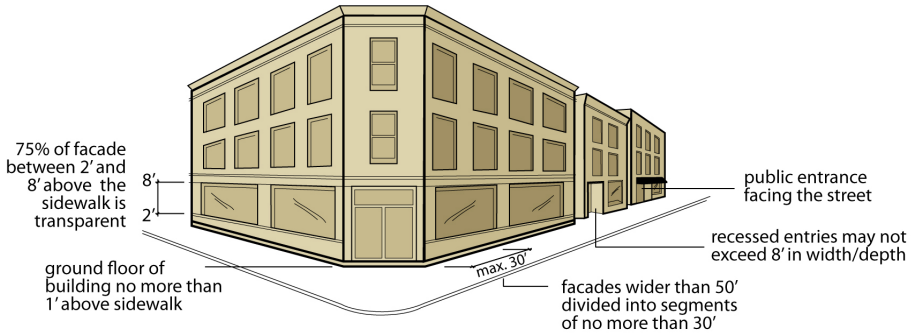


Figure 4.3

4.4. Parking

4.4.1. Spaces Required

A. Bicycle: Minimum one bicycle parking space per 10 vehicle parking spaces provided.

B. Residential: Minimum 1 parking space per dwelling unit (0–800 sq. ft.); 1.25 per unit (801–1,500 sq. ft.); 1.5 per unit for dwelling units over 1,500 square feet.

C. No parking is required for nonresidential uses located on the ground-floor of a building unless such uses occupy more than 4,000 square feet of floor area (gross). Ground-floor uses that occupy more than 4,000 square feet (gross) must provide at least 2.5 parking spaces per 1,000 square feet of floor area.

D. Minimum off-street parking requirements are reduced for projects that provide reserved parking for carsharing services. For projects that require from 5 to 10 off-street parking spaces, a reduction of one space is allowed for providing a reserved carsharing parking space. For projects that require more than 10 off-street parking spaces, a parking reduction of 10% is allowed for providing a reserved carsharing parking space. The Zoning Administrator may grant a parking reduction consistent with this Section provided that the applicant has submitted a long-term lease/agreement demonstrating that the reserved spaces are for the exclusive use of carshare vehicles.

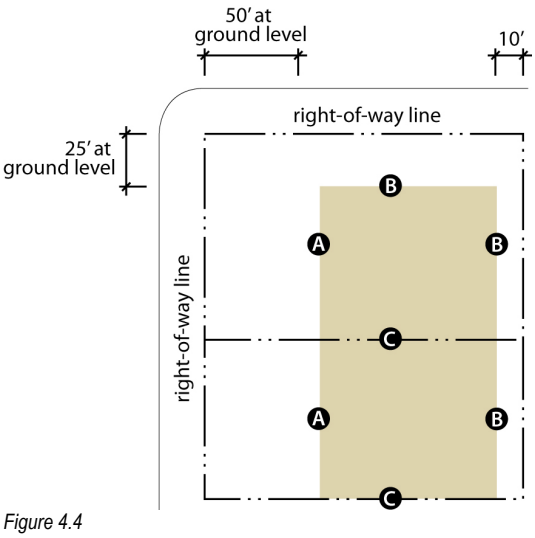


Figure 4.4

4.4.2. Parking Structure Height

For buildings constructed after [insert effective date of revised downtown zoning regulations], all off-street parking and circulation areas provided above the 4th story of a building must be counted as floor area for the purpose of floor area ratio calculations.

4.4.3. Parking Placement

The placement of parking, loading and other vehicular use areas has greatly affects the appearance, function and safety of the pedestrian environment. In recognition of this fact, off-street parking, loading and other vehicular use areas may be located only in the shaded areas shown in Figure 4.4, unless located underground or concealed from view by habitable residential or commercial floor space with a minimum depth of 50 at the ground level. Parking facilities must be accessed from alleys but driveways may extend beyond the boundaries of the shaded area in Figure 4.4 to the extent necessary to accommodate safe access to allowed parking and vehicular use areas as determined by the Site Plan and Appearance Review Committee.

A. Minimum Setback abutting front property line: min 50 feet at ground level; no setback is required above the ground level if the parking area is fully enclosed and has an archi-

tectural treatment (including building materials) that is consistent with the architecture and materials used in the remainder of the building .

B. Setback abutting side/rear street property line: 25 feet at ground level; no setback is required above the ground level if the parking area is fully enclosed and has an architectural treatment (including building materials) that is consistent with the architecture and materials used in the remainder of the building.

C. Minimum setback abutting other property lines: 0' min.

4.4.4. Driveways may not exceed 28 feet in width, and no driveway may be located within 100 feet of another driveway or intersection unless the Site Plan and Appearance Review Committee determines that no reasonable alternative exists that would provide safe and adequate vehicle access.

4.5. Use

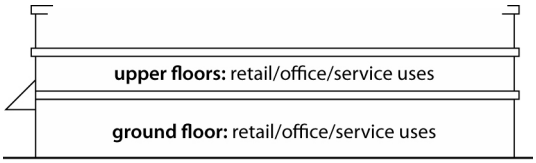
Editor's Note: The new code's use regulations should be tailored to recognize the existing character of the downtown core area and allow a range of land uses consistent with the area's existing character and zoning.

4.5.1. Ground Floor

Only nonresidential uses may be located on the ground floor of buildings in the DC district.

4.5.2. Above the Ground Floor

Any combination of allowed residential and nonresidential use is allowed above the ground floor.



Permitted Uses, DC District

Figure 4.5

4.6. Floor Area

Floor area limits are imposed to ensure reasonable, predictable limits on overall building intensity, which is critical for service and facility planning purposes. Floor area is controlled by establishing maximum floor-area to lot-area ratios, or FAR. As with building height, two FAR limits are established for each district: (1) a maximum (as-of-right) "base" FAR and (2) a maximum "public benefits" FAR. The maximum "base" FAR applies to all buildings. Only projects that provide extraordinary public benefits, in accordance with the provisions of Sec. 5, may be authorized to build up to the "public benefits" FAR limit. Maximum FAR limits are as follows:

Zoning District	Max. Base FAR	Max. Public Benefits FAR
DC1	5	6

Zoning District	Max. Base FAR	Max. Public Benefits FAR
DC2	5	10
DC3	7.5	12

5. Public Benefit Bonuses

5.1. Intent

The public benefit bonus provisions of this chapter are intended to provide an economic incentive for developers to invest in sustainable design, high-quality urban design and other features and services that provide significant public benefits and improve the quality of life of downtown residents and visitors. The public benefits bonus system is also intended to promote certainty in the development process by establishing objective standards for the granting of bonus floor area and building height.

5.2. Bonus Threshold

Only buildings that incorporate a green roof and that are LEED-pre-certified (or the municipal equivalent) may apply for the public benefit bonuses of this section.

5.3. Features Eligible for Public Benefits Bonus

Floor area bonuses may be approved for projects that provide the following public benefit features:

5.3.1. Whole-building sustainability (e.g., LEED Gold or Platinum);

5.3.2. Affordable housing units constructed on site that exceed otherwise applicable minimum requirements;

5.3.3. Financial contributions to landmark preservation or on-site preservation of designated landmarks;

5.3.4. Public plazas;

5.3.5. Financial contributions to public park/open space improvements;

5.3.6. Underground parking or loading spaces;

5.3.7. Above-grade parking wrapped by habitable (residential or commercial) floor space;

5.3.8. Affordable office space;

5.3.9. Streetscape and alley improvements; and

5.3.10. Façade improvements.

5.4. Public Benefits Summary Table

The following table provides a summary of public benefit bonuses available in one or more downtown zoning districts.

Public Benefit Feature	Eligible Districts	Max. Bonus (% of base FAR)
Underground Parking and Loading	RD, DT, DC	25%
Whole-building Sustainability (e.g., LEED Gold/Platinum)	RD, DT, DC	15%/25%
On-site Affordable Housing (in excess of any applicable minimum requirements)	RD, DT, DC	15%
Affordable Office Space	DT, DC	15%
Public Park/Open Space Improvements	RD, DT, DC	10%
Above-grade Parking Wrapped by Habitable Floor Area	DT, DC	10%
Landmark Preservation	RD, DT, DC	10%
Streetscape and Alley Improvements	DT, DC	10%
Public Plazas	DT, DC	10%
Façade Improvements	RD, DT, DC	5%

5.5. Underground Parking and Loading

5.5.1. Public Benefits Bonus Formula

A floor area bonus for qualifying underground parking and loading areas may be approved for buildings in RD, DT, and DC districts in accordance with the following formula:

A. For parking spaces within the first two levels that are fully underground: Bonus FAR = [(number of underground parking spaces × 350 square feet) ÷ lot area] × 0.15 × Base FAR.

B. For parking spaces within the third or lower levels that are fully underground: Bonus FAR = [(number of underground parking spaces × 350 square feet) ÷ lot area] × 0.20 × Base FAR.

C. For loading docks that are fully underground: Bonus FAR = [(number of underground loading docks × 1000 square feet) ÷ lot area] × 0.15 × Base FAR.

5.5.2. Standards and Guidelines

Underground parking and loading facilities are eligible for floor area bonuses, provided they meet the following minimum standards:

A. Parking spaces and loading docks must be located entirely below the lowest grade level of any adjacent street frontage.

B. Underground parking and loading spaces for which a floor area bonus is granted must comply with all city size, dimension, and access requirements. Floor area bonuses may not be granted for tandem parking spaces.

C. The entrance and exit to the parking garage or loading dock should be located off an alley. Other locations must comply with applicable city criteria.

D. The design of any garage entrance or exits that are permitted on public streets must be compatible with the façade treatment of the rest of the building.

5.6. Whole-building Sustainability

5.6.1. Public Benefit Bonus Formula

Additional floor area may be allowed for buildings in RD, DT, and DC districts as follows:

A. Commitment to LEED Gold (or city-administered equivalent) sustainability rating: 6% minimum increase in FAR. Higher bonus [up to max] may be awarded to projects that exceed minimum certification levels.

B. Commitment to LEED Platinum (or city-administered equivalent) sustainability rating: 15% minimum increase in FAR. Higher bonus [up to max] may be awarded to projects that exceed minimum certification levels.

5.6.2. Because LEED certification or city-administered equivalent sustainability determination cannot occur until after a building is constructed, public benefit bonuses are granted based on the developer's good faith commitment to achievement of the applicable sustainability level.

A. The developer / owner (applicant) must submit a binding letter of intent that communicates their commitment to achievement of the required sustainability level.

B. The city will then issue subsequent permits and the certificate of occupancy based on this commitment.

C. Within 120 days of receiving the final certificate of occupancy, the applicant must submit documentation that demonstrates achievement of the applicable sustainability level.

5.6.3. A letter of credit or other city-approved financial guarantee is required to ensure ultimate compliance with the required sustainability level. The amount of the financial guarantee must be equal to extra development and construction costs estimated by the city to be required to achieve the required sustainability level, plus 15%.

5.6.4. Failure to submit a timely report or demonstrate performance will result in a penalty.

A. The penalty for failure to submit a timely report is $500 per day from the due date.

B. The penalty for failure to demonstrate performance with the required sustainability level will result in forfeiture of the financial guarantee.

C. Performance must be demonstrated through an independent report provided by the U.S. Green Building Council, the city or a city-approved alternative organization that confirms achievement of the required sustainability level.

D. All penalties collected will contribute to a Green Building Fund dedicated to supporting market adoption of green building.

5.7. Affordable Housing

5.7.1. Public Benefit Bonus Formula

A floor area bonus for affordable housing may be approved for buildings in RD, DT, and DC districts in accordance with the following formula:

A. Bonus Floor Area = (sum of the on-site floor area improved with affordable housing units in excess of minimum requirements) × 4.0,

5.7.2. Standards and Guidelines

Floor area bonuses for affordable housing are intended to promote private-sector participation in helping meet the city's affordable housing needs. Bonuses are allowed only for providing affordable housing or funding that exceeds the city's minimum affordable housing requirements.

5.8. Affordable Office Space

5.8.1. Public Benefit Bonus Formula

A floor area bonus for affordable office space may be approved for buildings in DT and DC districts in accordance with the following formula:

A. Bonus Floor Area = (sum of the on-site floor area improved with affordable office space) × 4.0,

5.8.2. Standards and Guidelines

A. Affordable office space must be integrated into new office buildings or mixed-use developments and may not be located off-site.

B. The lease rate for affordable office space must be at or below median Class B or Class C office rents in downtown Evanston, as indicated in the most recent CoStar survey. The rate must remain in effect for at least 10 years.

5.9. Public Park/Open Space Improvements

5.9.1. Public Benefits Formula

A. Floor area bonuses for financial contributions to acquire public parks or open spaces or make improvements to public parks or open spaces are to be based on the value of property within the geographic area, based on the following formula: Cost of 1 square foot of floor area = 80% × median cost of land per buildable square foot.

B. The cost of land must be based on sale prices within the most recent 5 years, as provided by the Planning Division.

C. The Director of Planning is responsible for updating estimates of land values every 5 years.

5.9.2. Standards and Guidelines

Floor area bonuses for financial contributions to acquire public parks or open spaces or make improvements to public parks or open spaces may be approved for buildings in RD, DT, and DC districts, subject to the following standards and guidelines.

A. Contributions of land, cash, or improvements must be targeted for specific improvement projects, or for off-site land acquisition within one-half mile of the subject site. Pro-

posed improvements must be consistent with the priorities identified within the City's Parks and Recreation Plan. The identification of specific improvement projects or land acquisition sites will be made on a case-by-case basis by the Parks, Forestry & Recreation Department.

B. Applicants who contribute improvements and who will be undertaking the work themselves must submit documentation including but not limited to, appropriate drawings, detailed construction commitments, a construction schedule, and a performance bond for completion of the improvements.

C. Applicants who make cash contributions for specific improvements that are to be undertaken by city agencies must enter into an agreement with the City of Evanston and the agency undertaking the improvement.

5.10. Above-Grade Parking Concealed by Habitable Floor Space

5.10.1. Public Benefits Bonus Formula

A floor area bonus may be approved for qualifying habitable floor space that conceals a parking garage for buildings in DT and DC districts in accordance with the following standards: Bonus FAR = (area of concealed parking façade ÷ lot area) × 0.40 × Base FAR. The "area" is calculated by multiplying the height of the portion of the building elevation concealing the parking by the width of the elevation that conceals the parking.

5.10.2. Design Standards and Guidelines

Parking structures that are concealed from view of the street (sidewalk) by habitable floor space—such as residential dwelling units, office space, or retail space—are eligible for floor area bonuses, provided they meet the following minimum standards:

A. To be eligible for floor area bonus, concealed parking structures must meet all applicable design standards and guidelines for parking garages.

B. Parking structures must be separated from a public street or public open space by residential, office or retail floor space with a minimum depth of 20 feet.

C. The façade of the floor space separating the parking structure from the street or open space must contain transparent windows.

D. Only the façade area of the parking structure that is concealed by habitable floor space is eligible for a bonus.

E. The parking structure must be separated from the street or open space by habitable floor space for the entire length of the façade. Minor exceptions may be made for non-habitable floor space, such as mechanical or storage spaces, which may occupy up to 10% of the façade length.

F. The ground-floor is required to have active retail or other pedestrian-oriented uses (e.g., offices, service uses, restaurants, galleries, or lobbies) for the entire length of the façade qualifying for the bonus, except for accessory driveways or loading bays.

G. Parking garage structures on sites that abut one or 2 public streets or open spaces must be concealed by habitable space along all public street or open spaces to receive a floor area bonus.

H. Parking garage structures on sites that abut 3 or more public streets or open spaces must be concealed by habitable floor space along at least two public street or open spaces to receive a floor area bonus. On the side that is not concealed, the façade of the exposed parking garage structure must be treated with glazed window openings or other treatments that are similar in proportion, materials, and detailing to the habitable floors. This façade area may not be granted any floor area bonus.

I. Louvers required for air intake and exhaust should be located on non-public facing façades whenever possible. When louvers are necessary on public façades, they should be minimized and be architecturally integrated with the façade.

5.11. Landmark Preservation

5.11.1. Public Benefits Formula

A. Floor area bonuses for qualifying activities are to be based on financial contributions that reflect the value of property within the geographic area, based on the following formula:

Cost of 1 square foot of floor area = 80% × median cost of land per buildable square foot.

B. The cost of land must be based on sale prices within the most recent 5 years, as provided by the Planning Division.

C. The planning director is responsible for updating estimates of land values every 5 years.

5.11.2. Standards and Guidelines

Floor area bonuses may be approved for historic landmark preservation in RD, DT and DC districts. Floor area bonuses may be granted in return for payments to property owners of officially designated historic buildings to support specific building restoration projects, subject to the following criteria and guidelines:

A. Restoration projects must be consistent with Section 2-9-9 of the City Code (Standards for Review of Applications for Certificates of Appropriateness).

B. Landmarks eligible for adoption must be identified by the Evanston preservation commission and must be located within a DR, DT or DC district.

C. Funds received must be used for substantial interior or exterior rehabilitation or restoration work that is visible from a public street or within a portion of the interior that is open to the public. Such work must exceed routine maintenance work (e.g., restoration of a missing cornice, replacement in-kind of deteriorated terra cotta).

D. The property owner of the landmark building receiving the funds must enter into an agreement with the preservation commission regarding the manner in which the funds will be used.

5.12. Streetscape or Alley Improvements

5.12.1. Public Benefits Formula

Floor area bonuses for streetscape or alley improvements may be approved for buildings in DT and DC districts. These bonuses may be combined with sidewalk widening bonuses.

A. Floor area bonuses for qualifying improvements are to be based on the value of property within the geographic area, based on the following formula: Cost of 1 square foot of

floor area = 80% × median cost of land per buildable square foot.

B. The cost of land must be based on sale prices within the most recent 5 years, as provided by the Planning Division.

C. The planning director is responsible for updating estimates of land values every 5 years.

5.12.2. Standards and Guidelines

Streetscape or alley improvements may be eligible for floor area bonuses if they comply with the following standards and guidelines:

A. To qualify for the streetscape or alley improvement bonus, such improvements must extend beyond the boundaries of the applicant's property and, at a minimum, must extend for the full length of the subject block face or the full length of the alley (from street to street), as applicable.

B. To qualify for a floor area bonus, the improvements must be located within 2 blocks as the proposed building.

C. Plans should demonstrate the maximum use of trees without obstructing the public way or views of retail uses.

D. Pavement treatments and materials should reflect those generally used in the immediate area.

E. Applicants who contribute street improvements and who will be undertaking the work themselves must submit documentation including but not limited to, appropriate drawings, detailed construction commitments, a construction schedule, and a performance bond for completion of the improvements.

F. Applicants who make cash contributions for specific improvements that are to be undertaken by city agencies must enter into an agreement with the City of Evanston and the agency undertaking the improvement.

5.13. Public Plazas

5.13.1. Public Benefit Bonus Formula

A floor area bonus for qualifying public plazas in accordance with the following formula: Bonus FAR = (area of plaza or park ÷ lot area) × 1.0 × Base (as-of-right) FAR.

5.13.2. Standards and Guidelines

Public plazas are eligible for floor area bonuses in DT and DC districts and buildings incorporating public plazas will not be subject to the build-to line requirements of Sections 2.2.2.A, 3.2.2.A, 4.2.2.A for that portion of the lot devoted to a plaza if the plaza meets the following minimum standards and guidelines:

A. Plazas and parks must be open to the sky, except for arbors, trellises, or small pedestrian-oriented structures, such as kiosks.

B. Plazas and parks must have a minimum site area of 2,500 square feet.

C. At least 20% of the park or plaza area must consist of landscaping.

D. One linear foot of seating area must be provided for each 30 square feet of plaza or park space.

E. All parks or plazas must be visible from and connected to a sidewalk.

F. The length of a park or plaza may not exceed 3 times its width in order to avoid long, narrow spaces.

G. Parks and plazas must be designed in accordance with ADA accessibility requirements. No plaza may be more than 3 feet above the adjacent sidewalk level.

H. Plazas or parks must be open to the public at least during the hours of 8:00 a.m. to 9:00 p.m. An appropriate plaque approximately 2 to 4 square feet in area must be displayed at all entrances stating the hours of public use.

I. Plazas and parks should be located so that they receive natural light during the day. Generally plazas that face south, east or west are acceptable. Preference will be given to plazas at corner locations that both maximize pedestrian access and access to natural light. No floor area bonus may be granted for a plaza or park that has street frontage only on a north-facing street.

5.14. Façade Improvements

Editor's Note: guidelines to be prepared by Preservation Commission, Plan Commission and staff during zoning ordinance drafting phase.

A.

B.

6. Administration

6.1. Review and Approval

6.1.1. Small projects are subject to review by the Site Plan and Appearance Review Committee. Within RD and DT districts small projects are those that do not use public benefit bonuses. In the DC districts small projects are those that do not use public benefit bonuses and that have a floor area ratio of 3 or less and a height of 110 feet or less.

6.1.2. Projects in the DC district that exceed an FAR of 3 or have a height of 110 feet or more but do not use any public benefit bonuses require planning and architectural review and approval as major developments in accordance with Sec. XREF[1].

6.1.3. Projects that seek floor area bonuses for public benefit features may be approved only through the public benefit bonus review process, which involves a review and recommendation by the Plan Commission and a final decision by the City Council.

6.1.4. Projects that receive city financial assistance to provide any of the subject public benefit "amenities" are not eligible to receive a floor area bonus for that amenity. For example, projects that receive city financial assistance to provide affordable housing are not eligible for affordable housing floor area bonuses.

6.1.5. The Site Plan and Appearance Review Committee (SPARC) is responsible for review of all projects within the downtown area and for recommendations to the Plan Commission for projects subject to Plan Commission review. SPARC may defer recommendations for a period up to 3 months if an applicant fails to make recommended changes. During this 3 month period, projects may not be scheduled for Plan Commission review and no building permits may be processed. SPARC membership must include at least 2 members of the Plan Commission appointed by the Chair.

[1] "Major development review" is expected to involve plan commission (public) review. Major development review criteria and procedures to be developed as part of downtown zoning ordinance update.

6.1.6. The Director of Planning is responsible for maintaining and updating estimates of land values in the downtown sub-districts. Estimates must be updated annually. The estimated cost of land used in the bonus formulas, however, will be based on the average sale prices within the most recent 5 year period and these estimates will be subject to review by the Plan Commission on 5 year intervals.

6.2. Decision-making Criteria

In acting on requested floor area bonuses, the Plan Commission and the City Council must evaluate proposed amenities based on their contribution to and the degree to which they enhance the quality of life and benefit the public in the surrounding area. Floor area bonuses may be approved only if they:

6.2.1. comply with the standards and criteria of this section; and

6.2.2. are planned, designed and located to provide public benefits for downtown residents and visitors.

6.3. Submittal Requirements

6.3.1. The applicant must file with the zoning administrator and the planning director a bonus worksheet—in a form required by the zoning administrator—that identifies the eligible public benefit features to be provided and the floor area bonuses requested.

6.3.2. Such worksheets must describe the size, location and design of the public benefit features as well as any maintenance provisions. The submittal must also include calculations for the amount of bonus floor area requested.

6.4. Elimination or Reduction of Bonus Features

6.4.1. Such worksheets will serve as an official record of public benefit bonuses and such records will be binding on the property owners, successors, and assigns for the life of the building for the design, operation, and maintenance of the public benefit features.

6.4.2. No public benefit feature for which a floor area bonus has been granted may be eliminated or reduced in size without a corresponding reduction in building floor area or substitution of an equivalent public benefit. Substitution requests must be processed in the same manner as the original request.

6.4.3. Any proposed elimination or reduction of a public benefit feature for which a floor area bonus was granted requires review and approval through the public benefit bonus review process.

7. Design Standards and Guidelines

7.1. Intent

7.1.1. The design standards and guidelines of this section complement the downtown zoning regulations.

7.1.2. They are intended to accommodate a diversity of architectural styles and variations in the treatment of building facades, building heights and rooflines.

7.1.3. The standards and guidelines promote the articulation of buildings with detailed fenestration, high-quality building materials, signage and lighting.

7.1.4. The standards and guidelines are further intended to promote attractive streetscape elements and to promote environmentally sensitive, sustainable design.

7.2. Applicability

7.2.1. The design standards and guidelines of this section apply to all development that requires a certificate of zoning compliance pursuant to Section 6-3-2 of the Zoning Ordinance except for development involving only "substantial rehabilitation or substantial addition," as defined in Section 6-18-3 of the Zoning Ordinance.

7.2.2. If the design standards and guidelines of this section conflict with the zoning district standards of Sec. 2 through Sec. 4, the more restrictive provision governs.

7.3. General Standards

7.3.1. Façade elements must include variety in terms of building setbacks, shadows, changes in building materials that create diversity and interest along the streetscape.

7.3.2. Standardized or franchised architecture with formulaic styles and architectural features mainly designed for advertising are prohibited.

7.3.3. Building materials must be of a durable quality that requires minimal maintenance. Exterior insulation and finish system (EIFS) should not be used on storefronts or on the street-facing building elevations.

7.4. Sustainable Design

7.4.1. Retrofits of downtown buildings and the construction of new buildings should incorporate the principals of "green" building and sustainable design. This would include enhancements to the efficiency of water and energy use and commitments to the use of recycled materials, locally manufactured or produced materials, or to the use of "renewable" building materials.

7.4.2. Developments must incorporate "green elements" into building designs. This may include stormwater collection and recycling facilities, "green" roofs, solar panels, or rooftop wind powered turbines.

7.4.3. Large-scale residential developments (projects over 100 units) must incorporate on-site recreational facilities or on-site open spaces for building residences. These facilities or open spaces may be located at grade, on roof-top decks, within upper level terraces or within health clubs or recreational rooms within the building. . Buildings are encouraged to be self-sufficient in terms of the recreation facilities needed by building residences.

7.5. Articulation

7.5.1. All buildings must have basic elements of a base, middle, and top.

7.5.2. Buildings within DT and DC districts must have a distinct ground- elevation (building base) that is visually distinguished from the upper floors by a horizontal design expression, such as a change in materials or architectural details.

7.5.3. To avoid long, monolithic structures, buildings should be articulated with projections, recesses, material changes, parapets, cornices, and varying roof heights. Long blank or unarticulated walls are prohibited on street-facing building elevations.

7.5.4. Long buildings should be "broken-up" in a way that creates the appearance of separate storefronts at regular intervals.

7.6. Fenestration

Dark-tinted, spandrel, frosted, or smoked glass should not be used in windows within the DT or DC districts. Use of such materials should be limited to decorative elements and accent features.

7.7. Entries

7.7.1. Building entries should be clearly defined and articulated.

7.7.2. The largest, most prominent building entries should generally be located along the street frontage with the highest pedestrian volumes.

7.7.3. In mixed-use buildings on corner lots commercial building entries and windows should be located along (primary) streets with the highest pedestrian volumes and entries to residential units should be located on secondary streets.

7.7.4. Entryways to retail sales and service businesses, restaurants, offices must be directly accessible from the sidewalk. Such entries should not be accessed through lobbies or residential entryways.

7.7.5. Grand entryways, recessed entryways, entryways that incorporate public art or public plazas are encouraged.

7.8. Utilities and Service Areas

7.8.1. Service areas, utility equipment areas, heating and ventilation equipment must be enclosed or otherwise screened from view of street rights-of-way.

7.8.2. Loading, trash, and utility equipment areas must be located out of view of street rights-of-way. In most cases, such areas must be enclosed within a building.

7.8.3. Rooftop mechanical equipment should be setback from the building line and screened so that it is not visible from street rights-of-way right-of way.

7.9. Parking

7.9.1. The design of parking lots, parking garages and other areas used for service vehicle access must minimize the number of vehicle access and exit points crossing sidewalks or other pedestrian routes.

7.9.2. The exterior elevations of any parking garage must be designed so as to screen or conceal parked cars from view from public street rights-of-way and open spaces.

7.9.3. All parking garages must provide shielding of lighting so as to minimize glare on adjoining properties.

7.9.4. The location and design of a parking structure's entrances and exits should be planned so as to have the least impact on pedestrian and vehicular safety and comfort. Special paving materials should be used to help define the pedestrian walkways along garage openings when such designs would enhance pedestrian safety.

7.9.5. At ground level parking garages must incorporate street-level retail and commercial businesses that activate the entire structure's street frontage (with the exception of driveways and pedestrian entrances).

7.9.6. The upper floors of multi-story garages must be screened or concealed by one or more of the following methods:

A. Habitable floor space; or

B. Glazing, metal grillwork, louvers and other architectural treatments.

7.10. Lighting

7.10.1. Lighting on buildings should be integrated within the architectural style of the building.

7.10.2. Lighting should be located and directed to enhance pedestrian safety.

7.10.3. Lights must be located and designed to prevent negative effects on neighboring properties.

7.11. Administration

7.11.1. The Site Plan and Appearance Review Committee is responsible for reviewing projects for compliance with the design standards and guidelines of this section.

7.11.2. In reviewing projects for compliance with these design standards and guidelines, the Site Plan and Appearance Review Committee must make findings that the proposed site plan and elevations comply or fail to comply with the design standards and guidelines of this section.

7.11.3. If the Site Plan and Appearance Review Committee finds that the proposed development fails to comply with the design standards and guidelines, they must return the plans and elevations to the applicant for modifications or revisions.

7.11.4. If the applicant fails to make the required revisions or objects to the findings of the Site Plan and Appearance Review Committee then the plan may only be approved through the approval of a "major variation," in accordance with procedures of Zoning Ordinance Section 6-3-8-10.

APPENDIX A: EVANSTON LANDMARKS WITHIN THE DOWNTOWN STUDY AREA

1. 1717 Benson
2. 816 Clark
3. 1468 Chicago/600-610 Grove
4. 1501-1511 Chicago
5. 1604-1608 Chicago
6. 1702 Chicago
7. 1724 Chicago
8. 1728 Chicago
9. 1730 Chicago (National Register)
10. 630-640 Church/1633-1645-49 Orrington
11. 610-612 Davis
12. 630 Davis
13. 1101-1115 Davis
14. 1451-1457 Elmwood
15. 618-628 Grove/1511-1521 Sherman
16. 1626-1640 Hinman/516 Church
17. 607 Lake
18. 1449-1453 Maple
19. 1509 Oak (1505-1515 Oak)
20. 1560 Oak
21. 1618 Orrington
22. 1603-1611 Ridge/1125 Davis
23. 1615-1625 Ridge
24. 1627-1645 Ridge/1124-1136 Church
25. 1703-1713 Ridge
26. 1578 Sherman
27. 1700 Sherman
28. 1830 Sherman

APPENDIX B: PARKING SURVEY DATA

Parking Requirements: Comparison of Existing and Proposed Standards													
Address	Unit Size and Current Requirement								Unit Size and Proposed Requirements				
	Bedrooms			Total Units	Required Parking	Actual Parking Supplied	Occupied Spaces (rate per unit)	Plus 10%	Bedrooms [1]			Total Units	Proposed Parking Requirement
	1	2	3						1	2	3		
1720 Maple	60	99	45	204	315	237	197 (0.96)	217	60	99	45	204	254
1640 Maple	29	71	3	103	168	145	98 (0.97)	108	29	71	3	103	123
1572 Maple	8	8	12	28	46	48	33 (1.18)	36	8	8	12	28	36
1580 Sherman	21	64	18	103	158	130	111 (1.06)	123	21	64	18	103	128
807 Davis	72	154	27	253	375	304	185 (0.83)	204	72	154	27	253	305
800 Elgin	94	129	25	248	361	NA[2]	223 (0.93)	246	94	129	25	248	293

[1] Estimate; proposed parking requirements based on unit size (square feet) rather than bedrooms.

[2] Not available

APPENDIX C: GLOSSARY

Accessible: An adjective used to describe a place or destination that is easy to reach. Downtown Evanston is accessible because it has a thorough street system, sidewalks, excellent rail service, numerous bus lines, and ample parking. Accessible also refers to the degree to which a system is usable by as many people as possible, including persons with physical disabilities and mobility impairments.

Activity generator: A building, destination, or district that has achieved a certain critical mass, density, or scale such that these locations or buildings create significant amounts of pedestrian and vehicle traffic.

Adaptive Use: The reuse of a building or structure, usually for a purpose different from the original. The term implies that certain structural or design changes have been made to the building in order for it to function in its new use. Examples might include a factory building now used for loft apartments, or a house now used as a professional office.

Affordable office space: In the context of this plan only, this phrase refers to office space in a new building where the rent charged for this space is subsidized and equal to the rents received Class B or Class C office space within the immediate area. The Director of Planning will make a determination that the proposed rents are "comparable" or "equal" to those of Class B or Class C office space on the basis of verifiable published data such as the CoStar Groups office rents data.

***Architectural details*:** A full range of building features, including recesses, projections, wall insets, arcades, fenestration, doors, window display areas, awnings, canopies, balconies, window projections, signage, light fixtures, ornamentation, landscape elements, or other elements that complement the architectural character of a building.

Architectural integrity: The degree to which a particular building reflects its historic character and retains its original building materials. Integrity is lost through alterations and the replacement of original building materials.

Articulation: Architectural composition in which elements and parts of the building are displayed in an ordered, distinct, and consistent manner.

***Building character*:** Building styles, forms, and types that have a distinctive trait, quality or attribute. Frequently these traits, qualities, or attributes are repeated in multiple buildings or multiple locations and thereby represent an essential characteristic of a community.

Building form: The mass of individual buildings, including height, bulk, scale, and setbacks and the relationship of this form to other buildings and public spaces.

Chain store: A large class of retail, restaurant, and service outlets where the operators share a brand and central management, usually with standardized business methods, practices, and corporate identify.

Character-giving buildings: Buildings that establish the image of a community or a defined area of the community where the character is defined by building type, building scale, architectural style, or architectural or urban design features.

Charrette: A technique for engaging the public in the preparation of a plan for a neighborhood, corridor, new town, or other district that involves a multidisciplinary team of professionals de-

veloping all aspects of a plan from the overarching goals, to alternative development concepts, to regulations that implement the plan. A charrette typically entails an intense schedule of 4 to 7 days. The approach is considered well-suited to high-stakes projects, volatile political environments, and complex design problems.

Connectivity: The directness and the connectedness of streets, sidewalks, paths, and other types of routes within a defined geographic area. A well-connected road or path network has many short connections, numerous intersections, and minimal dead-ends. As connectivity increases, travel distances decrease and route options increase, allowing more direct travel between destinations, creating a more accessible system.

Conservation district: An area that contains buildings and structures within definable boundaries that, while not of such historic or architectural significance to be designated landmarks or included in a historic district, nevertheless contain structures and buildings that reflect distinctive features (e.g. size, scale, urban design) that are of significance to the architectural, cultural, economic, or social history of the city.

Contextualism: An approach to architecture and building design that derives from the belief that new buildings must blend in with its neighbors in terms of height, materials, fenestration, and in some cases with the architectural style altogether.

Contributory building: A classification applied to a structure or building within a historic district signifying that it generally shares, along with most of the other buildings or structures in the historic district, the qualities that give the historic district cultural, historic, architectural or archaeological significance as embodied by the criteria for designating the historic district. These resources are of the highest importance in maintaining the character of the historic district. Typically, contributory resources have been modified very little over time.

Core districts/zones: Areas of downtown Evanston where most new development has already occurred. Recent developments have included several large sites with new multi-story buildings reaching heights of 15 to 28 stories. Generally, the Core districts are closest to the train stations and the existing large parking decks. The Core districts are appropriate for high-rise, mixed-use development with ground floor retail. These districts or zones can also be a location for a larger entertainment use such as movie theaters and performance centers and they are appropriate locations for hotels, libraries and large assembly uses.

Downtown District: The area bounded by Lake Street west to Oak Avenue then west on Oak to Ridge Avenue and north on Ridge to Emerson Avenue then east on Emerson to Benson Avenue then south on Benson to University Place and east on University Place to Sherman Avenue and south on Sherman Avenue to Clark Street and then south along the alley next west of Hinman Avenue to a line 200 feet north of and parallel to Davis Street then east along this line to Hinman Avenue and then south along Hinman to a line 125 feet south of and parallel to Davis Street then west along this line to the alley next west of and parallel to Hinman Avenue and then south along this alley to Grove Street then west along Grove to Chicago Avenue and south along Chicago to Lake Street.

Edge/link/ transitional district: The edge, link, or transitional districts are located on the fringe or perimeter of downtown and these districts include multi-family housing and office and institutional buildings with varied architecture, building height, and density. These blocks provide a

"bridge" or transition between downtown's denser, active core and its adjacent residential neighborhoods and Northwestern University

Fenestration: The arrangement and design of windows in a building.

Focus group: is a public participation or research technique in which a small group of people (typically eight to ten individuals) engages in a roundtable discussion of a specific topic related to a city plan or city planning document. The focus group discussion is typically directed by a moderator who guides the discussion in order to obtain the group's opinions about or reactions to specific proposals or planning concepts.

Form-based code: A method of regulating development to achieve a specific urban shape or design. Form-based codes address the relationship between building facades and the public realm, the shape and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes, presented in both diagrams and words, are keyed to a regulating plan that designates the appropriate shape and scale (and therefore, character) of development, rather than distinguishing solely on the basis of land-use types, which is the basis of conventional Euclidean zoning.

Gateway: A street corridor or a specific point where pedestrians or motorists designed to create a sense of arrival in a new district, place, or distinct destination. Physical design elements that define a gateway include such things as signs, monuments, landscaping or a change in the character of development.

Green building design: The practice of optimizing the efficiency of buildings and their use of energy, water, and materials, and reducing building impacts on human health and the environment, through better siting, design, construction, operation, maintenance, and recycling.

Green roof: A roof of a building that is partially or completely covered with vegetation and soil or a growing medium, planted over a waterproofing membrane. The term "green roof" may also be used to describe roofs that use some form of "green" technology, such as solar panels or a photovoltaic module.

Guideline: A principle or concept that provides guidance, direction, or advice as to a decision or course of action.

Historic building: any building that is historically or architecturally significant.

Historic district: a district or zone designated by ordinance by the city council or by the state or federal government within which buildings, structures, and places have a high concentration of historical, architectural, archeological, or cultural significance or a high concentration of contributing buildings or structures.

Historic Landmark: a property, structure, or building designated as a landmark by ordinance of the city council that is worthy of rehabilitation, restoration, and preservation because of its historic or architectural significance.

Human scale: Architectural design based on the understanding that humans interact with their environments based on their physical dimensions. Buildings scaled to human physical capabilities have steps, doorways, railings, work surfaces, seating, shelves, fixtures, walking distances, and other features that fit well to the average person.

Knowledge-based business: A firm where the main line of business, product, or service is dependent on employees that possess and can apply knowledge. This may includes financial service firms, consulting or research firms, and product development firms where knowledge is necessary for the very survival of the enterprise.

LEED certification: The Leadership in Energy and Environmental Design (LEED) certification system based on the Green Building Rating System, developed by the U.S. Green Building Council (USGBC). The certification is based on a myriad of standards related to environmentally sustainable construction.

Landmark: a building designated as a historic landmark by the Evanston City Council.

***Livability*:** A concept that encompasses elements of home, neighborhood, and community that contribute to safety, economic opportunity, and welfare, health, convenience, mobility, and recreation. The adjective "livable" for a city connotes a desirable quality of life for its citizens -- including social activities, attractive public places, provision of a certain level of privacy, as well as a sense of community.

Market value: the theoretical highest price a buyer, willing but not compelled to buy, would pay, and the lowest price a seller, willing but not compelled to sell, would accept.

Mass: the shape, size, height, and volume of a building.

Mixed-use development: Individual buildings or districts in which more than one category of land use is encouraged. In zoning this means some combination of residential with commercial, industrial, office, institutional, or other land uses.

Multi-modal transportation: A transportation system that includes or allows for at least two modes of transport, such as mass transit, private automobiles, bicycles, and other modes.

National Register of Historic Places: a listing maintained by the U.S. Park Service of areas that have been designated as historically significant. The register includes places of local and state significance, as well as those of value to the nation in general.

New Urbanism: An American urban design movement that arose in the early 1980s. Its goal is to reform many aspects of real estate development and urban planning, from injecting new development into older urban areas while changing the suburban development paradigm of the last 50+ years of sprawling, low-density development forms to a new model that stresses human-scaled walkable environments and a mix of residential, commercial, public, and office land uses. New urbanist neighborhoods are designed to contain a diverse range of housing types, narrow streets, distinctive architecture evocative of the region, and a mix of residential and commercial land uses that make them more attractive and more marketable than conventional suburban development.

Office space, Class A, B. and C: Class A space can be characterized as buildings that have excellent location and access, attract high quality tenants, and are managed professionally. Building materials are high quality and rents are competitive with other new buildings. Class B buildings have good locations, management, and construction, and tenant standards are high. Buildings should have very little functional obsolescence and deterioration. Class C buildings are typically 15 to 25 years old but are maintaining steady occupancy. Tenants filter from Class B to Class A and from Class C to Class B. In a normal market, Class A rents are higher than Class B which are above Class C.

Pedestrian friendly: urban design that emphasizes pedestrian connections to major destinations; the use of public spaces and open spaces as a way to promote walking and as a way to encourage pedestrians to linger. Pedestrian friend design encourages compact, mixed-use development; promotes a building architecture that creates interest for the pedestrian; and incorporates concepts of parking and traffic management that reduce the dominance of automobile and private automobile traffic.

Placemaking: A term that came into use in the 1970s by architects and planners to describe the process of creating attractive squares, plazas, parks, streets, waterfronts, and other locales that that will attract people because they are pleasurable or interesting.

Public Art: Sculpture, street furniture, screens, paintings, murals, brickwork and paving, video installations, fabrics and furnishings, and other works of art that can be seen on the street, in parks and gardens, and inside buildings.

Public realm: All areas outside of and between buildings including town centers, parks, public plazas, external areas of public buildings, sidewalks, parks, streets, street trees, landscaping, street furniture, and pavement. Government buildings, such as public libraries and similar buildings open to the public are also part of the public realm. The design, style, and configuration of private buildings, particularly at the street level can affect the desirability and level of activity within the public realm.

Redevelopment: The reconstruction, re-use or change in use of any developed property including an increase in the intensity of use such as an increase in the number of dwelling units or a change to a more intensive commercial or industrial use. Much redevelopment may simply involve the redesign or rehabilitation of existing properties.

Scale: The relationship between the size and parts of a building to one another and to surrounding buildings.

Sense of place: The characteristics or qualities of a location, area, or district that that makes it special or unique, as well as to those that foster a sense of authentic human attachment and belonging. Places are said to have a strong "sense of place" when they have a strong identity and character that is deeply felt by local inhabitants and by visitors.

Sites susceptible to change (opportunity sites): Parcels of land that are most likely to change to an alternative use in the near term (5 to 10 years). Sites susceptible to change may include vacant land, vacant buildings, or underused properties. They may include properties that currently command low rents. In contrast, sites that have only recently been developed, that are currently intensively used, or that are under diverse ownership are less susceptible to change in the near term. Properties that are under public ownership or control may also be less susceptible to change.

Smart growth: An urban and transportation planning paradigm that emerged in the early 1990s that focuses primarily on reducing urban sprawl through more efficient use of land and public infrastructure. The smart growth approach is centered on 10 principles that have evolved over time and are recognized by many city, county, and state governments as well as nonprofit research, transportation and environmental groups:

Create range of housing opportunities and choices

Create walkable neighborhoods

Encourage community and stakeholder collaboration

Foster distinctive, attractive communities with a strong sense of place

Make development decisions predictable, fair, and cost effective

Mix land uses

Preserve open space, farmland, natural beauty, and critical environmental areas

Provide a variety of transportation choices

Preserve open space, farmland, natural beauty, and critical environmental areas;

Provide a variety of transportation choices

Most recently the relationship between the built environment and patterns of growth to the public's health, namely rising rates of obesity brought about by car dependent lifestyles and an absence of places to walk, as well as air quality issues caused by greenhouse gas emissions, have been recognized among smart growth advocates and are now recognized as another set of valid arguments in favor of more compact, walkable neighborhoods.

Standard: A criterion or reference against which performance can be compared and evaluated. A measure or criteria used for comparison purposes to evaluate the quantitative or qualitative values of a proposal.

Streetscape: The area between buildings on opposite sides of the street, which includes sidewalk design, materials, and width, landscaping, curb design, crosswalks, building heights and entrances, signage, street trees, street furniture, the roadway, and on and off-street parking.

Sustainability, whole building: An approach to sustainability that recognizes the environmental impact and performance of buildings in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.

Sustainable development: As defined by the U.N. Commission on Sustainable Development, it is development that "meets the needs of the present without compromising the ability of future generations to meet their own needs." Sustainable development is considered a three-dimensional concept involving a balance of environmental protection; economic growth; and social development.

Traditional districts: Three sub-areas of downtown Evanston that have a more traditional shopping street character with smaller buildings and shops. These districts provide a special function, acting both as "downtown" shopping streets with specialty merchants and restaurants, and "neighborhood" convenience centers serving the daily shopping and service needs of the downtown's growing residential population.

Transit-oriented development: A mixed-use residential or commercial area designed to maximize access to public transport with features to encourage transit ridership. A TOD neighborhood typically has a center with a rail or bus station, surrounded by relatively high-density development with progressively lower-density development spreading outwards from the center. TODs generally are located within a radius of one-quarter to one-half mile from a transit stop, which is considered an appropriate distance for pedestrians to walk to transportation, shopping, and other services.

Urban design: A disciplinary subset of urban planning, landscape architecture, or architecture that concerns the arrangement, appearance, and functionality of buildings and spaces.

Urban form: The pattern of development that characterizes physical configuration and layout of urban and suburban areas. It includes aspects such as development density; the use of land; the size and configuration of blocks; and the arrangement and hierarchy of streets, yards, and open spaces.

Urban plaza: A small public open space that is often integrated with or related to the adjacent buildings. Typical features include walkways, trees and shrubs, places to sit, and/or restaurants and shops.

Urban village: An urban planning concept that aims to aims to create an environment in which people can both live and work; where the environment is self-sustaining and environmentally friendly; and where the urban form encourages community interaction and involvement. Many transit-oriented developments are designed as and function as urban villages.

Vacancy/occupancy rate: a ratio of the empty and unoccupied properties or buildings versus those properties and buildings currently in use and occupied with tenants, owners, or residents.

Walkability: A measure of the overall conditions for people on foot in an area. Factors affecting walkability include, but are not limited to: land use mix; street connectivity; residential density; orientation and placement of homes and buildings; and the location of destinations and activity centers. Walkability is also influenced by infrastructure such as access to mass transit, presence and quality sidewalks, buffers to moving traffic (planter strips, on-street parking or bike lanes) and pedestrian crossings, aesthetics, and street furniture.

Wayfinding: The means by which people orient themselves in physical space and navigate from place to place. In other words, it is the process and the tools people rely upon to find their way around a city, a large complex of buildings, or an institution, such as a museum or hospital. Wayfinding systems refers to the set of architectural and/or design elements that aid orientation, including signs, icons, images, colors, artwork, and other elements that may have been installed for such purposes or that are distinct and of use to people in need of orienting themselves to their surroundings.

Zoning bonus system: A technique used to encourage developers to include public amenities in their private development projects in exchange for additional allowable density or floor space according to a formula based on the value placed on the amenity and the cost to provide it. For example, a developer might provide a plaza in front of a building and be allowed to build an additional floor in height.