

From: [James Marran](#)
To: [OneWinnetka](#)
Subject: One Winnetka Project
Date: Wednesday, May 20, 2015 4:09:20 PM

May 20, 2015

To: Winnetka Planning Commission

Fm: Jim and Barbara Marran

711 Oak Street

Winnetka, IL 60093-2549

Re: One Winnetka Project

As the One Winnetka Project has been presented to the Planning Commission over the past few weeks by the Stonestreet Partners, Winnetkans are beginning to get a clearer understanding of how comprehensive and complex it is. Even though the Project is still a work in progress, in addition to the two 120-unit apartment structures, the following proposed space use is illustrative of its scale:

- a convenience store of over 13,000 square feet;
- three restaurants totaling 11,250 square feet;
- office suites of 19,600 square feet;
- a space for a child development program at 3,450 square feet;
- an underground parking facility of 90,800 square feet of self - parking for 159 resident and 45 retail employee parking spaces;
- a Village of Winnetka underground garage consisting of a 63,430 square foot self-parking ramp for 144 commuter spaces plus 53 retail parking spaces;
- the replacement of the hard-surface Village parking lot on Elm Street with a new parking structure providing 97 retail spaces.

The 1.6 acre site on which these structures will be constructed portends a significant increase in population density, intricate traffic patterns, challenging public safety issues, an increase in basic Village services, and the inevitability of permanently changing the style and nature of the East Elm Street Business District and the nearby neighborhoods on Arbor Vitae, Lincoln, Maple, Cedar and Oak Streets.

We also have concerns about the monetary expectations to the Village for the following projects proposed in the One Winnetka plan where the developer pledges to fund “a portion of the costs”:

- the development of underground parking;
- the Lincoln Avenue streetscape modifications and the development of a community plaza at Lincoln and Elm;
- the installation of a 16” water main on Elm Street from Lincoln to Maple and removing from service the present 16” water main within Lincoln Avenue.

Additionally, there is a style issue. When the One Winnetka buildings were presented at the first meeting of the Planning Commission, they were shown as pure Beaux-Arts – massive, grandiose, and constructed with a grey stone facing. A picture of the two buildings is part of a display now in store windows on Lincoln Avenue and Elm Street. The other pictures show two very different looking buildings – not of grey stone but of a bright-reddish-yellow brick. What results is a betrayal of the Beaux-Arts style. The inconsistency of the photos is confusing. What will the completed One Winnetka Project really look like?

In the same initial public meeting on the One Winnetka Project, the urbanologist whom the developer used as a consultant identified the *Transit Oriented Development* (TOD) model as the rationale for the Project. He explained *Transit Oriented Development* (TOD) refers to residential and commercial centers designed to maximize access by rail transportation. He explained the typical TOD has a rail station at its center, surrounded by relatively high-density development, with progressively lower-density spreading outwards one-quarter to one-half mile, which represents pedestrian scale distances. While that model has been successful in many areas across the country, none have been as small as Winnetka with a population of about 12,500. And since the One Winnetka Project is designed to attract “empty nesters”, that is not the demographic the typical TOD addresses. The attached information from a Government Accounting Office report prepared for two Senate committees addressing urban transportation issues released in November 2014 provides data that seem to invalidate TOD as a model for smaller and less urban communities such as Winnetka. (The italics in the report are for emphasis.)

PUBLIC TRANSPORTATION (November 2014)

Multiple Factors Influence Extent of Transit-Oriented Development

Problems Associated with Transit Oriented Development (TOD)

Challenges That Can Hinder Transit-Oriented Development near Selected Projects

• **Resident support for transit and transit-oriented development:** Among our case study cities, San Francisco and Washington, DC, have the highest transit ridership—among the top five in the nation according to the 2009 American Community Survey—and both cities also have historically dense development patterns. As noted above, we observed many new developments near transit in both cities. *In addition, according to stakeholders, cities with a high concentration of people 18 to 34 years old tend to be more supportive of transit-oriented development than other age cohorts.* For example, stakeholders from Houston; Washington, DC; San Francisco; and Charlotte told us younger residents' desire for neighborhoods close to amenities and their support for transit are signs that this age cohort is supportive of transit-oriented development. These comments conform to a national survey by the Urban Land Institute that found that the majority of this age cohort prefers a shorter commute over a larger home; is attracted to living in neighborhoods close to public transit, with a mix of shops, restaurants, and offices; and shows a preference for living in a neighborhood with a mix of housing types and a mix of incomes.

• **Local approval processes may add requirements or delays:** Another challenge that can hinder transit-oriented development is a lengthy or discretionary local approval process. For example, two national stakeholders said that developers face higher risk and more uncertainty in developing projects when transit-oriented developments are not in line with the zoning code for the area. *In these cases, a zoning variance is typically required from local officials, a requirement that can make the entitlement process lengthier and more discretionary.* These stakeholders also said that when entitlement processes are dependent on the discretion of the local officials, developers might be unable to predict when projects will get approved or what requirements local officials will attach to projects as conditions of approval. *Three developers in San Francisco and Charlotte told us that if they are uncertain of the length or outcome of the entitlement process, they might choose not to pursue projects.*

• **Local residents may not support transit or dense development:** *Stakeholders in every city we visited told us that transit-oriented development could face challenges when the local population is not in favor of transit or dense residential development. Transit officials in Baltimore and Houston reported that negative perceptions of transit affect transit ridership and consumer demand for transit-oriented development. Stakeholders in Baltimore told us that a social stigma associated with public transit results in low ridership on the light rail system. The Houston transit agency and a local developer told us that Houston's "car culture"—wherein residents generally prefer to independently travel in their own car rather than on transit—is a factor that can inhibit the appeal of transit and demand for dense living near transit stations. Stakeholders in the San Francisco Bay Area reported that local residents may oppose new development out of concern about issues such as the height of buildings for dense development or perceived decreases in quality of life due to increases in population, traffic, and demand for parking.*

Source:

United States Government Accountability Office (GAO)

Report to the Chairman, Subcommittee on Housing, Transportation, and Community Development, Committee on Banking, Housing, and Urban Affairs, U.S. Senate

By any objective measure, the One Winnetka Project is a high-risk enterprise. If it fails, the loss will have a resounding impact on the entire Village of Winnetka for years to come.

James and Barbara Marran
711 Oak Street
Winnetka, IL 60093
[REDACTED]

"Life isn't about finding yourself. Life is about creating yourself" ~ George Bernard Shaw



Conney's Pharmacy

736 Elm Street
Winnetka, IL 60093
Phone: [REDACTED] Fax: [REDACTED]
www.conneyspharmacy.com

5/5/2015

Attention:
Winnetka Plan Commission
Residents of Winnetka

RE: Concerning the One Winnetka Application

We believe that previous negotiations between the Applicant, Mr. Trandel, and ourselves are not relevant to the Application or the proceedings before you. The suitability of this proposed project should be judged on its own merit (or lack of merit) and on our legal property rights. Mr. Trandel's letter of 4/22/15 has compelled us to respond.

It is revealing that at the 4/22 Plan Commission meeting, two residents of the 711 Oak Condominium testified to unkept promises made by Mr. Trandel at a meeting of condo owners. Mr. Trandel not only denied their account, but stated that such conversations should have been treated as confidential. And yet, on that very day, he had filed a 7-page letter giving his version of the details of lengthy conversations and negotiations between him and Conney's, and the attorneys for each. So much for confidentiality.

We don't intend to try to counter Mr. Trandel's version point by point, but we do want to state that his version is blatantly inaccurate. We feel compelled to answer his letter because we believe that it was intended to unfairly smear Conney's reputation in the community, as if that would somehow make Mr. Trandel's outsized project more acceptable. We would like to highlight several matters:

1. Conney's wishes to stay in and continue to serve this community. Conney's has every right to protect itself and negotiate in its own interest without being bullied. From the beginning, and repeatedly, we insisted that two requirements be part of any sale: (a) Conney's must be able to continue in business in a suitable location in the immediate vicinity without any interruption; and (b) Developer would not lease to another pharmacy while Conney's remained in business (which requirement we later reduced as a concession to a flat ten years from occupancy of the new building). That is a reasonable provision which is common when selling a business, or business-related property. Money was not an issue, and the sale price had been agreed upon, provided those two requirements were met.

2. At first, Mr. Trandel spoke of Conney's having a place within his new project with street frontage on Elm. In order to satisfy the requirement of continuity, Conney's could temporarily use a portion of the Baird & Warner Building. However, that site was an integral part of the project and could never have been separated and available during construction, as clearly appeared when we obtained Mr. Trandel's site plan. He withdrew that proposal.

3. Mr. Trandel then came up with a different proposal. He would secure for Conney's another location across the street on Elm where Conney's could move permanently. But that location was under lease, and we were not shown the lease. It was never demonstrated that possession could be obtained to insure continuity. There were other legal problems which were pointed out to Mr. Trandel, but he made no effort to address and satisfy those matters.

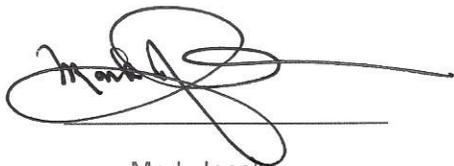
4. Mr. Trandel assured us that he had no intention of leasing to a pharmacy. However, when we asked him to confirm that with a covenant, he flat-out refused. Why was he unwilling to back up his promise? Under those circumstances, further negotiations were terminated.

5. In his 4/22 letter to the Plan Commission, Mr. Trandel claimed that the purchase price was \$4,750,000. That is erroneous. It was a cash price of \$2,750,000. Out of that, Conney's would have to totally remodel and improve a new location. What Mr. Trandel had to pay for an alternate site was up to him. It was acknowledged that the fair market value of the

proposed site was only about \$750,000. If Mr. Trandel was going to pay \$2,000,000 for it (which we don't know as a fact), that amount wouldn't go to Conney's. It would go to the seller. Mr. Trandel's letter states that Conney's demanded \$4,750,000, and is false.

6. In his letter, Mr. Trandel claimed that Conney's turned down his offer. To the contrary, we will accept the offer - if he stands behind it, and it's not just words as before. The elements are simple and the same as he acknowledged: (a) Cash price: \$2,750,000; (b) good title and uninterrupted possession of an alternate location across the street, with all legal problems and approvals satisfactory to us; and (c) covenant against pharmacies for 10 years from occupancy. He refused to stand behind that before. If he changes his mind and is able to fulfill the requirements, he has a deal.

We regret having to make these things public which should have been kept private, and which in any event should have no bearing on the proceedings before the Plan Commission, the other Boards, and eventually the Village Council. However, Mr. Trandel's inaccurate and intemperate letter of 4/22 left us no choice. Thanks you for your patience and attention.

A handwritten signature in black ink, appearing to be 'Mark Jacobs', written over a horizontal line. The signature is highly stylized and cursive.

Mark Jacobs

A handwritten signature in black ink, appearing to be 'Arshad Gazi', written over a horizontal line. The signature is highly stylized and cursive.

Arshad Gazi

Hi, my name is Natalie Todd. I live at [REDACTED] Chestnut Street. I have lived in Winnetka for 4 years and I have 4 small children.

Hi, I am Sara Knight. I live at [REDACTED] Spruce and have lived in Winnetka for 8 years and I have 3 young children.

We are not only residents of Winnetka, but small business owners. We own Kid Motion located at 732 Elm Street. One Winnetka directly impacts our families and our business.

During the months we were in the process of purchasing Kid Motion, the uncertainty of our location was made obvious. We were told that David Trandel and Stone Street Partners had plans to redevelop. We met with David and he was extremely forthcoming. He shared with us his plans and his support for creating the perfect space for Kid Motion within One Winnetka. We find David honest and approachable. The idea of a new space for Kid Motion and a breath of life for the village of Winnetka is intriguing and exciting.

With One Winnetka, Kid Motion must temporarily relocate. This will put a tremendous strain on us, our staff and our Kid Motion families. David is supporting us through this challenging process, and doing everything he can to keep us in Winnetka. He has met with us many times to brainstorm possible temporary locations. He has contacted other property owners in Winnetka in hopes of finding a similar sized space that meets our safety requirements. This includes parking that is easily accessible, immediately available and safe for our young families. Kid Motion's future home in One Winnetka will meet our requirements.

David's children attended Kid Motion and he appreciates the 30 year history. The search for a temporary space has been arduous, but the sacrifice is worth it knowing that Kid Motion has a high quality, beautiful, vibrant new space within One Winnetka.

We are excited and looking forward to a revitalized downtown that will create more choices, greater convenience and higher quality of life for our young families. We haven't lived in Winnetka as long as others, but we are active participants in the public schools, the park district, the Community house, and local shops and restaurants. We didn't experience the last 40 years in Winnetka, but plan to participate in the next 40.

From: [Philip Enquist](#)
To: [OneWinnetka](#)
Subject: One Winnetka. Design concerns
Date: Friday, April 24, 2015 7:34:30 AM

Dear trustees of the Village of Winnetka, and all interested Winnetka citizens.

I am writing this e mail letter to express my professional concerns with the scale, massing, height and design style (architectural style) of the One Winnetka project.

I am a long time resident of Winnetka and am also an architect, urban planner and the planning and urban design partner with the Chicago firm of Skidmore, Owings and Merrill.

In general, I am in favor of bringing in more housing to the downtown of Winnetka to enliven the center of the village and support transit oriented development. Density that is appropriate to the scale and character of the Village town center is a good thing.

Our research shows that increased housing density around train stations and village commercial centers has great appeal and demand and works well supporting existing businesses.

The concerns with the current One Winnetka design that I want to highlight are as follows:

1. The building massing

The large masses of the building, the west block and the east block are very large and imposing on the neighborhoods. the large massing should be rethought and broken into smaller elements.

2. Building height

The height at seven stories is two to three stories higher than anything in the village. it is simply too tall. this should be reduced to a four to five story height.

3. Building character

The architectural style is so curious. Where did this come from? The metal mansard roofs, the French provincial style seems to be a stylistic joke at the beginning of the 21 st century.

Winnetka was famous for Saarinen and the design team at crow island school and for well designed commercial corridors from the 1920's and for the integrity of design of the village hall.

Surely this design team could be more innovative in the design and demonstrate " design excellence" and integrity rather than some over done fantasy architecture. (frankly this is embarrassing as a serious proposal)

4. Encroaching on the street right if way.

I feel this sets a bad precedent for Winnetka future growth.
Why is it critical to narrow the street where diagonal parking is used associated with businesses and the Metra train station.
this area works well today and the diagonal parking should be kept. Parking that is moved to a lower level for Village retail parking will simply not be used.

In closing, I urge the Village to demand much higher level performance from this design proposal. The developer and design team can do better and they must. I would encourage the developer to start over. The identity of the Village will be dramatically impacted negatively by this current proposal.

sincerely
Philip Enquist

PHILIP J. ENQUIST

SKIDMORE, OWINGS & MERRILL LLP

T: [REDACTED] F: [REDACTED]

[REDACTED]

From: [whsobel](#) [REDACTED]
To: [OneWinnetka](#)
Subject: Fwd: Preservation and adaptive reuse of the Fell Company Store/Dold for Congress HDQ
Date: Wednesday, April 22, 2015 3:08:14 PM
Attachments: [Architectural significance of the Fell Company Store.doc](#)
[LMIIIIFellCompanyStore_ltr.pdf](#)
[Docomomoletter.pdf](#)
[Fell_CoAIAlet.doc](#)
[Fellarticles.doc](#)

Ms. Tina Dalma, Chair
Winnetka Plan Commission
Winnetka Village Hall

Dear Ms. Dalma,

As suggested earlier in the month in response to our request that previous materials in support of the preservation and adaptive reuse of the Fell Property be included in the record, here is a partial resubmission, including letters from AIA Chicago, Landmarks Illinois and Docomomo. As the essay on the architectural significance of the award winning building indicates, there are also letter from submitted, which will be submitted when located in the near future. Please share these with other commission member for tonight's meeting.

These additional materials to be submitted later include letters from noted preservationist, Mary Brush, AIA, James Bayley AIA, and Prof. Edward Deam, FAIA. Tribune architectural critic Blair Kamin also disucssed the Fell Store on his blog in 2008 and 2009. The Winnetka Talk featured WHS architecture and the Fell Store in its October 18, 2007 article. Docomomo also featured preservation of the Fell Store in its spring 2009 national news letter.

Again as in our statement at the April 8 meeting, we request full consideration of adaptive reuse of the Fell Building, including addition of commercial and residential units as planned in drawing developed when the building was first approved. We also request a full historic preservation analysis and report, and no consideration of building or demolition permits until the efforts to preserve the building are fully considered.

We look forward to working together with the Village boards and developers on pursuing these possibilities. If you have any questions, please let me know.

Sincerely,

Richard Sobel

Walter H. Sobel, FAIA z'l
Walter H. Sobel, FAIA & Associates

-----Original Message-----

From: whsobel <whsobel>
To: laura <>
Cc: lebos123 <>
Sent: Tue, Jan 11, 2011 11:07 am
Subject: Fwd: Preservation and adaptive reuse of the Fell Company Store/Dold for Congress HDQ

P.S. By the way, the Winnetka Talk website included the following article.

[2. Barrington courting developers after New Trier Partners back out](#)

Published: 12:00 AM Nov 8,2010

By [IRV LEAVITT](#)

Barrington's village manager said Monday he expects to meet this month with two builders interested in the three-acre downtown parcel that for years has been a key village retail redevelopment target. Those meetings come on the heels of the...

August 26, 2008

Ms. Maureen Mitchel, Chair
Winnetka Plan Commission
Village of Winnetka
510 Green Bay Road
Winnetka IL 60093

RE: Fell Company Store, 511 Lincoln, Winnetka

Dear Ms. Mitchel and Members of the Plan Commission:

As we understand it, tomorrow you will be reviewing a planned development application by New Trier Development LLC for a project proposed to replace the Fell Company Store. The proposal is a building with four floors of retail, condominiums, and underground parking. Landmarks Illinois urges the Commission to request that New Trier Development to incorporate the Fell Company Store into its redevelopment plan.

The Fell Company Store was designed by well-known North Shore architect Walter H. Sobel, FAIA, and was completed in 1968. In 1970, it won an Outstanding Merit Award for the planning and design of a small department store in an international competition of the Institute of Store Planners and the National Association of Store Fixture Manufacturers. The store is representative of high-end, modern commercial design that is fast disappearing from suburban main streets throughout the region. The building has clean lines, refined use of details, and materials that would be cost exorbitant to replicate today.

Ironically, Mr. Sobel designed the store to allow for future expansion, specifically for the possibility of adding up to three additional stories for residential units. This could possibly allow New Trier Development to reduce the cost and construction time of the project by reusing an existing structure. This also would reduce demolition waste.

We hope the Commission will request that New Trier seriously consider this approach, which could provide a win-win situation for everyone. In the meantime, please feel free to contact me if you have any questions or would like any assistance from Landmarks Illinois.

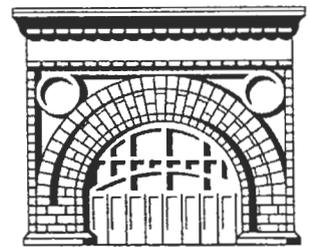
Sincerely,



James Peters

President

cc: Mike D'Onofrio, Director, Community Development
Brian Norkus, Assistant Director, Community Development



LANDMARKS
ILLINOIS

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Fax: (312) 922-8112
e-mail: mail@lpci.org
www.Landmarks.org
www.FarnsworthHouse.org

Partial List of Press Coverage of WHS FAIA's Fell Store Preservation, 4/10/09

Fells development delayed on height, Christopher Peterson, *Winnetka Talk*, July 3, 2008
<www.pioneerlocal.com/winnetka/news/1036011,wn-fell-070308-s1.article

Father, son duo remembers Fell's, by Christopher Peterson, *Winnetka Talk*, October 20, 2007
<www.docomomo-chicagomidwest.org/docs/wtoct20.pdf

Walter Sobel's Fell Company Store in Winnetka facing demolition, Chicago Tribune online, [7/30/08] <featuresblogs.chicagotribune.com/theskyline/2008/07/walter-sobels-f.html
<docomomo-us.org/news/endangered_fell_company_store_winnetka_faces_demolition

Walter Sobel Fell Company Store's fate in hands of Winnetka Zoning Board, August 11, 2008
Docomomo Midwest is in the midst of an effort to save
<arcchicago.blogspot.com/2008/08/walter-sobel-fell-company-stores-fate.html>
arcchicago.blogspot.com/

Walter Sobel to make case for his Fell Company building in Winnetka on Wednesday night, Deborah Horan, *Chicago Tribune*, August 26, 2008.
featuresblogs.chicagotribune.com/theskyline/2008/08/walter-sobel-to.html

Winnetka Condo plan faces zoning vote, lending market, Andrew Schroedter, *Crain's*, March 17, 2009 www.chicagorealestatedaily.com/cgi-bin/news.pl?id=33338

Winnetka's Fell Co. building: Village Board vote moves it closer to demolition, Robert Channick, *Chicago Tribune*, April 10, 2009 www.chicagotribune.com/news/local/chi-winnetka-development-10-apr10,0,310786,email.story

Most neighbors still oppose Fell plan, CHRISTOPHER PETERON, April 14, 2009.
<http://www.pioneerlocal.com/winnetka/news/1526247,wn-fell-041409-s2.article>

March 30, 2009

Maureen Mitchel, chair
Winnetka Plan Commission
Winnetka Village Hall
510 Green Bay Road
Winnetka, IL 60093

RE: Fell Company redevelopment at 511 Lincoln Avenue

Dear Ms. Mitchel:

I am writing to express my concern over the future of the Fell Company retail building, designed by Walter H. Sobel, FAIA. Mr. Sobel has been a member of The American Institute of Architects since 1945 and was elected to the Institute's College of Fellows many years ago in recognition of his contributions to the profession of architecture. He served as president of AIA Chicago in 1965. Mr. Sobel has had a long career as a designer of commercial, residential, and religious buildings in Chicago and its suburbs.

The Fell Company building, a project by Mr. Sobel completed in 1970, was designed to house a retail business and to be expanded with several additional floors should the owner choose to enhance the commercial opportunities of the site. A larger building is now being contemplated for this property. What consideration has been given to expanding the building, as originally intended, to meet the needs of the current property owner? Enlarging and reusing this structure would preserve a attractive building that is in scale with its surroundings, as well as providing a valuable example of green design through conservation of existing resources. I hope that your board will give strong consideration to this option.

Sincerely,



Zurich Esposito
Executive Vice President
AIA Chicago



3 October 2008

Louise Holland, Chair
Winnetka Landmark Preservation Committee
c/o Village of Winnetka
510 Green Bay Road
Winnetka IL 60093

RE: Fell Company Store at 511 Lincoln Avenue, Winnetka

Dear Chairman Holland and Members of the Landmark Preservation Committee,

docomomo_chicagomidwest, a chapter of **docomomo_us**, urges the Landmark Preservation Committee to avoid demolition of the architecturally significant Fell Company Store located at 511 Lincoln Avenue.

docomomo is a private nonprofit volunteer membership organization dedicated to the documentation and conservation of buildings, sites and neighborhoods of the modern movement. Our members include preservationists, architects, scholars, and many others who actively work to record, preserve and advocate for sites of the early to mid 20th century.

This building was designed by well-known local modernist architect Walter H. Sobel, FAIA and Associates. Sobel is an architect, Navy veteran, and distinguished research professor at IIT. The Fell building won the Outstanding Merit Award for the Planning and Design of a Small Department Store in an international competition of the Institute of Store Planners and the National Association of Store Fixture Manufacturers in 1970.

Besides the aesthetically pleasing exterior, refined details, and space-efficient interior design, the project was planned with future expansion in mind. It was innovatively designed to permit an economical addition of at least two floors of housing or additional retail space at a later date.

The importance of the Fell Store and Sobel's architecture are underscored not only by the Merit Award but by the fact that the plans and drawings for the Store are now being collected by the Midwest Architectural Archives at the University of Minnesota and the Spertus Museum archives in Chicago. Other projects by Walter H. Sobel include Beth Emet Synagogue in Evanston, the Geico Building in Wilmette, and the Wack House in Kenilworth. He also designed renovations to the Braeside and Ravinia Schools in Highland Park while working for John Van Bergen.

We request that the Landmark Preservation Committee encourage the development company, New Trier Partners, to consider retaining this significant modern building in their redevelopment plans. Potential landmark designation of the structure by the Village of Winnetka would allow the developer to take advantage of available local and federal preservation incentives for rehabilitation. We have addressed our concerns to the Plan Commission, the Zoning Board of Appeals, and Village staff – we appreciate your consideration of our position.

We urge the Village to work with the developer to explore options beyond demolition in order to save this significant example of the modern movement.

Sincerely,



Lynette Stuhlmacher, Associate AIA, LEED AP
Board of Directors

cc: Jill Morgan, Staff, Village of Winnetka
Edmund Woodbury, Winnetka Village Council President
Brian Norkus, Assistant Director of Community Development
Michael D'Onofrio, Director of Community Development
Doug Williams, Village Manager

Architectural Significance and Reasons for Preservation and Adaptive reuses of the Fell Company Store, by Walter H. Sobel, FAIA, in Winnetka IL, 4/10/09 Draft

The Fell Company Store, designed by Walter H. Sobel, FAIA, and engineered by Burton I. Sobel, ASCE, is recognized as a significant modernist structure. In 1970, it won an international “awarded of Outstanding Merit” for design and planning of a small department store. Numerous preservation experts and organizations have identified its architectural value and historic significance.

Docomomo Midwest (8/7/08) highlighted its “aesthetically pleasing exterior, refined details, and space-efficient interior design.” Moreover, it was “innovatively designed to permit an economical addition of at least two floors of housing.” Docomomo highlighted the importance of the store and Sobel’s architecture by the Merit Award and the collection of his papers and drawings by the Northwest Architectural Archives at the University of Minnesota.

Landmarks Illinois (8/26/08) noted that the “store is representative of high-end commercial design that is fast disappear from suburban main streets.” “The building has clean lines, refined use of details, and materials that would be cost exorbitant to replicate today.” The letter also noted that the Fell store received an Outstanding Merit award, and the design included future expansion for up to 3 floors of residential units. It called its preservation and adaptive reuse “a win-win situation for everyone.”

The Chicago Chapter of the American Institute of Architects (3/30/09) described it as “an attractive building that is in scale with the surroundings” and “providing a valuable example of green design through conservation of existing resources.” It also noted the expansion potential to “enhance the commercial opportunities” of the site, and it highlighted the distinguished career of Walter H. Sobel as an AIA Fellow and a former AIA-Chicago Chapter president.

Architectural preservation expert, James Bayley, AIA (10/8/08), of Bailey Architects, noted that the Fell Store was “an award winning project when built and continues to provide a unique and prestigious street appearance.” It was “commissioned by a prominent resident and business owner [Abe Fell] to be the flagship store for his local chain of clothing establishment.” It was “designed by the nationally recognized” firm and an architect recognized for his “award-winning projects throughout the U.S.”

Architectural preservationist leader, Mary B. Brush, AIA, of Holabird & Root, wrote that the Fell Store “is important architecturally, for its architect and as a fine example of mid-century modern construction.” “Designed for eventual expansion,” it is a potential “leader in the adaptive reuse of mid-century modern buildings.”

Professor Emeritus at the School of Architecture at Univesrity of Illinois-Chicago and design critic, Edward Deam FAIA, described (4/4/09) the Fell store as a “distinguished fine modern building” that was “designed by a fine architect,” and

“preserves the scale and context of the era.” The Fell Store embodies exemplary scale, content, dimension, warm color, legacies and human memories of Winnetka’s legacies.

Architectural critic of the *Chicago Tribune*, Blair Kamin, featured the demolition threat to the Fell Store in his “architectural blog” on July 30, 2008. The *Chicago Tribune* highlighted the preservation issues around the store in articles on August 26, 2008 and April 10, 2009. The *Winnetka Talk* featured Mr. Sobel’s architecture and the Fell store legacy in its 10/20/07 issues. Docomomo US features the Fell Store preservation issue in their spring 2009 national newsletter.

From: Sally Hoit [REDACTED]
Sent: Thursday, April 23, 2015 12:30 PM
To: Anita Lichterman
Subject: who are the investors in Winnetka One

I was at the planning committee meeting and was surprised that the committee members didn't seem to have info on the major investors or projects, particularly Sandstone and Arlington LLCs. I Googled one of them and discovered some interesting information. You have some of the names...I suggest you do some research, especially if the Village is going to have financial dealings with the group. They may be fine, or maybe there are some issues. This is a huge project and we need all the information we can get. Their history with other governments and communities is very important. We can't approve something this large just based on personality, friendship and/or intuition. Information, in this day and age, is relatively easily available. The Village would be taking on a lot of risk if such a large project is taken on, so caution is very necessary.

Sally Hoit

Philip Brewster

April 21, 2015

BY HAND DELIVERY & VIA EMAIL AT ONEWINNETKA@WINNETKA.ORG

Plan Commission
Village of Winnetka
510 Green Bay Road
Winnetka, Illinois 60093

Re: Case Number 15-10-PD

Dear Members:

This correspondence further addresses the planned development application by Stonestreet Partners and Winnetka Station LLC ("Developers"), for the properties at (a) 511 Lincoln Avenue, (b) 513-515 Lincoln Avenue, (c) 710-732 Elm Street, (d) 740 Elm Street, and (e) a portion of the adjacent Lincoln Avenue right-of-way ("One Winnetka"). I reside at 872 Oak Street and own Winnetka-based Brewster Law Firm LLC at 560 Green Bay Road.

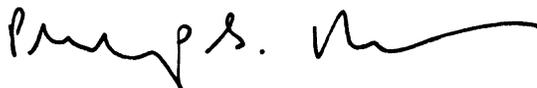
The goal of this correspondence is to provide a critical review of what the Village of Winnetka entitled the Developer's "Analysis of retail viability" prepared by SRS Real Estate Partners ("SRS") headquartered in Dallas, Texas ("Opinion"). See Exhibit A. This letter purports to offer an expert opinion of the viability of the retail commercial space proposed by the Developers. The viability of this new additional space is a critical question in connection with the approval of One Winnetka. This Opinion fails to answer this critical question.

At best, this purported 'Opinion' is a quickly drafted, glib monologue – which contains absolutely no statistical analysis or any other objective measure to support the Opinion's overly broad conclusions. This is shocking given the significant risks and burdens the Developers are demanding be assumed by the citizens of Winnetka, especially where methodologies exist to calculate the potential retail development in question. Worse, this Opinion evidences a complete lack of basic knowledge of the actual development site and the Developer's very own proposal. For example, the Opinion suggests a variety of potential retail tenants. One of those potential tenants suggested is: "Drug store.....this use could be immediately interested again as the parking would secure approvals on their end and their credit is good for the project." Opinion at 2. You have to wonder if SRS actually visited the proposed building site or even reviewed the development plans – SRS would have noticed Conney's Pharmacy already onsite. Additionally, the Opinion calls into question the genuineness of the Developers' very recent claim that "we still hope to have an elegant solution for Conney's. We're highly respectful of them. We're trying to be respectful of everyone who touches this every day." Chicago Tribune April 20, 2015. The Opinion starkly suggests otherwise.

Ultimately, the Developers would have the Village rely on this Opinion to support its claims that the proposed retail space is viable. The Village of Winnetka should not rely on the wholly unsubstantiated Opinion offered by the Developers to support a key component of their planned development application. The offered Opinion does not support the Developer's application.

In my April 7, 2015 letter on this topic, I noted the disappointing element of the One Winnetka episode is both the Village Council's and Village administration's lack of understanding of its constituency – the residents of Winnetka – in adopting the ordinance that permitted a seven-story structure in the first instance. I would clarify that the original ordinance change (allowing 4 stories and 45 feet) knowingly permitted this variance for a seven story building to proceed. Please note there is no need to redact any personal information in this correspondence.

Very sincerely yours,



Philip S. Brewster

EXHIBIT A

Opinion

(See Attached)



April 7, 2015

Stonestreet Partners
Attn: David Trandel
2920 West Euclid Avenue
Arlington Heights, IL 60005

David,

Per your request as to the viability of leasing approximately 45,000 SF of retail in a mixed-use project you are proposing in Downtown Winnetka, I would offer the following:

The retail development arena has changed dramatically since the 2007 meltdown of the economy and squashed much of the single family residential growth and consequently traditional retail growth.

Since '07, most retailers have set their sights on the urban and downtown suburban growth path. It's where they can forecast sales most accurately and count on existing customer traffic and spending patterns. The Dominick's exit from Chicago kick-started some of that growth with Mariano's and Whole Foods filling that vacuum and stirring the pot that brought many of the parasite retailers out of hibernation and creating a bit of confidence in pent up expansion demands.

One of the crossover areas that are of particular interest to the retailers, restaurants etc., are in the suburban but stable downtown districts where these municipalities are addressing re-vitalization of their downtowns to keep their residents shopping, eating, drinking and (entertainment options) within their own borders and keeping these areas thriving and consequently reaping those sales tax dollars as a result.

The Catch 22 for some of these retailers like a Trader Joe's specialty grocery or a Francesca's restaurant expanding in these urban and suburban downtowns is adequate parking. Without it, they are very leery of moving forward, no matter the location or the rent....unless they have huge daily pedestrian traffic counts like many of the downtown Chicago shopping districts or Loop locations they need to give their customers viable parking in proximity to the storefront . What is proposed at your mixed-use project is very compelling with parking as part of the project, the train station foot traffic at their doorstep, and the density and incomes that would frequent this sit. Knowing that, the anticipated categories that will likely have interest would include:

Executive Health Clubs15-20,000 SF....an amenity to the whole community and certainly the apartments above and a big user for this size project.

Restaurantsthere are so many new and existing concepts that are looking for this type of opportunity it's about what works for town, size of restaurant, menu, etc. (Steffani's, Francesca's,



Sushi, casual Epic Burger, etc.) expect a flood of interest in this category.

Shopsthere will be a myriad of small shop interest that will want to capture this demographic Specialty Grocery store....there may be an opportunity here for that use especially with the parking proposed.

Drug store.....this use could be immediately interested again as the parking would secure approvals on their end and their credit is good for the project.

Wine Bar.....popping up everywhere in almost every town

I believe 45,000 SF would be very pre-leasable given brand new space, with a new exciting line-up with parking . This is really what they (that are active) are all looking for, timing for the retail project is excellent as demand is high and good quality supply is limited.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin C. Boyd', with a horizontal line underneath.

Kevin C. Boyd
Sr. Vice President
SRS Real Estate Partners

SRS Real Estate Partners (SRS) is the largest national real estate company in the country exclusively dedicated to retail services. Headquartered in Dallas with multiple offices nationwide, SRS' strong presence across the country provides the company with unparalleled local knowledge on a national platform. As a result, clients of SRS have a competitive edge through a full range of offerings including brokerage services, corporate services, development services, investment services and managed services. Since its inception in 1986, SRS has built a strong foundation in the retail real estate world and grown into one of the industry's most influential and respected leaders.