

Winnetka Village Council
STUDY SESSION
VILLAGE HALL
510 Green Bay Road
October 12, 2021
7:00 PM

AGENDA

- 1) Call to Order
- 2) Public Comment
- 3) 93 Green Bay Road Proposals
- 4) Adjournment



Agenda Item Executive Summary

Title:

Presenter:

Agenda Date:

Ordinance
Resolution
Bid Authorization/Award
Policy Direction
Informational Only

Consent: YES NO

Item History:

Executive Summary:

Executive Summary (continued):

Recommendation:

Attachments:



VILLAGE OF WINNETKA:

To the Winnetka Village Council and Community Development Department,

Thank you for the opportunity to work with you on revitalizing the 93 Green Bay Rd. property! We are confident that our partnership in working together on this project could be profoundly beneficial to the community, to the village, and to our team as well.

In this revised proposal we have made some changes to our proposed plans based on your questions and input, and expounded on areas that required clarification. Although the pages in the proposal are marked with the questions they answer, you may find the below table of contents helpful for navigating the answers you are looking for.

We gave as much clarification in this proposal as we could reasonably assume, but we hope it is clear that our terms are dependent on the formal negotiations, and that we are very open to exploring multiple avenues when it comes to the shared outdoor space, the drawing of the lease line, and the division of financial responsibility for this project.

For the purposes of offering figures that answer the questions you posed, we based this proposal off of a scenario where the lease line is drawn at the building itself, and the primary revitalization efforts and financial responsibility are split with it. In this scenario we would ask the village for very little, if any, assistance in transforming the building, and although we would be happy to collaborate, the village would assume primary responsibility for the outdoor shared space.

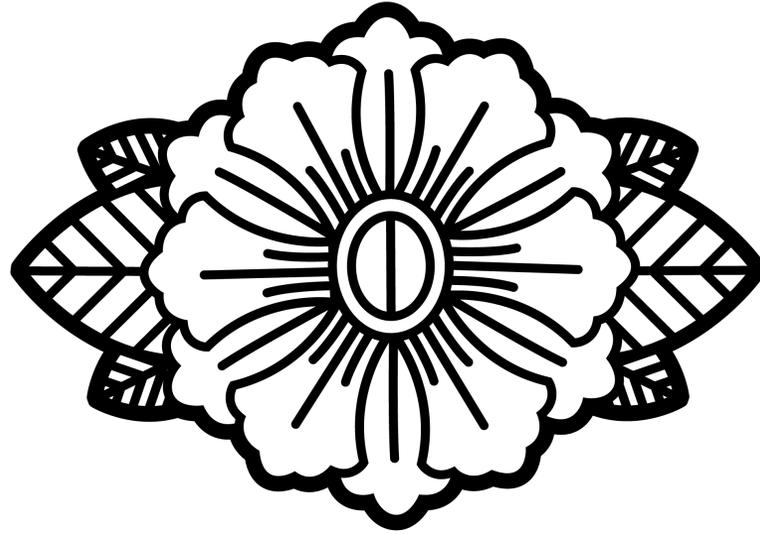
We look forward to negotiating terms for this lot that are mutually beneficial, and that offer the most possible value to the surrounding community.

-The Tala Team

REVISIONS BASED ON QUESTIONS FROM THE VILLAGE

Question 1	21	Question 9	18
Question 2	25	Question 10	15
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QUALITY, APPROACHABILITY, INTENTIONALITY, CONNECTION



TALA COFFEE ROASTERS

Sweet, beautiful coffees.

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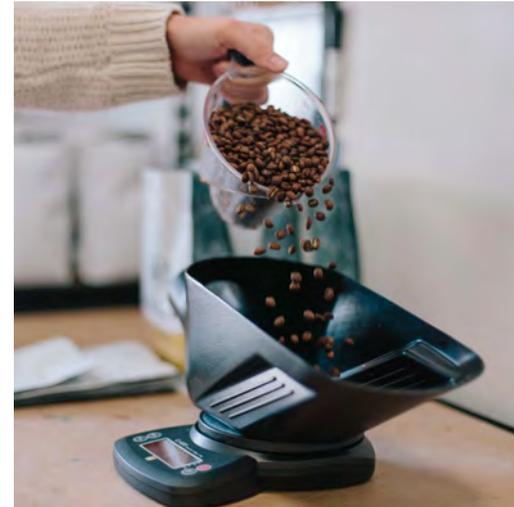


OUR STORY

Tala Coffee Roasters began June, 2017 out of our roastery in Libertyville, IL, sourcing and roasting high quality coffee for online sale and wholesale distribution. We quickly established a strong local following and far-reaching online presence with our specialty coffee, merchandise and coffee brewing gear.

Meticulous efforts to find the perfect spot for our first café were concluded in finding the historic firehouse located in the small community of Highwood, IL. We partnered with Preservation Properties Group to win the bid of the widely contested landmark building by vote of the city council.

In their decision process, the council invited feedback from the community for the future of the firehouse and received responses overwhelmingly in favor of a coffee shop to occupy the space.



COMMUNITY RESPONSE

“Tala represents some of the best qualities that a small business can have. They embody the third wave quality and vibe that a lot of coffee shops fail to meet. Worth the visit.”

-John M, 2021

This response from the community foreshadowed the important role Tala would play in Highwood’s vision of revitalization. Our café became a key component in the future development of the western downtown strip, providing a much-needed asset to the neighborhood.

“The council decided May 2nd to ask community members to weigh in prior to the council’s next meeting. Of the 71 who expressed a preference, 63 favored the coffee house concept...” (Berkowitz, 2017, para. 5)

Highwood picks coffee house over winery

By KAREN BERKOWITZ
PIONEER PRESS | MAY 18, 2017 AT 4:12 PM

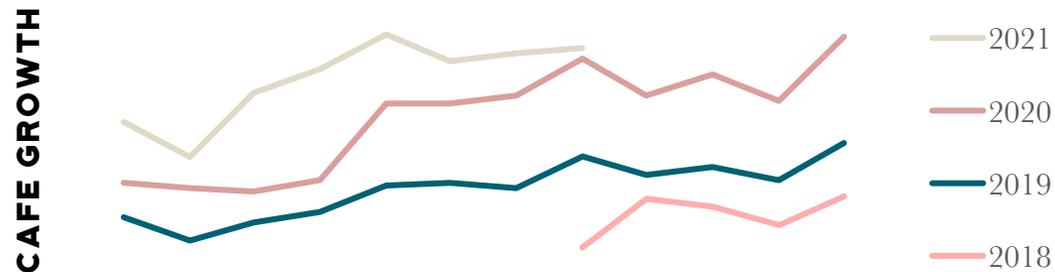


The Chicago Tribune article highlighting the historic input from the community concerning the re-use of the downtown firehouse.

DESTINATION AND NEIGHBORHOOD CAFE

Since opening our café doors in August 2018, our sales have grown significantly.

- Served ~6,000 customers in our first 30 days open
- Grew 40% 2019 – 2020, despite the pandemic
- Grown 32% YTD, 2021
- Average ticket price increased 31% since opening



The café draws large crowds of cyclists who venture from Chicago or Milwaukee. Weekend mornings are full of cyclists who now say, “It’s not a ride without Tala.”

THE TALA TEAM



RYAN HICKMAN | FOUNDER & CEO

After almost 20 years as a double franchisee of Rosati's Pizza, Ryan applied his experience in small business and restaurant industry to create Tala, where he now directs business operations and growth opportunities.



STEFAN TONG | CAFE MANAGER & EDUCATIONAL DIRECTOR

Stefan spent years in the industry, rising the ranks as barista, head trainer, assistant manager, store manager and eventually district manager before establishing and managing our Highwood café and rigorous staff training program.



JOANNA TONG | DIRECTOR OF MARKETING & OPERATIONS

Joanna's previous experiences in multiple roles within the coffee industry came together in launching Tala's wholesale and online distribution programs and overseeing commerce operations and marketing.



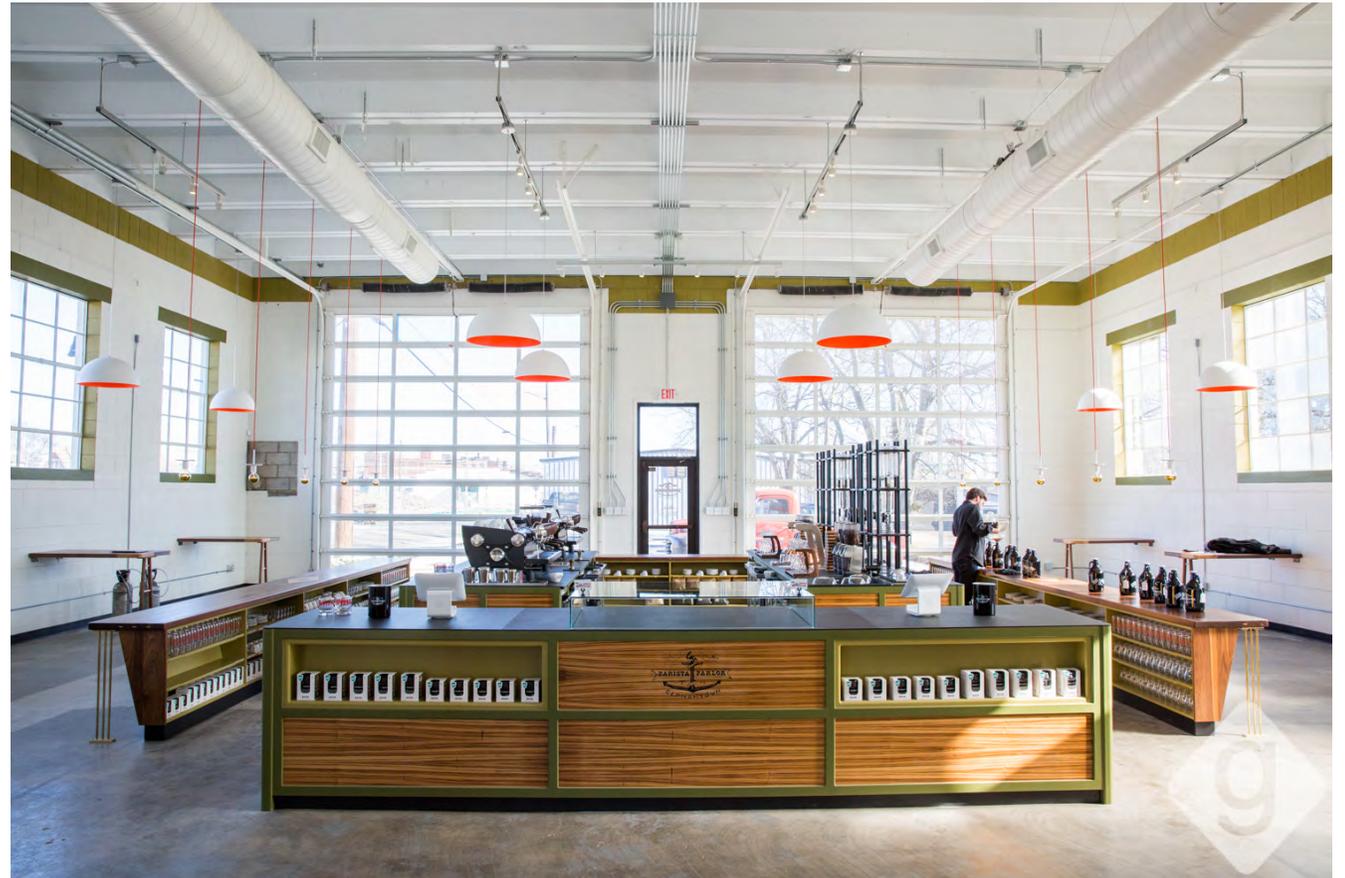
KEITH LILJA | HEAD ROASTER & GRAPHIC DESIGNER

Keith studied graphic design in college, where his passion for coffee roasting also began. He worked as a head roaster and graphic designer for several years leading to the creation of Tala, where he leads the roasting and creative departments.

INTENDED USE

We will keep the footprint of the building and embrace its character through adaptive reuse techniques. We're inspired by projects that revitalize historical and unique properties as we were with our Highwood Café. For this space we will:

- Bring renewed vitality and practicality to the space
- Embrace adaptive re-use development techniques to retain the charm and character of this site
- Transform the exterior, patio, and landscaping for a welcoming and attractive gateway to the area
- Restore original porcelain tile exterior
- Design with a modern / retro Americana twist
- Update existing garage doors with glass
- Replace roof and install striking signage



A café of particular inspiration to us, Barista Parlor, Nashville, TN, adapts this old garage space to a beautiful café.

SUSTAINABILITY IN DESIGN

One of the reasons we love adaptive reuse is the ability to bring new life to a space without discarding so much of the value that already exists. By using the existing structure we already are engaging in the most important of sustainable construction patterns, limiting new materials.

Our vision for the space would reuse as much material as possible, down to each individual porcelain enamel tile. This not only preserves the historical style of the space, it limits the total new materials needed. Our design limits the need to break concrete by keeping the structure footprint, thereby eliminating any danger of exposing hazardous materials. We continue this mentality in our outdoor solutions, using a deck for seating in the least level areas of the lot.

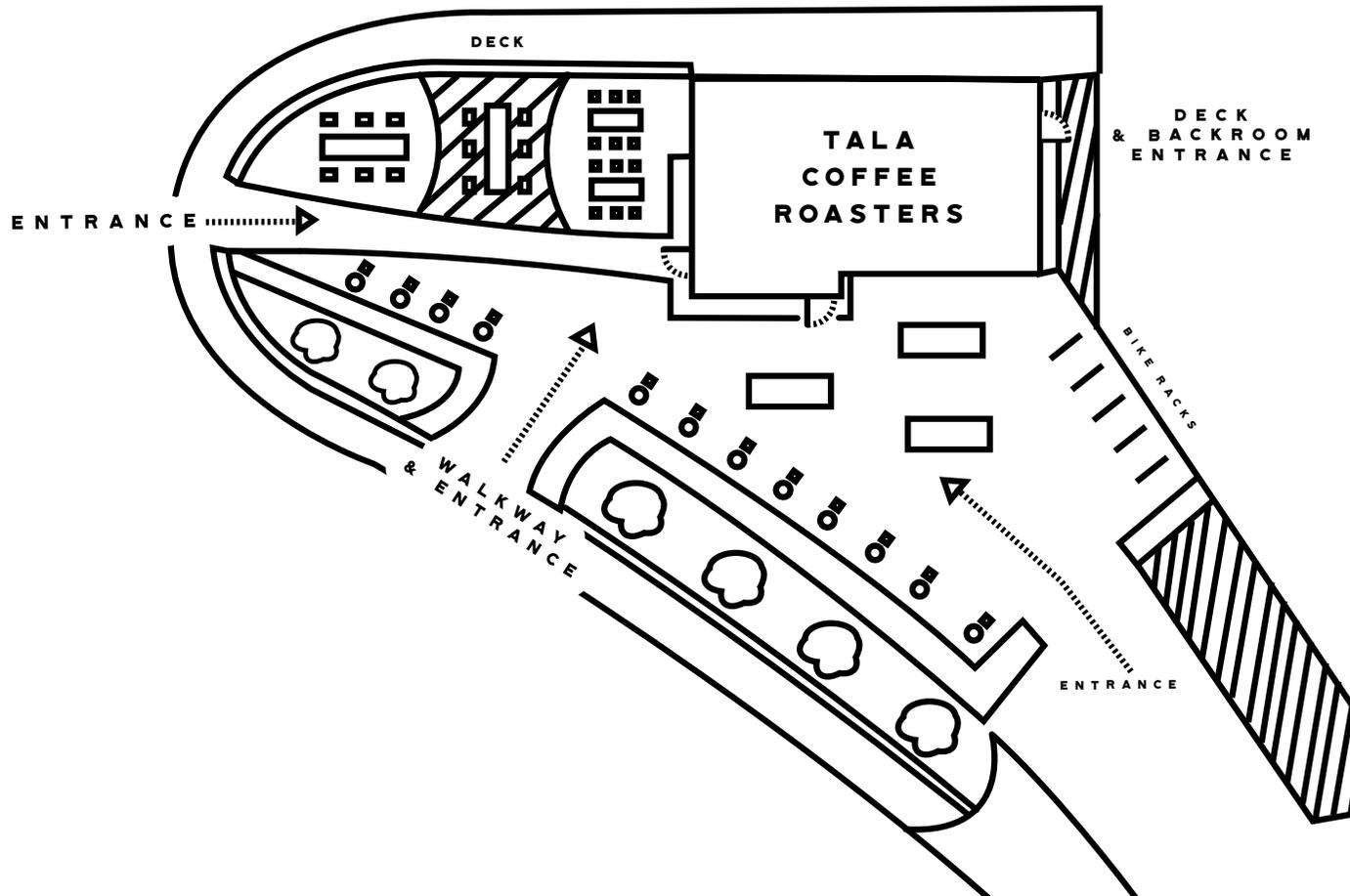
Keeping the outer shell, we will also bring everything up to modern sustainability standards with insulated walls and ceilings, energy efficient HVAC systems, high-efficiency plumbing fixtures and new windows and doors. All of these upgrades limit the expenditure of unneeded energy and take full advantage of the relatively empty shell that the current structure is in.

Any unused materials, such as existing garage doors or metal roofing can be donated or recycled. In turn we will look to recycled materials first before buying new for build-out, like using reclaimed wood where possible, for example.

RENDERINGS *Southern side, front-facing view*



RENDERINGS *Overhead plot*



Our practical and aesthetic vision includes many thoughtful elements.

- Entrances are ramped to provide accessibility
- Deck provides solution to sloping grade without breaking contaminated ground
- Different table arrangement accommodate various gathering sizes
- Bike racks provide orderly place for cyclists to keep bikes
- Curated landscape throughout
- Back room entrance and loading zone provide an easy way for deliveries to be brought in without disrupting customers
- Multiple entrances to patio area encourage pedestrians to enter

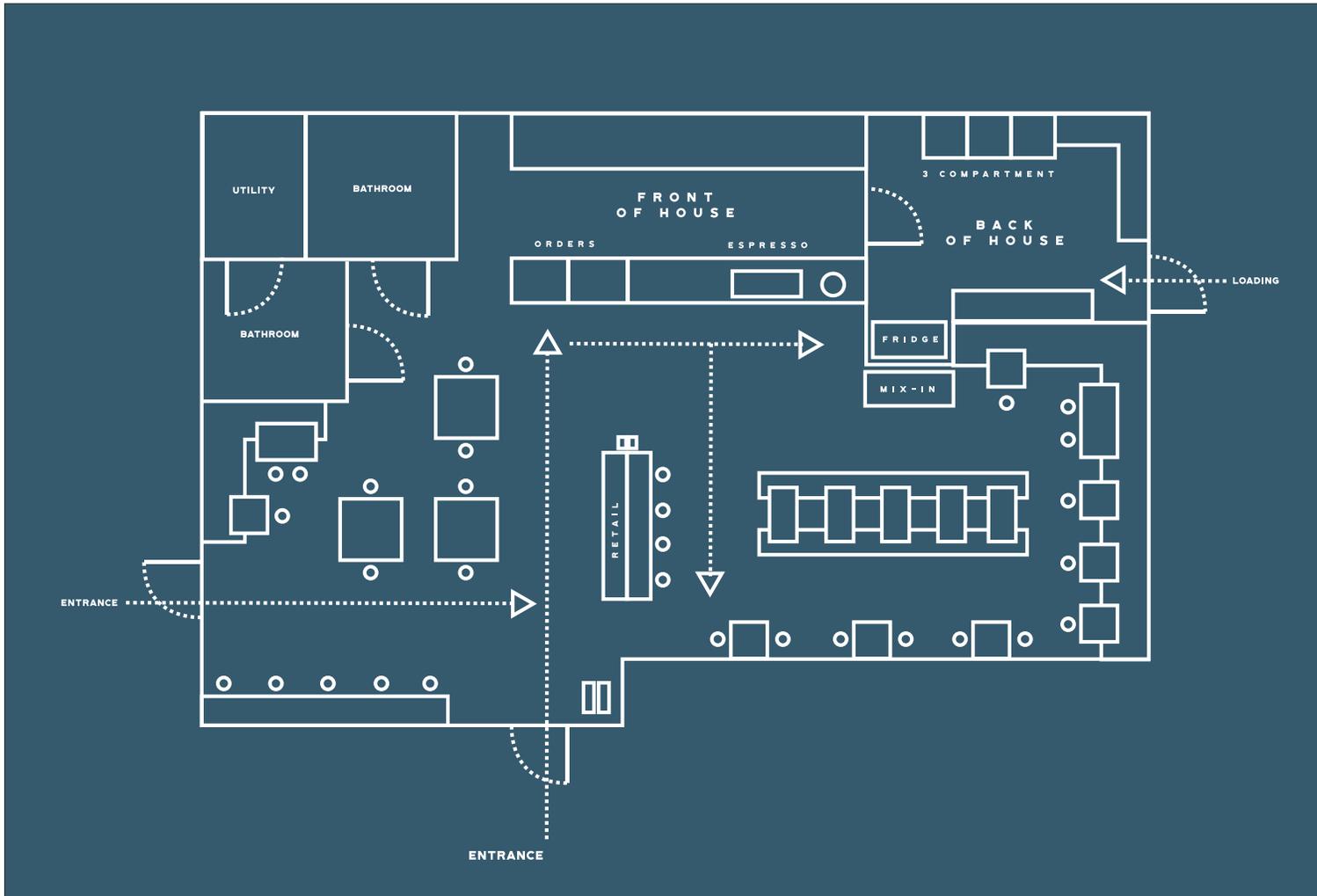
SHARED OUTDOOR SPACE

In keeping with the village’s vision for this site, we propose that the village retains the outside of the lot for community use, bringing the same beauty and vitality to this corner that is present throughout downtown Winnetka. We hope to collaborate on the design and use of this space.

- Seasonal tables placed throughout patio for optimal use throughout warmer months
- Benches around landscaping that provide seating all-year-round, with tables pulled to them for cafe seating when it is warm enough
- Permanent weather-proof tables and chairs bolted down to keep throughout the winter
- Designated Tala seating on the deck area for patrons to use



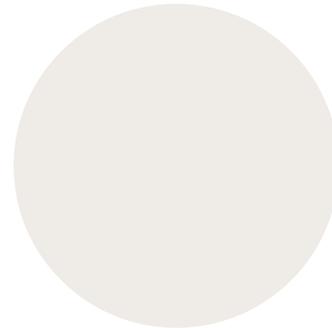
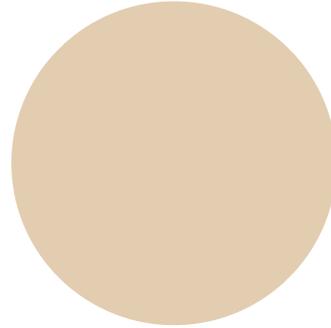
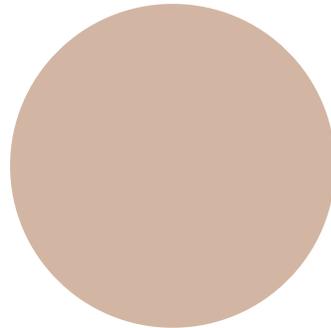
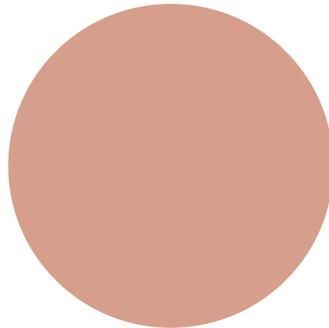
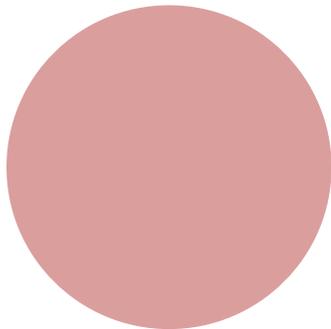
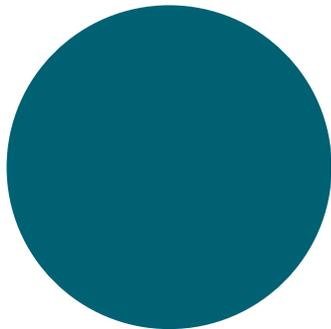
RENDERINGS

Proposed interior floor plan

Our floorplan is designed to maximize the existing footprint.

- Comfortable traffic flow for high volume service
- Layout accommodates morning and afternoon rushes
- Seating capacity between 50-60 guests
- A variety of seating including booths, tables and high tops
- Plenty of outlets for working

INSPIRATION *Color palate and textures*



INSPIRATION *Aesthetic inspiration*



INSPIRATION *Aesthetic inspiration*

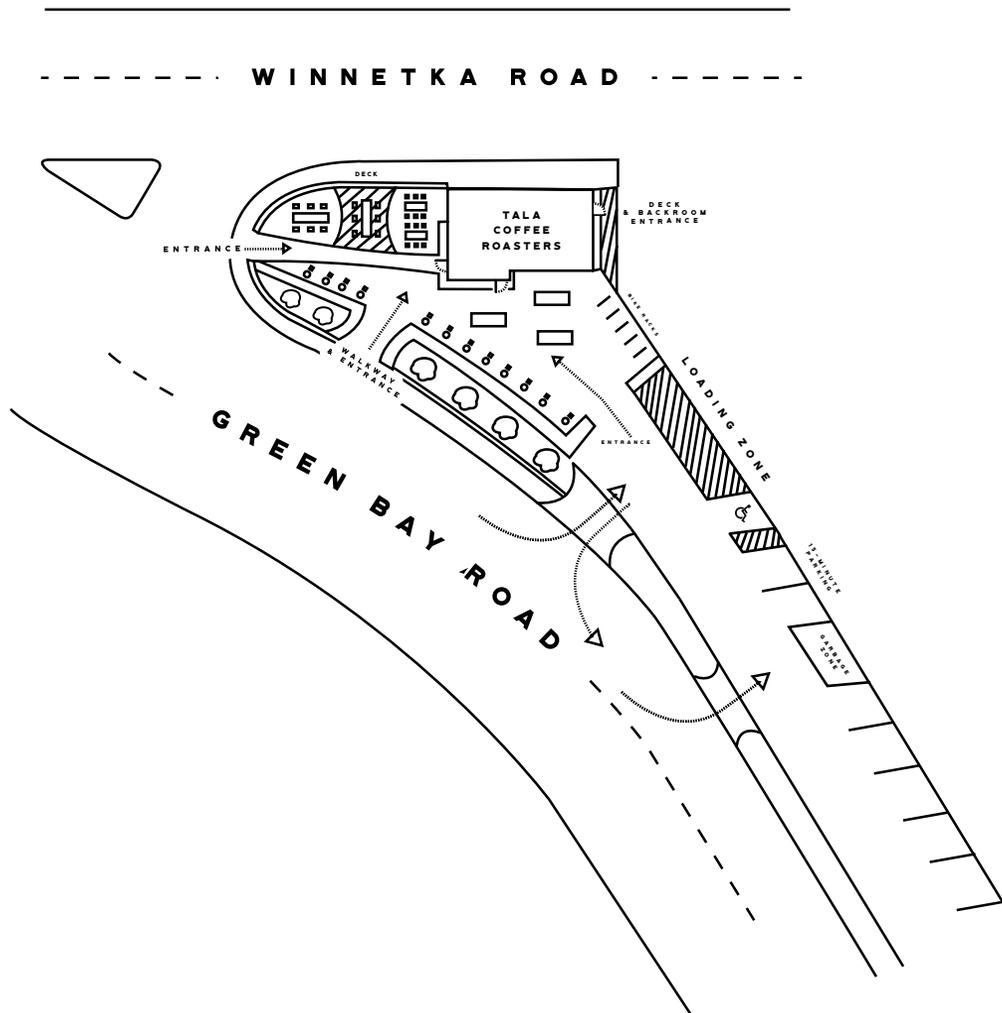


- Natural light uplifts the space
- Light colors give an open, welcoming feel
- Plants and natural textures soften sleek lines
- Intentional design in every element

***“Great vibe inside and out.
The best service and staff I
have ever had in my life.”***

–Philip P, 2019

PARKING AND CIRCULATION



Due to increased traffic to this corner, we propose these updates for smooth circulation and pedestrian and vehicle safety:

- Remove the barrier between the site and the adjacent parking lot
- Reverse the direction of the current parking spaces in the adjacent parking lot
- Place 1 or 2 fifteen minute parking spots on the south end of the lot for Tala customers
- Add a loading zone next to the fifteen minute spots for deliveries
- Reserve the first 20 spaces in the adjacent lot for non-permit day use
- Dumpsters will be placed for easier access by the garbage trucks

“The space is open and always clean, their drinks are crafted with love, staff is always helpful and friendly, and there is plenty of free parking.”

CAFE OPERATIONS

As an owner-operated café, our leadership team is heavily involved in daily operations. In our second café, we will flexibly approach operations to meet the needs for the Winnetka community.

- Hours of operation 6am – 7pm
- 3-6 staff per shift
- Our rigorous training program develops a highly esteemed staff and skilled coffee professionals
- As we add another cafe, our operations expand but will remain functionally similar across all parties
- Stefan will manage the cafe, from inventory to staffing to training and menu creation
- Keith, Joanna and Stefan will work on the floor as a leadership presence to maintain company culture and smooth operating
- Ryan, Joanna and Keith will continue their roles in production including delivering to the cafe and quality control operations



SUSTAINABLE OPERATIONS

In addition to a sustainable build-out and renovation, our company is committed to maintaining sustainable operations.

- Much of our waste is compostable through our composting partners, Collective Resource, including coffee grounds, filters, paper products, food waste and more
- Since we roast all of our coffee and make our own syrups, we control our waste for drinks very closely, and are able to re-use materials like syrup bottles, coffee packaging, etc. in production
- Conversion to 100% recyclable and compostable cups and lids, and straw-less lids is currently underway at our Highwood cafe
- Re-fillable growlers are offered at a discounted rate
- Discounted rates given to customers who bring in their own mug



OUR MENU

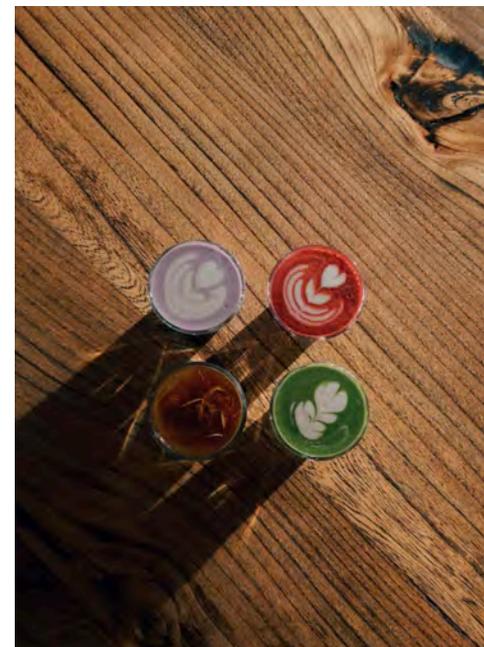
In addition to our traditional espresso and coffee offerings, we are constantly creating a unique variety of original specialty and seasonal drinks. Our unparalleled training and education program yields excellent baristas who prepare our wide-ranging array of drinks perfectly every time. For a full version of our menu, view our website in the appendix.



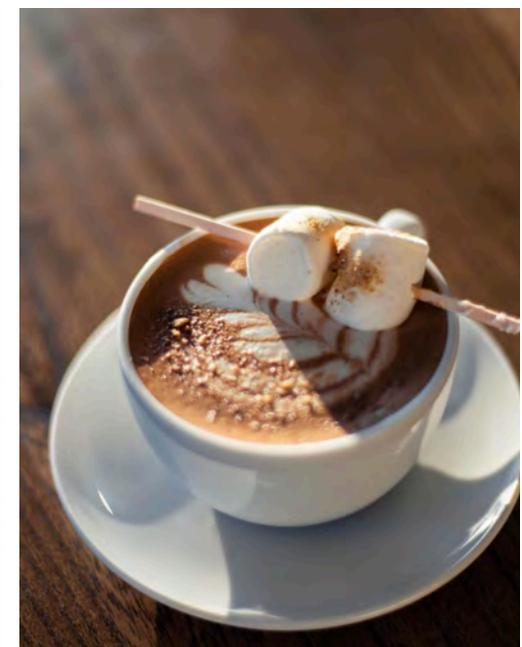
Our birthday cake latte: a special limited treat to celebrate our second birthday.



Our Amoret espresso, served with single origin chocolate and sparkling water.



Colorful spring seasonal drinks, including our famous Ube Latte, a purple root-infused espresso drink.



The Kumbaya Latte: a fall favorite, featuring roasted marshmallows and graham crackers.

FOOD OPTIONS

Our cafe will include small plate food items in addition to pastries, muffins and simple grab-and-go options. The small plate items will require a commercial toaster and freezer. Our food menu will change seasonally, along with our drink menu.

Small plate food items:

- Avocado Toast
- Jam & Toast
- Chia Seed Pudding
- Smoothie Bowl
- Overnight Oats

Grab-n-go items:

- Donuts
- Muffins
- Protein bars
- Granola



We partner with Gurnee Donuts to supply our cafe with their award-winning donuts and apple fritters.

CREATIVELY MEETING OUR MARKET

As present and involved leaders, we have our fingers on the pulse of the communities we serve. We love finding unique opportunities to draw and engage people consistently and creatively through our products, marketing, events and celebrations.



COMMUNITY ENGAGEMENT

We are proud to engage the community around us in numerous ways.

- Participating in festivals, and city-wide initiatives
- Hosting game nights, coffee classes, open mic nights, etc. during our open hours
- Donations to local raffles and other fundraisers
- Pop-up bars in private parties or public gatherings
- Partnering with local organizations

We are exploring after-hours or extended hours events for the community like concerts, markets or various celebrations in a post-pandemic setting.



Celebrating Tala's first birthday with the whole neighborhood.



Our team working the booth at the 2019 Highwood Pumpkin Festival.



Bringing our pop-up bar to a local school.



Hosting a coffee tasting event at the café.

A PERFECT FIT

Our core values of approachability and connectivity are at the foundation of our business. We pride ourselves in being a place that serves every demographic in the community.

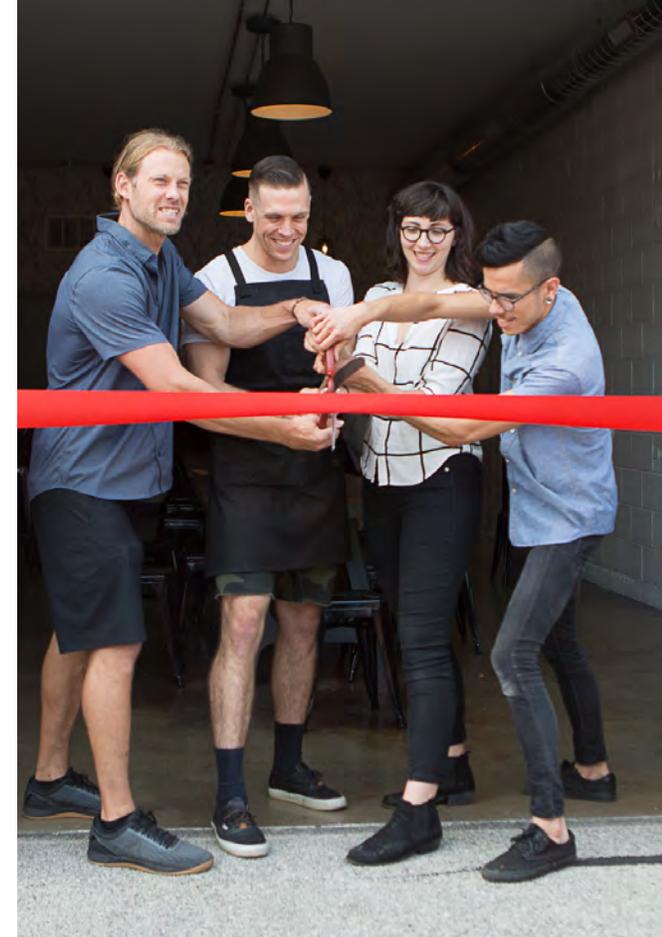
- **Right off the Green Bay Trail:** With great pedestrian access, plenty of outdoor seating and lots of on-site bike racks, we know our space would accommodate the many users of the Green Bay Trail from far and wide.
- **Near Metra station:** Our efficient bar, order-ahead options and top training practices will make us an easy place to stop for those commuting via the Metra.
- **New Trier teachers and staff:** With a location so near to the high school, we know we will see many New Tier staff members who will take advantage of approachable to-go coffee menu, grab-n-go food options and more.
- **14,000 high school local students, 4,000 daily:** Our cafe is the perfect spot to stop for coffee before school for students, parents and staff alike, but will also serve as a great place for students to do homework after school, or come during breaks.
- **30,000 college students and young professionals:** With more and more people working remote, our cafe will serve professionals and college students with high-speed wi-fi, lots of outlets and individual-sized tables--and of course, unlimited caffeine!
- **160,000+ surrounding adult residents:** Adult residents will benefit from our cafe as a place to source their coffee and coffee goods for at home use, as well as a getaway for family-friendly outings, personal meetings and other day-time activities.

LAND LEASE

We are open to all considerations concerning the property at 93 Green Bay Rd. and a long-term land lease with the Village of Winnetka. We are interested in collaborating with the village in these leasing terms to find the best fit for the village and for Tala.

- A lease line will be drawn that delineates public use property from business use property
- Tala will design and execute a full restoration and build-out of our cafe on property being leased from the village
- Tala will collaborate with the village on the outdoor community space that they envision, transforming this corner to be like other beautiful corners and sidewalks maintained by the village downtown
- Tax liability will be determined by the placement of the lease line

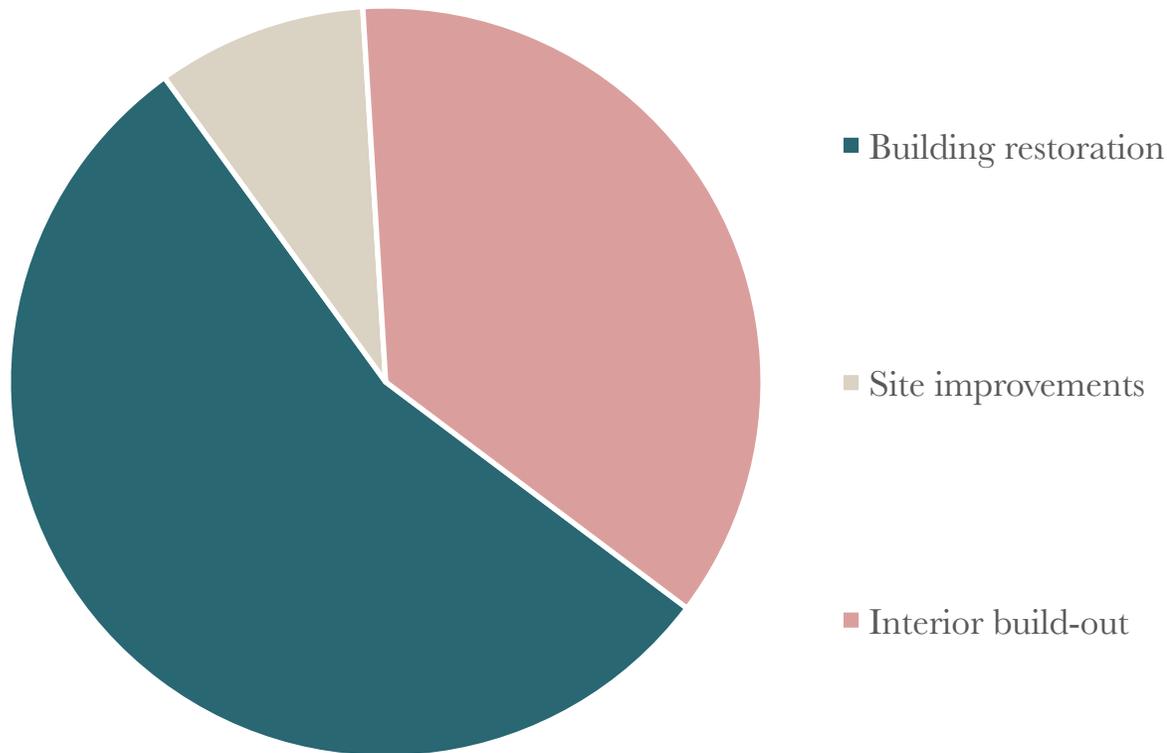
We look forward to partnering with the village in negotiations for this land lease, and are very confident that our collaboration would result in the best possible use of this lot for the community in and around Winnetka.



Our team cutting the ribbon on our Highwood Café in August, 2017.

INVESTMENTS

A large initial investment will be needed for site improvements. Estimated costs are shown in the table, while all investments are pending the bidding process and final designs.



ITEM	ESTIMATED COST
Architecture	\$20,000
Legal	\$9,000
Roofing	\$55,000
Exterior Rehabbing	\$25,000
Flooring	\$30,000
Plumbing	\$25,000
Walls	\$20,000
Windows	\$35,000
Utility Installation	\$45,000
Equipment	\$100,000
Miscellaneous	\$36,000
TOTAL	\$400,000

TAX GENERATION

Transforming this corner into a thriving business will have a ripple effect on the community, including its ability to generate sales taxes for the village.

Property tax generation would be based on final lease negotiations including the drawing of the lease line.

- Projections suggest ~\$90,000 in sales tax annually
- Property tax for land lease would be ~\$20,400 annually, based on one option for the location of the lease line

“It was at that moment that I new I was a regular - I was seen and noticed and valued. Becoming a regular at a local, significant part of the community has always been a dream of mine, and I love the fact that Tala is that place where I can go and become a part of their family; Tala feels like home away from home.”

-Anna G, 2020



We offer take-home provisions like coffee beans, draft lattes, cold brew and more.

FINANCIAL CAPACITY

We have financial capacity to extend our business to serve Winnetka.

- We have an SBA loan in underwriting on standby that we will complete upon proposal selection, flexibly estimated in the \$350,000 range, through our credit lenders
- We have a credit line of \$200,000 through Libertyville Bank & Trust that we can use if necessary
- We have \$75,000 of capital available through our corporation

“Tala Coffee is the spot. They have great food and beverage choices and the staff is so welcoming, knowledgeable, and helpful. Very nice atmosphere inside that makes you want to stay and just hang out.”

-Kyle B, 2020



Our Neighborly delivery service could extend to Winnetka, offering delivered coffee and coffee goods to the surrounding neighborhoods.

DEVELOPMENT TEAM

Owners: Ryan Hickman, Stefan Tong, Joanna Tong and Keith Lilja

Development partner & GC: Preservation Properties Group

Landscaping: Fleck's Landscaping

Several established relationships with contractors to support development, to be determined upon bid process.

“The team at Tala is a great group of friendly, dedicated and true coffee lovers who love their craft.”

-Karen F, 2018



Ryan, Joanna and Keith in the early stages of renovating our Highwood cafe.

REPRESENTATIVE PROJECT 1 *834 Liberty Dr.*

We opened our roastery in 2017, taking it from a blank warehouse to a functional production space for our roasting and distribution. With a 300% increase in our online business last year, we recently doubled our roasting and production space.



REPRESENTATIVE PROJECT 2 *428 Green Bay Rd.*

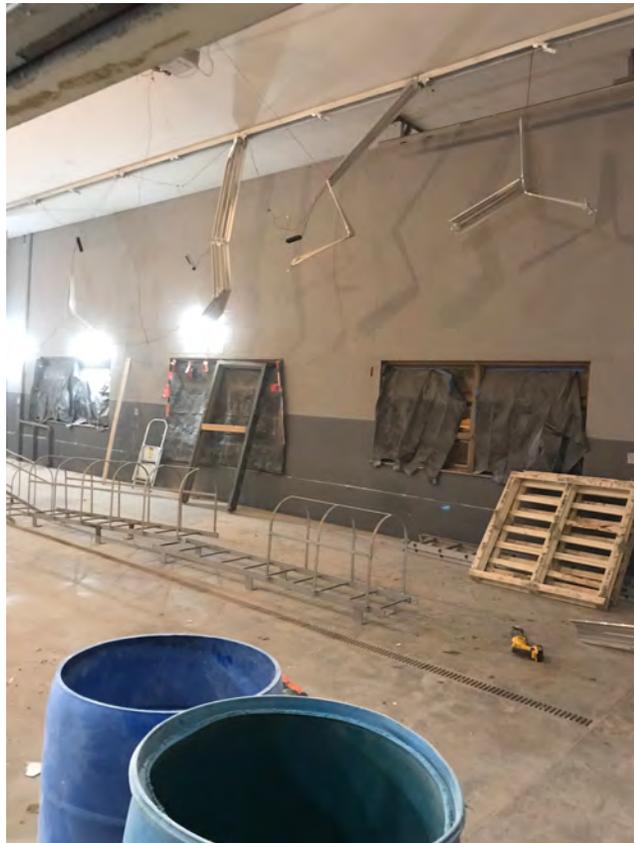
The revitalization of the firehouse is a great portrayal of the combined efforts of the Tala Team and Preservation Properties Group. The decommissioned station was renovated by PPG and transformed by Tala into a functional and inviting café.

“This has become one our favorite local coffee shops! The coffee is fantastic and the baristas are even more so. We love the atmosphere here! There is something for everyone!”

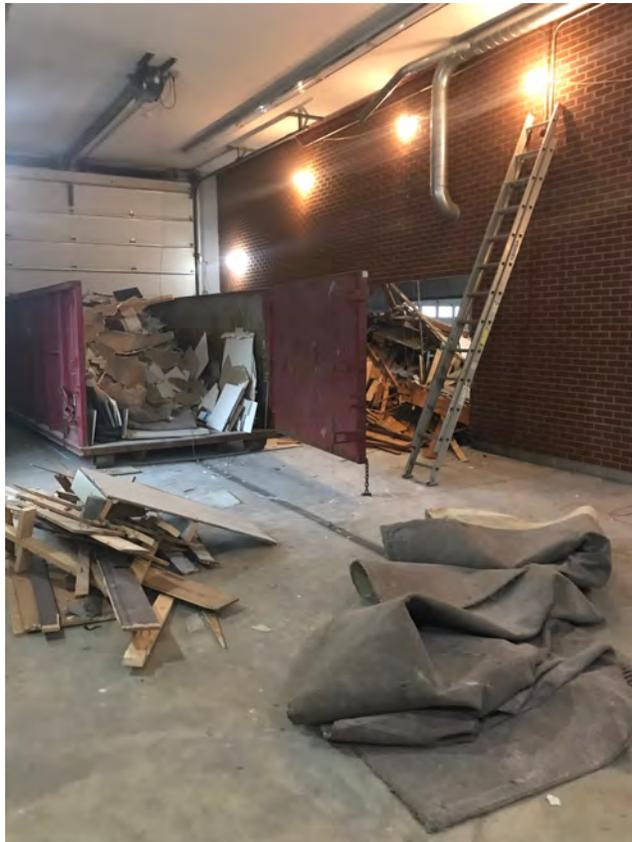
-Carissa F, 2020



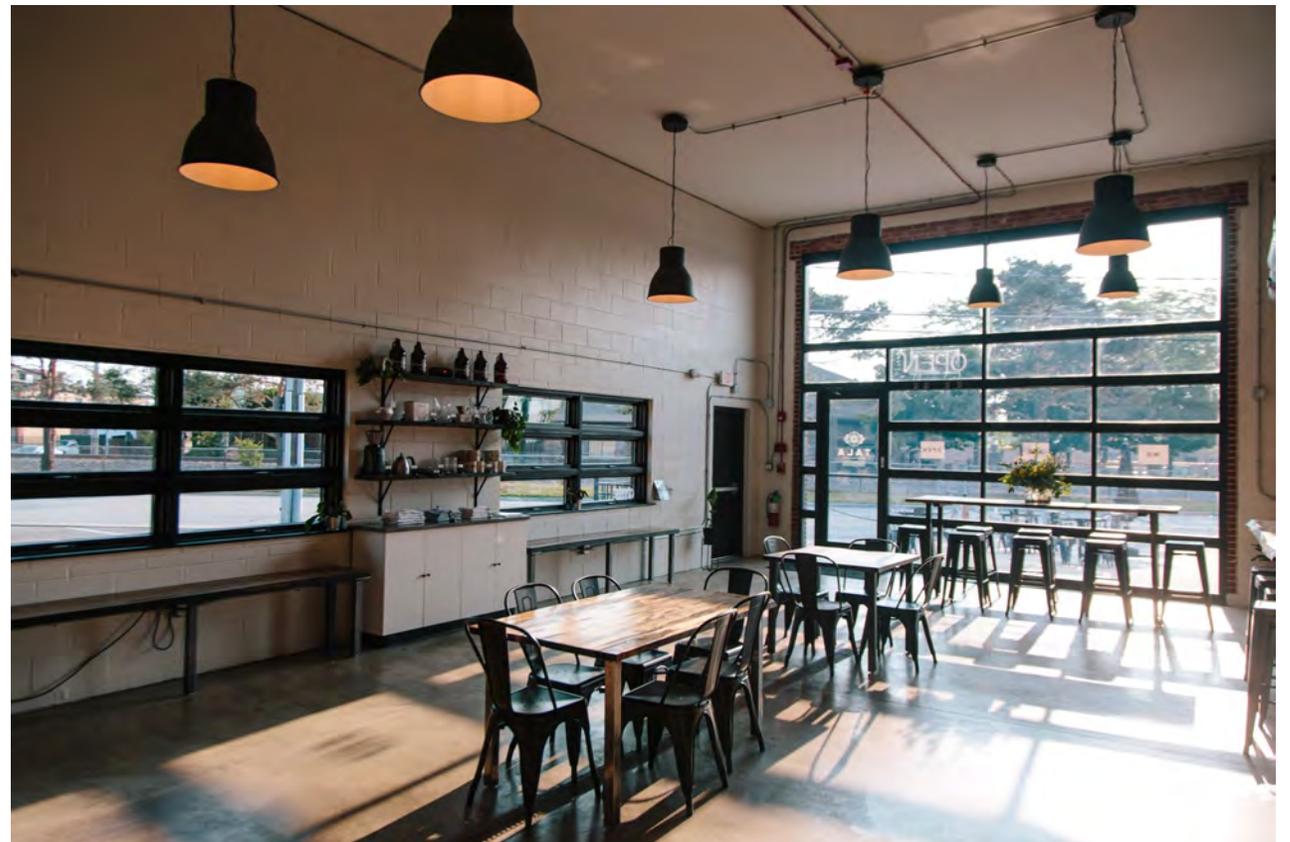
REPRESENTATIVE PROJECT 2 *First bay before and after*



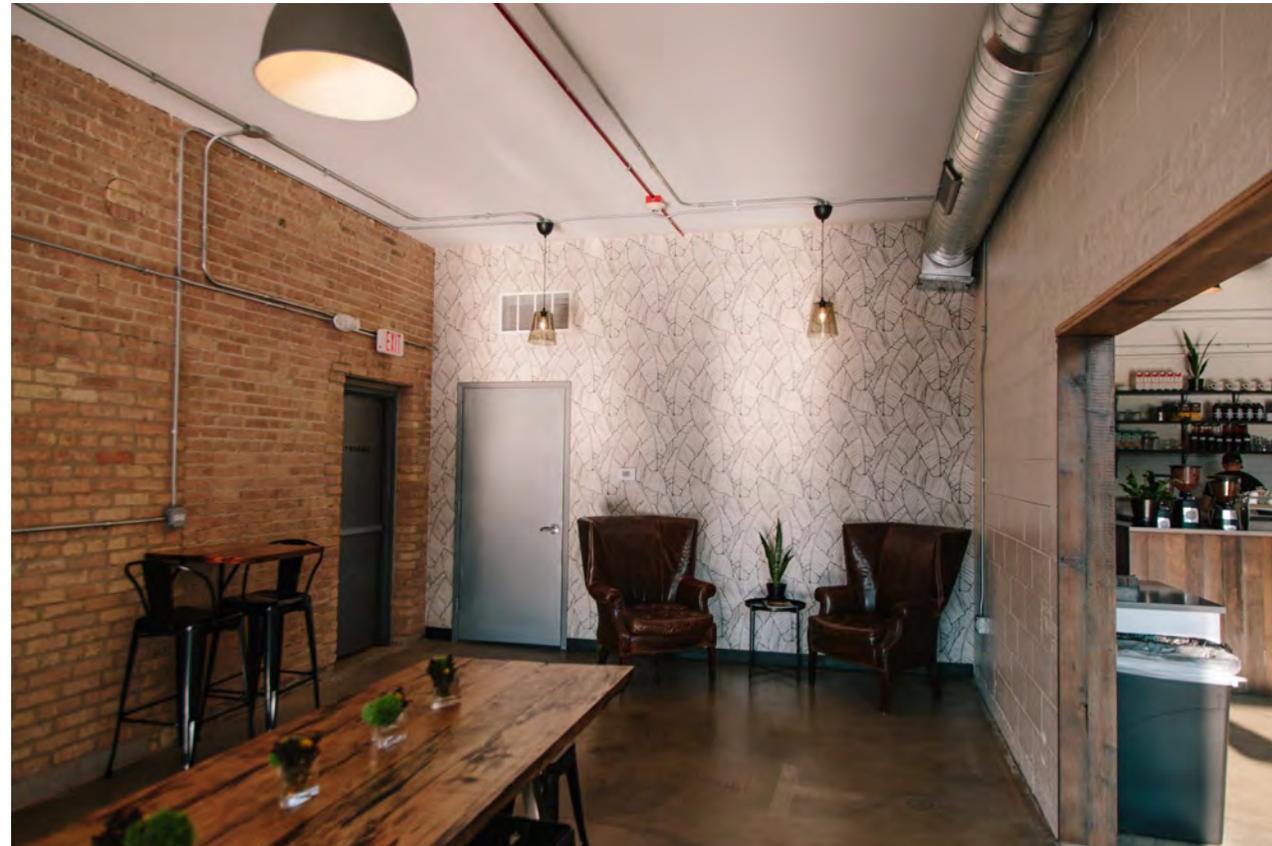
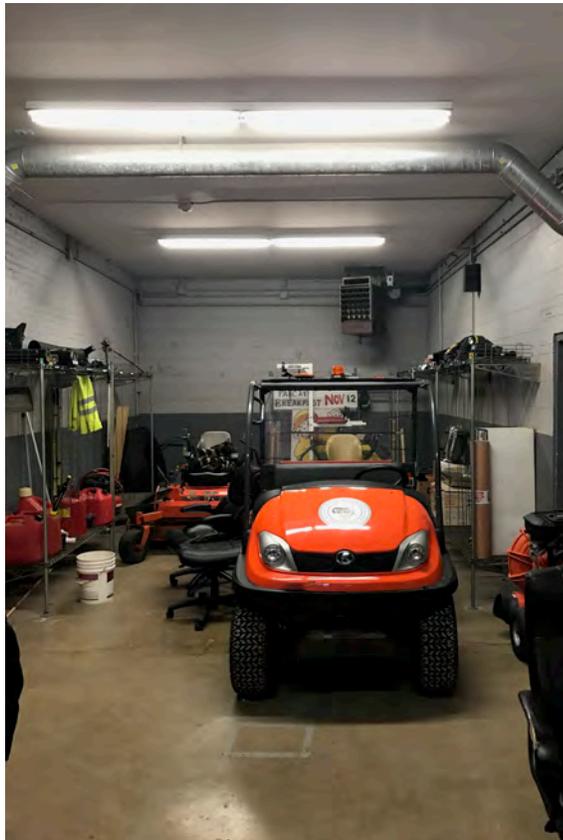
REPRESENTATIVE PROJECT 2 *First bay before and after*



REPRESENTATIVE PROJECT 2 *First bay before and after*



REPRESENTATIVE PROJECT 2 *Second bay before and after*



REPRESENTATIVE PROJECT 2 *Bar before and after*



REPRESENTATIVE PROJECT 2 *Exterior before and after*

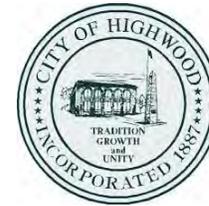


REPRESENTATIVE PROJECT 3 *406 Green Bay Rd.*

Preservation Properties Group is currently tackling another impressive restoration on one of the most visible corners in downtown Highwood. The building has been vacant for 25 years and is now undergoing a large rehab as a mix-used commercial space.



PROFESSIONAL REFERENCES



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SYLER THOMAS

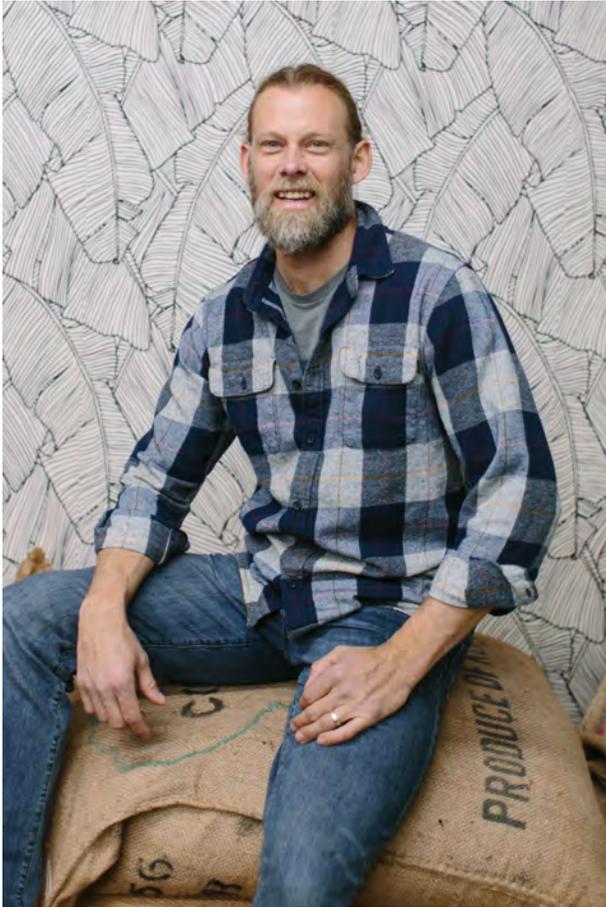
Youth Pastor

Christ Church

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FIND OUT MORE



Berkowitz, K. (2017, May). Highwood picks coffee house over winery. *Chicago Tribune*.

<https://www.chicagotribune.com/suburbs/highland-park/ct-hpn-highwood-firehouse-reuse-tl-0525-20170518-story.html>



Café Menu. (n.d.). Tala Coffee Roasters. Retrieved April 20, 2021, from <https://talacoffeeroasters.com/menu>



Tala Coffee Roasters – Highwood Café. (n.d.). Google Maps. Retrieved April 20, 2021, from

<https://www.google.com/maps/@42.2040492,-87.8138537,17z>

1. Clearly describe your main target demographic and how your plan to utilize the space best serves this demographic.
2. Provide a further description of your financial plan to execute your proposal, such as describing your access to raising capital for the project, your cash on hand for the project, and your planned debt-to-equity ratio for the project.
3. The Village envisions the redevelopment of the site to include an outdoor space that would have a dual purpose of being used by patrons of the establishment and by community members. Please elaborate how your proposal would address this goal. For instance, how could your site plan limit parking on-site to include such an outdoor space. Also, how might this outdoor space be activated year-round?
4. Provide further confirmation of your commitment to lease the land based upon the terms identified by the Village in the RFP (see Business Terms on page 6 of the RFP). Please provide a list of leasing term items that you have identified to date that would be a critical part of further discussions with the Village, including what assistance would you expect from the Village.
5. Further review your project cost estimates, taking into consideration the costs you will incur to connect to public utilities (gas, electric, water, sewer, etc.). For instance, the Village has its own municipal electric utility, which has its own cost structure associated with upgrading service to a site.
6. How will deliveries and garbage pick-up be handled on the site?
7. Provide further explanation regarding how your proposed site circulation and parking plan will not create safety or significant capacity issues on the Green Bay Road travel lanes. Related to this issue, how will your proposed plan accommodate the parking while allowing vehicles to efficiently and safely maneuver in and out of on-site parking spaces. A connection with the Village parking lot to the south may be necessary to do that. Also, include further details regarding how much parking your operation will require and how you arrived at that amount.
8. Address the use of sustainability practices in the construction, design, and operation of the facility.
9. The 3000+ potential customers at New Trier have not had a convenient off-campus location for quick, healthy food options for grabbing breakfast on the way to school, lunch, after-school snacks, or for campus visitors during the week and on weekends. How would/could these customers be served by your facility.
10. Elaborate on who from the Tala team would be involved on the day-to-day management of the Winnetka operation.
11. Provide property tax estimate.
12. Your site design layout would make it a challenge for motorists to get in and out of parking spaces closer to the building. Please explain the turning movements that would allow someone to exit these spaces.
13. In your proposal you mentioned you are considering offering additional food items that you do not offer in your current facility. Those items you mentioned were small plate food items, grab & go food options from local kitchens. Provide further details regarding these other menu items you would offer from the 93 Green Bay Road location.
14. Please provide more information about your community engagement strategy.
15. Because you will not be preparing food onsite, there will likely be limited kitchen equipment. However, if menu items (delivered from local kitchens) were better served heated, would you provide some sort of heating device to warm them for customers? (For example, Starbucks serves warm breakfast sandwiches).



93 Green Bay Road Winnetka, IL

Resubmitted 09/16/2021



September 9, 2021

Liz,

On behalf of Firecakes and GW Properties, we are pleased to present our responses to your follow-up questions. We have also included some additional updated renderings to better represent our vision for Firecakes Craft Donuts, at 93 Green Bay Road in Winnetka.

Please let us know if you have any additional questions.

Warm regards,

Jonathan Fox
Firecakes Craft Donuts

Introduction

FIRECAKES CRAFT DONUTS, in partnership with GW Properties, is pleased to respond to the Village of Winnetka as the Village seeks a qualified user and developer for the purpose of repurposing the Village-owned property located at 93 Green Bay Road in Winnetka, Illinois. Together, FIRECAKES CRAFT DONUTS and GW Properties intend to beautify this centrally located and highly trafficked corner so that a FIRECAKES CRAFT DONUTS can bring its small batch donuts made fresh daily to the residents of Winnetka and its neighboring communities including the students and faculty of New Trier High School.

Project Description

FIRECAKES CRAFT DONUTS intends to fully occupy the 1,370 square foot existing building with an extensive renovation planned by GW Properties which will include, however not limited to, new utility systems including HVAC, upgraded electrical system, new gas line and new water and sewer systems. The building will be representative of the FIRECAKES brand which will include a new façade, new windows, a large and inviting patio and a refreshed and re-striped parking lot. The partnership also intends to beautify the site with new landscaping, additional lighting and patio furniture.



Elevation

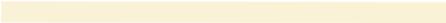


① SOUTH ELEVATION
1/8" = 1'-0"



② WEST ELEVATION
1/8" = 1'-0"

3D Views



Estimated Costs

Demolition	\$6,440.00
Framing	\$7,000.00
Concrete	\$14,560.00
HVAC	\$19,600.00
Plumbing	\$28,840.00
Plumbing fixtures allowance	\$4,200.00
Electric	\$14,000.00
Electric fixtures allowance	\$4,200.00
Insulation	\$5,600.00
Drywall	\$11,200.00
Furniture, Fixtures, and Equipment	\$125,000.00
Flooring allowance	\$10,920.00
Doors / trim	\$7,000.00
Painting	\$4,480.00

Roof	\$19,600.00
Windows / overhead doors allowance	\$14,000.00
Exterior facade allowance	\$28,000.00
Soft Landscaping	\$60,000.00
Bathrooms	\$7,000.00
Miscellaneous / contingency	\$28,000.00
SUBTOTAL	\$419,640.00
General requirements	\$14,078.00
Overhead and profit	\$23,464.00
TOTAL	\$457,182.00

About Firecakes Craft Donuts

The inspiration for FIRECAKES is rooted in Karen’s family history. Her grandfather, William “Billy” Hobbs, was a baker in the logging camps of northern Wisconsin in the 1930’s. Responsible for feeding large groups of working men, Billy used his limited resources to create tasty baked goods that would sustain the workers throughout their long and arduous workdays.

Billy was renowned throughout the region for his excellent bread, and after acquiring a round dough cutter (the original of which is located in our Hubbard Street shop), Billy began making “firecakes”, a backwater take on the modern-day donut. His original fried treats were made in a large, cast iron pot of oil over an open fire and sprinkled with just a little bit of sugar.

Our recipe is based off of Billy’s original, a closely guarded family secret. We source locally farmed products and unique ingredients to make our very own “firecakes”, and just like Billy, we serve our donuts starting early in the morning and going well into the night. Because we believe that everyone – not just early 20th century loggers – can use a sweet treat to get them though.

FIRECAKES CRAFT DONUTS currently operates out of three brick-and-mortar locations and a food truck. Two of these locations are located in the City of Chicago - 68 W. Hubbard in the River North neighborhood and 2453 N. Clark Street in the Lincoln Park neighborhood. FIRECAKES third location is in Oak Park at 104 N. Maple Street, and they have recently signed a lease for a fourth location at 50 South Main Street in Downtown Naperville. In addition, ‘Billy the Truck,’ can also be found in and around the Chicago Loop and is also available for weddings and event catering.



Existing Menu

Classic Donuts



WILDFLOWER HONEY GLAZED



VALRHONA CHOCOLATE ICED



TAHITIAN VANILLA ICED



BUTTERMILK OLD FASHIONED



PISTACHIO OLD FASHIONED



SEASONAL FRITTER



SPRINKLE DONUT



BIRTHDAY CAKE (LIMITED AVAILABILITY/PREORDER RECOMMENDED)



CLASSIC SEASONAL JELLY BISMARCK

Seasonal Donuts



GLUTEN FREE/VEGAN (LIMITED AVAILABILITY/PREORDER RECOMMENDED)



CINNAMON ROLL WITH CREAM CHEESE ICING



ORANGE POPPY SEED OLD FASHIONED



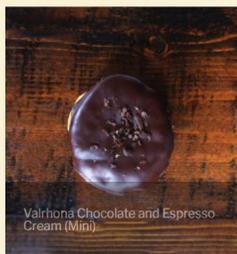
CARROT CAKE DONUT



MAPLE BACON LONG JOHN



BOSTON CREAM



VALRHONA CHOCOLATE AND ESPRESSO CREAM (MINI)



PEANUT BUTTER CUP (MINI)



PEANUT BUTTER & JELLY

Party Trays



PARTY TRAY CLASSIC (30 COUNT: CHOCOLATE, VANILLA, GLAZED)



PARTY TRAY DELUXE (30 COUNT: CHOOSE UP TO 3 FLAVORS - SEE ORDERING PLATFORMS FOR AVAILABLE FLAVORS)

HOT BEVERAGE

- La Colombe Drip Coffee (Nizza)
- Cafe Au Lait
- Americano
- Latte
- Cappuccino
- Mocha Latte
- Espresso
- Chai Latte
- Matcha Latte
- Charcoal Latte
- Belgian Hot Chocolate

COFFEE PACK

Serves 8-10/with cups, lids, sugar

COLD BEVERAGE

- Iced Espresso Drinks
- La Colombe Cold Brew Coffee
- La Colombe Nitro Coffee
- Milk (Whole, Skim, Almond, Oat)
- Lemonade
- Orange Juice
- Iced Black Tea
- Bottled Water

- Kilogram Hot Brewed Tea
- Earl Gray
- English Breakfast Blend
- Chamomile
- Ginger Peach

Agenda Packet 55

Existing Hours of Operation

River North	Lincoln Park	Oak Park	Naperville	Billy the Truck
68 W. Hubbard Chicago, IL	2453 N. Clark St Chicago, IL	104 N. Maple Ave Oak Park, IL	50 S. Main St Naperville, IL	Temporarily Suspended
Sunday - Thursday 7AM - 10PM Friday & Saturday 7AM - 12AM	Every Day 6:30AM – 7PM	Monday - Wednesday 7AM - 4PM Thursday - Sunday 7AM - 6PM	Every Day 6:30AM – 7PM	Weekdays: 7AM in the Loop Weekends: 8AM in Lakeview

Intended Hours of Operation at 93 Green Bay Road

6 AM – 9 PM Daily

Menu to include:

House-made Ice Cream, featuring our award-winning Donut Ice Cream Sandwich, Selection of Scooped Seasonal Ice Cream, Shakes

Menu considerations to include:

Breakfast Sandwiches, Chicken Sandwiches



Questionnaire Response

1. Clearly describe your main target demographic and how your plan to utilize the space best serves this demographic.

Our target demographic is the younger 15–20-year age group, along with families and young professionals in the 25–35-year age group. Our brand focus is targeted to this exact group, with our data showing our most frequent users in our existing locations fulfills this strategy.

2. Provide a further description of your financial plan to execute your proposal, such as describing your access to raising capital for the project, your cash on hand for the project, and your planned debt-to-equity ratio for the project.

Internally sourced between Firecakes LLC and GW Properties.

3. The Village envisions the redevelopment of the site to include an outdoor space that would have a dual purpose of being used by patrons of the establishment and by community members. Please elaborate how your proposal would address this goal. For instance, how could your site plan limit parking on-site to include such an outdoor space. Also, how might this outdoor space be activated year-round?

We have created a plan that is integrated with the Village and their streetscape plan. We also intend to create outdoor space that will provide heaters, as well as partially covers spaces as represented at other local establishments, such as Fred's Garage.

4. Provide further confirmation of your commitment to lease the land based upon the terms identified by the Village in the RFP (see Business Terms on page 6 of the RFP). Please provide a list of leasing term items that you have identified to date that would be a critical part of further discussions with the Village, including what assistance would you expect from the Village.

Our plan is to create a triple net lease structure that is aligned with the RFP guidance, with a long-term obligation based on an initial 20-year term, with two 20-year options.

5. Further review your project cost estimates, taking into consideration the costs you will incur to connect to public utilities (gas, electric, water, sewer, etc.). For instance, the Village has its own municipal electric utility, which has its own cost structure associated with upgrading service to a site.

We have carefully reviewed and considered all development costs for the project. We respectfully will ask that all public utilities be delivered to the space in good working order. Our intention is to distribute and connect all utilities.

6. How will deliveries and garbage pick-up be handled on the site?

Our intention is to create an attractive enclosed area for garbage and recycling disposal, our deliveries will be scheduled in off hours and will be received through our side entry door.

Questionnaire Response Continued

7. Provide further explanation regarding how your proposed site circulation and parking plan will not create safety or significant capacity issues on the Green Bay Road travel lanes. Related to this issue, how will your proposed plan accommodate the parking while allowing vehicles to efficiently and safely maneuver in and out of on-site parking spaces. A connection with the Village parking lot to the south may be necessary to do that. Also, include further details regarding how much parking your operation will require and how you arrived at that amount.

See initial proposal

8. Address the use of sustainability practices in the construction, design, and operation of the facility.

Our intention is to utilize organic and repurposed materials in the construction and development of the space. Operationally, we focus on sustainable materials and packaging.

9. The 3000+ potential customers at New Trier have not had a convenient off-campus location for quick, healthy food options for grabbing breakfast on the way to school, lunch, after-school snacks, or for campus visitors during the week and on weekends. How would/could these customers be served by your facility.

Complimentary to our core offerings, we will focus on organic and healthy options, such as house made yogurts and fruit options.

10. Provide a sketch floor plan for the building to provide a general idea of your layout of the space. Include tables/seats and total estimated capacity

Also included in our original proposal, however, our inspiration is to create a space that provides a comfortable and responsible social gathering area for our guests to enjoy our offerings and feel welcome.

11. Provide a parking and circulation plan.

Please refer to our initial proposal

12. Provide further details regarding exterior building and site improvement materials.

Our intent is to utilize, when possible, natural stones, brick, trellises to enhance the space.

13. Your site plan shows landscaping planted over impacted soils. Does your cost estimate take into consideration that you would be required to remediate the soils?

We have included a contingency of funds in our budget (\$5k-\$10k) with the understanding that we intend to do a limited amount of excavation, as well as utilizing the existing structure. We intend to follow all IEPA standards, and if we encounter substantial requirements, we will work with the village to fulfill those requirements.

Questionnaire Response Continued

14. Provide information regarding staff levels.

Based on our current operational data, we feel that we will employ up to 20 full and part time team members.

15. Provide information regarding estimated property taxes and estimated sales taxes.

We will work with the Village to understand our property tax obligation. Sales taxes will be paid, based on revenue, we project that our annual stabilized revenue will be approximately \$1,500,000.

16. How long have the various Firecakes stores been open?

Firecakes opened in January of 2013 in River North. We launched our food truck "Billy" in January of 2014, we then opened our second location in Lincoln Park in January of 2015, followed by our Oak Park location in December of 2019.

17. Provide three professional references.

We will send separately

18. In your proposal you mentioned you are considering including breakfast sandwiches and chicken sandwiches. Beyond these items, are there any additional items you would consider adding to make it a more well-rounded dining facility?

With our entrepreneurial spirit, we strive to create experiences that are tailored to each community. We intend to assess and evaluate the market, to provide a brand focused menu that provides a broad offering addressing each day part, while staying true to our brand standards and vision.

19. If extra items were to be added, would there be certain times of the day items would not be available? (For example, are chicken sandwiches only available between 11am and 9pm.)

Yes, we will strive to differentiate day parts, so we intend to offer morning items, such as granola and oatmeal in addition to our craft donuts, as well as a broad offering of coffee and organic juice-based beverages.

20. Based upon the materials included in your proposal, the development partner, GW Properties, clearly has extensive experience with large chains in more strip mall-type locations.

GW has developed over 150 projects, and it ranges big and small and with a range of tenants from local to national entities. A few similar projects to this include a new Pizza Lobo restaurant in Andersonville neighborhood in Chicago, Redevelopment of a former pancake house in Lincoln Square for new Lou Malnati's and redevelopment of a former auto building on Greenbay Rd in Evanston @ Emerson.

References

TO: Village of Winnetka

September 16, 2021

RE: Firecakes

Dear Village of Winnetka,

I am the owner of a property in Lincoln Park where Firecakes has been a tenant since January 2015. I wanted to let you know what excellent and professional tenants they have been since their occupancy. The improvements that they have made in their store are very attractive and classy. They are a destination spot for the neighbors and many regulars from the city and suburbs. Everyone seems to love their brand and they have a loyal following.

Jonathon Fox mentioned that he was considering opening in Winnetka. I live in Highland Park and feel that it would be a great addition to the North Shore.

Feel free to reach out to me if you would like any more any information or clarity on them as tenants or their business.

Always sincerely,



Mark Glazer

847-217-8122

Firecakes Team



Jonathan Fox

President/Founder 3Sixty Dinning Intelligence & Firecakes Craft Donuts

Over the course of a 35-year restaurant industry career, Jonathan Fox has become a noted expert at new concept development and expansion, operations, hospitality marketing, and business modeling. He has been credited in the involvement of creating and developing over 20 different restaurant and hotel concepts, including Firecakes Craft Donuts, Osteria LaMadia, Maggiano's Little Italy and Corner Bakery Café.

After graduating with high honors from the Culinary Institute of America, Fox returned to Chicago to train under legendary chef Jean Banchet of Le Francais for two years. He then went on to become Executive Chef at Printer's Row Restaurant. He gained high praise from local media for his farm-to-table approach to classic French inspired dishes. He joined Lettuce Entertain You Enterprises in 1989 as Executive Chef of the historic Pump Room. There he was responsible not only for making sure the restaurant was running smoothly but the adjoining Ambassador East Hotel food operations were as well. His next project with Lettuce took him to Greece to build his knowledge of Mediterranean cuisine. This experience led to the opening of Papagus Greek Taverna, where he was Executive Chef and partner.

In 1991, Fox joined a talented team led by legendary restaurateur Richard Melman of Lettuce Entertain You to create Maggiano's Little Italy and Corner Bakery Café. As a founding partner, he helped turn both brands into household names. He continued to work in a key leadership role as Chief Operating Officer as he and his team expanded Maggiano's from its flagship restaurant in downtown Chicago to over 28 locations across the country. Under his leadership the brand topped annual revenues of 330 million.

After a 16-year run, Fox then turned to create 3Sixty Dinning Intelligence, a boutique hospitality consulting and management firm based in Chicago. In 2007, after scouring the United States and Italy in search of the ideal pizza, Fox opened La Madia. There he offered neopolitan style pizzas in inventive flavor combinations as well as serving his own take on classic pastas and entrees. As a certified sommelier he also curated a wine list that focused on regional representation and a depth of range in price points. LaMadia won multiple Wine Spectator awards for this effort.

He then took a lead from his wife to expand his knowledge of dough and opened critically acclaimed Firecakes Craft Donut Shop. The brand has expanded to four locations and a beloved 1968 Citron food truck named "Billy". Firecakes has been recognized as one of the best donut shops in the country, featured in Martha Stewart, Food and Wine, Bon Appetite, Travel and Leisure and Thrillist, as well as many other national and local publications. An appearance (and victory) on Donut Showdown of the Food Network, Steve Harvey and Windy City Live have also been fun stops along the way.

Jonathan takes a little heat from his family about how particular he is about eating. Whether it is dining at a Michelin starred restaurant or a sandwich at a roadside "joint" he expects the experience to be worth it. They tell him that every meal does not have to be the "meal of a lifetime", but when your standards are high, you just can't help yourself. **Jonathan and his family have been Winnetka residents for 15 years, with both daughters being New Trier graduates. They are excited to bring their family's brand to their hometown.**



Karen Fox

Proprietor

Firecakes is the brainchild of founder Karen Fox. Born and raised in Kenosha, Wisconsin, Karen's first job wasn't quite as successful as this one.. at the age of 16, she lasted just four days behind the counter at her hometown diner. Karen eventually left Kenosha for the city of Chicago, where she studied painting at the School of the Art Institute of Chicago. When she's not working alongside husband Jonathan hustling donuts, Karen plays "momager" to their teenage daughter McKenna. Karen is also a metalsmith and jewelry designer and likes to spend whatever free time she can traveling to her two favorite places: Colorado, for the skiing and hiking; and Italy, for the leather goods and the wine!



Cathy Barber

Proprietor

This New Jersey native is a restaurant-industry native with more than 30 years of experience. With a rich work history from Stouffer Restaurants, Lettuce Entertain You Enterprises and Brinker International, Cathy has become a master of project management in several divisions, including accounting office operations, new-unit construction, culinary and human resources. When she's not managing the inter-workings of Firecakes and 3Sixty Dining Intelligence, Cathy is busy enjoying family time on the lake (a good alternative to the ocean she grew up with!)



Judith Duron

Operations Manager

Maria's younger (and sometimes bossier) sister, Judith also grew up in Aguascalientes, Mexico. Judith has been honing her customer service skills for years in the industry, getting her start at America's home of the Burrito Bowl, Chipotle. She moved on to bigger and better things, getting her start at Firecakes on our first day and has been a part of the Firecakes family ever since. Judith is well versed in everything related to superheroes, thanks to her five-year-old son, Mateo. They spend a lot of time watching movies together; anything from Captain America (Mateo's favorite) to Superman (Judith's favorite).



Torrie Fox

Creative Director

Torrie has been part of the Firecakes team since it first opened in 2013. As Jonathan and Karen's daughter, she has been a part of her fair share of donut-related dinner time conversations. After moving back to Chicago from the east coast post-college, Torrie took up the role of creative director at Firecakes, where she is responsible for working with the team to make decisions related to branding, merchandising, and advertising. Currently a graduate student in the art education department at the School of the Art Institute of Chicago, Torrie will be receiving her teacher certification in May. Her interests include jewelry making and metalsmithing (her and Karen alike!), learning about and cooking southeast Asian food, distance running, and chasing after cute dogs on the street.

About GW Properties



GW Properties is a Chicago-based full service real estate company specializing in the development of retail properties.

Through deep rooted and diverse relationships in the commercial real estate industry, GW Properties has developed an expertise in retail and mixed-use properties. Over the past decade, GW principals have been involved in the brokerage, investment, and development of over \$620 million of real estate in the Chicagoland area with a typical deal size ranging from \$1 million to \$25 million. GW practices respectful development through its collaborative approach of uncovering opportunities, optimizing value, and enhancing communities. This process has yielded a track record of proven results.

GW Properties works collaboratively with select tenants, brokers, consultants, banks, and attorneys to successfully navigate through every aspect of a transaction. GW prides itself in unparalleled relationships within the industry that separates them from its competitors.

Development and Construction Management

GW Properties has extensive development experience and a proven track record of success. We oversee all aspects of the development and construction of our clients' properties. We manage requests for proposals, bid review and analysis, contract negotiation, zoning and municipal review, scheduling and timing, coordination oversight, comprehensive budget-to-actual financial reporting, and any other areas that may require our oversight.

Our team have cultivated a large network in the construction community, that works alongside our in-house architects and engineers. This added layer of expertise has led us to have strong national tenant relationships, evidenced by our preferred development accounts. In total GW properties has developed and managed the construction of over 50 million dollars' worth of project costs in the last 30 years.

Property Management

GW Properties utilizes our fully integrated office, which includes an in-house architect, engineer and property management to provide our clients with unparalleled services. Our services are rooted in a consistent, innovative, and flexible approach that builds on our years of experience, as well as our expansive network of partners, brokers, and construction professionals.

GW Properties Projects



Tenant Diversity

The GW Properties Team has developed for some of the nation's largest retailers across a variety of industries.

APPAREL/BOOKS

RED WING SHOES[®] WINNIE COOPER BOUTIQUE
BARNES & NOBLE BOOKSELLERS ASHLEY STEWART

HOME/AUTO

Advance Auto Parts MATTRESS FIRM
PURE SLEEP
SHERWIN WILLIAMS. Hertz

FAST FOOD

Wendy's Chick-fil-A PANDA EXPRESS CHINESE KITCHEN
McDonald's POTBELLY TACO BELL Panera BREAD

MEDICAL

AspenDental Pediatrics URGENT CARE
mobilityworks ATI PHYSICAL THERAPY
Visionworks ATHLETICO PHYSICAL THERAPY

HEALTH/FITNESS

planet fitness THE VITAMIN SHOPPE CHARTER FITNESS No Hassles-All Fitness™
corepower YOGA THE EDGE FITNESS CLUBS
LA FITNESS Massage Envy SPA.

RESTAURANT

LONGHORN STEAKHOUSE City BARBECUE Lazy DOG EAT. DRINK.
RED LOBSTER BUFFALO WILD WINGS.

COFFEE/CONVENIENCE

DUNKIN' DONUTS STONE CREEK COFFEE
STARBUCKS COFFEE 7-ELEVEN
LET'S BREW THIS

ENTERTAINMENT

LIL' KICKERS SOCCER FOR KIDS GIZMOS SKY ZONE TRAMPOLINE PARK
PUMP IT UP THE ANNOYANCE THEATRE & BAR

DISCOUNT/SPECIALTY

DOLLAR TREE Party City FAMILY DOLLAR
xfinity AT&T Batteries & Bulbs

GW Properties Team



Mitch Goltz

Principal

Mitch is an experienced real estate investor/developer who focuses on new acquisition and development opportunities primarily in the retail sector within the Chicagoland area. He has been involved in the acquisition, development, leasing, and disposition of more than one million square feet of retail, industrial and office properties totaling over \$200 million in the last decade. Mitch's experience also includes design, construction, management, financing, and overall execution of both short- and long-term investment plans for each property through implementation of various value-added strategies such as leasing stabilization, re-positioning, redevelopment, and dispositions.

Mitch has a deep understanding of the real estate business and has cultivated relationships with many of the top local and national retailers, restaurants, and professionals in the real estate community.

Mitch Goltz is also the WINNER of the Chicago Realtor Association's 2013 ROOKIE OF THE YEAR Commercial Honor.



Shai Wolkowicki

Principal

Shai is a graduate of Carnegie Mellon University and gained his initial work experience at Merrill Lynch working on the Emerging Markets Fixed Income department focusing on trading strategies for both debt and credit derivatives. He later moved on to work as a Credit Risk Associate at TIAA-CREF analyzing debt, equities, and real estate portfolios for the \$400+ billion retirement fund. In 2008, he left to form Shai Town Realty Group Inc, a full-service real estate brokerage and management firm that grew to over 40 agents. At the same time, he began developing single tenant assets and strip centers for national tenants across the Chicagoland area. He quickly realized that development was both his true passion and a better use of his skills and previous experiences. After working with Mitch Goltz on several projects, they recognized the tremendous synergies between the two of them and decided to join forces to create a boutique real estate firm that's now GW Properties.

1. Clearly describe your main target demographic and how your plan to utilize the space best serves this demographic.
2. Provide a further description of your financial plan to execute your proposal, such as describing your access to raising capital for the project, your cash on hand for the project, and your planned debt-to-equity ratio for the project.
3. The Village envisions the redevelopment of the site to include an outdoor space that would have a dual purpose of being used by patrons of the establishment and by community members. Please elaborate how your proposal would address this goal. For instance, how could your site plan limit parking on-site to include such an outdoor space. Also, how might this outdoor space be activated year-round?
4. Provide further confirmation of your commitment to lease the land based upon the terms identified by the Village in the RFP (see Business Terms on page 6 of the RFP). Please provide a list of leasing term items that you have identified to date that would be a critical part of further discussions with the Village, including what assistance would you expect from the Village.
5. Further review your project cost estimates, taking into consideration the costs you will incur to connect to public utilities (gas, electric, water, sewer, etc.). For instance, the Village has its own municipal electric utility, which has its own cost structure associated with upgrading service to a site.
6. How will deliveries and garbage pick-up be handled on the site?
7. Provide further explanation regarding how your proposed site circulation and parking plan will not create safety or significant capacity issues on the Green Bay Road travel lanes. Related to this issue, how will your proposed plan accommodate the parking while allowing vehicles to efficiently and safely maneuver in and out of on-site parking spaces. A connection with the Village parking lot to the south may be necessary to do that. Also, include further details regarding how much parking your operation will require and how you arrived at that amount.
8. Address the use of sustainability practices in the construction, design, and operation of the facility.
9. The 3000+ potential customers at New Trier have not had a convenient off-campus location for quick, healthy food options for grabbing breakfast on the way to school, lunch, after-school snacks, or for campus visitors during the week and on weekends. How would/could these customers be served by your facility.
10. Provide a sketch floor plan for the building to provide a general idea of your layout of the space. Include tables/seats and total estimated capacity
11. Provide a parking and circulation plan.
12. Provide further details regarding exterior building and site improvement materials.
13. Your site plan shows landscaping planted over impacted soils. Does your cost estimate take into consideration that you would be required to remediate the soils?
14. Provide information regarding staff levels.
15. Provide information regarding estimated property taxes and estimated sales taxes.
16. How long have the various Firecakes stores been open?
17. Provide three professional references.
18. In your proposal you mentioned you are considering including breakfast sandwiches and chicken sandwiches. Beyond these items, are there any additional items you would consider adding to make it a more well-rounded dining facility?

19. If extra items were to be added, would there be certain times of the day items would not be available? (For example, are chicken sandwiches only available between 11am and 9pm.)
20. Based upon the materials included in your proposal, the development partner, GW Properties, clearly has extensive experience with large chains in more strip mall-type locations. Can GW provide examples of developments that are more unique and distinctive in design?



LEFT COAST[®]
food + juice

**REQUEST FOR PROPOSAL
REDEVELOPMENT OF 93 GREEN BAY ROAD
RFP #021-001**

SEPTEMBER 2021



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EXECUTIVE SUMMARY

Thank you for the opportunity to present my Left Coast concept for the RFP at the 93 Green Bay Rd location in Winnetka. I believe we are about to change the North Shore with this little project. This unassuming building is about to become one of the central hubs of our cherished community.

Left Coast Food + Juice is a healthy neighborhood café that serves up good vibes, and flavorful food for breakfast, lunch and dinner. We have an incredible following of loyal guests who deeply connect to our brand. We have fantastic recipes. Our approachable menu was developed by one of the most renowned chefs on the planet. We hit all three meal periods better than most successful concepts hit even one. The service is quick and casual, and our spaces are beautifully curated.

I'm the owner and founder, Michael Madden. I'm from a big, loving family with generational roots here in the community. I proudly attended New Trier a gazillion years ago, and live less than a mile away with my young family now. This will mark the 50th restaurant I've been an integral part of during my 20-year career in the hospitality business. I'd be responsible for both redeveloping and operating the property. I have significant experience in both endeavors. Left Coast presently has thousands of North Shore local residents, who know and trust us from our Chicago locations. There is pent-up demand in our beloved township already. Everything in me believes 93 Green Bay Rd in Winnetka is the perfect home, for what will be our one-and-only North Shore flagship.

In this proposal, I intend to demonstrate how we're going to take this dilapidated building, in one of America's most prestigious towns, and rightfully transform it into something magical. Call it a 'healthy Sarkis' for the next generation. We have the proven concept, plan, leadership, following, means, and long-term desire to build a truly special restaurant on this corner. This deal means considerably more to me than some little bistro. I'm going to create a treasured institution here that we're all going to proud of for decades. I believe it's a great privilege to be part of this community, and my vision for Left Coast means giving back to the many notable families who call Winnetka and the North Shore home. What's included herein, details my business plan.

PROJECT DESCRIPTION

As outlined in the RFP #021-001 Redevelopment of 93 Green Bay Road PDF issued on March 5, 2021, the Village of Winnetka desires to repurpose the property at this location. It's a vacant corner that has been underutilized the majority of my life. The village is seeking qualified users to redevelop and occupy this important site. I appreciate considering my restaurant, Left Coast Food + Juice.

OPPORTUNITY

This is a key intersection for Winnetka. It's on two important streets in town. Green Bay Road is obviously one of the most well-known local north-south arteries, and Winnetka Avenue shares the celebrated town's namesake, which immediately raises the prominence of this corner in my eyes. It's pretty much the demarcation to the south for the village of Winnetka, what I consider the crown jewel of the North Shore. Both NSCD, and one of the finest public high schools in the country are a couple blocks away. This landmark corner has the potential to develop into more of the third business district for the village in the years to come. With someone like us operating here, this crossroads absolutely will be activated and more aligned to the current local business centers in Downtown Winnetka and Hubbard Woods.

We have a fairly active train station located less than a pitching-wedge away. There is a renowned country club located a 3-wood up the hill. We have the wonderful Green Bay Trail nearby. It's a well-known path that connects several neighboring towns together, and is filled with runners, walkers, bikers and commuters who are going to cherish making a convenient pit stop at Left Coast. I know this first-hand because I share a backyard gate with it at home down the street. Last and certainly not least, there are hundreds of homes in every direction of us too, with residents who are rightfully interested in what occurs here. This building and iconic village deserves something special, ideally a person and a business, who will uphold the collective interests in one of the most prestigious towns in America.

SOLUTION

I am confident Left Coast is the perfect fit for 93 Green Bay Road.

About Us

Left Coast first opened in Chicago in 2016 with a simple idea, healthy food can be both delicious and convenient, when done right. Our concept begins with words like nutrition, sustainability, integrity, flavor, local and organic. Our chef-driven menu is very approachable and consists of elevated wraps, salads and bowls; all-day breakfast offerings; balanced smoothies; we produce the best 100% organic cold-pressed juices in the Midwest in my opinion; offer a full coffee program; and more.

We start with a superior product, avoid short-cuts at all costs, then add in some unreal recipes from a world-class chef, who happens to be passionate about great vegetables to create the original menu. Then we curate a thoughtful space guests enjoy hanging out in, and fill it with people we enjoy being with. Next, we pretend every guest who walks in, is our own mother visiting for the first time (fyi, we love our moms) and we execute as best we can. Then we try to operate it even better tomorrow, energized by what we learned today.

Left Coast comes from the heart, positive energy is in the DNA of everything we do. It's where we source our food, it's how we prepare it, it's in the details of our thoughtful design, sustainable packaging, great jams, happy people, and laid-back ambiance with first class hospitality; all intended to be the best neighborhood lifestyle café we can be.

We are a trend-setting restaurant brand in its very infancy, and there is no town, or building, my wife and I feel more synergy with than this one. It's exactly what we (speaking as a homeowner and parent) desperately need up here. I'd like to prove to be a worthy steward for your village, and make sure this space becomes everything I know it can be with Left Coast. We're talking about thousands of families on the North Shore, soon having a magical little neighborhood spot they can enjoy together, for many years to come. How beautiful is that? It would be an incredible honor to lead this for the community.

Why We'll Succeed

The likelihood of our success at this location in your historic village is significant, and here's why:

- For starters, as I've already noted, we have a truly special concept that is perfectly paired with the exceptional Village of Winnetka. That's imperative in my opinion, it's something this corner deserves. And news flash, we've already done it! We're not guessing and hoping on some unproven idea. We're not piecing together some idea of a restaurant here. That's a big difference, even for an experienced operator. I know this because I have opened, overseen, owned, managed, consulted on, concepted or re-concepted about a dozen different kinds of restaurants. Despite putting our best foot forward in all of them, the majority don't take off as imagined.

Left Coast is an extraordinary concept in its infancy. There is a reason why other 'restauranteurs' nearby have pathetically taken elements of our name and fonts/copy for 'their' restaurant. It's why another diluted imitation on the North Shore shamelessly approached an old manager of ours as a 'consultant', and literally copied our menu to verbatim, blatantly attempting to recreate our recipes. It's why I get texts regularly from loyal guests and trusted purveyors, informing me of yet another concept carbon-copying our interior layouts, finishes, materials or creative menu items.

If there is one thing I think the people of Winnetka identify with, and have earned, it's that they want the real deal. I believe this town knows the difference between a genuine original, and a fake reproduction. We're going to give them the very best with Left Coast. If you have been in before, then you already know this is what people want to eat, and how they want to eat it.

- A second reason why we're going to thrive here is because Left Coast leadership has the skill set to operate at a high standard. That's where the charlatans falter. As an entrepreneur, I've learned it's rarely the idea that defines success, it's more often in the details of execution, and who is leading it. I'll get into the qualifications of our little team later in this proposal, but we have the experience in spades to do this project at a high-level. I've forgotten more about managing and building restaurants than most people in our industry will ever know. I'm proud of the first-class operation we maintain at Left Coast. We excel in most categories one might measure a restaurant's performance; ticket times, cleanliness, hospitality, food-quality, consistency, people development, ambiance, design and financials. This is why we add new guests and build sales every year.

- A third important reason why we'll succeed is because I believe know the neighborhood pretty well. I'm from here. My close family has called the North Shore home for a couple generations. More relevantly, my wife, children and I now call it home too. We amazingly share a fence with the Green Bay Trail less than a mile away from this property. My nieces and nephews are beginning to move back up here lately as well, and there are a lot more of them coming behind the latest wave. It might get exponential in the next decade with all the added weddings and kids in the mix. I'm not exaggerating, in the last seven weeks, four of my sibling's kids, who I still celebrate Christmas with every year, have moved into a house in Kenilworth, Northfield, Wilmette and Winnetka. Those eight parents have brought with them ten additional little children or newborns-to-be (God-willing). I think those additional 18 immediate family members brings the total number of direct family members up here to over 60 now on the North Shore. And there are a few hundred I'm related to when including second cousins and extended families though marriages! My point is, I have a lot of eyes on this, and I'm putting a lot of pressure on myself to nail it, and do it right.
- Additionally, I'd like to imagine I'm approaching this with a bigger vision than most candidates. This means so much more to me than just some little restaurant. With enough money, anyone can open a restaurant. I envision Left Coast being front and center in the community. I want to make the village proud to call this their own, by going well beyond having a successful restaurant. My actual goal here is to try and better the community. I love living here, and the magic in this community doesn't just happen on its own. The charm of the North Shore requires individuals contributing to more than themselves. Our restaurant is a great place to get incredible food, but the brand's reach has the potential to provide so much more.

I've benefited from growing up here my entire life, and I feel it's my turn to carry the baton now since I'm in more of a position to do so. As long as this endeavor is reasonably profitable, I would trade \$100k in profits annually in order to be that well-regarded, altruistic place for the community. That's the truth, I want Left Coast to be a genuine benefactor of the town. I intend to support events, camps, teams, charitable activities, fundraisers and promote other local businesses our loyal guests are aligned with.

Our food, people and spaces can change the whole trajectory of a person's day sometimes. Left Coast goes beyond sourcing and preparing a better product, the real charm lies in the positive air that inhabits our space. That vibe I keep eluding to is real, and overflows into other aspects of our guest's lives, beyond feeling and looking better from eating our food. I've seen this happen many times. A guest comes in feeling down on a dreary winter afternoon, and departs with more energy (versus tired and needing a coffee to get through the rest of the day from a slice of deep dish, greasy wings or cheese fries). They leave humming a Bob Marley jam, smiling more than when they walked in, sharing the good feeling with fellow guests in pleasant exchanges on their way out.

We'll do impromptu, complimentary, healthy smoothie bars on random weekends at the Skokie Playfields. Let's show up at the Washburn fields with small cold-pressed juice samples occasionally, make an appearance on basketball jamboree night at NT, or surprise an NSCD team at practice. I want to organize runs and community bike rides that start or end at our place. Our brand is capable of facilitating and accompanying all sorts of healthy activities in town. Let's do regular paddle board meet-ups in the summer. That's who we are, and most of this stuff is easy to organize because conveniently it's also what I enjoy doing.

Healthy, positive vibes are at the core of everything at Left Coast. We have become more of a way-of-life for our patrons. You are what you eat. Ultimately, I'd even like to eventually organize a small, North Shore exclusive, family-centric triathlon in town, with Left Coast leading the charge. I know that would require a massive amount of support and approvals from the village, but in time, I desire to earn that opportunity too. There are endless on-brand possibilities, but it all begins with Left Coast planting roots at this intersection.

- Another reason our concept will perform well here is because we connect better with almost every demographic we'll most commonly encounter. We're positioned to do more in sales than almost anyone else can because we fit into our guests lives for breakfast, lunch, dinner and all the in-between meals too. Anyone who isn't sure of this, hasn't been to Left Coast themselves. There is a revolution occurring with food right now, and we're on the right side of these trends.

We're going to be especially cherished by the moms and dads who are now working up here more since covid-19 flipped our world upside down. We'll maintain the fastest internet we can purchase, and put in tons of the latest adaptive power outlets. We'll be the quick, social pit-stop for parents dropping kids off at school in the morning, grabbing a coffee or smoothie to-go. People will frequent us pre-workout, post-workout, before the bell rings at NT, or during a free period at lunch. We're fast enough for Metra riders (especially because of our mobile app). Green Bay Trailblazers will now have a health-friendly outpost to regroup on their adventures. We're an evening convenient pick up or delivery spot for families. Our price point accommodates most faculty and students, we're a good fit for the greater District 39 PTAs. We're the food that elderly people like my mom, and so many of our grandparents should be eating to better maintain their cognitive health. Our menu makes sense for local summer camps and programs, team award nights, face to face business meetings, ladies lunching, students studying with their laptops, and most importantly the FAMILIES in the neighborhood who call this place home. The camaraderie around Left Coast is unmatched. We're going to be the spot for years to come.

- Additionally, we'll do more in sales than other restaurants because Left Coast is the rare type of concept where it's more common than not, for guests to 'use' us a few times in the same week. And often that interaction is in a completely different manner/capacity too. It's not atypical to see the same faces more than once in the same day even. That's unique for a restaurant. A business person may hit us up for a lunch meeting with a colleague, and then bring their entire family in for dinner on the patio. Guests stop in during the work week for an acai bowl, oatmeal, or morning buzz (our famous blended coffee drink) as part of their daily routine, and then they might bring food home after work a few times a month too. We'll see someone load up on a half-dozen juices for their fridge each week, and then cruise in on Saturday morning with their significant other and enjoy a brunch too. We know our best guest's names, their favorite dishes, allergies, and all the unusual modifications we enjoy accommodating for them.

How many concepts did you visit for a breakfast, lunch AND a dinner last year? It's a short list, and most people wouldn't be eager to Instagram their friends about it like our guests do. For myself, besides Left Coast, maybe it's a McDonalds. I'm embarrassed to admit that, but I'm sure I accomplished that sad feat in an airport, or with the kids at some point. I wouldn't call

the food at Starbucks 'a meal', beyond some of their morning offerings, so it's impossible to even achieve a '3 meal participation award' there, but I've definitely been in one during most hours of the day, given the way I work. But those are about the only two places I can name. I can't think of any spots on the North Shore, as most places up here aren't even open for more than two meal periods a day. I'm just making the point that appealing to patrons for all three meal periods (and even just being open at all) is a rarity.

That's part of the reason why we do more in sales per foot than most other concepts, it's simple math, we get more bites at the apple. It's why we're going to be successful and generate more tax revenue for the village. We even do well during the lulls in-between meals too, since our beautiful spaces are conducive for working. It also helps that our menu offers items to snack on like smoothies, juice, espresso drinks and grab-n-go bites.

Our POS system and credit card processor have even noted to me how unusual our repeat guest traffic patterns are among their massive database. Just as I personally may go to a Starbucks twice in a single day, or a half dozen times in a week for whatever reason, we're viewed in the same light. In contrast, I don't frequent Buffalo Joe's or Hackney's twice in the same day ever, unless I forgot my sunglasses. And I'll rarely go to the same place like that more than once in a week unless it's really exceptional. Those types of places get rotated, we don't as much. Lastly, I'd note our sales are also helped because our menu is well diversified, we're not labeled or pigeon-holed into a specific genre like most places. Healthy spans the globe, so we have variety of Mediterranean dishes, South-American, North-American, Asian and even Middle-Eastern flavors.

PROPOSED PLAN

The intention of our spaces is to always bring the outside in, and inside out, just as it might feel entering a hip eatery in your flip flops, while walking your dog on the boardwalk in Santa Monica. Although it's more challenging with the weather in Chicago, I think we accomplished this well with the proposed building in our drawings. We wanted to celebrate the genuine and unique auto-body feel of the current building. We also were compelled to soften up some of the hard surfaces on the property where we could. Our brand feels and works better when it's not a completely cookie-cutter vanilla box. That's what initially attracted us to 93 Green Bay Rd. We see the potential of what things can be, and the work required doesn't intimidate us. We actually prefer and enjoy the creative process involved in a renovation.

What needs to occur here remarkably resembles the before and after transformation of our first location, on Lincoln Ave in Lincoln Park/Lakeview of Chicago. There we took a filthy, free-standing hot dog stand, an empty 14-ft alleyway, and the neighboring, rundown dry-cleaners, and redeveloped the three separate spaces into one functional space. It now feels and operates like it organically had always been there. Left Coast is presently the hub of that little well-to-do residential pocket, where \$1-3 million walk-ups are the norm. Dozens of Realtors and neighbors still tell me we single-handedly changed the neighborhood overnight. Opening our doors increased the value of their homes more so than any other nearby development or improvement ever did.

MENU



**GOOD VIBES.
GOOD FOOD.**



**GO LEFT.
EAT RIGHT.**





FIRST WAVE

OFFSHORE OATMEAL

steel cut oatmeal, almond milk, toasted walnuts, blueberries, golden raisins, bananas, maple syrup **V DF**

EL GUAPO BURRITO

turkey chorizo, egg whites, roasted red pepper, avocado, roasted hominy, spinach, salsa verde, whole wheat wrap **DF**

BAJA SOL TOSTADAS

two corn tostadas, scrambled tofu, black beans, avocado, greek yogurt, roasted tomato salsa, cilantro **gf**

SURFSIDE BREAKFAST SANDWICH

Just Egg™, toasted ciabatta, turkey maple breakfast sausage, vegan cheddar, arugula, mojo rojo, vegan mayo **DF**

PK PANCAKES

three buckwheat pancakes, seasonal fruit, greek yogurt, granola, maple syrup

MONTECITO HASH

two poached eggs, garnet yams, red bell pepper, kale, spinach, queso fresco, lemon yogurt, pepitas, LC hot sauce **gf**

HERMOSA AVOCADO TOAST

toasted semolina bread, avocado, mojo rojo, red onion, basil **V DF**

LAGUNA AVOCADO TOAST

toasted whole grain bread, avocado, oranges, sunflower seeds, sprouts, ricotta salata, citrus vinaigrette, za'atar spice

LEFT COAST ACAI BOWL

acai berries, strawberries, blueberries, raspberries, banana, almond butter, maca powder, hemp seeds, granola, coconut **V DF**

GREENS

SHASTA CHOP

roasted broccoli, pears, roasted squash, spinach, red onion, dates, pumpkin seeds, puffed brown rice, curry vinaigrette **gf V DF**

THE MISSION

spinach, romaine, black beans, avocado, red pepper relish, tostadas, onions, queso, pepitas, salsa yogurt dressing **gf**

JIMMY CHING

romaine, cabbage, snow peas, crunchy quinoa, cashews, scallions, mint, sesame seeds, chinese mustard vinaigrette **gf V DF**

ROBUST ROSA

kale, spinach, roasted broccoli, red onion, roasted tomato, toasted hemp seeds, avocado caesar dressing **gf V DF**

THE ARCADIAN

arugula, roasted butternut squash, apple, farro, red onion, parsley, seeded cracker, parmesan, basil pesto

SANTA MONICA SHRED

carrots, beets, roasted broccoli, sunflower sprouts, red onion, toasted walnuts, crunchy quinoa, tahini-yogurt **gf**

GRAINS

CADILLAC CURRY

brown rice, garnet yams, green beans, madras curry sauce, sultanas, scallions, basil, mint, toasted coconut **gf V DF**

MOAB MEDLEY

pearl couscous, cucumber, roasted tomato, red grapes, smoked almonds, parsley, mint, lemon vinaigrette, tahini-yogurt

BOULDERADO

quinoa, roasted zucchini, red bell peppers, spinach, mojo rojo, toasted pepitas, fresh herbs, tahini-yogurt **gf**

K-TOWN

brown rice, roasted broccoli, carrots, mushrooms, spinach, kimchi, bean sprouts, korean hot sauce, egg, nori **DF**

FARRO AND AWAY

farro, roasted broccoli, roasted tomatoes, kale, spinach, basil pesto, roasted pine nuts, parmesan

+ ADD PROTEIN

all-natural **CHICKEN**

grass-fed **STEAK**

sustainable **SALMON**

local farm **EGG**

non-GMO **VEGGIE TOFU**

WRAPS

EAZY STREET

tofu, brown rice, sultanas, smoked almonds, arugula, red onion, madras curry sauce, whole grain wrap **V**

CALIFORNIA LOVE

chicken breast, black beans, brown rice, romaine, red onion, roasted tomato salsa, avocado, tahini-yogurt, whole grain wrap

REGULATOR

miso marinated salmon, kimchi, brown rice, napa cabbage, basil, mint, green onion, korean hot sauce, whole grain wrap **DF**

D-O-DOUBLE G

turkey meatballs, spicy hummus, cucumber, roasted tomato, parsley, romaine, tahini-yogurt, whole grain wrap

THE CHRONIC

steak, egg, avocado, carrots, red onion, spinach, chimichurri, whole grain wrap **DF**

OUT-N-IN VEGGIE BURGER

Impossible Burger™, toasted ciabatta, vegan cheddar, spicy pickles, arugula, red onion, LC special sauce **V DF**

KIDDOS

UNCLE RICO'S QUESADILLA

chicken -or- avocado, queso, whole grain tortilla, green beans, brown rice

HOLY MEATBALLS

turkey meatballs, marinara, couscous, broccoli **DF**

CHICKEN LITTLE

chicken, snow peas, carrots, quinoa **gf DF**

SUNBUTTER + JELLY TIME

whole grain bread, sunflower butter, seasonal jam, apple slices -or- banana **DF**

/////// COLD PRESSED JUICE //////////////////////////////////

HARVEST MOON

Pear, Grapefruit, Ginger, Lemon, Cinnamon

GOING TO CALIFORNIA

Kale, Spinach, Apple, Cucumber, Ginger, Lemon

PURPLE HAZE

Beet, Apple, Carrot, Ginger, Lemon

PARADISE CITY

Pineapple, Strawberry, Cucumber, Lemon

START ME UP

Carrot, Apple, Cucumber, Lemon, Turmeric

SHINE A LIGHT

Ginger, Turmeric, Lime, Coconut Water, Agave

GET UP STAND UP

Celery Juice

GRACELAND

Cucumber, Grape, Kale, Celery, Spinach, Lemon

/////// SMOOTHIES //////////////////////////////////

KALE MARY

blueberry, kale, avocado, oj, maca powder, agave, apple cider vinegar **gf V DF**

HOT DATE

yams, almond milk, dates, greek yogurt, banana, ginger, chia seeds, lime, cinnamon **gf**

FAIRWAYS + GREENS

spinach, apple, banana, avocado, spirulina, matcha, agave, lemon juice **gf V DF**

MORNIN' BUZZ

espresso, cacao, peanut butter, maca powder, banana, dates **gf V DF**

JUST BEET IT

strawberry, banana, apple, oj, dates, beet juice powder, camu camu **gf V DF**

PIÑA COCADA

oj, banana, pineapple, plant protein, coconut milk, lime **gf V DF**

/////// COFFEE + TEA //////////////////////////////////

BREWED COFFEE

Left Coast Coastal Blend

LEFT COAST NITRO BREW

COLD BREW ON DRAFT

ESPRESSO

LEFT COAST LATTE DRINKS

MALIBU MAPLE LATTE

Left Coast Espresso, maple ginger syrup, cinnamon, milk of your choice

COCONUT-OAT LATTE

Left Coast Espresso, full fat coconut milk, oat milk

MATCHA TEA LATTE

CHAI TEA LATTE

+ ADD FLAVORS 50¢
(vanilla, mocha & carmel)

+ ADD SPECIALTY MILK 75¢
(soy, almond, oat, coconut-oat, skim, whole)

+ ADD ESPRESSO SHOTS

LC HOT CHOCOLATE

HOT TEA SELECTIONS

ICED TEA / HERBAL

INFUSION

caffeine-free available

KOMBUCHA ON DRAFT

/////// SPLASHES //////////////////////////////////

LC SPARKLING SPLASHES

Blueberry Mint
Strawberry Basil
Cherry Lime Jalapeño
Citrus Turmeric Rosemary

FRESH ORANGE JUICE

BOTTLED SPRING WATER

CREATE YOUR OWN SMOOTHIE

STEP 1 CHOOSE ONE BASE

FRUIT

banana +
orange juice

VEGGIES

avocado +
coconut water

DAIRY

greek yogurt +
almond milk

STEP 2

+ ADD UP TO 4 FRUITS OR VEGGIES

kale, spinach, avocado, banana, apple, strawberries, blueberries, raspberries, peaches, carrot, pineapple, cucumber, yams, turmeric, ginger

STEP 3 (OPTIONAL)

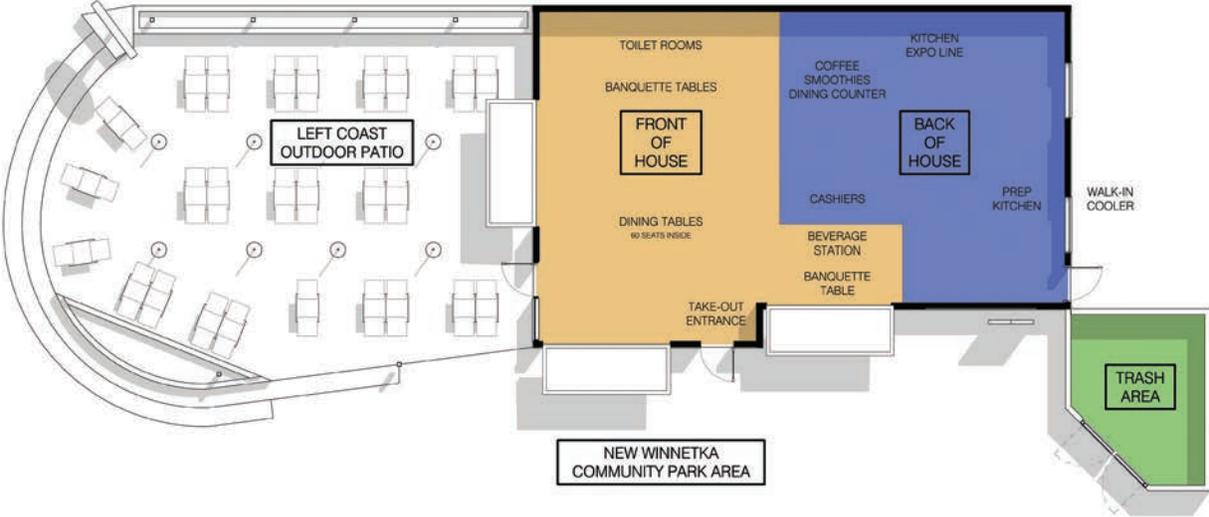
+ ADD EXTRAS

maca powder, hemp powder, vanilla protein, spirulina, camu camu, flaxseed, chia seed, espresso, matcha, cacao, beet juice powder, bee pollen
CBD OIL

Gluten-free items **gf** Vegan items **V** Dairy-free items **DF**

Although our kitchen is not gluten, dairy or nut-free, many of our dishes can be made without these items. Let us know about any dietary sensitivities and we'll happily try to accommodate you!

SITE PLAN + RENDERINGS



SITE PLAN + RENDERINGS



SITE PLAN + RENDERINGS



SITE PLAN + RENDERINGS



SITE PLAN + RENDERINGS

Village's gateway and street scape design



PARKING + CIRCULATION

In terms of parking and circulation, I want to first quickly share my thoughts on ‘activating’ this corner. My sense is Left Coast is going to breath considerably more life into the property, regardless of the layout, simply because we’re going to bring more people here all day long. It’s always better for us when the outdoor space is in unison with that lifestyle-feel of our brand. Enhancing the gathering aspect of our concept adds sales. I support what we created in the rendering, I think it serves the village well, and aids our business, to bring energy to the most visible part of the property. I’d add we’re all for any suggestions you may have in making anything else we missed on this site fit better into your ‘preference of incorporating public space’ and ‘improving pedestrian access’ as noted in your Goals on page 6 of the RFP.

I’m probably more in the camp that feels we should be a little cautious about this intersection. Not that any demographic of the driving population is safe from having an accident, but this corner will forever have its fair share of inexperienced 16-yr-olds whizzing by late for class or practice. Plus, Green Bay Rd bends fairly significantly here, and there is also an elevation change traveling on Winnetka Ave that adds a bit more complexity too. So, I think this is the right amount of activation personally.

For a few reasons, we decided to keep the single in and out driveway that currently exists in the parking lot. This way, hopefully we can avoid too much interaction with IDOT. With all the improvements elsewhere, we still maintain 12 parking spots including a handicap stall on our lot. We’d suggest angling the parking spots in the neighboring south parking lot towards the other direction, and dedicate another dozen stalls to Left Coast with 60 minute parking signs. Given our ticket times, table turnover, number of seats in the dining room and additional parking on Green Bay Rd, this is more than adequate. I think we hold off adding any connecting driveways between the two lots, or putting in an addiotnal one in the south lot, until we see how this functions.

OPERATIONS

HOURS

We'll be open seven days a week, 7am-9pm, besides the rare holiday. Friday and Saturday nights in the summer we'll likely close at 10pm. These hours of operation follow what we do in Lincoln Park. Weekends are usually when it's busiest, but not always. Especially lately, post-Covid, good weather can significantly influence how sales come in. A random 70° Tuesday may be our busiest day of the week. I've never had a concept more directly correlated to the weather in my career (with the exception of one rooftop bar we did above a hip hotel, with negligible usable indoor space during the winters or cold/rainy summer nights. Our hands were entirely tied to the weather with that one, but Left Coast tends to follow suit). People think of us when it's beautiful out, and that's the overall vibe Winnetka would be getting with us here. It's sunny in our restaurant.

PEOPLE PLAN

We're fortunate to have several dozen great team members already working for us in the city. There are more individuals we were forced to lay off too, who know our program, and we may be able to rehire some of them back eventually too. Anyway, whenever I've opened a restaurant in the past, and I had the luxury of having a nearby restaurant(s), I've always pulled key people I trust from each location to help open the new store. We'll certainly do that here. Executing a new opening with central team members in the building who have real experience in the trenches, makes all the difference in the world. And trust me, this place is going to open BUSY.

I bet I'll entirely shy away from marketing 'our opening' until we have a few weeks under our belt, but that's not going to stop the initial surge. There are just too many people who have been pleading for a Left Coast to happen up here for years. That first weekend especially, we're going to be descended upon by lots of residents who already know, trust and love our brand. Keeping this opening a secret for more than a couple days isn't happening. I want ALL of these important guests to get the most amazing first impression. The only way to do this well is to have as many solid team members by your side as possible, who are all trained and capable of driving ticket times, cleanliness, and food quality of course.

We have several supervisors and assistant managers we've been developing internally who are overdue for a promotion already. Opening a store like this in my backyard is a big deal for a small company like ours, because it allows a number of loyal employees to take on more responsibility and shine. We'll decide on the exact people plan when the time draws nearer. I'll likely have the GM we promote, take over one of the existing stores, and we'll move our most seasoned GM who is running Lincoln right now into Winnetka. Regardless, the core team will be strong and exceptionally easy to assemble given our situation. I definitely want to bring in some new talent into the both the kitchen and front-of-house too. That's always good for a new restaurant in terms of energy, mixing together reliable veterans with some eager rookies. I have lots of close friends with teenagers who are already asking for jobs too! There are plenty of bright kids nearby who resonate with our brand, from Northwestern to NT, who'll enjoy working with us on weekends and at nights too. We'll be fine, I imagine it will be a particularly strong team actually.

In addition, I'll of course be there often, especially in the beginning. As will my right-hand Jeff, who I've now worked with for a total of 9 years (6 years in Scottsdale, and soon-to-be 3 years already at Left Coast). He heads up our operations. As with any new store opening, he'll be spending almost all of his time here initially. He conveniently just moved up to Northbrook in-between Willow and Dundee this Spring and it's only a 10-minute commute for him.

FINANCIALS

We're in a good enough position on all fronts to do this deal tomorrow. I've walked away from a few of what I'd consider 'A locations' the last 15 months in anticipation of this opportunity, and I'm probably fortunate I did. There is no other place my wife and I want to be. With all the turmoil we lived through in the hospitality industry recently, we're only going to open a couple of these in the near-term. I want to make sure we're not over extended, in case something as unpredictable as 2020 gets thrown at us again anytime soon.

Thankfully, this brand is in that small group emerging from this disastrous chapter stronger. Fortunately, the dozens of pivots we made during the last year are paying off. We're trending entirely the right direction post-pandemic, in terms of sales and profits. We're feeling a noticeable growth in population aligning with Left Coast, and the data shows existing guests are visiting us more frequently too. My take is people have never been more concerned about what they're touching, and certainly putting into their bodies, maybe in human history.

Left Coast is benefiting from these trends because we have a superior product that gives you energy, nutrition and strengthens immunity; versus making you feel tired and depressed about what you ate. These healthy inclinations were our friends to begin with, but now we're gratefully doing better than ever. We made some good decisions with all the wild obstacles we faced during the last year. We stayed positive and nimble, leaned on our collective experience, and there was a good amount of luck involved too. For example, I began investing into our own Left Coast mobile app about 18 months ago, and we launched it right as the things began to crumble. We're now impressively doing 500 transactions per week via our own proprietary in-house mobile app! It's available for anyone to download from the app store on apple or android, it houses our loyalty program, and allows people to order and pay ahead of time. We started at zero users just over a year ago.

PROJECTED EXPENSES

(From now until doors open + some add'l working capital)

Building Construction <i>(Worst Case Contingencies)</i>	\$715,000
Additional Property Improvements <i>(Parking Lot, Public Area, Village Signage)</i>	\$120,000
FF&E Improvements <i>(Kitchen Equip, Specialty Design Items, Furniture, Patio Stuff)</i>	\$190,000
Pre-Opening Labor <i>(Mostly my time overseeing the project, I'll defer if it's mostly me-paying-myself)</i>	\$60,000
Pre-Opening Operating Expenses <i>(Soft Costs, Professional Services, Licenses, Initial Inventories)</i>	\$100,000
Working Capital <i>(Sometimes unneeded, w/ the sales I expect here, I suspect this won't be much)</i>	\$50,000
Total Actual Project Cost to Open Doors <i>(I believe we'll get actual budget to be less)</i>	\$1,235,000

This isn't inexpensive unfortunately, to do right anyway. It's going to take a number close to this to create something as special as illustrated in these renderings. For a 1370 sq ft building, that we technically don't even own, this is astronomically expensive. As a whole, to get the doors open and ring in our first guest, this is about 30% more than the strikingly similar project we tackled in Lincoln Park. It too was a remodel of an existing pre-fab metal building, required everything under the sun to revive, but was closer to 1950 sq feet. So yes, this feels a little expensive to me, since we're dealing with significantly less square footage. In Lincoln Park however, we didn't have the larger issues to deal with on the property. This starts with the burdened costs of bringing improved utilities to the site, which adds a considerable amount, and let's face it, the entire lot looks absolutely terrible right now. Things add up, there is expansive landscaping that needs to occur, and about \$100,000 in the budget is for concrete and repaving, outside the footprint of the building alone!

Material costs are relatively elevated with weakened supply levels currently, according to my contacts. I therefore erred on the side of what I'd describe as more 'union-pricing'. With the exception of a couple trades, I will not use or entertain union shops on this project because I have reliable contacts who are more affordable. Given that, there are definitely some additional contingencies baked in here beyond the 4% I already budgeted.

I don't have an actual GC on board yet, it's too early for that. However, I explored most of the needed improvements with my architect, and we've both been through enough things like this to have an adequate handle on what's required financially to create a reasonable budget. When actual architectural plans are generated, submitted and approved, I've worked with two construction companies I'd still do business with again. Both will be bidding on the project. I'll explore a third avenue as well, since our architect (who I've used for every Left Coast to date) is now closely tied to a construction company. There is a possible hybrid solution that would make sense, as he technically has a GC license now too.

Regardless of the GC, I have a handful of subcontractors and specialists in my network who I know and trust. They will almost certainly carve out pieces of this for less (and probably do a better job) than whatever my GC puts together. My wife does all the design, I source all the FF&E. We'll avoid additional fees there. I've project-managed a couple dozen restaurants the last fifteen years, and we simply don't need the type of oversight a usual build-out requires. Most of that GC supervisor overhead is also still baked into these numbers (because it was built into my architect's spreadsheet). However, it's not really representative of what we'd ultimately need, since I'm going to be very involved, and on site throughout construction. With that dedicated time, we'll certainly value engineer a few more things along the way too I suspect.

I've identified a couple specific pieces in our rendering, I would happily reduce scope on if needed too. Especially seeing the final numbers all added up and the project being more than I hoped it would cost. I acquiesced on these items because I simply couldn't justify any more time and expenses with the architects at this stage, for what are inconsequential edits in the big picture of what we're creating. They were included into my current construction budget though, and I estimate it's another \$35-40k we'd trim immediately by a) swapping a material for an identical looking material that costs 60% the price per square foot, and b) just removing that tiny ancillary patio in between the south facing entrance door and our back dock area. I like the wood softening everything up there, that's great, but there are other solutions to accomplish this. And honestly, trying to find a couple tables hidden on some auxiliary patio

all by themselves for the next ten years, isn't operationally worth the effort for 6 additional seats. Regardless, we're proud of the renderings, and we hope you are too. We think it feels right for the wonderful village of Winnetka, and our brand as well. We're pretty far along at this point in the game in terms of architectural plans. Our entire interior layout has been measured and designed down to every inch with FF&E. We've spent a lot of time and money on this proposal and I hope this shows the level of my commitment at 93 Green Bay Rd.

For purposes of identifying the viability of this project, I absolutely needed to put together a realistic comprehensive budget. My actual out-of-pocket isn't going to be as painful as this because we're not starting from zero. In addition to hopefully beating some of the project costs above in the ways I explained. I anticipate 90% of the labor number can be deferred until we open since that money goes to me, ~50% of the operating expenses won't need to be "paid for" until the doors open. I've already bought the vast majority of the FF&E package, and our working capital has some wiggle room too given my good credit. With those real-world amendments, maybe the project will land closer to what Lincoln cost.

Lastly, I'm hoping Winnetka recognizes the value I'm bringing to the table when I negotiate with the Village manager as stipulated in the RFP. I have carefully read though your envisioned parameters of the business terms on pages 6 and 7. I feel comfortable enough to know we'll be able to work through any final particulars in the coming months. I do feel there is some fair-negotiating that still needs to occur, given the extensive contributions to the street scape. Beyond having the right concept, and constructing a beautiful building, a lot is occurring on the village retained portions of this property in my plan. To put a bow on the entire project, and elevate it to what I feel is Winnetka's standard, I think there are some fair-minded ways to meet in the middle on a portion of these improvements. I love the village monument sign we came up with, and I think the idea of the grass/turf public use areas we designed are cool too. As I said, we're totally open to any other ideas the Board of Trustees may have here, if something better satisfies your development goals with this property, I can't imagine it'd be a deal-breaker for us.

SALES + PROPERTY TAX REVENUES

I'm projecting \$1.8M (stabilized) in net sales (pretax). Out of ~1400 square feet, that's a pretty big number, but I believe we'll get there and beat it. I know Winnetka only sees a small portion of the state sales tax, but I maintain we'll generate more in sales tax revenues for the village than anyone else here, since we'll do more in sales. Unlike any unproven concept you're considering, I can make more accurate and realistic projections based on actual data. \$1000 a square foot is not a big deal for a Left Coast. That's not conjecture, it's fact.

Like I mentioned, we already designed the entire interior layout, and it's the most efficient, powerfully-compact kitchen we've built to date. This added room for a few more tables than I initially anticipated was possible. This is a small footprint to house a "real" restaurant, but to use a railroad metaphor (given our proximity to the Metra), I think this little engine will be able to handle almost any amount of volume we throw at it. I hope we get to test that theory! Everyone on my team thinks this will be a fun one.

The summers are when we do our biggest numbers, and we'll be able to utilize the outdoor area for added dine-in guests on most of those days. Additionally, to help build our top-line, we have a catering team. They'll now be able to call upon more businesses in Deerfield, Northbrook,

Glenview and beyond. Pre-covid, we were already occasionally catering up North, because our following is remarkably strong, but it was largely untapped. In fact, this past weekend we did a Crate & Barrel catalog shoot with a production studio filming at a mansion on the lake in Glencoe. When things settle down after our initial opening, and we hit our stride operationally with the team, we'll start targeting the huge campuses along the I-94 corridor for catering clients to bolster our regular in-store sales. We've already worked with some school PTAs in district 39, even though we've only been in Chicago to date. I plan to eventually become one of the go-tos for a lot of sports teams, and other programs at New Trier, Loyola and beyond. It only makes sense that these revenue streams will build once we have a more prominent presence up here.

FUNDING

I've been eagerly preparing (saving) to do this deal, as I mentioned earlier. We are financially capable of taking on and completing this project if it began today. Here's a current screen shot of a business checking account of mine, with a half million-dollar balance in it, as of today. My business is fortunately growing every month right now with the increasing sales we're experiencing, so there will be noticeably more moeny in that account each month going forward. This Winnetka project takes precedence over any distributions or other deals I'm considering.

I have cost-effectively purchased the majority of my kitchen equipment and furniture in this budget already from the restaurant closures in the last year. Most of the FF&E in our \$190k budget is ready to go in storage. We won't have to come up with much more in this department. I have two business lines of credit I'm able to draw from if needed. We may access some of this, but I really don't expect to touch the second source. There are a few close friends and family who will participate on the business side, just as they have in other Left Coasts. I've assured them they are going to be a part of this North Shore deal. They live here as well, and they're equally fired up about this location. They're bringing a couple hundred thousand in equity.

I have additional personal savings I'm not planning on accessing unless I need to. Plus, there are a few more untapped family and friends who have invested with me in the past, but I'm not bringing on board as limited members unless something changes. I want to own as much of this one as I can. And if that's not enough assurance, I'm up to \$250,000 in credit card access now, of which I carry \$0 balances month-to-month. One should be careful with this tool always, but it can be a very useful method for stretching working capital once you open, and strategically during the final few weeks of a project if required.

Furthermore, as I briefly mentioned, the majority of the pre-opening labor in this project is going to me (and my wife's design services) in terms of a management fee. I'm not going to forgo any fees I earn, but I definitely will defer them if this project climbs above a level I'm not expecting. I'm not surviving on these fees to make my mortgage, so there's no logic in taking money out from myself (for the most part), to then pay myself. More than 80% of the training for the hourly staff will occur in the other stores (or already has in the case of the star players I'm bringing with me). Our first real payroll will be well after we open the doors. That's nearly impossible to achieve with a new restaurant if you're going to properly train a team, without another kitchen and dining room to prepare in.

Along the same lines, all of our vetted purveyors are going to remain the same, we'll use the same distributors and suppliers with the exception of only one currently. That outlier may decide to trek

up to Winnetka anyway, or if I can't find a suitable substitute, we'll come up with another hybrid solution, where we receive that particular item in Lincoln Park. Our catering team or our operating partner Jeff who is going back and forth anyway, can easily run it up themselves twice a week. Either way, all of those usual headaches are already sorted out, and furthermore, we've built up terms with pretty much everyone. I'll time it so 50%+ of that \$100k in pre-opening operating expenses won't in fact hit my checking account until we have the doors open as well. At the end of the day, for all of these reasons, actual needed-out-of-pocket cash is going to be less than what this budget says. We're good to go, and eager to begin as soon as possible because the Spring is an ideal time to open a place like ours.

QUALIFICATIONS

LEFT COAST LEADERSHIP + PROFESSIONAL TEAM

Michael Madden

CEO + Owner

Michael has been in the restaurant business for over 20 years. He has worked in a number of restaurants and hospitality companies in dozens of towns. He really learned his 'blocking and tackling' from the wonderful people at P.F. Chang's. He started at the bottom and worked his way up to becoming the youngest operating partner in their history with their Pei Wei concept. He opened, owned, or operated in some capacity over 20 different locations with Chang's for almost a decade. In addition to that, he consulted, concepted, and managed another couple dozen restaurants prior to risking every penny he had on Left Coast. Michael worked for a savvy real estate entrepreneur when he came back to Chicago, who had a growing portfolio of hotels all over the world. There were many different restaurants and food & beverage outlets he oversaw, all playing key roles in the overall business. The list included the very first half dozen Graduate Hotels in the US, and many of Chicago's coolest and most frequented hotels developed in the last decade. In 2015, he was inspired to go out on my own, with this Left Coast concept. It's been 5 years since Left Coast first opened its doors in Lincoln Park. We have opened three units, and have two operating post-covid. He's been able to assemble a first-class team and his intention is to keep growing.

Jeff Gronske

Operating Partner

Jeff oversees all of the Left Coast operations. He and Michael have worked together for many years in the Phoenix Valley in a half dozen restaurants. From there, Jeff went on to run over 30 Chipotles on the East Coast. Then he assisted in the growth of a sandwich shop from 1 to 20 stores, as their main multi-unit manager in the trenches of operations. Jeff and Michael view the business, people, leadership, and operations almost intuitively at this point. That's what happens when you've scrubbed way too many walk-in refrigerators side by side to even recall. Not only is Jeff a partner in the business, but he's also a friend and has been a fixture with Michael's family for over ten years now.

Jamie Madden

Creative Director

Jamie has worked in design and marketing for over 15 years. Her versatile skill set has lead her to work with a wide range of clientele from major brands to local businesses and laid the groundwork for her to launch her own design business in 2008.

After marrying her husband Michael and moving from Arizona to Chicago, their healthy lifestyle and west coast vibes became the catalyst for the Left Coast concept. They were fortunate to meet and call the famous Paul Kahan a friend who changed their lives when he agreed to create the original Left Coast menu and help launch their business.

Jamie has been involved with all aspects of the design process for the brand including food photography, marketing campaigns, social media and interior design of all the Left Coast spaces.

Jeremy Stanulis

Architect

Jeremy Stanulis is a Licensed Architect with more than 20 years of experience in the building industry, including owning his own Architectural firm for 11 years.

Jeremy began his career in 1998 at Antunovich Associates working on large scale mixed-use developments, focusing both on landlord and tenant aspects of the developments throughout design and construction. As he progressed into his own business, which focused on hospitality and single and multi-family residential, Jeremy gravitated toward the construction side of the business which naturally progressed to the design-build aspect of the industry, building multiple high-end salons and restaurants over the past 15 years.

PREVIOUS EXPERIENCE



RIVER NORTH



“Our vibe is driven by our food and ambience; curating into a refreshing menu and relaxed atmosphere that transports you to another place and invites you back.”



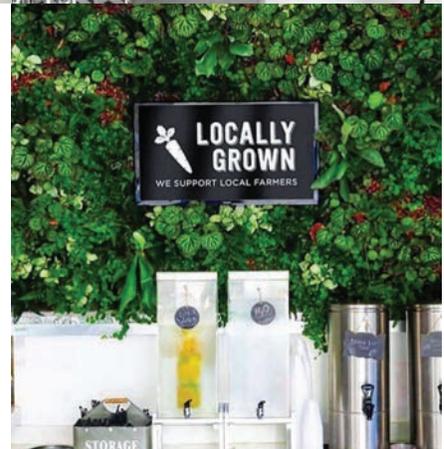


LINCOLN PARK

shooting stars
 NEW KICKS
 DATE NIGHT
 LAKE HOUSE
 BELLY LAUGHS
 SUMMER SMELLS
 PUPPIES
 ENCORES
 UNDERHILL TAUNTS
 SANTA
 FAVORITE T-SHIRT
 MUSIC
 UNDERDOGS
 AFTERNOON NAPS
 12th TEST
 Dolphins
 HIGH FIVES
 Mario Kart
 PALM TREES
 POOL DAYS
 THE WHOLE ROW
 DAD HOLIDAYS
 STARRY NIGHTS
 TAILGATES
 SAND DOLLARS
 GRANDPARENTS
 UPGRADES
 STARRY NIGHTS
 LOVE AT FIRST SIGHT
 3-PUTTS
 RY RIGGS
 SATURDAYS
 MADDEN OPENS
 MORN
 NEW CAR
 CHRISTMAS MORNING
 BBQS
 FESTIVAL
 BARS ON THE WATER
 KARAOKE NIGHTS
 HIGHLIGHT REELS
 METFLUX
 BINGEE
 CHURCH GIGGLES
 DA BEARS
 LULU
 TANDEM CRUISERS
 CLEAN SHEETS
 CLIMBING TREES
 PERFECT WAVES
 GAINERS
 FRESH POWDER
 FREEDOM
 SMILES
 BONFIRES
 LOVED ONES



SHARE THE LOVE





THE LOOP



Left Coast Food + Juice brings a welcoming West Coast vibe to the heart of the Midwest. The result is a charming life-style café that nails healthy and flavorful eats for breakfast, lunch and dinner. The only thing that will make you feel better than our approachable menu, is our friendly team and inviting space.



CONCLUSION

We genuinely want to do this project. I know we have the right concept in Left Coast. I'm ready to lead and build something that's going to be cherished by the residents and families of Winnetka for many years to come. We're poised to succeed with a detailed plan. We've designed a functional building that will forever activate and improve the pedestrian access, street scape and village gateway at this important intersection. Our team has the creativity, experience, finances and desire to operate a first-class restaurant. We aspire to be much more than just a café in the community. Our strong brand, diverse menu and beautifully curated space will help us achieve that goal. Pound for pound, I maintain we'll also do more in sales than almost anyone too, thus generating more in revenue for the village as well.

I encourage anyone who is on the fence considering us, to please go into Left Coast in Lincoln Park if you're not convinced. It will feel the most like this one in Winnetka. See it for yourself. Taste how good the food is. Please get a candid sense of the concept and our operations. I will gladly meet you, but we do it at a high-level every day, whether I'm there or not. This is a worthy enough concept, for an iconic town like Winnetka, and we'd be honored to play a small part in your great history by making this wonderful project come to fruition.

Thank you kindly,

Micahel Madden

FOLLOW-UP QUESTIONS

Clearly describe your main target demographic and how your plan to utilize the space best serves this demographic.

This is a bit difficult to answer because we're a place that attracts a broad range of guests. We reach all the different demographics identified and described in the proposal. We cast a wide net when it comes to who enjoys Left Coast because of the very nature of the concept. We're open all day, we have numerous offerings from around the globe, we do coffee (we sell more coffee than most coffee houses), signature smoothies and cold-pressed juice. Having a 'neighborhood lifestyle café' vibe, people are able to use us almost however they want to. We give nearby residents what they want to eat, and how they want to eat it. Therefore, there aren't too many target groups we don't connect with in some way. Also, the very same guest often uses us in different capacities, in the very same week in fact.

Who would you say Starbucks's core customer is? I'd say, like us, they draw from an assorted demographic, that doesn't fit neatly into one box. It tends to be just people in the neighborhood. I see kids in there after school, men and women of all generations and backgrounds, work meetings being conducted, students on their laptops, patrons in a hurry sometimes, and regulars taking their time and enjoying themselves. My point is it's quite varied, in both who comes, and how they use it. Our concept is similar in that we reach a great number of people, and they interact with us in many different ways too.

If I was forced to pick one target demographic (which again, isn't a proper snapshot of the business), I'd say our core guest is a younger mom with a family, I guess? They are on average more educated, affluent, hip, active and usually more knowledgeable about food. They influence others, they're social, loyal, identify with/seek out better-quality-products and brands in general, and probably have higher expectations too when it comes to food, ambiance, service, design, and operations. We're a very family and neighborhood friendly spot. We know people's names and their favorite orders. This isn't what we hope to do, or who we're anticipating targeting. This is not conjecture, it's proven in a very similar-sized footprint, in a well-to-do, residential part of Lincoln Park/Lakeview. We connect with our guests in more meaningful ways than most restaurants do, and if you've visited our Lincoln Park restaurant before, then this is pretty clear.

Provide a further description of your financial plan to execute your proposal, such as describing your access to raising capital for the project, your cash on hand for the project, and your planned debt-to- equity ratio for the project.

As I said in the RFP, I have more than enough CASH in my company to do this entire project right now. I've been anticipating doing this deal for over 18 months, and preparing for it financially by forgoing most distributions. I plan to use cash, but if I decide other sources of debt/equity make better sense in several months, then I may go a different route. However, financing this project is not an issue.

The Village envisions the redevelopment of the site to include an outdoor space that would have a dual purpose of being used by patrons of the establishment and by community members. Please elaborate how your proposal would address this goal. For instance, how could your site plan limit parking on-site to include such an outdoor space. Also, how might this outdoor space be activated year-round?

Great. I think we've accomplished this pretty well in the second go around. We are a neighborhood café...any community attraction nearby our front door will always assist our sales. I am open to anything that makes sense here. We redesigned the outside area significantly, doubling the community grass area. This required altering the entire flow of the entire restaurant because the kitchen needed to be moved, but I'm happy to report we have about 60 seats inside this tiny building. That's an incredible feat given the breadth and quality of what we provide, in a made-to-order-scratch-kitchen, that hits all 3 meal periods, plus the ones in between all-day long well too. We have a huge, highly-visible, active, and beautiful patio on the NW nose of the property (where parking wouldn't work), with some designed steps and improved landscaping to allow community seating, (all reasonably protected enough by) a Village of Winnetka sign proudly marking the gateway to this great town. Additionally, there is a sizable grassy area to the south of the structure with Adirondack chairs for anyone to enjoy. I feel this is all an exceptional win for the community.

In terms of this redevelopment connecting with the community and activating it, I don't feel there is a better concept that will immediately bring more people to this corner (at all times during the day) besides Left Coast. I don't know if this site can achieve much more than that. I personally think it's a pretty challenging sliver of real estate, on a fairly dangerous intersection, tucked in-between loud 200-ton locomotives to the East, and the busiest North-South street in town to the West. It's technically a 5-way intersection, with 4 additional parking ingress/egresses near the crossroad too. There are partially blind turns with the curve on Green Bay Rd and a notable elevation change on Winnetka Rd that add complexity. Plus, the truth is, we will forever have an above average number of inexperienced drivers at this intersection.

One of the most valuable takeaways about having a Left Coast here, is the impact we will make on the community outside the property lines too. We are a concept that will forever change the neighborhood and greater North Shore for the better. I feel this may be a more compelling piece about what Left Coast is bringing to the table here, versus adding several new benches to the corner or whatever. The efforts we can align with in the village, given our unique brand (healthy, happy, family-orientated, actually cool, able to do all 3 meals, etc) is considerable when compared to your average restaurant. This building has been a dilapidated eye soar for two generations, and has looked even more of a dump this summer. We're going to turn it into a cherished community hub overnight.

Let's remember, it's also not even a 1400 sq. ft. structure right now! I also see your question/concern in number 7 & 14 below (which I appreciate and feel is totally valid) about how cars are going to navigate the irregularly shaped lot. Most "real restaurants" (who don't come close to putting out the product we do) have a larger footprint in the back-of-house for their kitchen alone. They also typically require a larger dining room (more often than not, well beyond 1400 sq. ft.) in the front-of-house too. I actually don't know of more than a few restaurants anywhere who can operate a first-class establishment, in a space like this, as well as we can and will do

here. None of those have a brand like ours, who will be able to reach the community in as many ways as ours will, well outside the footprint of the physical property either. Again, I believe that's the most important differentiator about Left Coast. This distinction is what should be weighted and emphasized, versus trying to simultaneously balance additional attractions on an already challenging parking lot. It's a tiny building, and at some point, it doesn't make sense to have a restaurant here, if we're handicapping ourselves by trying to make the property too much of something else too.

Provide further confirmation of your commitment to lease the land based upon the terms identified by the Village in the RFP (see Business Terms on page 6 of the RFP). Please provide a list of leasing term items that you have identified to date that would be a critical part of further discussions with the Village, including what assistance would you expect from the Village.

Yes, I am committed to general parameters of the terms. There is nothing at this point that is a deal breaker, or I wouldn't have dedicated as much time and effort into this. When we're together, there are a few items I would like to discuss:

I feel there should be an option for me to buy the entire property (it can be performance driven and activated once we've proven to be the worthy partners in community I say we will be, or maybe this is optionally exercised after a number of years).

I would like the opportunity to have the land lease for a longer period, let's say 99 years. I believe the city of Winnetka should pay for the improvements outside the footprint of the building. This would include things like stubbing in the proper utilities, new asphalt, concrete infilling, the parking lot improvements, any Winnetka signage, and property landscaping. My architect and I anticipate these costs to be well over \$100,000 just to bring in utilities and get the greater property to a suitable enough standard, properly adequate for both Winnetka and our own brand. That's an enormous investment before we even begin to transform this run-down structure into a community hallmark. These aren't expenses that a leasee, who doesn't properly own a property, is normally ever responsible for.

Depending on how the options above shake out, I would want to discuss the proposed rent. Given the improvements I'm investing/bringing into the community, I honestly think rent should be \$0, or at least for a while. I am ok paying what you have proposed if you're able to meet me on the bullet points above. At the end of the day, the village of Winnetka and myself need to be long-term partners in this project. As partners, I think there are some fair negotiations to be made when considering everything I'm bringing to the table. However, to reiterate, yes, I am ok with the overall integrity of the proposed deal.

Further review your project cost estimates, taking into consideration the costs you will incur to connect to public utilities (gas, electric, water, sewer, etc.). For instance, the Village has its own municipal electric utility, which has its own cost structure associated with upgrading service to a site.

That's great! I hope the electrical piece will come in under what I'm budgeting. I had a \$15,000 placeholder for that unknown upgrade in my budget. Overall, \$15k is sadly a relatively small chunk of change in the overall total project cost. It's not going to move the needle too much either way.

But, if the village hopefully takes care of all the out-of-date utility runs as I suggested above, then we're talking about some real savings that will make a difference for me. This could help reduce the project investment as much as 5% I estimate, and that kind of money helps considerably. My architect and I still feel the budget we proposed initially is pretty accurate. We've already built a few Left Coasts together and we both have more than our fair share of experience with construction. It's difficult to perfectly price a project that doesn't have stamped drawings, even as small of an undertaking as this one. With rare exceptions, real general contractors won't even spend the time to price a job properly without completed plans. They barely have the time to get proper bids out, let alone provide hypothetical bids for deals that aren't necessarily going to happen. GCs and their subs never want to be held to a number when they don't have enough tangible information from engineers or architects to understand the true scope of a job. So that's where we're at currently, I don't have 100% real construction numbers, and I won't for a few more months, but again, we think we're close.

I have a three-page excel breakdown with detailed estimates of the project costs involved in creating the structure in our rendering that I will share confidentially with the Trustees in person if needed. It's an expensive project. Through scope reduction and value engineering, I hope to lower our project cost some, but creating a Left Coast is not easy. We have high standards, and our guests do to when it comes to their expectations from us. To become everything in the community I intend to, especially in Winnetka, requires a proper investment.

How will deliveries and garbage pick-up be handled on the site?

We have (and definitely need access to) a back dock for deliveries, equipped with the normal recycling and garbage containers located in the NE corner of the property (off the SE corner of the building). This will get serviced about 5 times per week. It's where we'll accept & put our deliveries as well, preventing dollies traveling through and dirtying our little dining room, which is something I always try to avoid. The delivery trucks come in the morning, sometimes before we even arrive via a key drop. Our vendors range from specialty distributors we see once a week or less, a mainliner we usually get our disposables and generic items from twice a week, to a high-end produce company we see 6 mornings a week.

Provide further explanation regarding how your proposed site circulation and parking plan will not create safety or significant capacity issues on the Green Bay Road travel lanes. Related to this issue, how will your proposed plan accommodate the parking while allowing vehicles to efficiently and safely maneuver in and out of on-site parking spaces. A connection with the Village parking lot to the south may be necessary to do that. Also, include further details regarding how much parking your operation will require and how you arrived at that amount.

This is important to get right. It's ideal to have 30 spots with the two lots connected and parking traffic flowing South (instead of North) as suggested during our on-site meeting. Call it a half-dozen spots furthest away from the building being utilized by our staff of managers and employees to rotate through each day for their shifts. We'll have a couple 5-minute parking spots for take-out orders out front along with the handicap stall closest to the building/back dock (taking what would be two of the spaces closest to the side you're concerned about in question 14). That gives us nearly 2-dozen parking spaces for regular patrons to share throughout the day. The lot will still probably be full at peak times on some days I suspect, but any overflow can find a good enough spot on the street.

Address the use of sustainability practices in the construction, design, and operation of the facility.

We go out of our way to use sustainable and eco-friendly packaging. It's congruent with our brand and just the right thing to do for this planet despite the costs. Right now, when possible, our to-go packaging is often made of compostable sugar cane and corn. We've run into a lot of Covid-19 shortages lately, and not everything is as aligned as it once was, but worst case, we use 100% recyclable stuff, made from 100% recycled sources for pretty much everything. Our take-out expenditures typically cost ~1000% (10X) more on average for cups, bags or bowls than popular restaurants on the North Shore still use for comparable items! It's pretty sad companies are still allowed to use oil-based, foam take-out products instead of recyclable PET containers or plant based vessels.

Additionally, we've proudly made all our wood furniture from locally salvaged and reclaimed tree sources in the past. We've installed a live wall in every restaurant we've ever designed, which essentially acts as a vertical garden that cleans the air inside our spaces. The expensive salmon we use is sustainably farmed (hopefully better than what I saw in that Netflix documentary... that was certainly a learning experience to ask better follow up questions). We use better ingredients than most across the board, local and organic when we can. In some ways, it's why our food tastes better. When you begin with a better product, sometimes the less you do to it, the better. Our cold-pressed juices are 100% FDA certified organic. There are very few producers accomplishing this in the Midwest. When I was at P.F. Chang's, I used to pay \$1.72 per pound for "chicken". The chicken we use at Left Coast costs nearly \$7/lb! It's actual chicken. We even know the specific farm that a half dozen+ of our key items come from.

The 3000+ potential customers at New Trier have not had a convenient off-campus location for quick, healthy food options for grabbing breakfast on the way to school, lunch, after-school snacks, or for campus visitors during the week and on weekends. How would/could these customers be served by your facility.

I believe I covered this important demographic in my original proposal pretty well, maybe this question was intended more for the other candidates, but I can't picture too many other concepts connecting better with the NT students and faculty better than we will. We do breakfast as well as almost anyone in Chicago in my opinion. Add in the fact that we make the best smoothies and cold-pressed juices, and provide all the coffee offerings you'd expect in a comprehensive café, and I don't think there is any doubt we're going to bond on several levels with the NT folks.

The younger generation represents a good portion of our sales currently. As soon as classes end, I know our healthy offerings will appeal to many of the students. They are more informed about food and how it impacts their body and mind's performance. They are decades ahead of where I was as an NT student when it comes to food and expectations from a restaurant. Anyone who still thinks the majority of students and faculty at New Trier still eat burgers, pizza and fries most meals, or wants another really heavy dinner place, is living under a rock. Like Winnetka, NT is going to cherish having this unique place so close. And it's not just NT, I want to make the people at NSCD feel very special too, and all the schools in the township (except maybe Loyola...just kidding, yes, maybe I still harbor some resentment about a few sport losses to my LA friends). If we could somehow ask the ~4000 people at New Trier, what concept they want, I'd be willing

to risk this entire RFP opportunity on it, that the vote would be in favor of Left Coast. a) More students would already know and love our brand more than any other, and b) for those who didn't know what the proposed concepts were, and the menus/concepts were laid out in front of them, I'm confident the feedback would be convincingly in support of Left Coast.

Provide a sketch building floor plan to provide a general idea of the layout for the indoor space. Include tables/seats and total estimated capacity.

I included a layout in the renderings. We did most of the interior drawings even prior to the exterior renderings I submitted. I had to make sure we could properly squeeze into this small of a footprint first (operationally speaking). I'm happy to provide more detail to the Trustees in person if required. Left Coast is the collective knowhow of 20 years of working in kitchens, creating concepts, and millions of dollars in lessons learned operating this and other concepts. Every square inch is already mapped out and maximized for a Left Coast. We have ~60 seats inside. Provide further details regarding exterior building and site improvement materials.

We wanted to create an exterior that is clean, timeless and inviting to all people entering Winnetka. The steps and foliage are not only beautiful for the greater community, but are a functional space for people to enjoy as they dine, walk by or gather with others. We created a fairly neutral palette with the building, but sprinkled in plenty of personality. The large garage doors into the space bring the outside in, and inside out. We liked paying homage to the original gas station look. The wood softens up all the hard surfaces and it all comes together feeling pretty organic and authentic in my opinion, as if it's always been there is the goal.

Provide staffing levels.

This is entirely dictated by sales and will fluctuate seasonally, and throughout the day significantly, but I anticipate the total number of team members actively employed and receiving pay checks from Winnetka on a weekly basis to be about 3 dozen+ people. I anticipate about 24-32 hourly employees (depending on sales, how many part-timer cashiers we hire to run shifts at night, and a few other factors that come into play), 3 supervisors who are in direct training to be future managers with us, 2 store managers at first (we'll likely go with 1 strong GM long term- supported by the right supervisors), my regional operating partner Jeff, our chef overseeing all the culinary efforts for Left Coast, myself, and lastly my catering manager who will split time between this store and a store in Chicago.

Provide a more detailed breakdown of project costs.

This is in my original RFP and I can provide more color in person with the Trustees if needed. Like some of the interior layouts, and construction items, I view this as pretty confidential information. I feel what I provided already was adequate without this being a done deal. What I am creating with Left Coast is the sum of my life's work, and I don't know how much of this proposal is available to anyone/everyone's eyes indefinitely into the future. Like I mentioned, I have a 3-page construction document with 70+ different line items breaking down our redevelopment expenses. The rest of the categories we incur prior to opening a new Left Coast mirror our prior ones pretty closely. Those categories aren't going to change too significantly, and we have a fairly good handle on them at this point. This is what a Left Coast costs. We're a pretty comprehensive,

3-meal restaurant, that caters to a higher-end clientele with elevated expectations. That requires a better and more thoughtfully curated restaurant build-out. It's not as simple as buying a new roof, finding some tables and chairs and slapping together a few random pieces of design. Everything needs to be congruent; the food, the staff, the space, the level of detail, the materials, the vibe, and of course ongoing operations.

Your site design layout would make it a challenge for motorists to get in and out of parking spaces along the building, on the west end. Please explain the turning movements that would allow someone to exit these spaces.

This is a good point. I just want to safely maximize parking at the end of the day. That was the intent initially, and still is, and if we can get 20 more spaces to the south, I'm perfectly ok removing the other two stalls besides the handicap one as we've done in the new renderings, if you think that's best for motorists and pedestrians. And actually, I think that may allow for several improvements to the overall parking situation and flow on the site. A) We'll occasionally use that unencumbered area near the back dock for our branded catering/delivery Jeep Wrangler to load and unload everything for large to-go orders. B) The now empty spaces would allow enough room for the infrequent handicap vehicle to back out to the right, and turn around pulling out forward if they preferred. C) It would allow additional room for the regular cars parked in the stalls located more on the NE side to safely back out to the left and turn around. D) It's also now the perfect spot for food delivery guys to temporarily pull into without blocking a single parking spot. We will need another twenty or so spots allocated in the lot to the South.

Provide property tax estimate.

~\$2,000 a month

REFERENCES

I recently asked some business colleagues and prominent local residents to share some positive words about myself or the concept. I provided them the email addresses in the RFP. Out of respect, I did not ask them to send their letters to me. Some sent to my attention anyway, and if I did receive a copy of their letter, I'm including it today in this proposal. Please pass along any other endorsements I did not collect to the Village Manager and Trustees.

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LEFT COAST FOOD + JUICE

151 N Franklin St
Chicago, IL 60606
312-392-2900 (re-opening soon)

WEBSITE: leftcoastfood.com

INSTAGRAM: @leftcoastfood

1. Clearly describe your main target demographic and how your plan to utilize the space best serves this demographic.
2. Provide a further description of your financial plan to execute your proposal, such as describing your access to raising capital for the project, your cash on hand for the project, and your planned debt-to-equity ratio for the project.
3. The Village envisions the redevelopment of the site to include an outdoor space that would have a dual purpose of being used by patrons of the establishment and by community members. Please elaborate how your proposal would address this goal. For instance, how could your site plan limit parking on-site to include such an outdoor space. Also, how might this outdoor space be activated year-round?
4. Provide further confirmation of your commitment to lease the land based upon the terms identified by the Village in the RFP (see Business Terms on page 6 of the RFP). Please provide a list of leasing term items that you have identified to date that would be a critical part of further discussions with the Village, including what assistance would you expect from the Village.
5. Further review your project cost estimates, taking into consideration the costs you will incur to connect to public utilities (gas, electric, water, sewer, etc.). For instance, the Village has its own municipal electric utility, which has its own cost structure associated with upgrading service to a site.
6. How will deliveries and garbage pick-up be handled on the site?
7. Provide further explanation regarding how your proposed site circulation and parking plan will not create safety or significant capacity issues on the Green Bay Road travel lanes. Related to this issue, how will your proposed plan accommodate the parking while allowing vehicles to efficiently and safely maneuver in and out of on-site parking spaces. A connection with the Village parking lot to the south may be necessary to do that. Also, include further details regarding how much parking your operation will require and how you arrived at that amount.
8. Address the use of sustainability practices in the construction, design, and operation of the facility.
9. The 3000+ potential customers at New Trier have not had a convenient off-campus location for quick, healthy food options for grabbing breakfast on the way to school, lunch, after-school snacks, or for campus visitors during the week and on weekends. How would/could these customers be served by your facility.
10. Provide a sketch building floor plan to provide a general idea of the layout for the indoor space. Include tables/seats and total estimated capacity
11. Provide further details regarding exterior building and site improvement materials.
12. Provide staffing levels.
13. Provide a more detailed breakdown of project costs.
14. Your site design layout would make it a challenge for motorists to get in and out of parking spaces along the building, on the west end. Please explain the turning movements that would allow someone to exit these spaces.
15. Provide property tax estimate.



Request for Proposals

Redevelopment of 93 Green Bay Road



RFP #021-001

ISSUED: March 5, 2021

RESPONSES DUE: April 23, 2021

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Introduction and Objectives

The Village of Winnetka is seeking submissions from qualified users or developers for the repurposing of Village-owned property located at 93 Green Bay Road. The site includes 15-20 surface parking spaces and a 1,370 square foot building that previously housed an auto repair shop and is currently vacant. The Village previously requested submissions for this site in the Summer of 2019. The Village Council reviewed the submittals and determined that the parties either did not have previous experience completing such a project or lacked information including the specifics of the business operator that would locate on the site. Therefore, the Village has modified the current request for proposals (RFP) to request information on the potential user/operator for the business which will occupy the site. In addition, with the original RFP, the Village Council entertained the lease or purchase of the property. With this RFP the Village is only considering a land lease for the property. The Village has determined a set of business terms for the lease of the site, which are outlined later in the RFP.

Submitted proposals will be reviewed by staff as well as the Village Council. The Council will authorize the Village Manager to negotiate with the selected individual or team to execute a development agreement for the property.

In reviewing submitted proposals, the Village will take into consideration the creativity and feasibility of the proposed project as well as past development success, experience in working with similar properties, quality of previous projects, financial strength of the development team, economic impact to the Village, and the proposed business operator for the building. The Village will also review the proposals for the potential of the proposed project to activate a key intersection as contemplated in the 2016 Downtown Master Plan.

Interested parties shall provide a proposal for how they would redevelop the property, including site plans of the proposed redevelopment, renderings for the proposed concept, letters of commitment from proposed tenants, business operators or end-users of the property, proposed structure for leasing the property, resumes of key personnel involved in the project, and any additional assistance requested for completion of the project. Due to Village Council concerns, proposals without specific information on tenant(s), business operators or end-users will be rejected.

The timeline on the following page summarizes the steps anticipated for this project. The timeline is subject to change as needed based on the Village meeting calendar.

Request for Proposals (RFP) Timeline

Event/activity	Date
Release of request for proposals	March 5, 2021
Mandatory Pre-bid site visit	March 19, 2021
Deadline to submit questions	March 26, 2021
Responses to questions posted	April 2, 2021
Proposal submissions due	April 23, 2021
Village evaluation of proposals	3-4 weeks
Council review of submissions	June 8, 2021 Study Session.
Selection of development team	TBD

Overview of 93 Green Bay Road

I. Location and Context

Founded in 1869, the Village of Winnetka is located on the shore of Lake Michigan, 16 miles north of Chicago. According to US Census data, the village has a population of 12,422 residents, with a household median income of \$203,995 and median home value of \$1,019,800. The Village contains three business districts which are connected by Green Bay Road and served by three Metra commuter rail stops.

The 93 Green Bay Road property is located at the southeast corner of Winnetka Avenue and Green Bay Road in the Indian Hill business district. The crescent-shaped parcel consists of roughly 9,700 square feet, improved with a paved parking area and a single-story building of approximately 1,370 square feet. The Union Pacific Railroad retains a 10-foot wide easement reservation that runs along the northly 60 feet of the east property line (See the plat of survey included at the end of this RFP). The easement is for utilities, drainage, and driveways. Construction within this easement will require approval of the railroad. The facility previously housed a gas station and auto repair shop, and it has been used more recently for equipment storage and parking. Although the building exterior has been maintained and the roof is intact, the interior of the building has been gutted and is currently in uninhabitable condition. The parking area has space for 15-20 vehicles in its current configuration.

The parcel includes frontage along both Green Bay Road and Winnetka Avenue, and it is bordered by Union Pacific (Metra) railroad right of way to the East and a Village parking lot to the south. The Indian Hill Metra station lies to the north of the subject property, across Winnetka Avenue. Across Green Bay Road to the West is a 7-Eleven store and the former Fields Auto dealership, which is currently vacant. The Indian Hill business district is distinct from the other two business districts in the Village due to its compact size and auto-oriented configuration, with about half of the area's commercial buildings providing private off-street parking.

Due in part to its close proximity to the Winnetka campus of New Trier High School, the Green Bay Road/Winnetka Avenue intersection is one of the most heavily utilized in the Village, with an average of 10,000 cars per day passing by on Green Bay Road each weekday. Green Bay Road is controlled by IDOT, which will need to review and approve any work within the Green Bay Road

right-of-way (e.g., utilities, curb cuts, etc.) as well as any change in the use of the site that would significantly impact traffic on Green Bay Road and its intersection with Winnetka Avenue. According to Metra, the nearby Indian Hill Metra station draws an estimated 382 boardings/alightings per weekday. Outside of these commercial and educational establishments, the surrounding area is primarily residential.

II. Zoning and Building Code

The 93 Green Bay Road property is currently zoned C1 – Limited Commercial. A table of permitted and special uses is included in Attachment D.

The Village of Winnetka adopted the 2015 international building code series in Spring 2019.

III. Municipal Services and Utilities

The Village of Winnetka provides water, sewer, and electric service at the 93 Green Bay Road property. The property is served by a 3/4" lead water service and 200A single phase 120/240 volt electric service. The Village requires fire sprinklers to be installed in any commercial building undergoing a change of use, which would require an upgrade to the water service. Any proposed uses that require upgraded water or electric services would be responsible for the cost of bringing such services to the site. An existing sanitary sewer main runs south to north through the western portion of the parcel. The installation of a new sanitary sewer line would connect to this exiting main south of the existing limits of the impacted soil as described in Section V below.

Natural Gas is provided by North Shore Gas. Phone and internet service are available from Comcast.

IV. Taxes

The property is currently owned by the Village and exempt from property taxes. Determination of ownership notwithstanding, any new user or entity that occupies the property will assume responsibility for payment of property taxes whether for themselves or on behalf of the Village.

V. Environmental

At the time the property was purchased in 2001, an environmental study had concluded that an underground storage tank left on the property from its previous use as a gas station had been removed and no further remediation was needed. Road work along Green Bay Road in 2013 revealed the presence of three additional tanks on the property, which were also removed. The Village has engaged a contractor to perform the additional soil testing required to secure a No Further Remediation (NFR) letter from the Illinois Environmental Protection Administration (IEPA).

In order to secure an NFR letter for the Site, the soil impacts which have been delineated through the course of completed subsurface investigations must be addressed. The Village will be responsible for completing any necessary remediation work and securing the NFR letter from IEPA. The impacted soils are located in the far northwest corner of the site and adjacent street rights-of-way. In May 2020, the Village's environmental consultant submitted to IEPA, on behalf of the Village, a Corrective Action Plan (CAP) to address the exceedances encountered and delineated during the Site Investigation activities.

Given the type, location, and level of the impacted soils, the Village's Corrective Action Plan in summary includes the following: (1) the use of engineered barriers over the impacted soils, (2) adoption of a groundwater use restriction ordinance; (3) entering into a Highway Authority Agreement with IDOT for Green Bay Road and a Highway Authority Agreement Memorandum of Agreement with IEPA for Winnetka Avenue, and (4) establishment of a construction worker health and safety plan that will meet the requirements of 35 IAC 734 and 742.

An excerpt of the CAP that includes the conclusions of that report as well as figures showing the location of the impacted soils are included in Attachment I. A full copy of the CAP is available upon request.

Goals

Proposals must be designed to satisfy the following development goals (collectively, the "Development Goals"):

1. Return the property to productive taxable commercial use that welcomes residents, students, and visitors to the business district.
2. Incorporate a business operation and site design which balances the goals of serving as an amenity to the large daytime school population and the community as a whole, while accommodating the Village's gateway and streetscape design goals.
3. Contribute to improved pedestrian accessibility at the intersection of Winnetka Avenue and Green Bay Road.
4. Include highly attractive architectural and landscape design befitting the prominent location and high level of pedestrian activity of the site as contemplated in the 2016 Downtown Master Plan and 2018 Streetscape & Signage Master Plan, such as space for gateway signage and preference for incorporating public space.
5. Demonstrate recognition of sustainability best practices and include design elements that are environmentally sound and progressive.

Business Terms

The Village envisions the following business terms for the transaction to redevelop the site as the initial starting point for negotiations with the preferred developer:

1. The Village is entertaining a land lease for that portion of the subject property on which the building and associated building appurtenances would be located (the "Lessee Portion"). The rest of the subject property (the "Village Retained Portion") would not be included in the land lease.
2. The land lease would be for a period of 20 years with options for two, 20-year renewals.
3. The annual land lease would be \$3.00 per square foot NNN based upon the proposed building square footage (lessee would be responsible for all taxes, insurance fees, and maintenance costs).
4. In addition to constructing and maintaining the improvements of the Lessee's Portion, the lessee would also construct and maintain the improvements on the Village Retained Portion; however, the Village may contribute to streetscape elements on the Village

Retained Portion. The lessee would also maintain insurance on the Village Retained Portion.

5. The proposed architectural and landscape improvements to the site shall be made with high quality materials and be of a highly attractive design befitting the entryway to the village.
6. Until a certificate of occupancy is issued, the Village may allow lessee to collateralize the subject property during the construction phase to ensure completion of the building and improvements. After the certificate of occupancy is issued, the property would be released as collateral.

Selection Criteria

The Village will consider the following criteria in evaluating development proposals:

1. The extent to which the proposal satisfies the Development Goals;
2. The feasibility of the proposed project or use;
3. The professional and technical competence and related experience of the developer or team submitting the proposal;
4. The financial capacity of the developer or team to complete the development project;
5. The potential use and the tenant(s), business operator or end user provided by the Operator/Developer of the overall site; and
6. Any other criterion that the Village finds to be in the best interest of the Village and its residents.

Submission Format

The following format is required for all submissions:

1. Project description
 - a. Intended use(s) of the property, including letters of commitment from tenants (if applicable)
 - b. Site plans and renderings of the proposed development
 - c. Parking and circulation plan
2. Operations
 - a. Expected hours of operation
 - b. Staffing levels
 - c. Management plan
3. Finances
 - a. Indication of intention to lease the property
 - b. Estimated total investment to be made in the project, with a detailed breakdown on hard costs (demolition, construction, site improvements, etc.) and soft costs (engineering, architectural, legal, etc.)
 - c. Estimated property and sales tax to be generated by the project
 - d. Evidence of financial capacity of the developer or team to complete the project

4. Qualifications
 - a. Operator/Development team overview – include all parties that will participate on the project, including owner/operator(s), architect(s), engineer(s), contractor(s), or other professionals
 - b. Representative past or current projects and/or experience with similar projects
 - c. Three (3) professional references
5. Primary point of contact for the project

Submission & Additional Procedures

A **mandatory** pre-submittal site visit will be held on March 19, 2021 at 11am and 1pm. Please email your preferred time to 93GBR@winnetka.org. Site visit times will be assigned on a first come, first serve basis. In compliance with the Village's COVID-19 policy, physical distancing of at least six (6) feet is required at all times and a face mask is required to be worn during the entire duration of the site visit.

All questions regarding the property and this request must be submitted to the Village using the email address 93GBR@winnetka.org no later than March 26, 2021. All questions received will be answered and published on DemandStar, which may be accessed through the Village website (www.villageofwinnetka.org/93GBR), no later than April 2, 2021.

All proposals must be received by the Village no later than 5pm on April 23, 2021. The Village reserves the right to discard any proposals received after this deadline.

All responses to this RFP must consist of one hard copy and one electronic copy in PDF format on a CD, DVD, or USB Flash Drive to the following address:

Village of Winnetka
Village Manager's Office
510 Green Bay Rd.
Winnetka, IL 60093

Submissions may be made in person or by mail, courier, or delivery service.

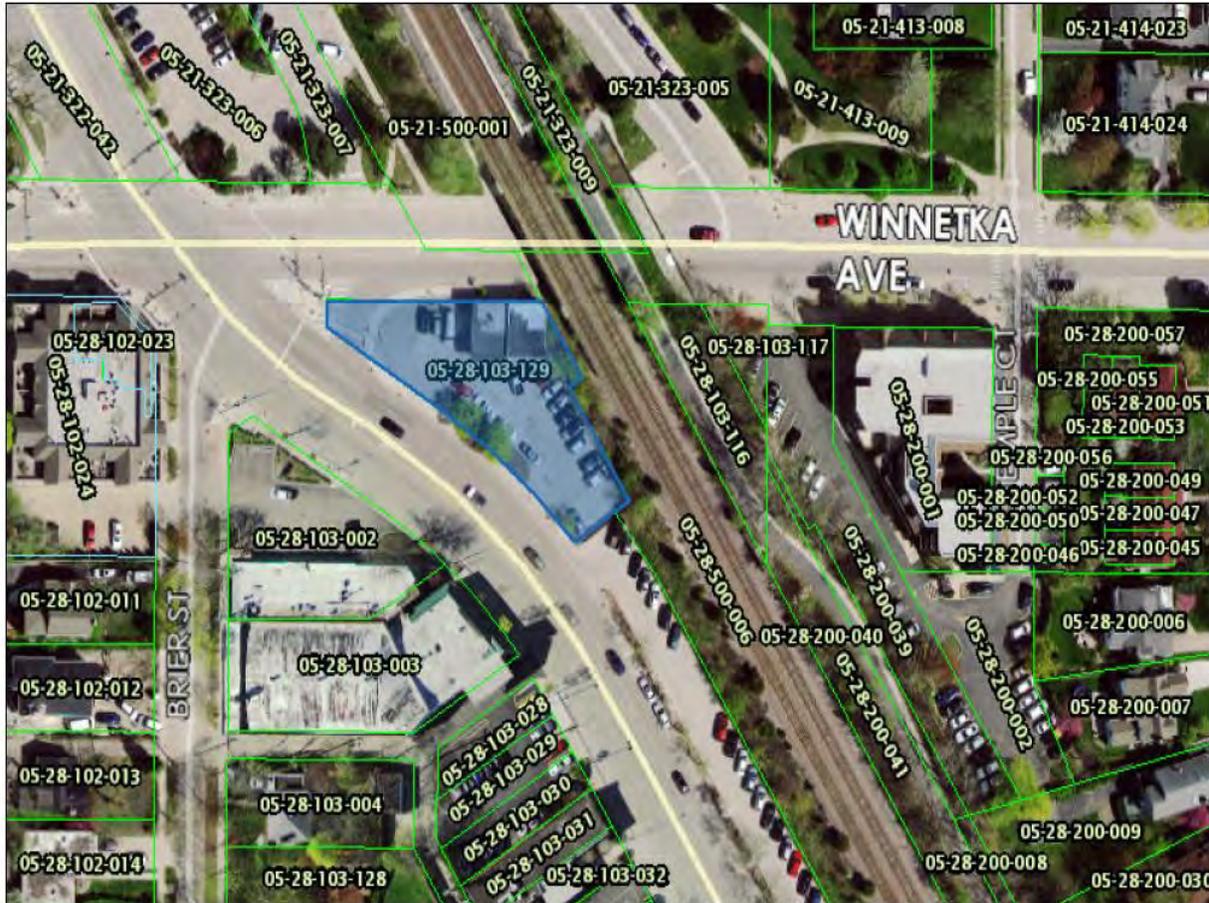
This solicitation does not obligate the Village of Winnetka to pay any costs incurred by any respondent in the submission of a proposal or in making necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be provided under this Request for Proposals.

A. Photos of 93 Green Bay Road

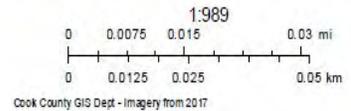


B. Map of Property and Surrounding Area

93 GBR CookMapper Aerial



December 18, 2018



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C. Plat of Survey

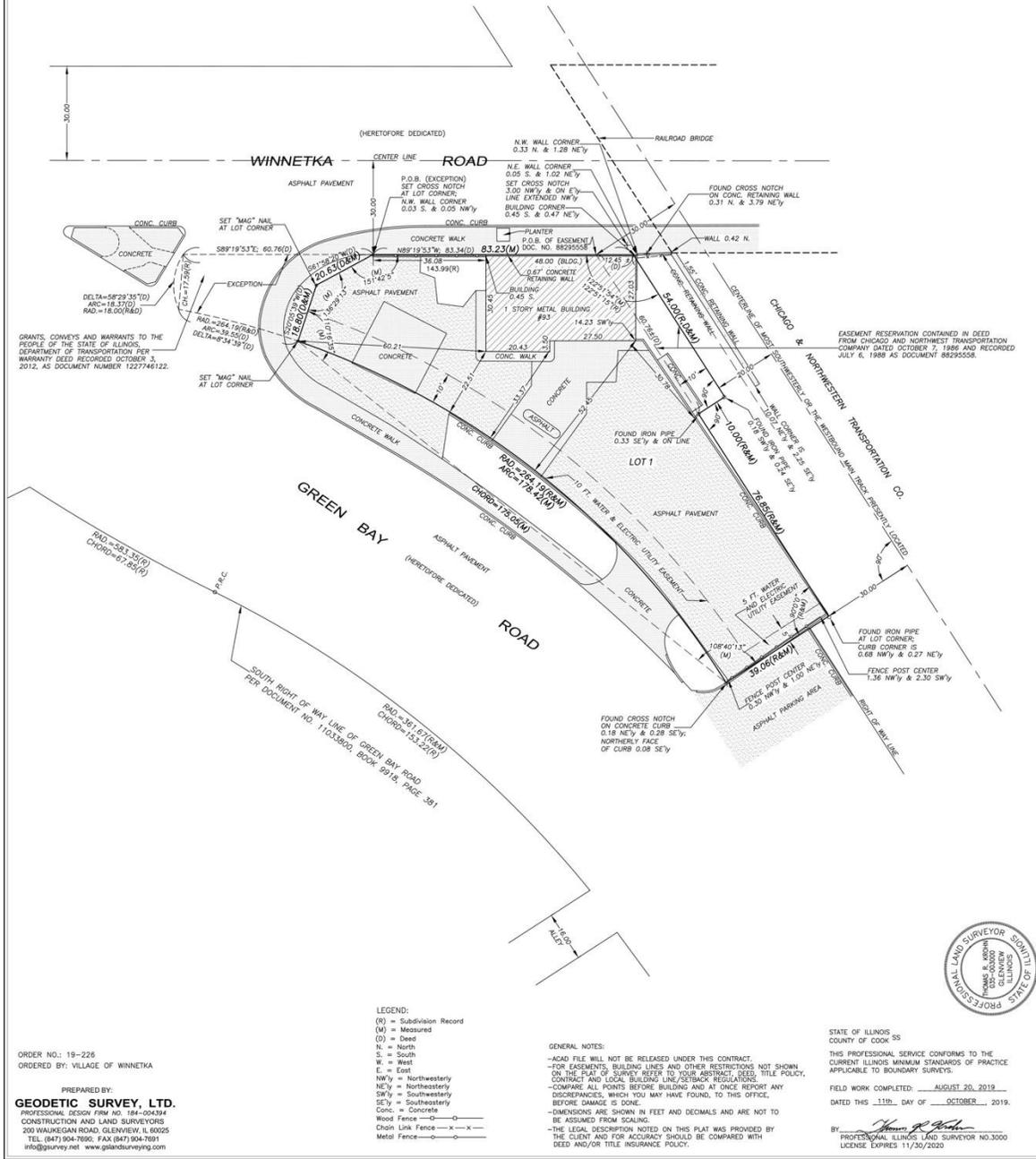
PLAT OF SURVEY

OF

LOT 1 IN WOYNER'S SUBDIVISION IN THE NORTH HALF OF SECTION 28, TOWNSHIP 42 NORTH, RANGE 13, EAST OF THE THIRD PRINCIPAL MERIDIAN, ACCORDING TO THE PLAT THEREOF RECORDED APRIL 16, 1998 AS DOCUMENT NUMBER 98301935, IN COOK COUNTY, ILLINOIS, EXCEPT THAT PART OF SAID LOT 1 IN WOYNER'S SUBDIVISION GRANTS, CONVEYS AND WARRANTS TO THE PEOPLE OF THE STATE OF ILLINOIS DEPARTMENT OF TRANSPORTATION PER WARRANTY DEED RECORDED OCTOBER 3, 2012 AS DOCUMENT NUMBER 1227746122, DESCRIBED AS FOLLOWS: COMMENCING AT THE NORTHEAST CORNER OF SAID LOT 1, THENCE NORTH 89 DEGREES, 19 MINUTES, 53 SECONDS WEST ALONG THE NORTH LINE OF LOT 1, 83.34 FEET TO THE POINT OF BEGINNING; THENCE SOUTH 61 DEGREES, 58 MINUTES, 20 SECONDS WEST, 20.63 FEET; THENCE SOUTH 20 DEGREES, 05 MINUTES, 39 SECONDS WEST, 18.80 FEET, TO A POINT ON A 264.19 FOOT RADIUS CURVE, THE CENTER OF CIRCLE OF SAID CURVE BEARS SOUTH 19 DEGREES, 50 MINUTES, 32 SECONDS WEST FROM SAID POINT; THENCE WESTERLY ALONG SAID CURVE 39.55 FEET, CENTRAL ANGLE 8 DEGREES, 34 MINUTES, 39 SECONDS TO A POINT ON A 18.00 FOOT RADIUS CURVE, THE CENTER OF CIRCLE OF SAID CURVE BEARS NORTH 67 DEGREES, 14 MINUTES, 19 SECONDS EAST FROM SAID POINT; THENCE NORTHERLY ALONG SAID CURVE 18.37 FEET, CENTRAL ANGLE 68 DEGREES, 29 MINUTES, 35 SECONDS; THENCE SOUTH 89 DEGREES, 19 MINUTES, 53 SECONDS EAST ALONG THE NORTH LINE OF SAID LOT 1, 60.76 FEET TO THE POINT OF BEGINNING.

PIN: 05-28-103-129-0000 TOTAL LAND AREA: 9,708 SQ.FT.
COMMONLY KNOWN AS: 93 GREEN BAY ROAD, WINNETKA, ILLINOIS 60093

SCALE: 1 INCH = 20 FEET



ORDER NO.: 19-226
ORDERED BY: VILLAGE OF WINNETKA

PREPARED BY:
GEODETIC SURVEY, LTD.
PROFESSIONAL DESIGN FIRM NO. 184-00434
CONSTRUCTION AND LAND SURVEYORS
200 WAUKEGAN ROAD, GLENVIEW, IL 60025
TEL. (847) 604-7690; FAX (847) 604-7681
info@gsurvey.net www.geodesicsurveying.com

- LEGEND:
- (R) = Subdivision Record
 - (M) = Measured
 - (D) = Deed
 - N. = North
 - S. = South
 - W. = West
 - E. = East
 - NWly = Northwesternly
 - NEly = Northeastly
 - SWly = Southwestly
 - SEly = Southeastly
 - Conc. = Concrete
 - Wood Fence ————
 - Chain Link Fence — x — x —
 - Metal Fence ————

GENERAL NOTES:

- ACAD FILE WILL NOT BE RELEASED UNDER THIS CONTRACT.
- FOR EASEMENTS, BUILDING LINES AND OTHER RESTRICTIONS NOT SHOWN ON THE PLAT OF SURVEY REFER TO YOUR ABSTRACT, DEED, TITLE POLICY, CONTRACT AND LOCAL BUILDING LINE/SETBACK REGULATIONS.
- COMPARE ALL POINTS BEFORE BUILDING AND AT ONCE REPORT ANY DISCREPANCIES, WHICH YOU MAY HAVE FOUND, TO THIS OFFICE, BEFORE DAMAGE IS DONE.
- DIMENSIONS ARE SHOWN IN FEET AND DECIMALS AND ARE NOT TO BE ASSUMED FROM SCALING.
- THE LEGAL DESCRIPTION NOTED ON THIS PLAT WAS PROVIDED BY THE CLIENT AND FOR ACCURACY SHOULD BE COMPARED WITH DEED AND/OR TITLE INSURANCE POLICY.

STATE OF ILLINOIS SS
COUNTY OF COOK SS
THIS PROFESSIONAL SERVICE CONFORMS TO THE CURRENT ILLINOIS MINIMUM STANDARDS OF PRACTICE APPLICABLE TO BOUNDARY SURVEYS.
FIELD WORK COMPLETED: AUGUST 20, 2019
DATED THIS 11th DAY OF OCTOBER, 2019.
BY: *[Signature]*
PROFESSIONAL ILLINOIS LAND SURVEYOR NO. 3300
LICENSE EXPIRES 11/30/2020



D. Zoning Information



Map created on January 2, 2019.
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 The GIS Consortium and MGP Inc. are not liable for any use, misuse, modification or disclosure of any map provided under applicable law.
 Disclaimer: This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.

Zoning

- B1
- B2
- C1
- C2
- D
- R1
- R2
- R3
- R4
- R5

Commercial Zoning Districts – Table of Uses

	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
P = Permitted uses; SU = Special uses; NO = Not permitted			
A. RESIDENTIAL USES			
Dwelling unit above the ground floor in a commercial building	P	P	P
Dwelling unit at the ground floor, less than 50 feet from front street line	SU	NO	NO
Dwelling unit at the ground floor, 50 feet or more from front street line	SU	SU	SU
B. PERSONAL SERVICES ESTABLISHMENTS and CUSTOM CRAFT USES			
Apparel and shoe repair	P	P	SU
Barber shop, beauty salon, hair salon, or day spa, including nail salons, skin care and related services	P	P	SU
Laundry and dry cleaning receiving store (dry cleaning not performed on premises)	P	P	SU
Photography studio	P	P	P
Picture framing	P	P	P
Shipping, mailing or printing center (may include related office services)	P	P	P
Tanning salon	SU	SU	SU
Taxidermy shop	SU	SU	SU
Travel agency	P	P	SU
Upholstery shop and furniture repair/refinishing	P	P	SU
Weight loss clinic / diet center (not including personal training, fitness studios, or similar forms of physical activity)	P	P	SU
C. GENERAL RETAIL SALES and RELATED SERVICE USES			
Antique store	P	P	P
Apparel, fur, leather goods, jewelry, shoe or accessories store	P	P	P
Apparel, formalwear and tuxedo rental, dry cleaning not performed on premises)	P	P	P
Appliance (household) sales (may include repair when incidental to retail	P	P	P
Art, craft, fabric or hobby supply store	P	P	P

	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
Art gallery	P	P	P
Bath, cosmetic or beauty supply or accessory store	P	P	P
Bicycle, camping, golf or other outdoor leisure or sporting good store	P	P	P
Book, newspaper, magazine, music recording or video recording store	P	P	P
Camera, photography, computer or other customer electronic stores (may include repair when incidental to retail)	P	P	P
Card, gift, stationery or toy store	P	P	P
China, glassware, ceramic or flatware shop	P	P	P
Coin, stamp, precious metal or collectible shop	P	P	P
Drug store or pharmacy	P	P	P
Florist or garden supply shop, retail (shall not include on-site greenhouse, outdoor storage)	P	P	P
Furniture, bedding, cabinetry, drapery, floor covering, lighting, paint and wall covering, plumbing fixture, window covering and similar home accessories store (with provision of incidental design services)	P	P	P
Hardware, department or variety store	P	P	P
Jewelry store	P	P	P
Luggage store	P	P	P
Musical instrument store, including music lessons when incidental to retail	P	P	P
Newspaper or magazine store	P	P	P
Office supply store	P	P	P
Optical goods store	P	P	P
Paint and wall covering store	P	P	P
Pet shop and supplies(may include incidental services such as grooming, but may not include animal boarding or kennel services)	P	P	P
Resale shop, secondhand store, consignment or rummage shop	P	P	SU
Tobacco shop	P	P	P

D. PLANTS, ANIMALS AND RELATED USES

	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
Animal grooming establishments	P	P	P
Animal hospital or veterinary clinic (for care and treatment of domestic pets and animals only, and operated completely within a building (no boarding permitted, and cannot operate 24 hours)	P	P	SU
Wholesale florist, or commercial greenhouse	SU	SU	SU
E. FOOD PRODUCT USES			
Bakery, retail	P	P	P
Candy/confectionery shop	P	P	P
Convenience food store	SU	SU	SU
Grocery store	SU	P	P
Meat, fish, poultry, delicatessen, or other specialty food or beverage store or market (may include catering services incidental to retail services)	P	P	P
F. FOOD AND BEVERAGE SERVICE USES			
Brew pub	NO	P	P
Catering establishment with no retail or restaurant component	P	P	SU
Ice cream or frozen desert shop	P	P	P
Restaurant, drive-in	SU	SU	SU
Restaurant, fast food (See Section 17.44.030B)	SU	SU	SU
Restaurant, limited service/fast casual	P	P	P
Restaurant, standard	P	P	P
Specialty food and beverage shop with seating	P	P	P
G. FINANCIAL USES			
Accounting, auditing and bookkeeping services	P	P	SU
Bank or credit unions without drive-through facilities	SU	P	SU
Bank or credit unions with drive-through facilities	SU	SU	SU
Financial counseling office	P	P	SU
Income tax service	P	P	SU
Insurance agents or brokers	P	P	SU
Loan or mortgage brokers	P	P	SU
Stock, commodity or security broker	P	P	SU
H. BUSINESS SERVICE USES			

	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
Advertising agency offices	P	P	SU
Building maintenance service offices	P	P	SU
Business machine sales, service or rental	P	P	P
Employment agency	P	P	SU
Printing shop (with no retail sales component)	P	P	SU
Stenographic and other temporary office employment service offices	P	P	SU
I. OFFICE AND PROFESSIONAL USES			
Business association office	P	P	SU
Consulting, marketing, advertising, attorney, architect, engineering and similar professional services	P	P	SU
General offices	P	P	SU
Interior design offices	P	P	SU
Newspaper, magazine or other publishing offices	P	P	SU
Office of institution of religious, charitable or philanthropic nature	P	P	SU
Real estate offices	SU	P	SU
J. MEDICAL AND RELATED USES			
Dental, medical or optical laboratory as a principal use	P	P	SU
Home health care provider's offices	P	P	SU
Medical and dental offices	P	P	SU
Offices for the fitting, sales and repair of hearing aids, prosthetic appliances and the like	P	P	P
K. TRANSPORTATION AND RELATED USES			
Automobile parts accessories store (retail)	P	P	P
Automobile, motorcycle, boat and marine sales and showroom (limited to indoor storage of display models)	SU	P	P
Automobile service station (including incidental repair and washing accessory to principal use) subject to being located a minimum of 200 feet from a church, or temple, library, community or parish house, or public or private school or kindergarten (See Section 17.44.030B)	SU	SU	SU

	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
Motor vehicle battery and tire sale and service	SU	SU	SU
Parking lot as a principal use (See Section 17.44.030B)	SU	SU	SU
Public garage (any building used for storage, parking, repair, and the like, but not including body and fender shop, and auto laundry, an automotive machine shop, a welding shop, and automobile repainting shop or a shop engaged in the repair or testing of engines) (See Section 17.44.030B)	SU	SU	SU
Railroad passenger station	SU	SU	SU
L. MATERIAL SUPPLY AND CONSTRUCTION USES			
Building repair and maintenance contractors including general contractors, glass, window and mirror, heating and air conditioning, lighting and electrical, roofing and plumbing offices and shops	P	P	SU
M. COMMUNICATION AND PUBLIC UTILITY USES			
Newspaper distribution agencies	P	P	SU
Newspaper home delivery center	NO	SU	SU
Public utility service store or collection office	P	P	SU
Telephone exchange	P	P	SU
N. GOVERNMENTAL USES			
Postal service pick up stations, retail	P	P	P
Postal service, distribution service	SU	SU	SU
Parks	SU	SU	SU
O. MISCELLANEOUS USES			
Artisan or maker space	P	P	SU
Co-working space	P	P	SU
Drive-in or drive-through uses	SU	SU	SU
Equipment rental	P	P	SU
Fix-it shop	P	P	P
Funeral parlor and undertaking establishment	P	P	SU
Private open space	SU	SU	SU
P. CULTURAL, RECREATIONAL AND ENTERTAINMENT USES			

	C-1 Neighborhood Commercial	C-2 General Retail	C-2 Commercial Overlay
Amusement arcades, with the total square footage of all such arcades located in the Village not to exceed 1,000 gross square feet.	NO	P	NO
Bowling alley	NO	SU	SU
Health club	NO	SU	SU
Library or reading room	P	P	SU
Personal fitness facility	SU	P	SU
Ticket agency (amusements)	P	P	P
Q. EDUCATIONAL USES			
Business or commercial school	P	P	SU
Arts, dancing, music and other artistic activities	P	P	P
Educational services	P	P	SU
Educational therapy and counseling service	P	P	SU

E. Demographic Data

Consumer Spending Report

93 Green Bay Rd, Winnetka, IL 60093			
Building Type: General Retail Secondary: Auto Dealership GLA: 1,183 SF Year Built: 1970 Total Available: 0 SF % Leased: 100% Rent/SF/Yr: -			
2018 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$166,402	\$1,063,145	\$2,615,734
Total Apparel	\$8,985	\$58,450	\$148,803
Women's Apparel	3,846	25,064	62,953
Men's Apparel	2,023	13,115	32,938
Girl's Apparel	676	4,263	10,765
Boy's Apparel	428	2,724	7,036
Infant Apparel	279	1,917	5,848
Footwear	1,733	11,367	29,464
Total Entertainment & Hobbies	\$11,326	\$74,266	\$187,843
Entertainment	1,877	11,493	29,745
Audio & Visual Equipment/Service	4,788	32,492	84,301
Reading Materials	785	5,199	12,585
Pets, Toys, & Hobbies	3,877	25,081	61,213
Personal Items	13,976	88,769	212,243
Total Food and Alcohol	\$39,419	\$262,321	\$674,376
Food At Home	19,666	133,208	351,066
Food Away From Home	16,489	108,134	271,730
Alcoholic Beverages	3,264	20,978	51,581
Total Household	\$30,117	\$189,030	\$444,414
House Maintenance & Repair	4,843	31,498	74,505
Household Equip & Furnishings	10,382	66,764	163,029
Household Operations	10,056	62,061	144,148
Housing Costs	4,835	28,709	62,732

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2/27/2019

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Consumer Spending Report

93 Green Bay Rd, Winnetka, IL 60093			
2018 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$37,350	\$232,398	\$578,041
Vehicle Purchases	15,335	89,868	220,092
Gasoline	9,958	66,480	175,740
Vehicle Expenses	2,395	14,694	33,204
Transportation	4,873	30,796	73,039
Automotive Repair & Maintenance	4,790	30,560	75,965
Total Health Care	\$8,785	\$58,326	\$143,797
Medical Services	5,415	35,145	85,168
Prescription Drugs	2,582	17,739	44,706
Medical Supplies	787	5,442	13,923
Total Education/Day Care	\$16,444	\$99,585	\$226,217
Education	10,231	62,234	143,070
Fees & Admissions	6,212	37,350	83,147

Demographic Detail Report

93 Green Bay Rd, Winnetka, IL 60093

Building Type: **General Retail**
 Secondary: **Auto Dealership**
 GLA: **1,183 SF**
 Year Built: **1970**

Total Available: **0 SF**
 % Leased: **100%**
 Rent/SF/Yr: **-**



Radius	1 Mile	3 Mile	5 Mile
Population			
2023 Projection	10,879	74,645	210,515
2018 Estimate	10,939	75,090	211,588
2010 Census	10,897	74,947	210,258
Growth 2018 - 2023	-0.55%	-0.59%	-0.51%
Growth 2010 - 2018	0.39%	0.19%	0.63%
2018 Population by Age			
	10,939	75,090	211,588
Age 0 - 4	511 4.67%	3,536 4.71%	11,832 5.59%
Age 5 - 9	626 5.72%	4,085 5.44%	11,642 5.50%
Age 10 - 14	880 8.04%	5,295 7.05%	12,897 6.10%
Age 15 - 19	1,005 9.19%	5,895 7.85%	14,030 6.63%
Age 20 - 24	906 8.28%	5,479 7.30%	14,894 7.04%
Age 25 - 29	634 5.80%	4,318 5.75%	14,932 7.06%
Age 30 - 34	352 3.22%	2,943 3.92%	12,641 5.97%
Age 35 - 39	290 2.65%	2,607 3.47%	10,787 5.10%
Age 40 - 44	443 4.05%	3,408 4.54%	11,103 5.25%
Age 45 - 49	688 6.29%	4,681 6.23%	12,718 6.01%
Age 50 - 54	883 8.07%	5,764 7.68%	14,573 6.89%
Age 55 - 59	946 8.65%	6,287 8.37%	15,762 7.45%
Age 60 - 64	842 7.70%	5,883 7.83%	14,893 7.04%
Age 65 - 69	655 5.99%	4,835 6.44%	12,443 5.88%
Age 70 - 74	463 4.23%	3,483 4.64%	9,157 4.33%
Age 75 - 79	326 2.98%	2,431 3.24%	6,494 3.07%
Age 80 - 84	231 2.11%	1,750 2.33%	4,672 2.21%
Age 85+	255 2.33%	2,408 3.21%	6,120 2.89%
Age 65+	1,930 17.64%	14,907 19.85%	38,886 18.38%
Median Age	43.00	45.00	41.00
Average Age	40.10	41.70	40.60

Demographic Detail Report

93 Green Bay Rd, Winnetka, IL 60093						
Radius	1 Mile		3 Mile		5 Mile	
2018 Population By Race	10,939		75,090		211,588	
White	10,325	94.39%	64,019	85.26%	159,313	75.29%
Black	29	0.27%	1,911	2.54%	13,320	6.30%
Am. Indian & Alaskan	11	0.10%	101	0.13%	583	0.28%
Asian	417	3.81%	7,575	10.09%	32,959	15.58%
Hawaiian & Pacific Island	4	0.04%	23	0.03%	101	0.05%
Other	154	1.41%	1,461	1.95%	5,313	2.51%
Population by Hispanic Origin	10,939		75,090		211,588	
Non-Hispanic Origin	10,635	97.22%	71,788	95.60%	194,807	92.07%
Hispanic Origin	304	2.78%	3,302	4.40%	16,781	7.93%
2018 Median Age, Male	40.70		42.20		38.60	
2018 Average Age, Male	39.10		40.30		39.20	
2018 Median Age, Female	44.80		46.70		43.10	
2018 Average Age, Female	41.10		43.00		41.90	
2018 Population by Occupation Classification	8,722		60,996		172,405	
Civilian Employed	4,977	57.06%	36,321	59.55%	103,019	59.75%
Civilian Unemployed	118	1.35%	998	1.64%	3,383	1.96%
Civilian Non-Labor Force	3,627	41.58%	23,664	38.80%	65,976	38.27%
Armed Forces	0	0.00%	13	0.02%	27	0.02%
Households by Marital Status						
Married	2,739		17,822		44,105	
Married No Children	1,213		8,796		23,755	
Married w/Children	1,526		9,026		20,349	
2018 Population by Education	7,201		52,891		153,682	
Some High School, No Diploma	56	0.78%	1,224	2.31%	7,408	4.82%
High School Grad (Incl Equivalency)	267	3.71%	3,516	6.65%	17,368	11.30%
Some College, No Degree	574	7.97%	6,663	12.60%	25,150	16.36%
Associate Degree	191	2.65%	2,093	3.96%	7,387	4.81%
Bachelor Degree	2,663	36.98%	17,266	32.64%	46,573	30.30%
Advanced Degree	3,450	47.91%	22,129	41.84%	49,796	32.40%

Demographic Detail Report

93 Green Bay Rd, Winnetka, IL 60093						
Radius	1 Mile		3 Mile		5 Mile	
2018 Population by Occupation	10,885		77,070		213,318	
Real Estate & Finance	1,302	11.96%	5,402	7.01%	12,299	5.77%
Professional & Management	4,912	45.13%	31,983	41.50%	77,995	36.56%
Public Administration	50	0.46%	731	0.95%	2,019	0.95%
Education & Health	1,002	9.21%	10,322	13.39%	30,808	14.44%
Services	228	2.09%	2,570	3.33%	10,900	5.11%
Information	89	0.82%	1,194	1.55%	2,554	1.20%
Sales	972	8.93%	7,495	9.72%	22,857	10.71%
Transportation	1,248	11.47%	7,246	9.40%	17,403	8.16%
Retail	267	2.45%	2,591	3.36%	9,467	4.44%
Wholesale	99	0.91%	970	1.26%	2,816	1.32%
Manufacturing	377	3.46%	2,410	3.13%	7,564	3.55%
Production	69	0.63%	1,159	1.50%	5,438	2.55%
Construction	94	0.86%	688	0.89%	3,059	1.43%
Utilities	15	0.14%	772	1.00%	3,025	1.42%
Agriculture & Mining	0	0.00%	60	0.08%	132	0.06%
Farming, Fishing, Forestry	0	0.00%	4	0.01%	66	0.03%
Other Services	161	1.48%	1,473	1.91%	4,916	2.30%
2018 Worker Travel Time to Job	4,465		32,786		94,791	
<30 Minutes	1,621	36.30%	14,756	45.01%	46,536	49.09%
30-60 Minutes	2,004	44.88%	12,970	39.56%	36,533	37.49%
60+ Minutes	840	18.81%	5,060	15.43%	12,722	13.42%
2010 Households by HH Size	3,653		27,344		78,727	
1-Person Households	603	16.51%	6,295	23.02%	21,607	27.45%
2-Person Households	1,153	31.56%	8,674	31.72%	24,792	31.49%
3-Person Households	544	14.89%	4,123	15.08%	11,921	15.14%
4-Person Households	700	19.16%	4,812	17.60%	11,648	14.80%
5-Person Households	474	12.98%	2,490	9.11%	5,810	7.38%
6-Person Households	129	3.53%	685	2.51%	1,945	2.47%
7 or more Person Households	50	1.37%	265	0.97%	1,004	1.28%
2018 Average Household Size	3.00		2.70		2.60	
Households						
2023 Projection	3,642		27,176		78,836	
2018 Estimate	3,664		27,348		79,235	
2010 Census	3,653		27,342		78,728	
Growth 2018 - 2023	-0.60%		-0.63%		-0.50%	
Growth 2010 - 2018	0.30%		0.02%		0.64%	

Demographic Summary Report

93 Green Bay Rd, Winnetka, IL 60093						
Building Type: General Retail	Total Available: 0 SF					
Secondary: Auto Dealership	% Leased: 100%					
GLA: 1,183 SF	Rent/SF/Yr: -					
Year Built: 1970						
Radius	1 Mile	3 Mile		5 Mile		
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U.S. Armed Forces	0		13		26	
Households						
2023 Projection	3,642	27,176		78,836		
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2010 Census	3,653	27,342		78,728		
Growth 2018 - 2023	-0.60%	-0.63%		-0.50%		
Growth 2010 - 2018	0.30%	0.02%		0.64%		
Owner Occupied	3,332	90.94%	23,151	84.65%	58,169	73.41%
Renter Occupied	333	9.09%	4,197	15.35%	21,066	26.59%
2018 Households by HH Income	3,665	27,346		79,236		
Income: <\$25,000	174	4.75%	2,191	8.01%	10,614	13.40%
Income: \$25,000 - \$50,000	231	6.30%	2,810	10.28%	11,585	14.62%
Income: \$50,000 - \$75,000	230	6.28%	2,746	10.04%	9,202	11.61%
Income: \$75,000 - \$100,000	221	6.03%	2,453	8.97%	8,593	10.84%
Income: \$100,000 - \$125,000	332	9.06%	2,434	8.90%	7,659	9.67%
Income: \$125,000 - \$150,000	204	5.57%	1,949	7.13%	5,540	6.99%
Income: \$150,000 - \$200,000	418	11.41%	3,309	12.10%	8,368	10.56%
Income: \$200,000+	1,855	50.61%	9,454	34.57%	17,675	22.31%
2018 Avg Household Income	\$206,892		\$167,187		\$132,067	
2018 Med Household Income	\$202,426		\$138,327		\$98,905	

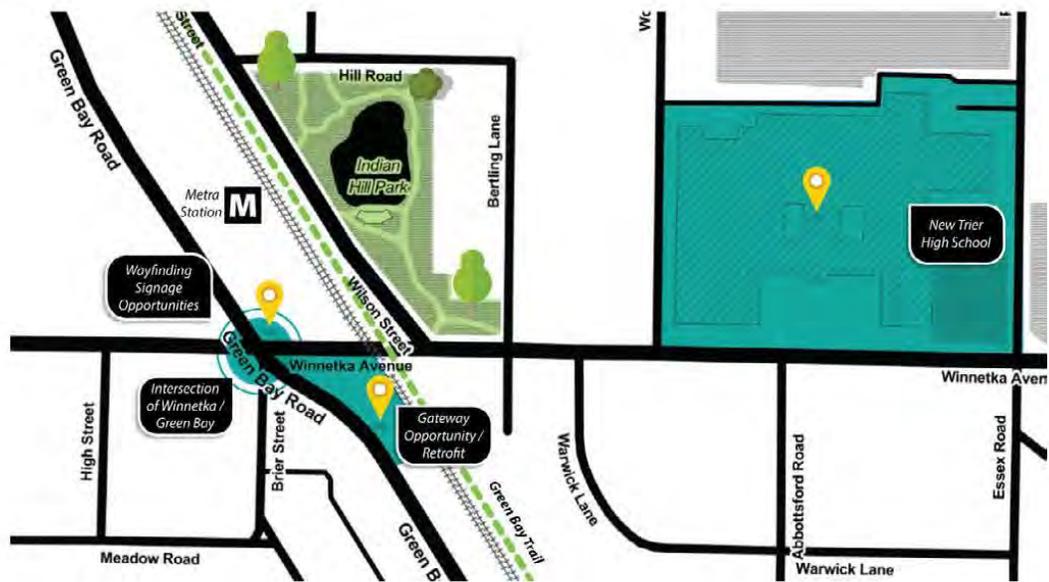
INDIAN HILL

Winnetka's Indian Hill Business District is an auto-oriented business corridor that serves as the southern gateway into the Village, sharing its border with Kenilworth. Other than a small sign, there is no real gateway welcome. The Metra / Indian Hill station sits on the east side of Green Bay along with a large commuter parking lot, the primary users of which are students heading to and from New Trier High School. The Illinois Department of Transportation recently installed traffic, safety, and signal improvements at the intersection of Winnetka and Green Bay. Green Bay Trail runs north-south along the UP-N railroad tracks, just east of Green Bay Road. The most significant opportunities present in Indian Hill is to install signage (both wayfinding and gateway), complimentary landscaping, and explore the retrofit / reuse of the Village owned garage structure on the southeast corner of Winnetka Avenue and Green Bay Road.



INDIAN HILL KEY LOCATIONS

The map below identifies key locations, intersections, and sites where urban design considerations are appropriate in the Indian Hill district. These locations were identified as top priorities via feedback and discussion during the Downtown Master Plan. While outside the study area, New Trier High School certainly impacts the district.



INDIAN HILL URBAN DESIGN OBJECTIVES

SIGNAGE

- **WAYFINDING PLAN:** Further developing the wayfinding concepts noted in the Plan are an important step to understanding each business districts' built environments and where information is needed to maximize legibility of the wayfinding system. As part of the overall wayfinding program indicated in this Plan. This southern gateway should receive consideration of how visitors can be directed to key locations such as the Elm Street District and New Trier High School.
- **GATEWAY SIGNAGE:** Enhancing the existing welcome signage at southeast corner of Green Bay Road and Winnetka Avenue can be accomplished by adding a more robust, site specific gateway sign closer to the intersection. This site was initially acquired by the Village for use as a gateway, and this Plan recommends pursuing that option. This will involve adding landscaping and signage that is highly visible and provided a special announcement that those coming north on Green Bay Road have reached Winnetka.
- **WAYFINDING / DIRECTIONAL SIGNAGE:** Signs should better orient users to New Trier High School, Downtown Elm, Green Bay Trail, Metra, and other notable destinations (North Shore Country Day and Music Institute) via wayfinding signage. Further pedestrian and bike connections between business districts via Green Bay Trail can also be highlighted. During the Downtown Master Plan process, it was noted that New Trier High School hosts many state-wide sporting events that draw thousands of visitors from across the state to Winnetka. But due to lack of wayfinding signage, visitors may not realize the proximity of Downtown Winnetka and the restaurants therein. Thus potential sales tax dollars may be leaving the Village due to lack of wayfinding / directional signage.
- **Light Pole Banners:** Further celebrate district identity and unification between districts via banners on light poles. Banners may be location, event, holiday, or sponsor specific.

INDIAN HILL URBAN DESIGN OBJECTIVES

PEDESTRIAN | BIKE | BUILT + NATURAL AMENITIES

- **PEOPLE PLACES:** In addition to further celebrating the entry into Winnetka via gateway signage near the intersection of Green Bay and Winnetka Avenue, that site (as highlighted in orange on the Key Location Map) is large enough to accommodate additional improvements that could cater to the high amount of student users, generate activity, and make the entry vista more of a “people place.” Potential improvements include retrofitting the existing building into a walk-up student led or student oriented shop (example: container café for coffee, gelato, etc.). If created into more of a destination, additional pedestrian amenities including patio seating, bike parking, benches, and festoon lighting should be considered; parking would also need to be addressed. Furthermore, landscaping should be installed at edges to buffer users from traffic and provide greater comfort / safety.

**** Ideas noted through the Downtown Master Plan outreach support this initiative:*

*1) Parents of Winnetka want more places for their teens to be able to spend time and 2) in addition to the desire for more restaurants and places to go out to eat, an ice cream / gelato shop was a specific desire noted many times over. ****

- **Public Art:** Consider the installation of a sculptural art element at gateway corner and consider a mural at the underpass. Consider art projects being led by New Trier High School Art classes.
- **Landscaping:** Integrate accent landscaping on east side of Green Bay leading up to Winnetka Avenue to compliment signage and provide attractive gateway approach into Winnetka.
- **Student Run Community Garden:** Consider coordinating with New Trier High School to make the gateway a pilot program for a student run community garden that could include a patio with picnic tables to enjoy lunch. The existing structure could become a tool shed and farmers stand to sell harvested goods and students could engage the community about urban farming / sustainable practices.

INDIAN HILL IDEA BOARD



CONCLUSION

Emphasizing the business districts' role as "people places" can, in part, be advanced through application of the urban design concepts described in this chapter. The enhancements to public and private spaces include elements such as new signage, pedestrian improvements, and street furniture (benches, kiosks, planters, etc.). Proposed improvements build on past plans, reflect the unique character of each business district, and create a consistent application of Village-wide wayfinding and gateways. Implementation of the urban design recommendations are intended to advance the district Visions Statements and build on the Village's history and physical characteristics.



G. 1993 Comprehensive Plan Excerpt

5.8 INDIAN HILL BUSINESS DISTRICT PLANNING SUB-AREA

5.8.2 OBJECTIVES AND RECOMMENDATIONS

A. Transportation and Parking Traffic and pedestrian safety: Redesign the intersection of Green Bay Road and Winnetka Avenue to improve flow and safety of vehicular and pedestrian traffic.

C. General Appearance and Landscaping

Streetscape Elements: Plant sidewalk trees and upgrade streetscape elements as outlined in section 5.3.3.C.

Southeast of Green Bay Road / Winnetka Avenue - Parking Lot: Implement a program of substantial beautification, landscaping and pedestrian access improvement to this area. The parking lot needs considerable upgrading and could be made attractive by constructing a decorative wall along Green Bay Road, lowering the parking level to grade (thus making the cars less visible to passers by), installing decorative lighting and moving the parking area several feet into the railroad embankment. This would provide adequate space between Green Bay Road and the parking lot to install a wall, trees, additional landscaping and an irrigation system.

Southeast Corner of Green Bay Road / Winnetka Avenue: Encourage and cooperate with the automobile service business at the southeast corner of the intersection of Green Bay Road and Winnetka Avenue to provide landscaping and other visual improvements to soften the impact of this land use. Encourage a change in the existing land use from a commercial auto repair facility to a Village park that could also provide a visible gateway directing visitors to New Trier High School to the east.

APPENDIX 6: PRIORITY ASSESSMENT OF PLAN RECOMMENDATIONS

C. LAND ACQUISITIONS (only if they become available)

Give highest priority to:

- The east side of Sheridan Road, between Centennial and Elder parks;
- Corner lot parcels for pocket parks in the densely developed neighborhoods;
- The southeast corner of Green Bay Road and Winnetka Avenue;

D. BEAUTIFICATION Place greater emphasis on the beautification of the Village since these projects provide a very high impact for a relatively low expenditure.

#1 Priority:

Create a vehicle to encourage gifts and charitable contributions for beautification purposes.

Create design standards for commercial, institutional multiple-family buildings and public spaces.

Create Village entrances at the Forest Way intersections of Tower and Willow Roads (with greater priority given to Tower) and at the Green Bay Road entrances at the Kenilworth border and at Scott Avenue.

Create a strategic plan for landscaping and other aesthetic improvements for public ways and spaces.

Replace or screen the guardrail located along Green Bay Road between Elm Street and Tower Road.

Beautify the parking lot southeast of Green Bay Road/Winnetka Avenue

HIGHLIGHTS OF THE STREETScape PLAN

Winnetka's Downtown Streetscape and Signage Master Plan is tailored to meet the unique needs of the Village. The Task Force collaboratively developed the following goals and objectives for the streetscape plan:

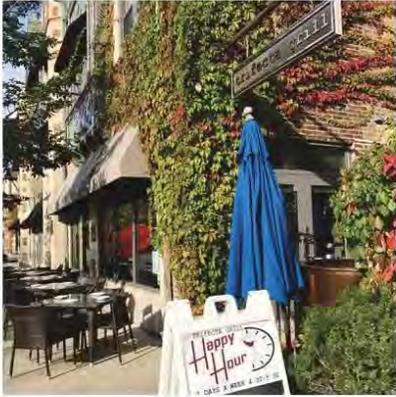
- GOAL:**
As adopted by the Village Council in the DMP, enhance the Elm Street District's public spaces to reflect the district's position as the economic and cultural center place of Winnetka.

- OBJECTIVES:**
 - Maintain the cluster of related civic and commercial assets and destinations. Incorporate compelling, new and compatible destinations and features.
 - Support the vibrant business community with a pedestrian & bicyclist first environment while still effectively accommodating motorists.
 - Make use of existing infrastructure; incorporate organized & purposeful arrangements of visually compelling experiences that relate to active land uses.

- DESIGN CRITERIA:**
 - Conveniently walkable and bikeable; linked to the Green Bay Trail;
 - Barrier-free connectivity across Green Bay Road and local roads;
 - Extremely attractive;
 - Reliably safe;
 - Environmentally friendly;
 - Fiscally responsible/phased;
 - Respectful and neighborly;
 - Reasonably maintained;
 - Reliably durable;
 - Translatable to Winnetka's surrounding corridors and districts as appropriate.

DISTINGUISHING FEATURES OF THE PLAN

Based on the goal, objectives and design criteria, distinguishing features of the streetscape plan are highlighted below:



Support existing active gathering areas as outdoor living rooms.

The plan reinforces active gathering spaces at key downtown destinations. The intersections of Elm Street/Chestnut Street and Elm Street/Lincoln Avenue are among those that are identified as opportunities to reinforce placemaking in downtown. Outdoor living rooms are reinforced with more sidewalk space devoted to strolling, seating and gathering. Site elements are positioned to support these rooms with decorative festoon lighting, clustered site furnishings, business directory signage, bollards and plantings.



Provide clear open sidewalks.

Many of the existing downtown sidewalk areas are too narrow to accommodate outdoor dining and safe passage. The plan values sidewalks that are clear of any obstructions and openly accessible. Paving includes jointed concrete walks with a brick paving ribbon along the back of curb. Trees are omitted from the sidewalks and incorporated in intersection and mid-block bump outs.



CHAPTER 3

GATEWAY + WAYFINDING SIGNAGE PLAN

GATEWAY + WAYFINDING SIGNAGE PLAN

Winnetka is unique in that it includes three distinctly different business districts located along the Green Bay Road corridor: Hubbard Woods to the north, Elm Street at the center and Indian Hill to the south. As discussed in the DMP, this unique orientation also poses challenges with wayfinding throughout the Village. Gateway and wayfinding signage provides an opportunity to improve functional and visual connectivity between districts.

As the focus of the Streetscape and Signage Master Plan is the Elm Street district, gateway and wayfinding signage concepts are conceptualized to be expandable to other Village districts. The focus of gateway and wayfinding signage is to promote village destinations through a unified family of sign types.

Signage incorporates a Village identifier that speaks to community identity and character. Winnetka has long been known for its association with area Native American Trail Trees and as such, a graphic trail tree is displayed on current gateway signage. However, the existing trail tree graphic is difficult to read and understand. The current planning effort looked at alternative graphics that make the trail tree graphic more visually accessible. The new community identifier highlights the signature bent trunk of the trail tree imagery. This identifier is incorporated into the signage family as a medallion.



The gateway and wayfinding signage family is designed as a unified system of signs that makes logical connections between the roadway corridors and specific municipal destinations.

Gateway and wayfinding signage is designed to reference the Village's selected decorative light pole standards

and green color. Signs are generally pole mounted with decorative bases, finials and bracketing. The Oak leaf patterning references the types of trail trees which were common to the area. Signage color is a deep green with white lettering. Parking sign panels are blue with white lettering.

The family of sign types include:

- DISTRICT GATEWAY SIGNS:** Located at the perimeter entrances to the district, these signs announce the arrival into the downtown area. A decorative aluminum panel with Oak leaf and branch motif is a key feature of the sign panel.

- DIRECTIONAL SIGNS (4" AND 3" LETTER HEIGHTS):** Located at key decision points along roadways, these signs provide guidance to key municipal destinations. Signage located along Green Bay Road requires IDOT approval and is designed with 4" letter heights to meet standards set forth by the Manual on Uniform Traffic Control Devices (MUTCD). Signage located at local roads are designed with 3" letter heights.

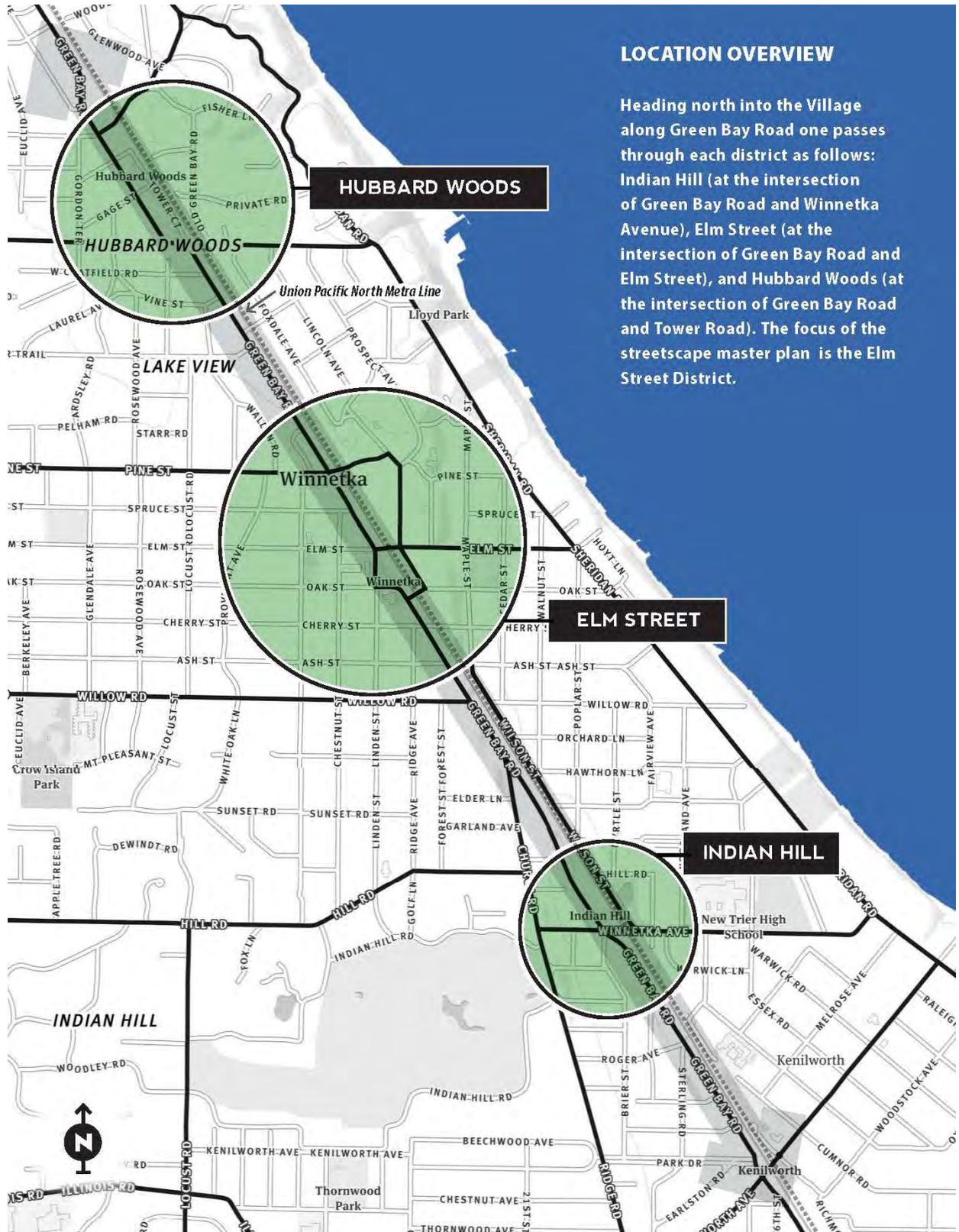
- PARKING IDENTIFIER:** Located at entrances to off street parking lots, these signs identify the location of municipal parking and relevant parking requirements.

- PARKING DIRECTIONAL SIGN:** Located at key destinations along roadways, these signs direct motorists to municipal parking lots.

- BUSINESS DIRECTORY KIOSK:** Located at key shopping node areas, these sign cabinets provide locations for changeable business directory maps and community events announcements.

- BICYCLE ROUTE DIRECTIONAL SIGN:** Located along the Green Bay Trail and along roadways with access to the Green Bay Trail, these signs direct bicyclists between the trail and downtown destinations.

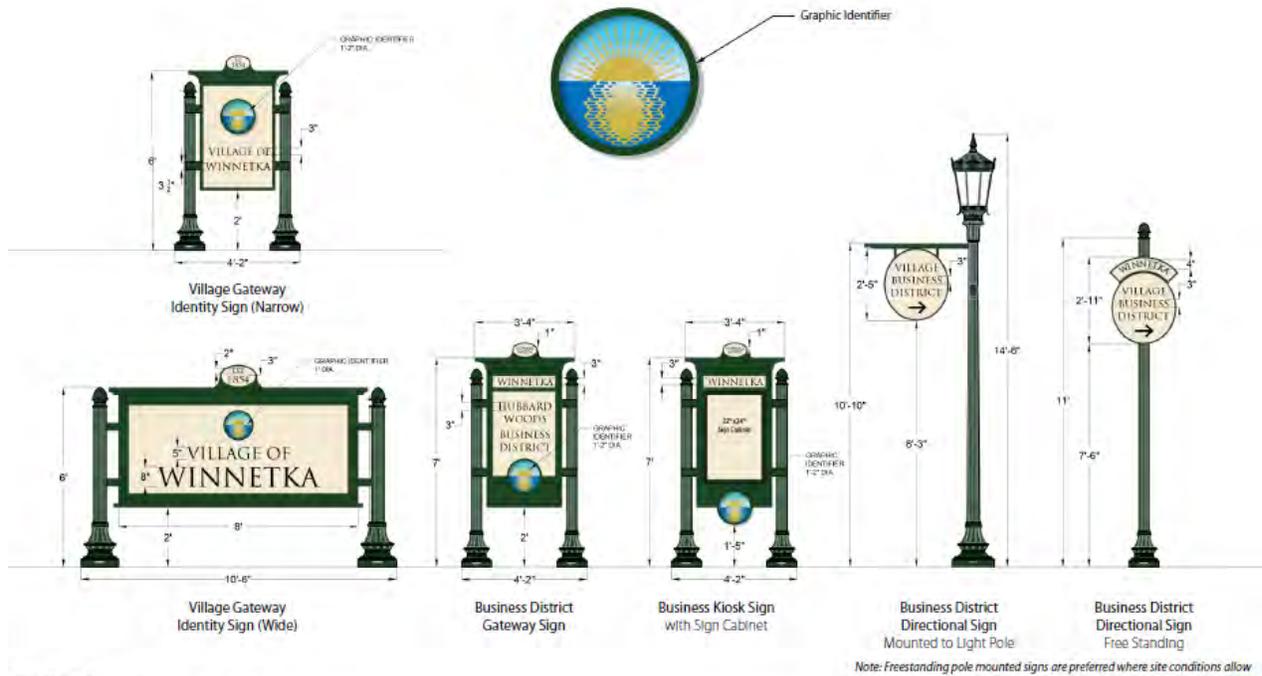
- METAL BANNER SIGN:** Mounted to tall roadway light poles, these signs provide community identity and announce the arrival to downtown.



LOCATION OVERVIEW

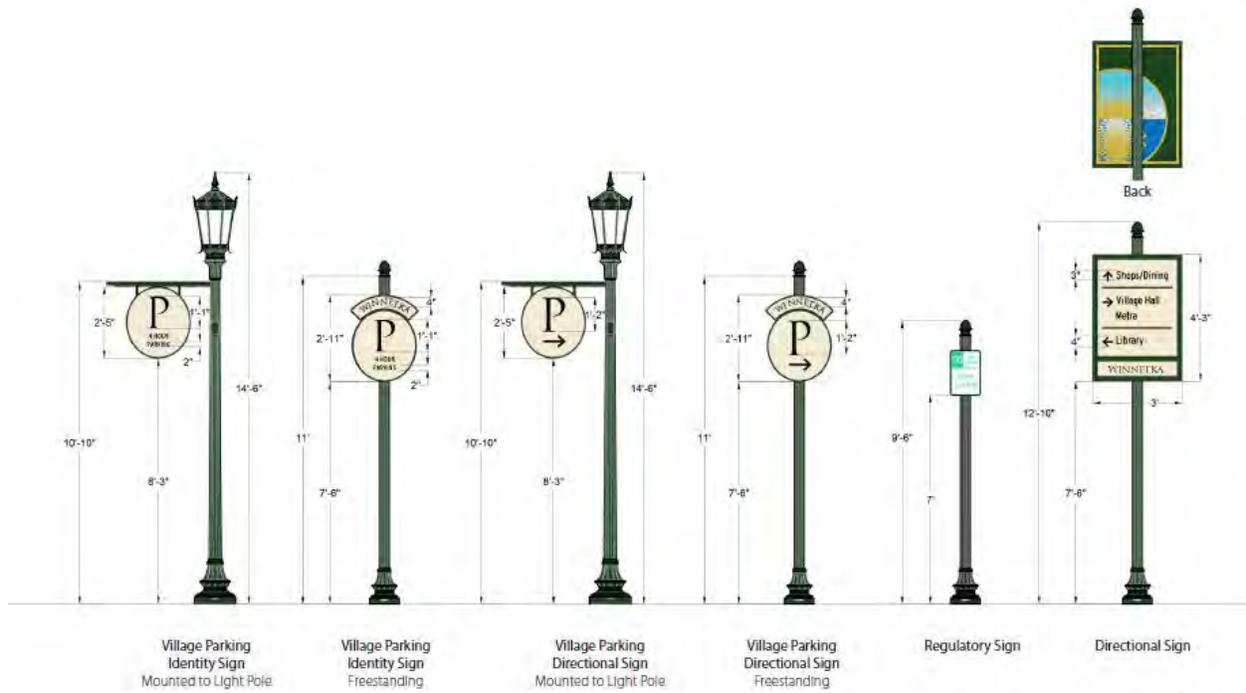
Heading north into the Village along Green Bay Road one passes through each district as follows: Indian Hill (at the intersection of Green Bay Road and Winnetka Avenue), Elm Street (at the intersection of Green Bay Road and Elm Street), and Hubbard Woods (at the intersection of Green Bay Road and Tower Road). The focus of the streetscape master plan is the Elm Street District.

2021 Revised Streetscape Signage Design



Village of Winnetka, Illinois
Winnetka Streetscape Master Plan
 Village of Winnetka Wayfinding Elevations

December 2020



Village of Winnetka, Illinois
Winnetka Streetscape Master Plan
 Village of Winnetka Wayfinding Elevations

December 2020

I. Corrective Action Plan Excerpts – 93 Green Bay Road, Winnetka, IL, Prepare for the Village of Winnetka, Prepared by True North Consultants, Inc.



2.0 CONCLUSION

On behalf of the Village of Winnetka, True North has prepared this Corrective Action Plan for Leaking UST Incident #H-2013-0630 associated with the Former G&W Auto Clinic property located at 93 Green Bay Road, in Winnetka, Cook County, Illinois. The Village of Winnetka currently owns the Site and requested True North assist the Village with securing a No Further Remediation letter for the unresolved LUST Incident.

Soil contamination has resulted due to the former operation of three gasoline-containing underground storage tanks located on the western portion of the Site. The three USTs included one 1,000-gallon and two 1,500-gallon gasoline USTs. On June 3, 2013, the USTs were removed under the supervision of the Illinois Office of the State Fire Marshall. During UST removal activities, indications of a gasoline release were identified, and LUST Incident #2013-0630 was issued to the Site. Impacted soils were observed during the removal of the USTs and soil samples were submitted for laboratory analysis for the indicator contaminants identified as BTEX and MTBE, total lead, and pH. Several of the early action soil samples collected from the excavation sidewalls exceeded their respective Tier I SROs for benzene, and one soil sample collected from the excavation sidewall exceeded their respective Tier I SROs for benzene, ethylbenzene, total xylenes, and MTBE. The soil samples collected during early action activities did not contain lead in exceedance of the applicable Tier I SROs.

Following removal of the USTs and early action remedial and soil sampling activities, a stage I Site Investigation was conducted. Groundwater sampling performed during the initial Stage I SI activities did not contain any exceedances of the most stringent Tier I GROs verifying that the on-Site groundwater resource had not been impacted by the release, and therefore no further assessment of groundwater was required or warranted. Soil delineation of Tier I SRO exceedances was achieved west, southeast, and east of the former excavation based on the results. However, soil impacts were not delineated to the north and south during the Stage I Investigation. Since the impacts were not delineated during Stage I SI activities, ETS submitted a *Site Investigation Plan – Stage 3* work plan to the Illinois EPA on March 13, 2014, proposing the advancement of one off-Site soil boring to the north, and one off-Site soil boring to the south in order to further investigate soil impact.

The subsequent Stage 3 Site Investigation advanced two soil borings in order to investigate the extent of off-Site soil impacts. Results of the Stage 3 Site soil investigation identified soil impact within the soil boring advanced just south of the Site. Specifically, the benzene concentration at that location exceeded the soil component of groundwater ingestion for Class I groundwater. None of the soil samples collected from the northern delineation soil boring detected any of the indicator contaminants, thus achieving delineation north of the Site. Due to the benzene exceedance in soil at the southern-most soil boring (S3-2), an additional soil boring was proposed to investigate benzene impact further south of the Site. In the *Amended Site Investigation Plan – Stage 3* work plan submitted to the IEPA on January 18, 2016, ETS proposed the advancement of one additional soil boring in the IDOT right-of-way located on the south side of Green Bay Road.

Due to the unresolved nature of the LUST incident, the Village of Winnetka retained True

North to pursue closure of the incident and meet outstanding regulatory requirements and perform the additional SI that was required and approved by the IEPA to investigate the south extent indicator contaminants in soil. On November 14, 2019, True North performed the SI activities as specified within the approved January 18, 2016 Stage 3 Work Plan. One soil boring was advanced south of the Site and soil samples were collected and submitted for laboratory analysis of the indicator contaminants at the appropriate intervals based on existing data. Analytical results indicated that there were no detections of BTEX/MTBE in the collected soil samples, demonstrating delineation south of the Site and former UST area. A *Site Investigation Completion Report* (SICR) presenting the SI activities was submitted to the IEPA on December 20, 2019 and approved on March 31, 2020. In order to secure an NFR letter for the Site, the Village must address the soil contamination that remains on-Site.

Due to the benzene concentrations in soil in exceedance of the Tier I SROs for the soil ingestion and soil inhalation exposure routes, the Village is proposing the use of engineered barriers consisting of future building foundations, paved surface hardscapes, and/or clean fill or soil material within landscaped areas to eliminate the soil ingestion and soil inhalation exposure routes. The engineered barriers shall form a contiguous barrier within the areas requiring an engineered barrier and shall remain over impacted soils on a permanent basis.

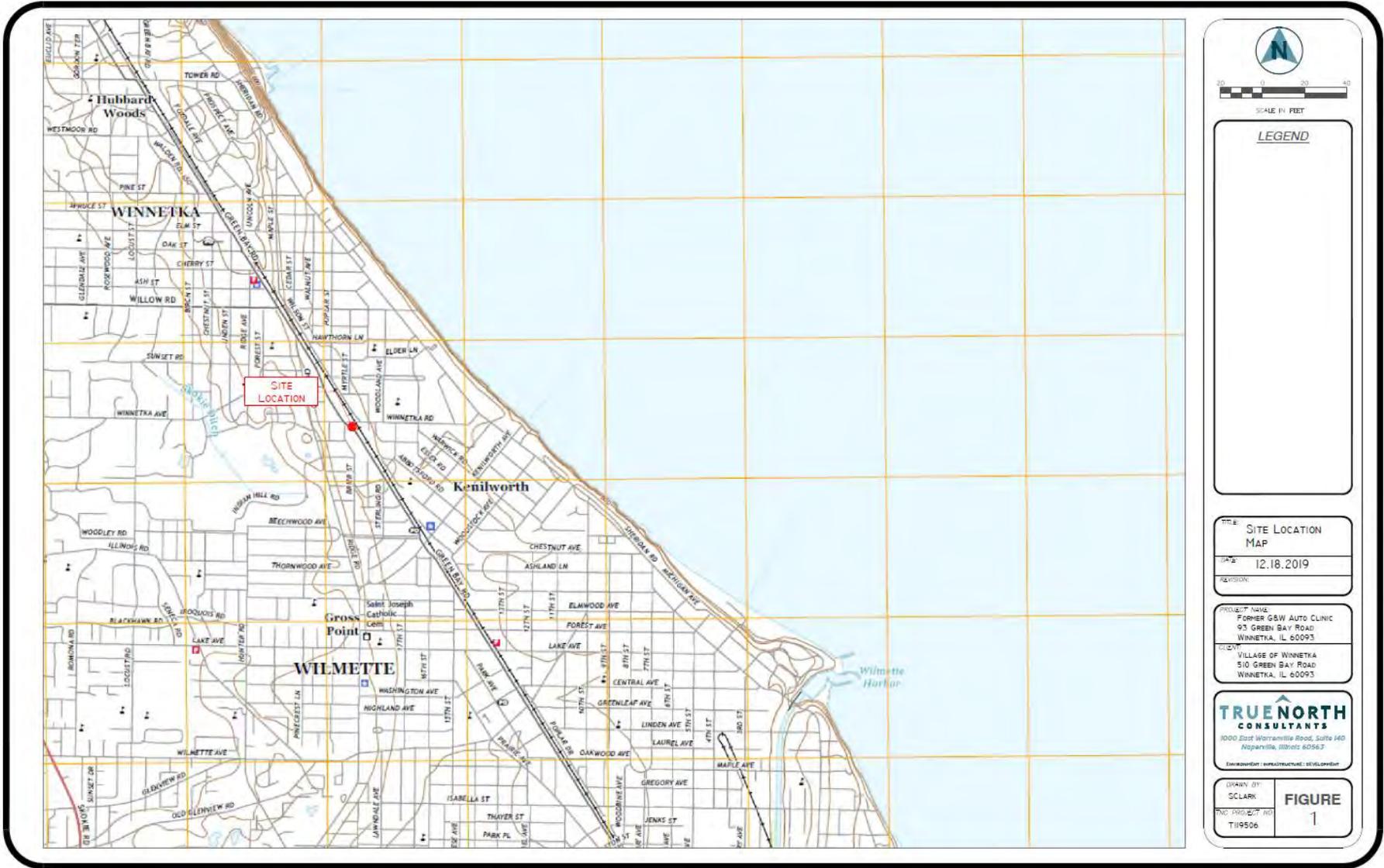
Based on benzene, ethylbenzene, and MTBE detections in soil in exceedance of the Tier I SROs for the soil component of groundwater ingestion exposure route, the Village of Winnetka is proposing to eliminate the groundwater ingestion exposure route via a Site-specific groundwater use restriction ordinance. The ordinance will prohibit the installation or operation of potable water wells within the ordinance area.

In addition to the groundwater ordinance, the Village is proposing to enter into a Highway Authority Agreement with the Illinois Department of Transportation for Green Bay Road and a Highway Authority Agreement Memorandum of Agreement with the IEPA for Winnetka Avenue. The HAA and HAA MOA will serve to address impacts or future impacts within the adjoining highway right-of-ways. Based on benzene, ethylbenzene, and total xylenes concentrations in soil in exceedance of the Tier I SROs for the construction worker inhalation exposure route, a construction worker health and safety plan will also be required for subsurface work activities within the identified construction worker safety precaution area.

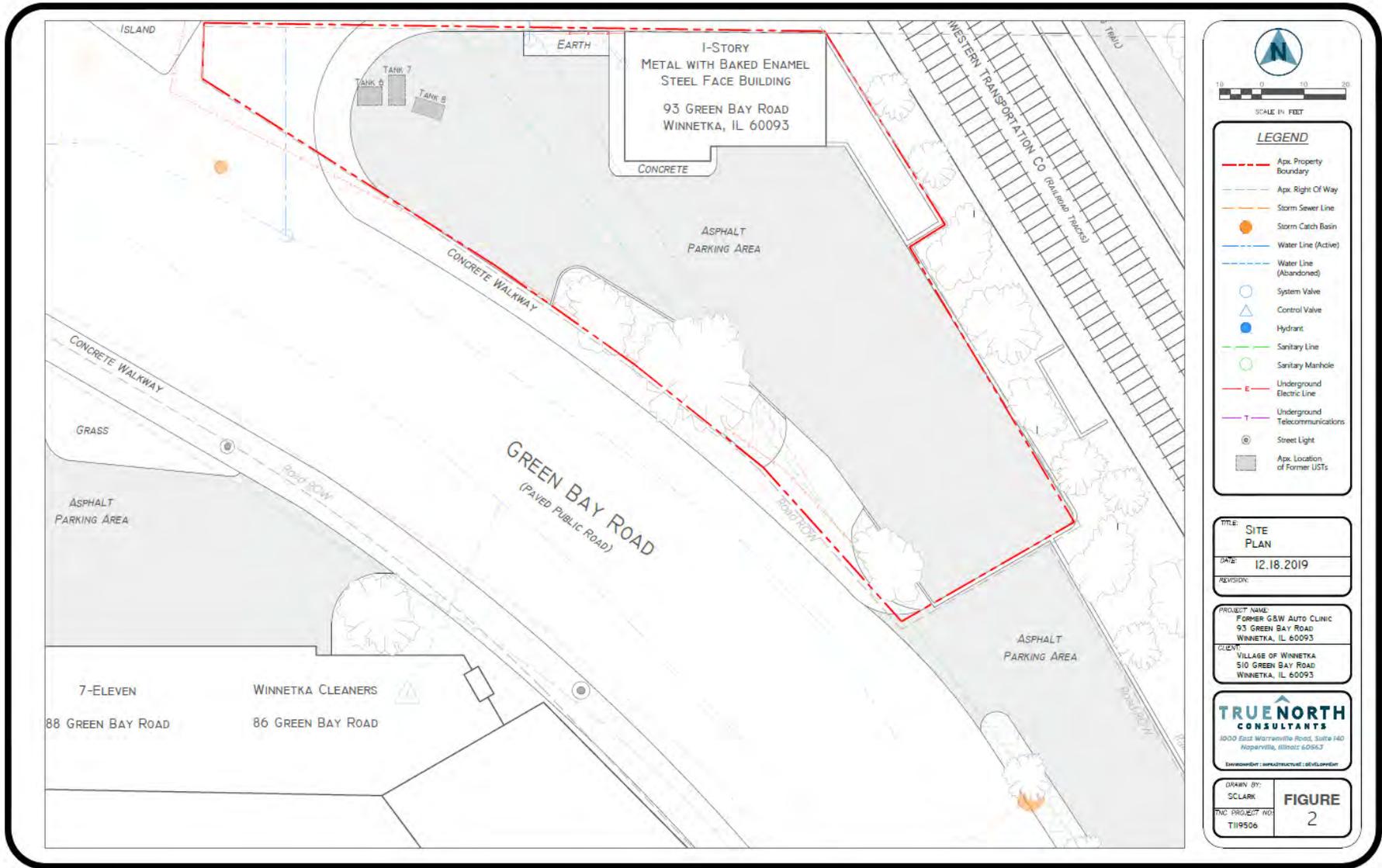
To address the contaminants of concern that were detected within soil above applicable remediation objectives established in 742, the Village has proposed a combination of the above discussed engineered barriers, groundwater use restriction ordinance, Highway Authority Agreement, Highway Authority Agreement Memorandum of Agreement, and construction worker health and safety plan that will meet the requirements of 35 IAC 734 and 742. This CAP presents the actions necessary to meet 734 and 742 requirements for addressing impacts associated with LUST Incident #2013-0630. True North, on behalf of the Village of Winnetka, requests that this CAP be approved. This CAP is being submitted to the Illinois EPA LUST program for review and approval with the intent of supporting the



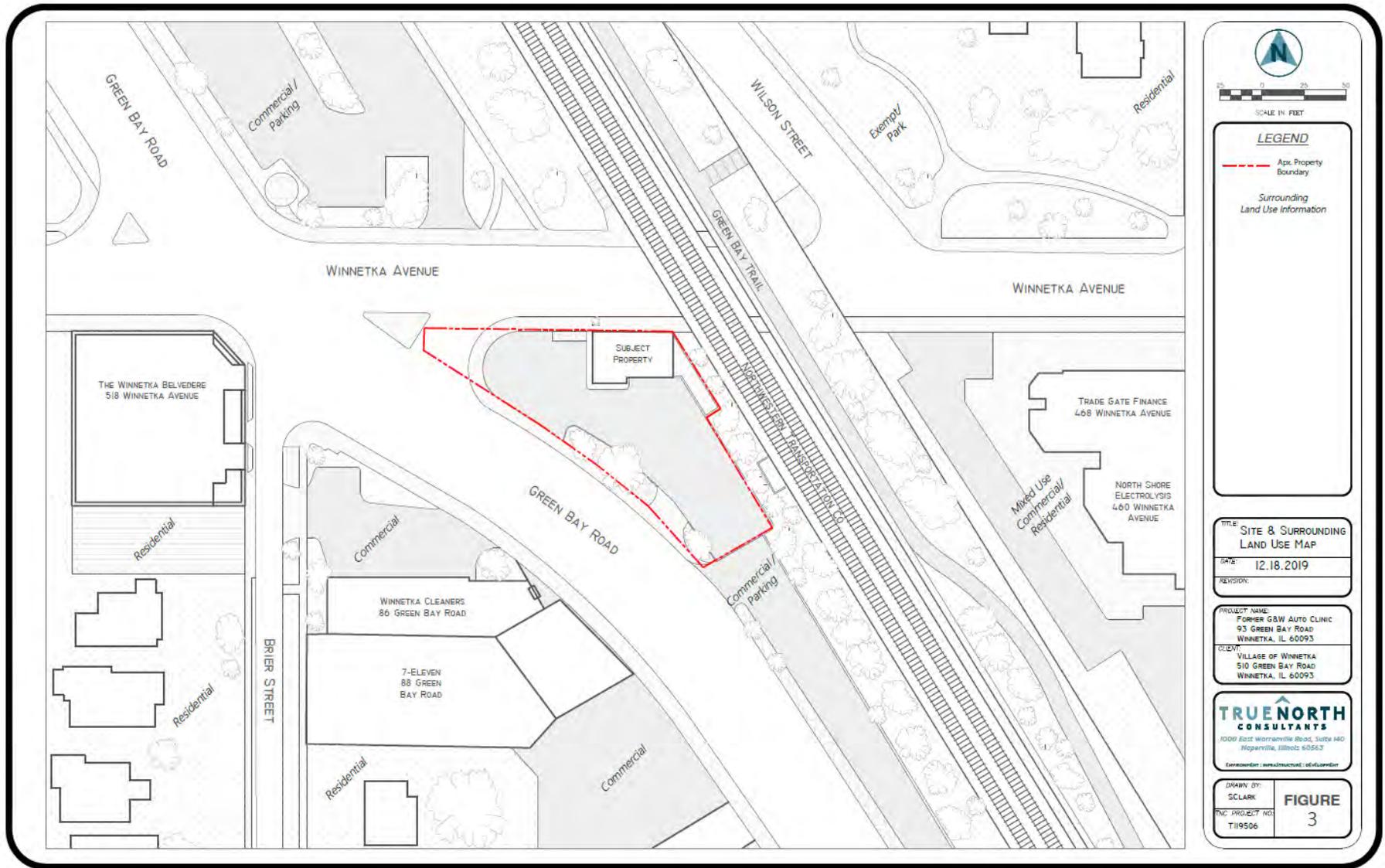
ultimate issuance of a focused NFR letter for the Site. Upon approval, the proposed corrective actions shall be implemented and documented within a future CACR which will serve as a formal request for closure of the incident via issuance of an NFR Letter.



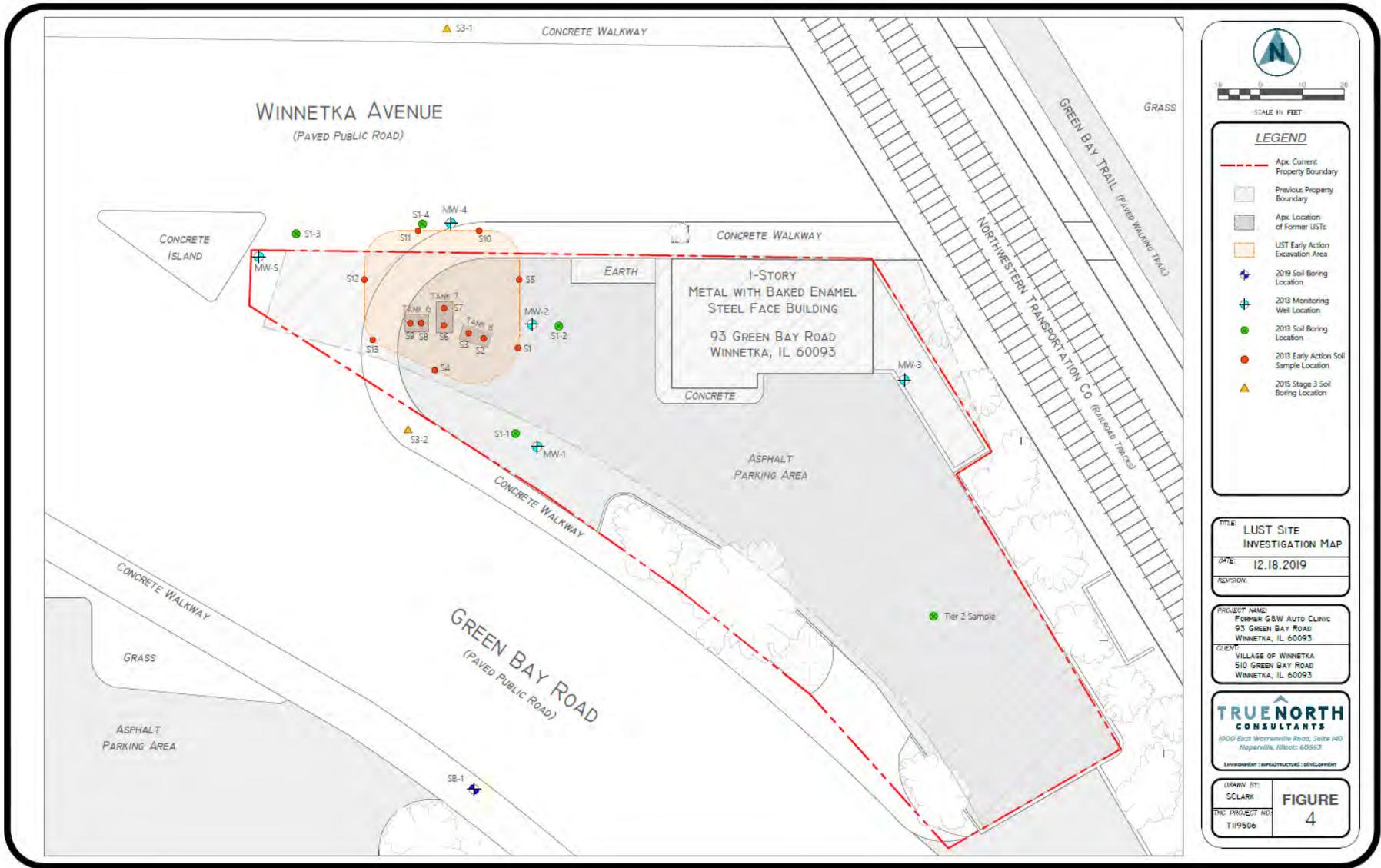
Site Location Map



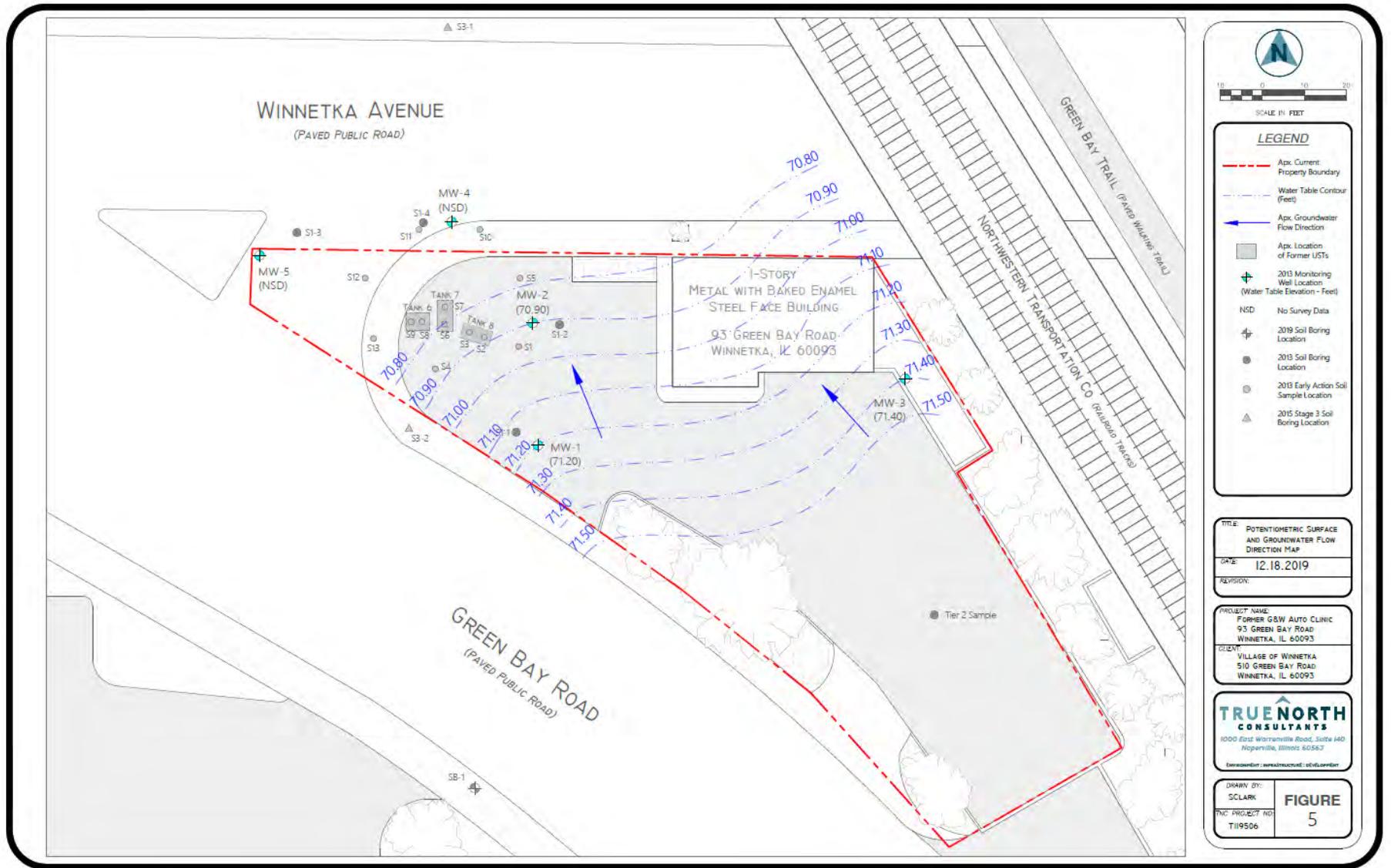
Site Plan



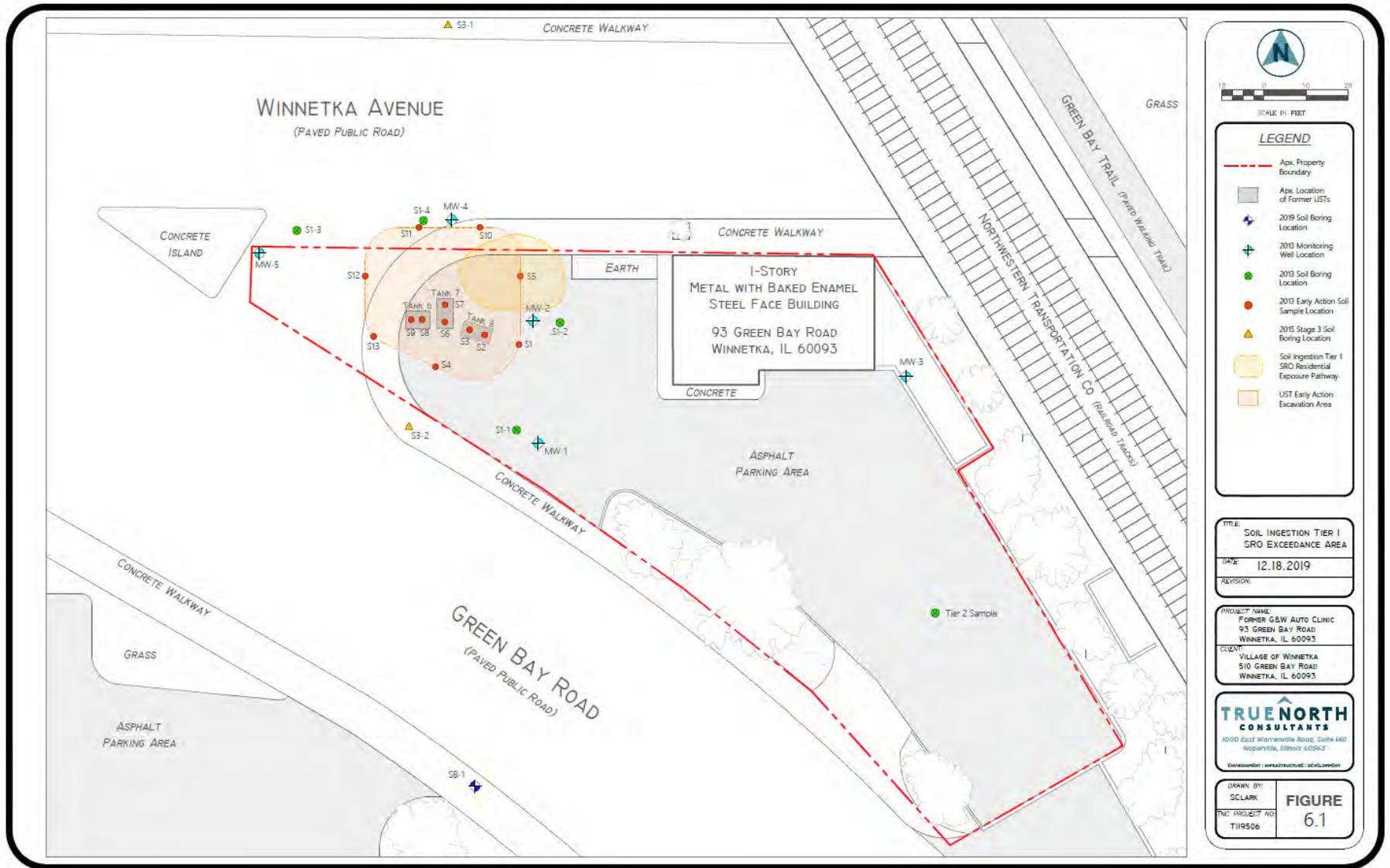
Site and Surrounding Land Use Map



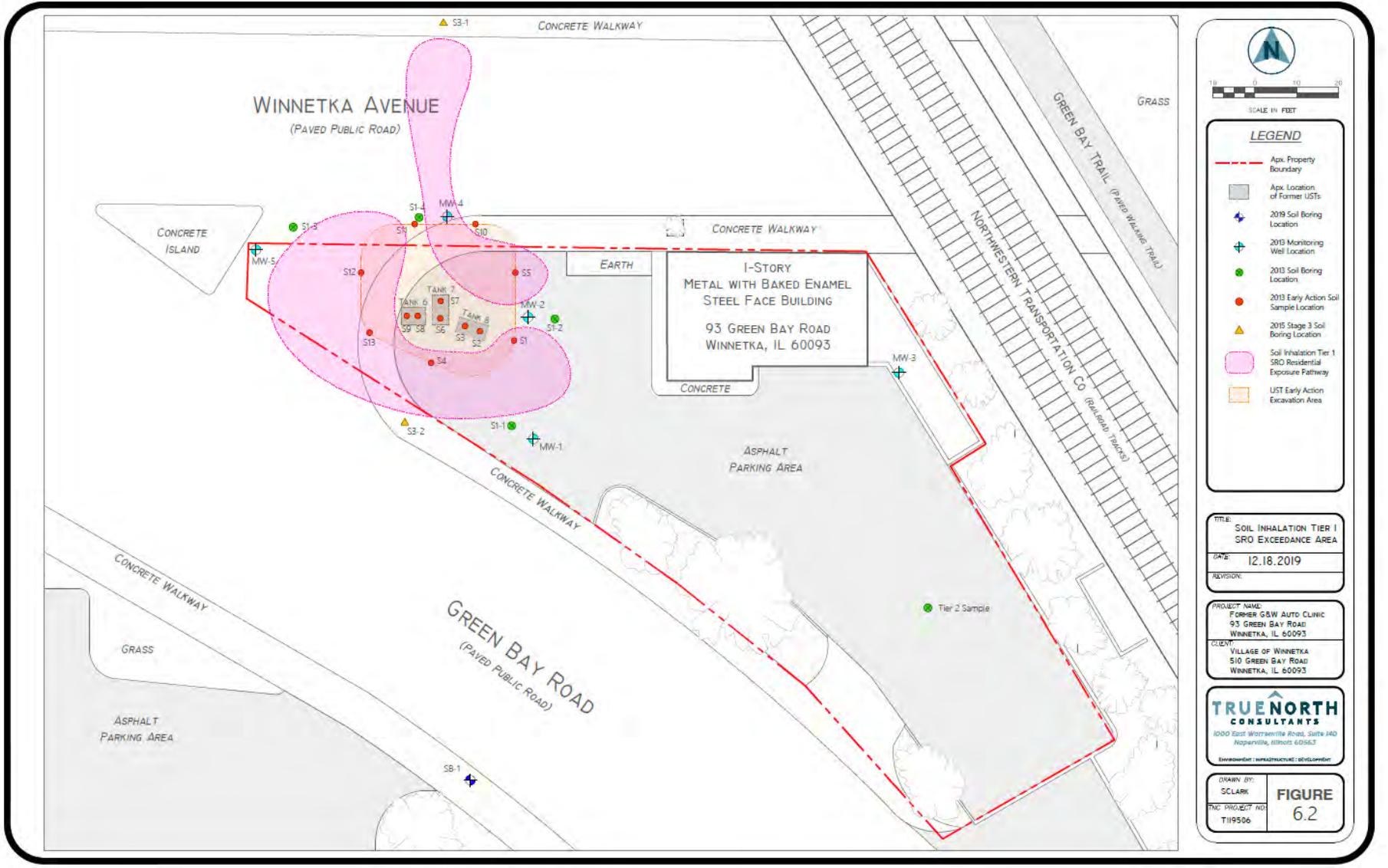
LUST Site Investigation Map



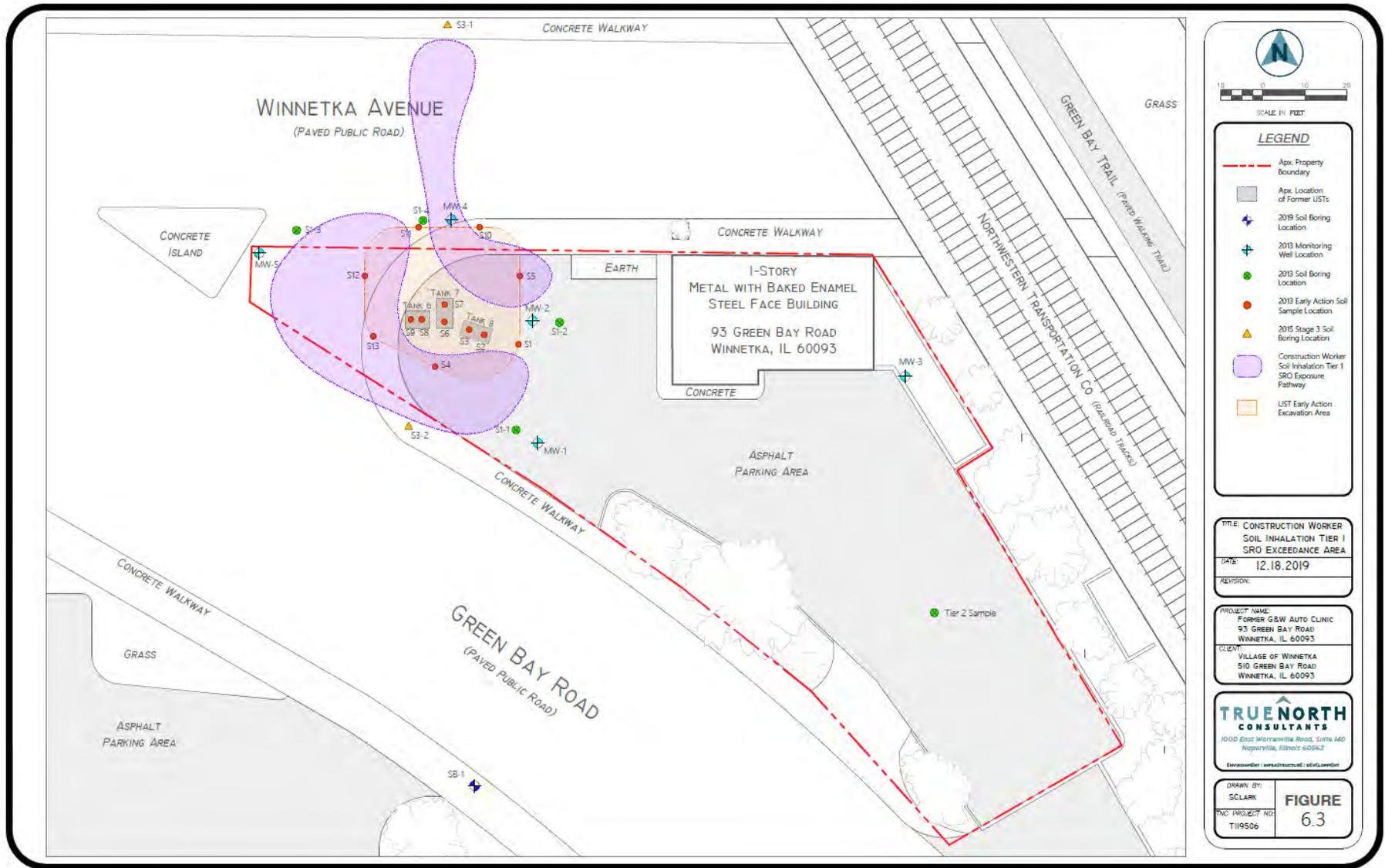
Potentiometric Surface and Groundwater Flow Direction Map



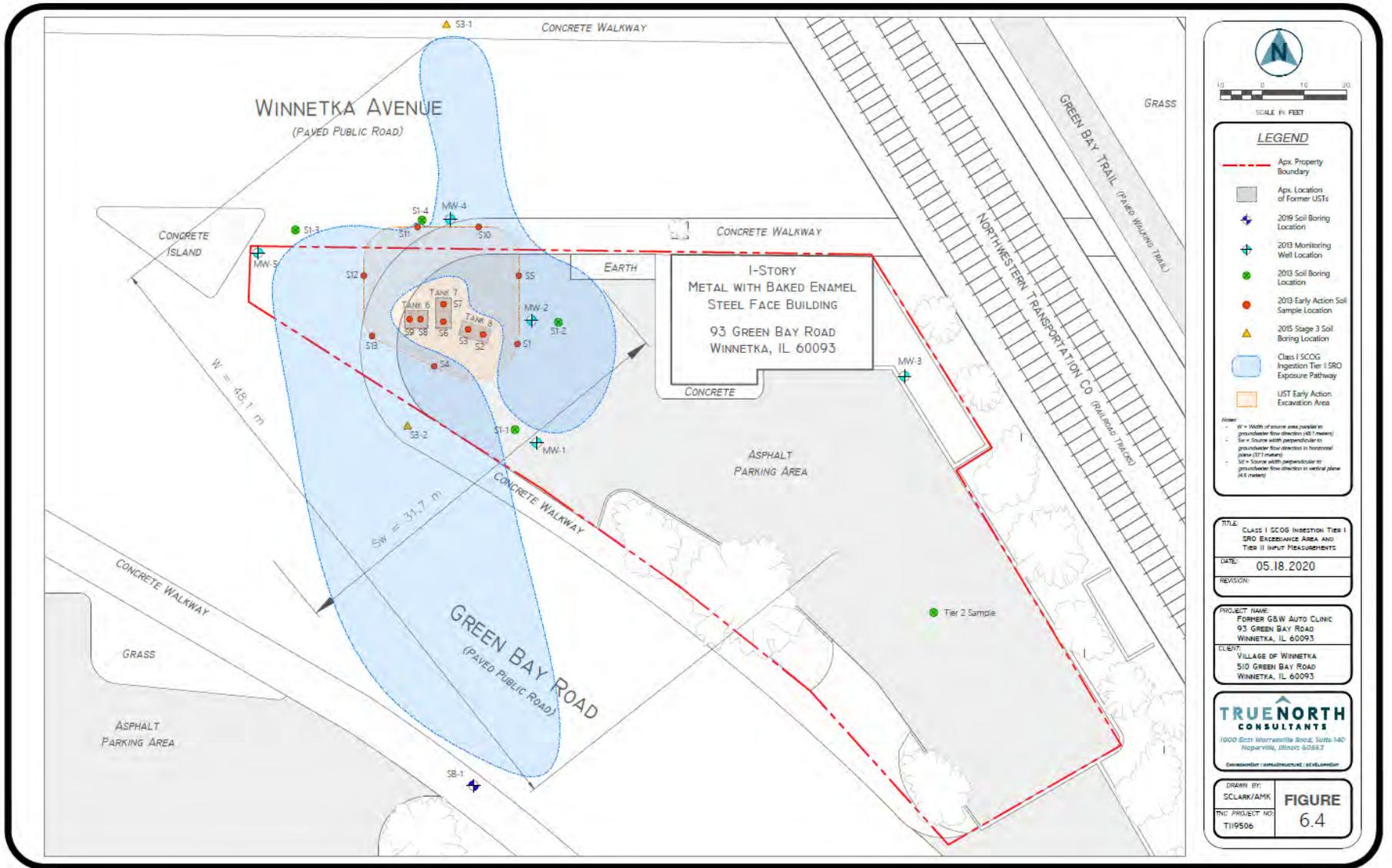
SOIL Ingestion Tier 1 SRO Residential Exposure Pathway



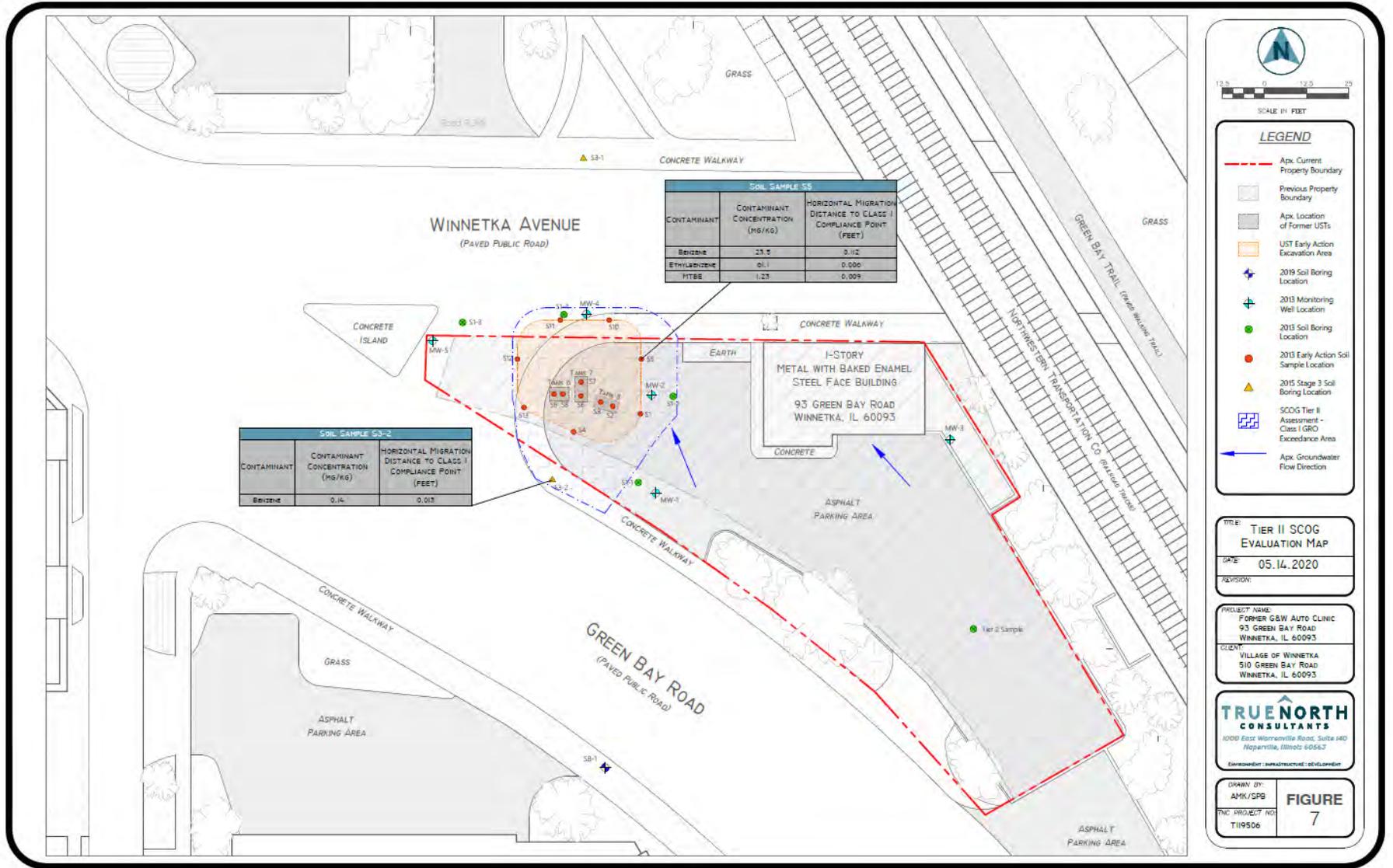
Soil Inhalation Tier 1 SRO Residential Exposure Pathway



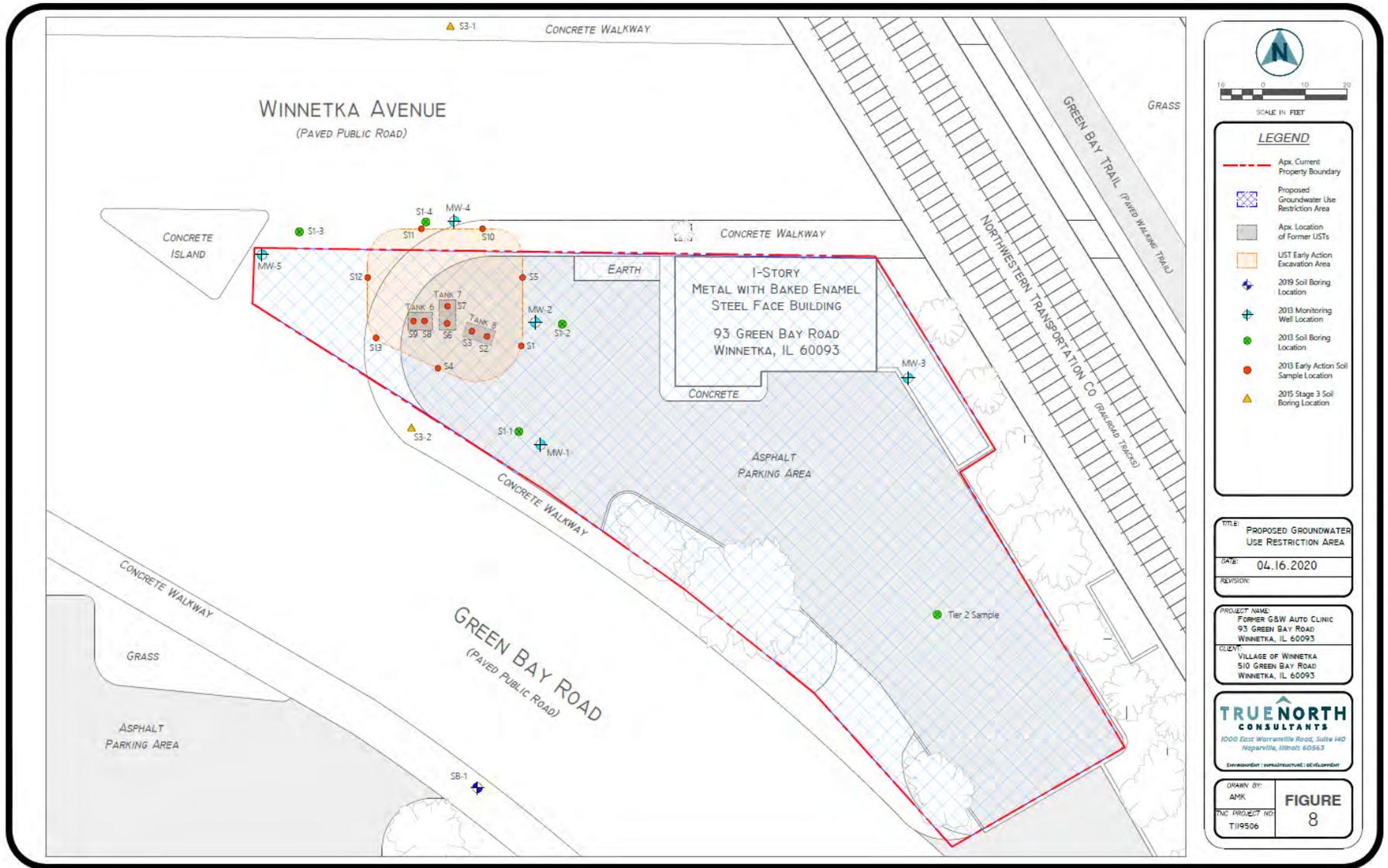
Construction Worker Soil Inhalation Tier 1 SRO Exposure Pathway



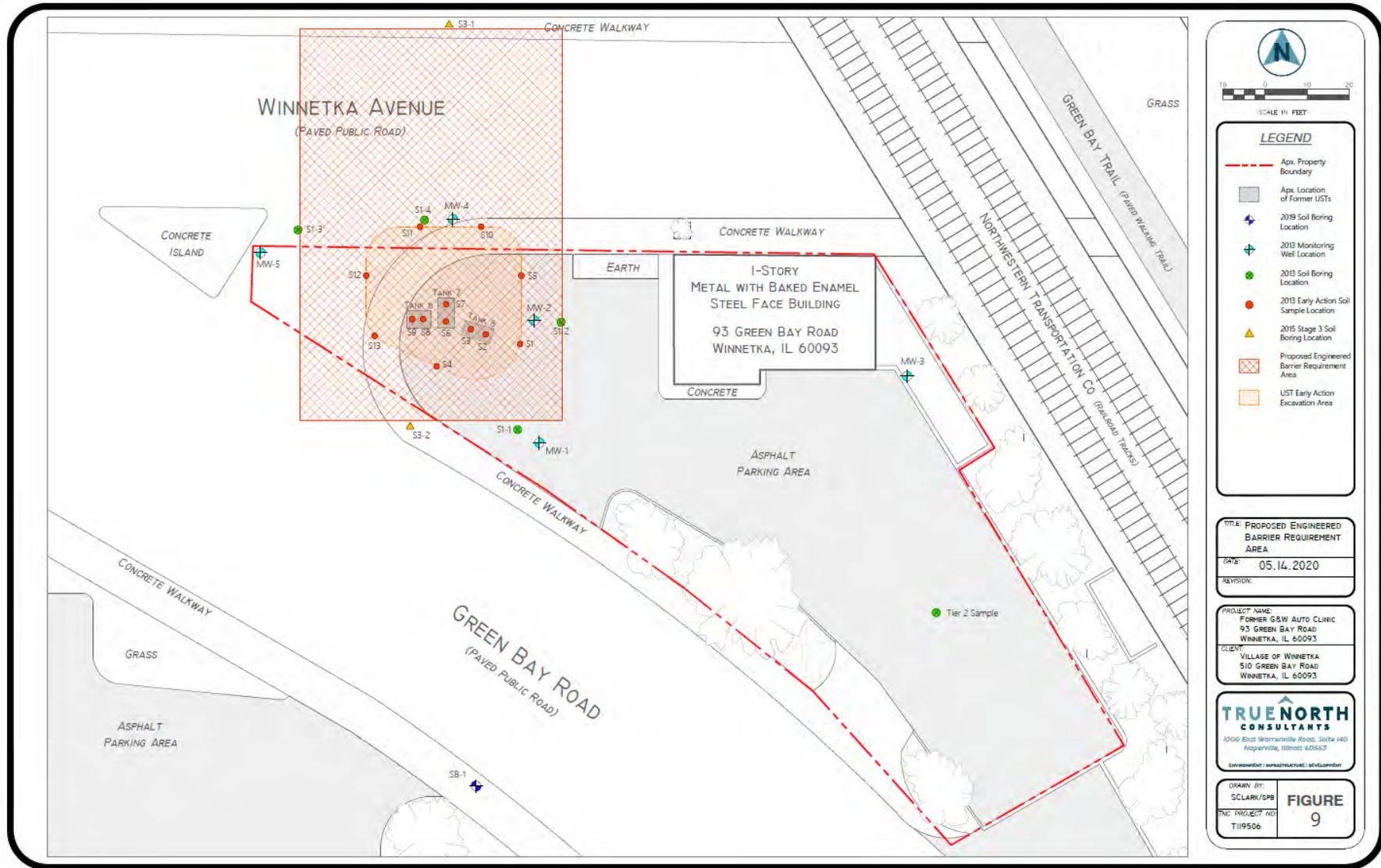
Class 1 SCOG Ingestion Tier 1 SRO Exposure Pathway



Tier II SCOG Evaluation Map



Proposed Ground Water Use Restriction Area



LEGEND

- - - Apx. Property Boundary
- Apx. Location of Former USTs
- + 2019 Soil Boring Location
- + 2013 Monitoring Well Location
- 2013 Soil Boring Location
- 2013 Early Action Soil Sample Location
- ▲ 2015 Stage 3 Soil Boring Location
- Proposed Engineered Barrier Requirement Area
- UST Early Action Excavation Area

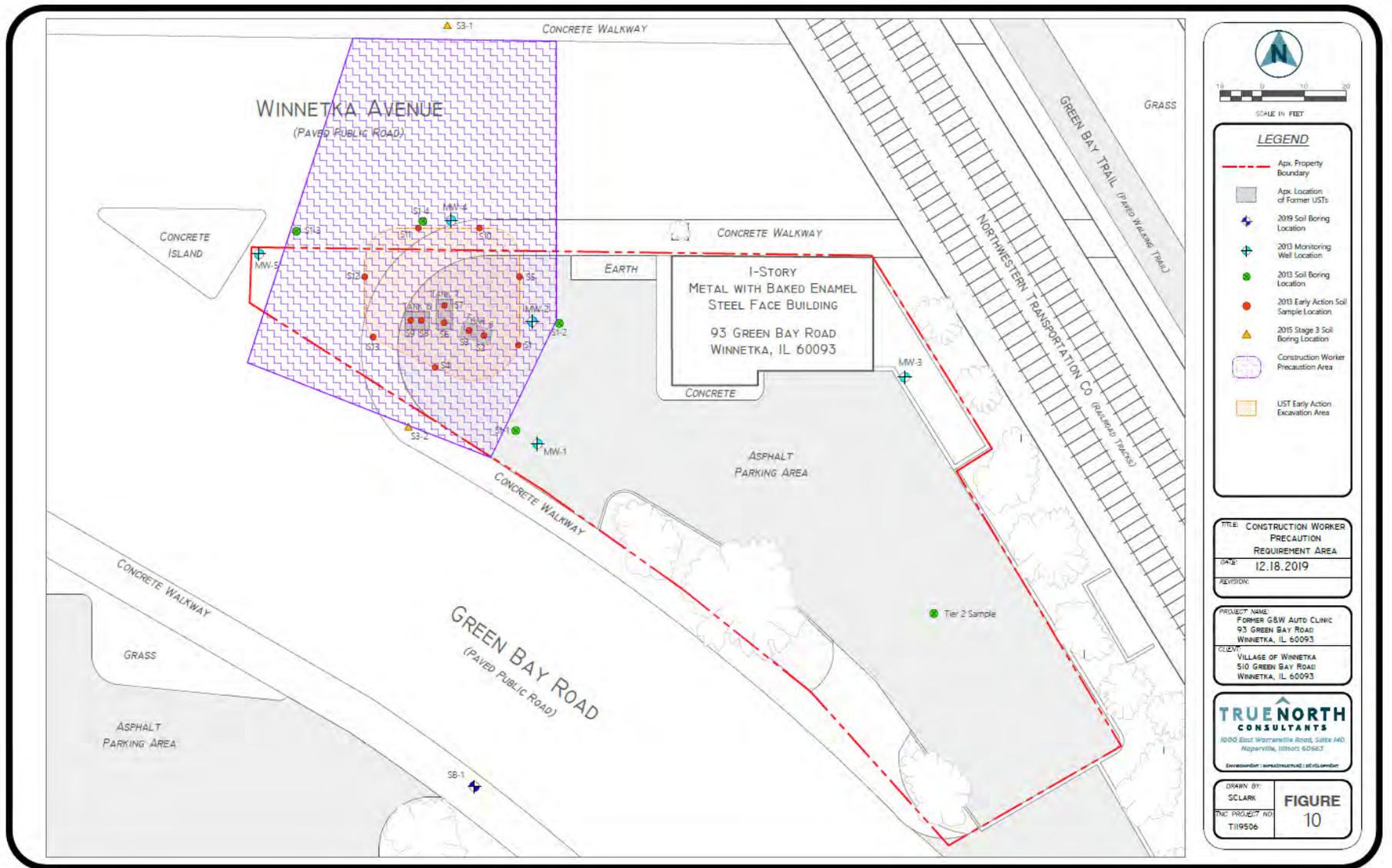
TITLE:	PROPOSED ENGINEERED BARRIER REQUIREMENT AREA
DATE:	05.14.2020
REVISION:	

PROJECT NAME:	FORMER G&W AUTO CLINIC 93 GREEN BAY ROAD WINNETKA, IL 60093
CITY:	VILLAGE OF WINNETKA 510 GREEN BAY ROAD WINNETKA, IL 60093

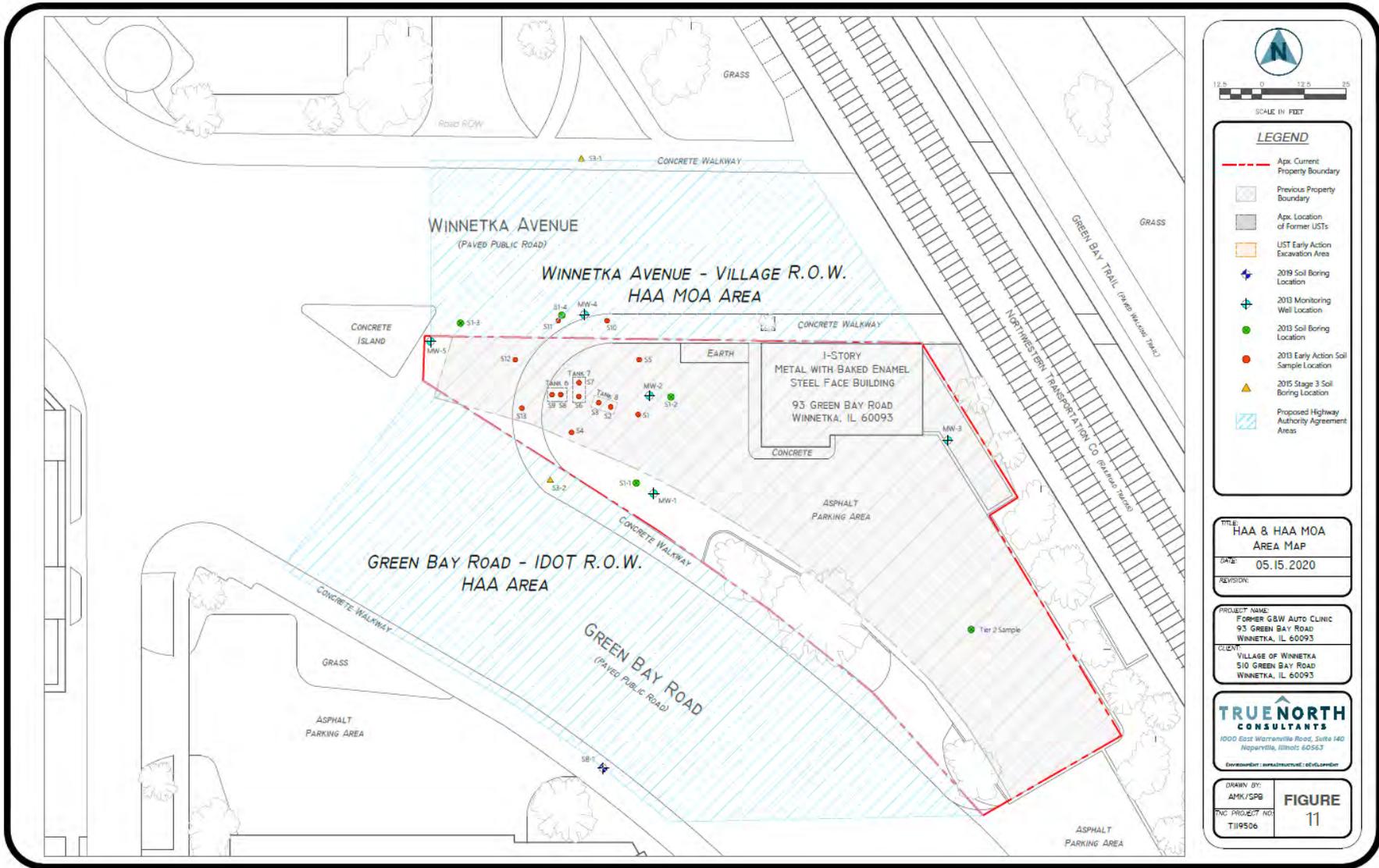
TRUENORTH CONSULTANTS
 1000 East Warranville Road, Suite 140
 Naperville, Illinois 60563
 Email: truenorth@truenorth.com | Phone: 630.330.1100

DRAWN BY:	SC/LARK/SPB	FIGURE 9
TWO PROJECT NO:	TI19506	

Proposed Engineered Barrier Requirement Area



Construction Work Precaution Area



Proposed Highway Authority Agreement Areas

Appendix A

93 Green Bay Road – Questions/Answers provided from 2019 RFP Process

1. Given the following:

- a. The potential for further environmental remediation within the footprint of the site (tanks, lift pits, oil traps, etc.); and
- b. The Village of Winnetka's stated preference for retaining ownership of the site and assuming a business plan where the project team and future tenant are primarily expected to pay for interior work; and
- c. The Village of Winnetka's long-range planning for the creation of a new, desirable outdoor space and southern entry to the Village:

What is the Village's capacity/willingness to help in financing landscape work? Environmental remediation? Modification to building services and utilities? Exterior improvements to the existing building? How much work, which would ultimately be the property of the Village of Winnetka, is the project team expected to finance?

The Village's assumption is that the site would be provided as is, and the developer of the site would be responsible for all costs associated with redeveloping the site as the developer proposes. If the proposed use would require additional assurances, financial support, or Village contributions of any kind, that should be outlined in the proposal.

2. Fully realizing the opportunity presented by 93 Green Bay Road to create a new destination at the southern entrance to Winnetka would entail substantial modification to the site's landscaping. Assuming a business plan where the Village of Winnetka sells the land to the project team, what incentives or assistance is the Village of Winnetka willing to offer?

Please see the answer above. At this time, the Council has not outlined any specific amounts or types of incentives that will be offered. Also, please note the Village now plans to lease the land, not sell it.

3. Given the condition of the existing building, is the Village of Winnetka able to contract for an assessment of the building to aid in the project teams' estimates for the scope of work?

Please see the answer to Question 1 above. The Village has not planned to engage in a structural assessment of the building at this time. If there are specific concerns about the building structure or this is a request as part of consideration of your proposal, please submit it with your materials.

4. Is it known whether any further underground remediation will be required within the footprint of the existing building?

The Village contracted with environmental consultants True North Consultants (TNC) to perform additional testing and continue the process of obtaining a No Further Remediation (NFR) letter. Testing of the site has been completed. TNC advised that the analytical results from the recent sampling event (11/14/19) were received from the lab and are favorable, meaning that the contaminants of concern were not detected above the most stringent remediation objectives provided by the IEPA. TNC believes that based on the results and past conversations with the IEPA LUST project manager, this should

conclude sampling for the LUST (Leaking Underground Storage Tanks) Incident. TNC has compiled a Site Investigation Completion Report (SICR) for the Village and submitted it for IEPA's review. TNC most recently submitted to IEPA, on behalf of the Village, a Corrective Action Plan to address the exceedances encountered and delineated during the Site Investigation activities. We are currently awaiting IEPA's response.

As additional information is available, it will be shared with firms submitting proposals.

5. Has a design for the gateway elements proposed in the Downtown Signage and Wayfinding Plans been decided upon?

A Streetscape and Signage Plan specific to the Indian Hill Business District has not been completed. It would be appropriate to reference the Downtown Streetscape and Signage Master Plan for the Elm Business District as indication of the thought around gateway and wayfinding signage. (Please see pages 21-27)

6. What is the state of the implementation of the wayfinding plan?

A wayfinding plan for this area has not been adopted.

7. Given the lack of required parking per zoning, is off-street, overflow parking for patrons of the site in the adjacent Indian Hill Metra Station Zone A lot allowed? Who owns the fence between 93 Green Bay Road and the parking lot?

If the potential user of the site requires additional off-site parking, that should be specified in your proposal. Much of the surrounding area is designated and/or leased as permit parking which the Village controls.

The fence, which lies along the property line, is owned and maintained by the Village.

8. There are substantial discrepancies between the Plat of Survey dated October 25, 1996 (attached to the previous question responses) and the existing conditions as documented by satellite imagery. Will an update Plat of Survey location the existing property line and sidewalks be released?

An updated Plat of Survey prepared by Geodetic Survey Ltd and dated October 11, 2019 is included in the RFP document.

9. What is the extent of IDOT's right-of-way on Green Bay Road? Does it include the sidewalk?

IDOT's right-of-way does include the sidewalk along Green Bay Road and Winnetka Road.

10. The Downtown Master Plan (DMP) has considerable goals for the site regarding sustainable and walkable design of site and facilities. What initiatives is the Village undertaking to execute these plans in the Indian Hill District? With whom would design teams coordinate to best align our proposals with said goals?

Substantive work on implementation of the DMP has not started in Indian Hill. The Village prioritized work within the Elm Business District for additional planning in streetscape and signage. The Director of Community Development oversees implementation of the DMP and would provide input to this process after proposals are received.

a. What, if any, designs have the Community Development Department considered for Green Bay Road?

No specific design changes have been created for Green Bay Road. It is currently a state-owned road. The Village may consider a jurisdictional transfer in the future, but the extent, design, and timing of that are long-term issues.

b. What programs or incentives, if any, for sustainable/resilient landscape and building design are applicable to this project?

The Village does not have any standing programs or incentives for sustainability.

11. If the ownership of the existing building is to be retained by the Village, is work required to conform to any building performance standard such as LEED or Green Globes? Or any such proprietary Village- issued standard?

The Village does not require adherence to LEED or any other green building standards at this time.

12. Given the Village's interest to lease the property, would the Village require the proposer to use a specific contractor?

No. The Village would likely not require a proposer to use a Village-selected contractor. However, the Village would likely reserve the right to approve any contractor selected by the proposer, as is common in most landlord-tenant relationships.

13. Would a respondent be required to pay prevailing wages to a contractor?

Whether a proposer is required to pay prevailing wages to a contractor depends on the structure of any proposed deal. The Illinois Prevailing Wage Act, 820 ILCS 130/1 et seq., requires prevailing wages to be paid to laborers, mechanics and other workers employed in any public works. "Public Works" are generally defined as all fixed works constructed or demolished by any public body, or paid for wholly or in part out of public funds.

If the proposer plans to enter into a long-term leasehold of the property for market rent and does not receive any form of subsidy or reimbursement from the Village for the demolition or improvement to the property, the proposer likely will not be required to pay prevailing wages.

However, if the proposer seeks some sort of reimbursement from the Village for the demolition or improvement to the property, or seeks to offset its costs by some other form of financial arrangement with the Village, prevailing wage requirements may apply. Detailed written documentation confirming

that prevailing wages were paid by the proposer and its contractors will also be required by the Village before the Village makes any payments to the proposer.

All proposers should consult their own legal counsel to determine if their proposed plans may require the payment of prevailing wages.

14. Various request for a larger version of the Plat of Survey were made.

A larger version of the new Plat of Survey will be posted on the Village's website in a separate file.

15. Where can I find a full copy of the Downtown Master Plan (DMP) and Comprehensive Plan?

Both planning documents are publically available on the Village Website, as follows:

2016 Downtown Master Plan:

<https://www.villageofwinnetka.org/DocumentCenter/View/680/Downtown-Master-Plan-PDF>

2020 Comprehensive Plan

<https://www.villageofwinnetka.org/ArchiveCenter/ViewFile/Item/47>

16. How much was Fields Auto Group paying in property taxes during their lease of the 93 Green bay Road property?

Field Auto Group leased the 93 Green Bay Road property from 2002-2014 for use as vehicle storage and was responsible for payment of property taxes under the terms of the lease agreement. In 2014, the total tax bill for the property was \$24,551.86. The Village's portion of this bill was 13% or \$3,191.

17. What parking minimums are required for a restaurant use (if any)?

Chapter 17.46.110 of the Zoning Ordinance of the Village Code addresses off-street parking requirements for commercial districts.

Section 17.46.110B exempts non-residential uses occupying ground floor spaces less than 2,500 square feet from the off-street parking and loading requirements. Given the existing building is 1,329 square feet, the Zoning Ordinance does not require off-street parking and loading for:

- The reuse of the existing building.
- The expansion of the existing building up to 2,500 square feet.

The Zoning Ordinance also does not require parking or loading for the construction of a new building up to 2,500 square feet. However, as the owner of the property, the Village Council will have the ability to evaluate the reuse of the building and its demand for parking on a case by case basis, and thus determine any necessary parking or loading.

Chapter 17.46.110 of the Zoning Ordinance requires (a) the expansion of the existing building to over 2,500 square feet or (b) the construction of a new non-residential building over 2,500 square feet of gross area to provide parking spaces as follows:

- Two (2) off-street parking spaces per 1,000 square feet for all commercial uses, except; a fast food restaurant would be required to provide 30 parking spaces per 1,000 square feet, plus an additional .66 spaces per employee.

Chapter 17.46.110 of the Zoning Ordinance specifies that the gross floor area is calculated as the sum of the gross horizontal floor area of the several floors of a building measured from the interior faces of the exterior walls, excluding areas used for the storage of merchandise or materials, mechanical equipment rooms, restrooms, common area elements, including without limitation hallways, and areas used for off-street parking and loading and related aisles, ramps and maneuvering space.

18. Please describe the Village's Review and Entitlement Process.

The successful respondent will be required to work through and complete the development review and entitlement process required for its specific project, which will require a certificate of appropriateness and possibly special use and variation approvals. The respondent should plan to appear before the Plan Commission, Zoning Board of Appeals and Design Review Board in separate public hearings. Each of these committees will make a series of recommendations to the Village Council for their consideration. Respondents should anticipate that, collectively, the entitlement review time could take up to 6-9 months depending on the scope of the project.

Based on the proposed land uses and related zoning compliance shown in the RFP responses, determination on the appropriate development review and entitlement process will be made by the Director of Community Development based upon code requirements and after the Village Council's acceptance of the respondent's development proposal.

1) **Is there a need to install a sprinkler system no matter what the end use is?**

Yes, Village Code requires the installation of a fire sprinkler system with the change of use of any existing commercial building and for all new commercial buildings.

2) **Will there need to be any work on the water lines such as a water main upgrade, or are they ready for use/extension as necessary?**

The property is currently served by a ¾ inch water service which connects to a 10-inch main under the center of Winnetka Avenue (depicted in Figure 1).



Figure 1

The required fire sprinkler system will necessitate the installation of a larger water service line than the existing ¾" water service line, with the size of the new service determined by the designer of the sprinkler system. The existing 10-inch water main is adequately sized to accommodate a larger water service size.

3) **Where will Village utilities be accessed from?**

Electric service. As noted in the RFP, the Village provides electric service to all properties within the community. The 93 Green Bay Road property is currently served by a 200A single phase 120/240-volt electric service. Any use that requires an upgrade in service would require an underground utility line extension from the northwest corner of Green Bay Road and Winnetka Avenue with an accompanying pad mount transformer. The transformer would need to be located on the 93 Green Bay Road property and require allocating a space of 6' x 6' for it.

Water service. Please see the answer to the previous question regarding water service.

Sanitary sewer service. An existing sanitary sewer main runs south to north through the western portion of the parcel (Figure 2). The installation of a new sanitary sewer line would connect to this existing main south of the existing limits of the impacted soil located in the northwest corner of the site.



Figure 2

Storm sewer. Existing storm sewers are located directly outside of the parcel limits with the closest structure located on Winnetka Avenue (Figure 3). The construction of a new building would not require the installation of detention, but the developer would be required to follow the Engineering design standards of the Village and MWRD “Watershed Management Ordinance.”

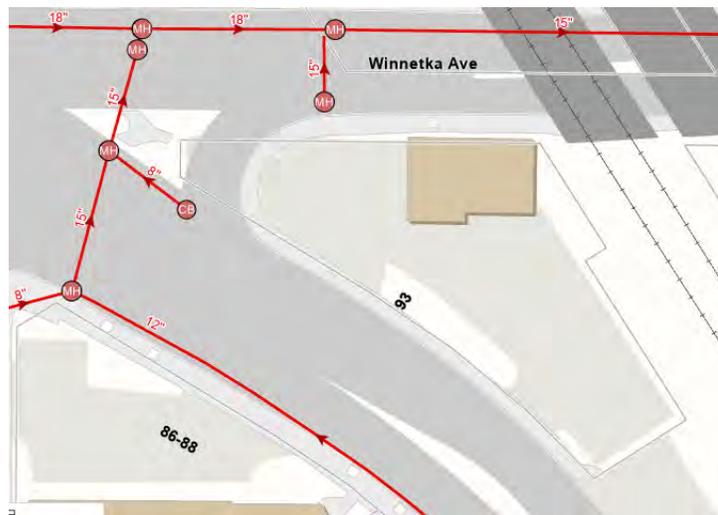


Figure 3

The developer would be responsible for the cost of any utility service line upgrades to the site.

4) **Would the Village consider the sale of the parcel rather than a land lease?**

As stated on page 6 in the Business Terms section of the Request for Proposals, the Village is only entertaining a land lease for the site. Please review the Business Terms section for further details regarding the land lease.

5) **If one wanted to create a more level plaza area extending from the existing building out and over the contaminated soil area by leveling the area with soil, would any special remediation work need to take place given the contaminated soil?**

As stated in the Request for Proposals on page 6, given the type, location, and level of the impacted soils, the Village's Corrective Action Plan includes four specific actions; two of them relate more specifically to this question. One of the actions is the use of engineered barriers over the impacted soil. The current paved surface acts as such a barrier. What remediation work would be necessary should the barrier be removed, soil added to level the site, and a new concrete barrier installed all would depend upon what disturbance occurs to the contaminated soils. Each plan would need to be evaluated on its specific details. The second action of the Corrective Action Plan that applies to the question is the need for contractors working in the area of the impacted soils to follow a construction work health and safety plan that the Village will have prepared.

6) **Would a food service establishment proposed for the site be able to secure a liquor license for a restaurant?**

A food service establishment will be able to apply for a liquor license for their restaurant. The process has been streamlined by the Winnetka Police Department. The application can be found on the Village's website: <https://www.villageofwinnetka.org/DocumentCenter/View/186/Liquor-License-Application-PDF>. For more information, please contact Keri Kaup at the Winnetka Police Department at kkaup@winnetka.org.

7) **Who owns the parking lot adjacent located to the south of 93 Green Bay Road? Could the design of the 93 Green Bay Road in some way take advantage of use of the parking lot?**

The Village of Winnetka owns the parking lot immediately to the south of 93 Green Bay Road. The parking lot is currently designated for use by "A" permit holders (employees of local businesses) between 8:00am and 5:00pm, Monday through Friday. At all other times, the parking is open to the public. Employees of any business located on the 93 Green Bay Road site will be able to secure permits to park in this lot.

The Village is open to consider designs for the 93 Green Bay Road site that take advantage of, or propose modifications to, the Village parking lot to the south. The designs could be as simple as requesting that a specific number of parking spaces at the north end of the Village lot be designated for public parking for customers of the business district (e.g., 60-min, 90-min, 2-hr parking). Or designs could be more creative such as, but not limited to, (a) physically connecting a parking area on the southern half of the 93 Green Bay Road site with the Village parking lot; (b) changing the flow of traffic in the Village parking lot so that vehicles travel from north to south (they currently

go south to north); or (c) adding a second access point located somewhere between the existing entrance and exit of the parking lot.

As mentioned in the request for proposals, Green Bay Road is controlled by IDOT, which will need to review and approve any work within Green Bay Road right-of-way (e.g., utilities, curb cuts, etc.) as well as any change in the use of the site that would significantly impact traffic on Green Bay Road and its intersection with Winnetka Avenue.

The Request for Proposals for the Redevelopment of 93 Green Bay Road issued on March 5, 2021, stated that all proposals must be received by the Village no later than 5pm on Friday, April 23, 2021.

The Village is extending the deadline. All proposals must now be received by the Village no later than 5pm on Friday, May 7, 2021. The Village continues to reserve the right to discard any proposals received after this new deadline.

As stated in the RFP, all responses to this RFP must consist of one hard copy and one electric copy in PDF format on CD, DVD, or USB Flash Drive to the following address:

Village of Winnetka
Village Manager's Office
510 Green Bay Road
Winnetka, IL 60093

Submissions may be made in person or by mail, courier, or delivery service.

1. What would the tax assessor estimate taxes to be on the building once improvements would be made?

The Village of Winnetka does not determine the total amount of annual property taxes collected on a property. The Cook County Assessor determines the market value for an improved parcel. The Cook County Treasurer then applies the real estate classification assessment rate, the corresponding total tax rates for all local taxing bodies (e.g., municipality, park district, school districts, Cook County entities, Library, etc.) and the State multiplier to the market value of the improved parcel to arrive at the total amount of property taxes collected in anyone year. The tax rates and State multiplier change from year to year. The formula for calculating property taxes is as follows:

$$\text{Annual Property Taxes Due} = \text{Market Value of Property} * \text{Commercial Assessment Rate} * \text{Total Local Tax Rate} * \text{State Equalizer}$$

The 93 Green Bay Road site is currently exempt from paying property taxes; however, once a commercial establishment operates on the site, the commercial tenant will be required to pay property taxes based upon the above formula.

In Cook County, taxes are paid in arrears. Property taxes paid in 2020 were for the previous calendar (2019). In 2020, property owners in the general area of the 93 Green Bay Road site paid property taxes based upon the following formula:

$$2019 \text{ Property Taxes Due in 2020} = \text{Market Value of Property} * 25\% * 7.9997\% * 2.9160$$

As previously noted, the total local tax rate and the State equalizer change from year to year. It should also be noted that the assessment rate can be changed. Using the above rates would provide only a rough estimate for what the property taxes may be for any one year.

One may also wish to reach out to a real estate attorney to assist with estimating what the property taxes may be based upon your proposed improvements.