



Anne McNamee Lee

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Realty Holdings Corp. dba Coldwell Banker
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Deerfield | IL | 60015
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April 8, 2019

The Village of Deerfield
Daniel Nakahara, AICP | Planner
850 Waukegan Road
Deerfield, IL 60015
Phone: 847-719-7480
Email: dnakahara@deerfield.il.us

**RE: Proposed Coldwell Banker Real Estate Office - 675 Deerfield Rd
Special Use Permit Submittal**

Dear Mr. Nakahara,

This letter is to initiate our application for a Special Use Permit to conduct the business of a typical residential Real Estate brokerage office at the address above. Attached to this letter you will also find:

1. A comprehensive written description of the proposed business
2. A traffic and parking study - *excluded at this time*
3. A scaled site plan showing the proposed tenant space (with tenant names labelled)
4. A scaled floor plan of the proposed space (including rooms and exits)
5. Scaled building elevation drawing with the proposed wall sign (including vinyl door logos)
6. Our response to the Special Use standards

I look forward to hearing your feedback and proceeding through the required steps of the process. Please contact me with any questions.

Sincerely,

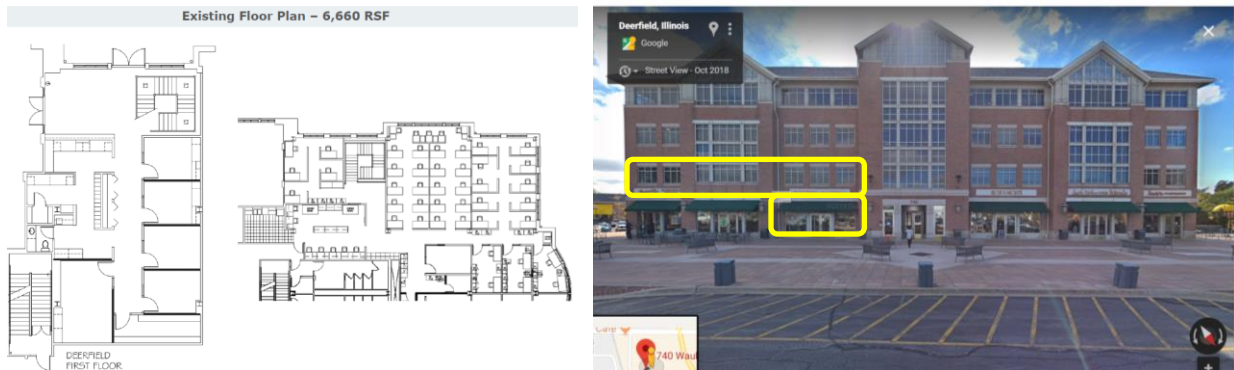
Anne Lee
Project Manager

Cc: Nick Ficca, Transaction Manager, Realty (Nicholas.Ficca@realogy.com)
Thomas Rapone, Dir. Real Estate Strategy, Realty (tom.rapone@realogy.com)
Annette Wildner, Supervisor, DCPM, Realty (Annette.Wildner@Realogy.com)

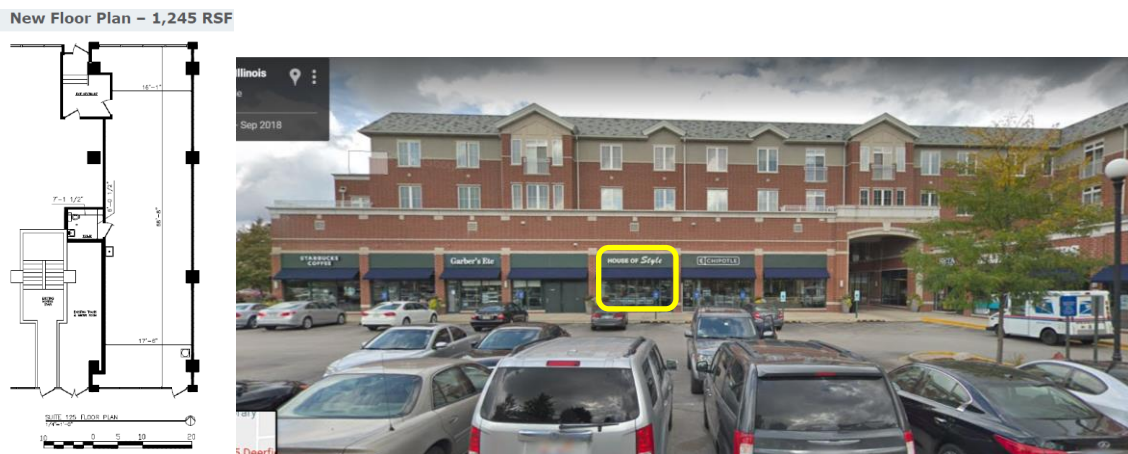
1. A comprehensive written description of the proposed business

Coldwell Banker currently leases 6,660 RSF on the 1st and 2nd floors at 740 Waukegan Road for our Deerfield branch with a lease ending in Spring of 2020. The office space we currently occupy required a similar SUP for non-retail use of the ground level portion of the building. As our business structure is transforming to more of a mobile workforce than ever before, we plan to downsize the office to a smaller “Touch Down” space within downtown Deerfield to maximize the success of key select Deerfield agents and retain our brand presence for our Deerfield clients.

EXISTING: There are currently 64 agents, plus 3 staff, and 1 manager position.



PROPOSED: 2-6 agents, 0-1 staff, and no manager position.



The space selected will provide work area for a maximum of 6 agents and a small 4-person capacity conference room. We will close our Waukegan Road office with our existing Highland Park office (1741 Second Street) accommodating our other agents including the Branch Manager who will also be responsible for oversight of this new 1,245 square foot satellite space.

The expected activities from 675 Deerfield Road will include computer research, emailing, phone calls, teleconferences, 1:1 meetings with clients, developing and printing materials for listings and open houses and other growth-oriented marketing materials.

Specifically, we anticipate the following:

Days and hours of operation:	Occupied for a minimum of Mon-Fri 9-5 with additional coverage by appointment or as needed by the agents
Typical # of visitors/clients per day:	0-5, not likely simultaneously
Total # of employees (full and part-time):	6
The maximum # working at one time:	6

Our agents are independent contractors and their administrative support will be available to them via phone and email and but be physically housed at the Highland Park branch and our support center located at 3 Parkway North, Deerfield. Similarly, large group meetings/ large training sessions /large special events would take place off-site, either at the Highland Park office, our corporate support center at 3 Parkway North, or elsewhere.

To assure optimal security, the space will be accessed not by a key, but with a fob access mechanism reserved for agents and authorized users only. That said, the goal is to allow this Touch-Down space to allow our agents in surrounding areas to have a place to print materials or meet a client in Deerfield should when they are representing homes in Deerfield. We believe we can accomplish this without adding to the car count.

2. A traffic and parking study

Based on the square footage of our leased premises (1,245sf) and the required ratio of one parking space for each 250 square feet of gross floor area for an office, the total number of parking space required is $(1,245 \text{ sf} / 250 \text{ sf} = 4.98 = 5)$.

3. A scaled site plan

| ←----- 566 ft -----> |

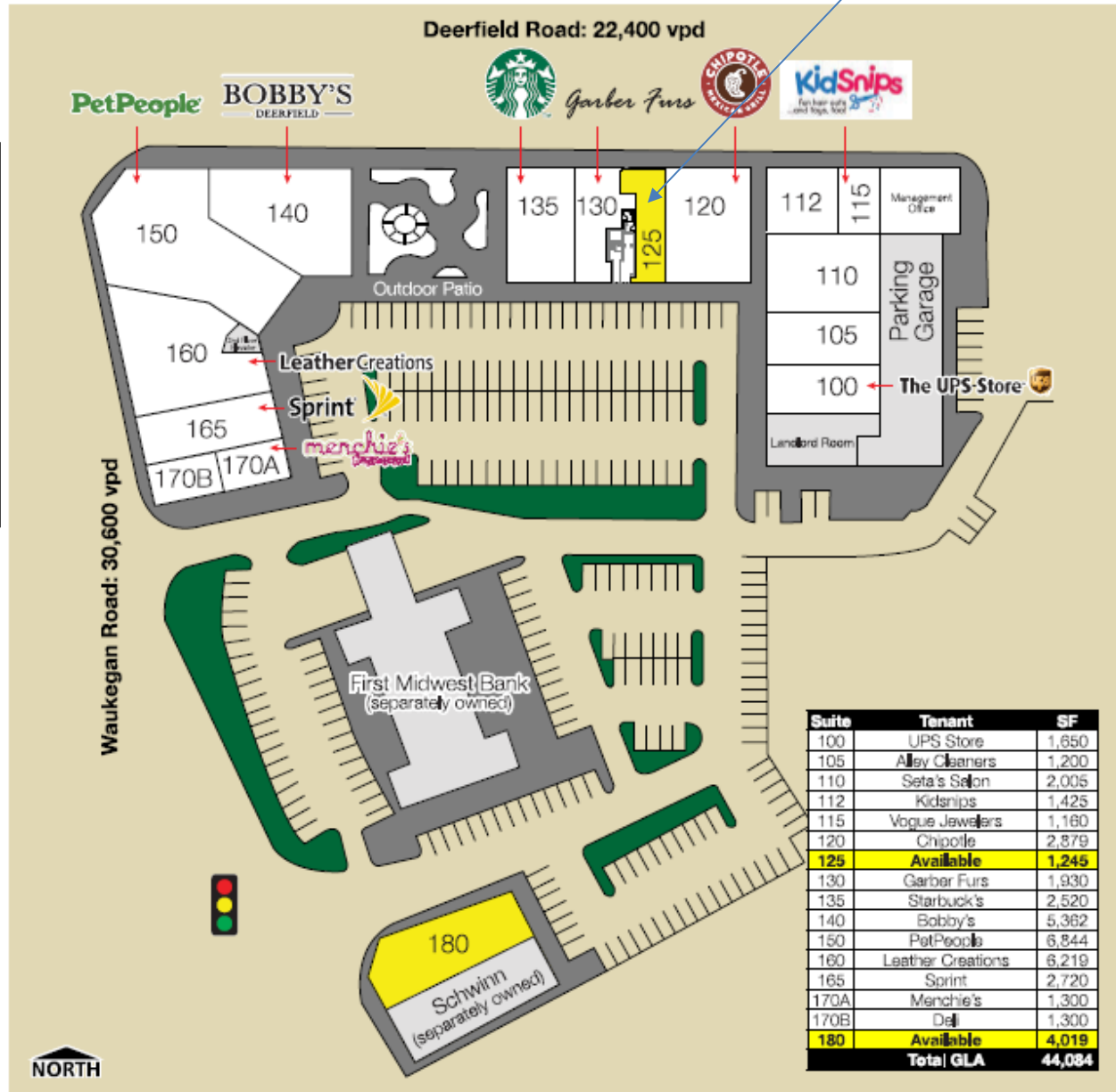
DEERFIELD VILLAGE CENTRE

SEC Waukegan Road & Deerfield Road | Deerfield, IL

COLDWELL BANKER

= Suite 125

| ←----- 188 ft -----> |



CONTACT

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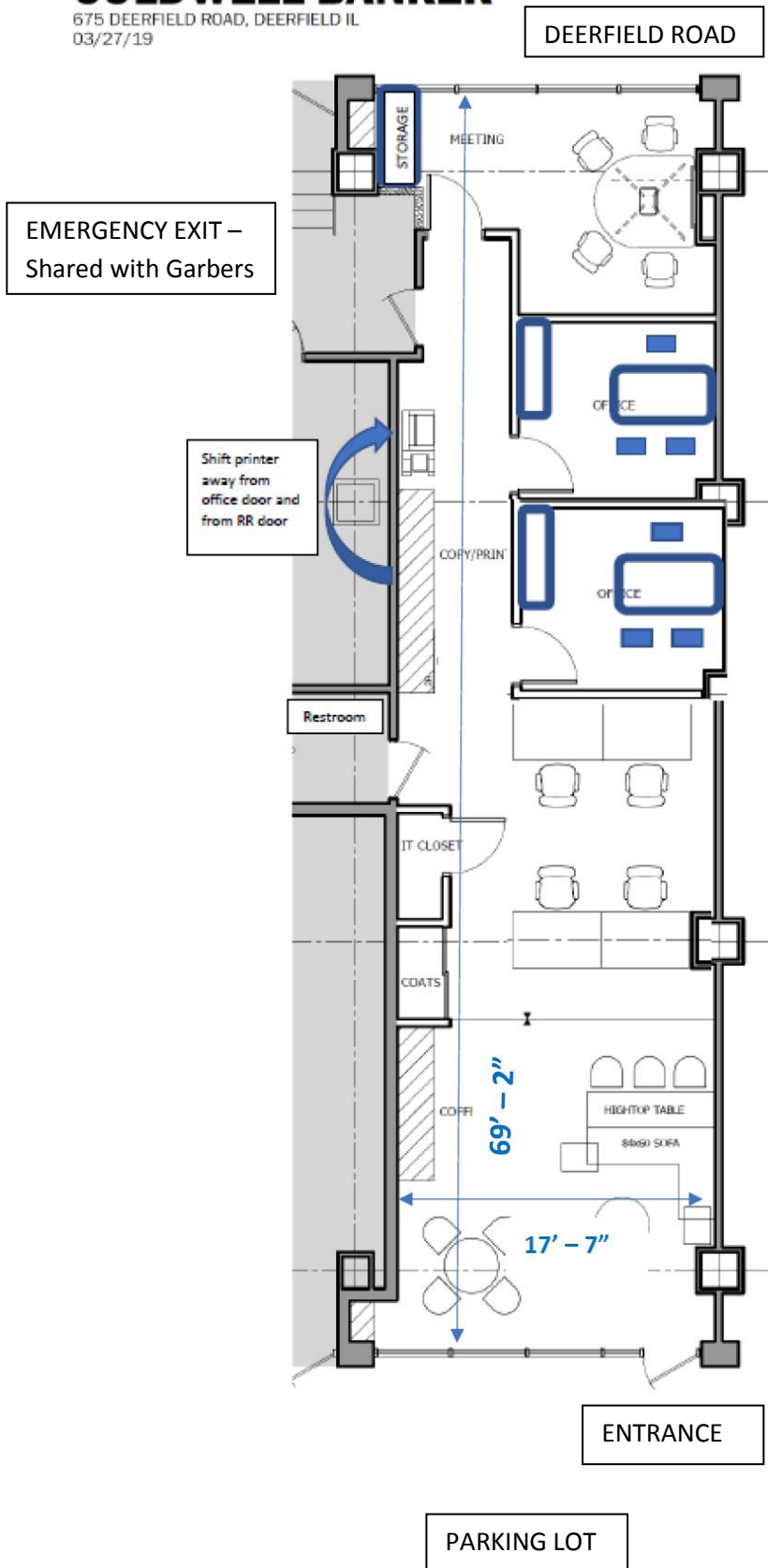
MID-AMERICA
Asset Management, Inc.

One Parkview Plaza, 9th Floor
Oakbrook Terrace, IL 60181
www.midamericagrp.com

4. A scaled floor plan

COLDWELL BANKER

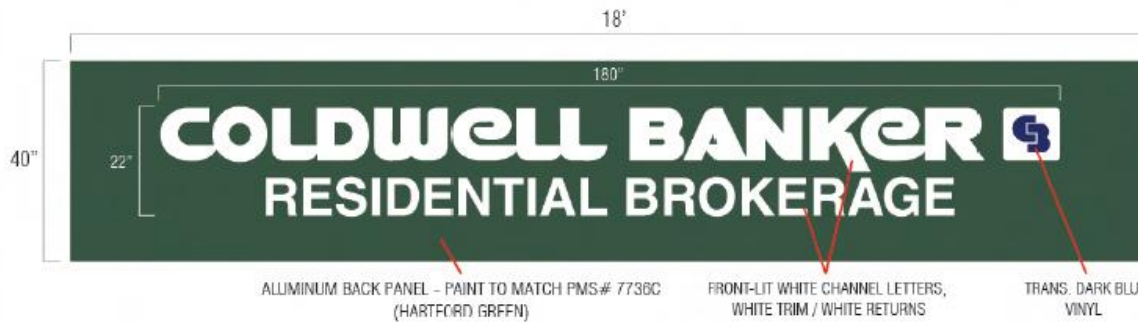
675 DEERFIELD ROAD, DEERFIELD IL
03/27/19



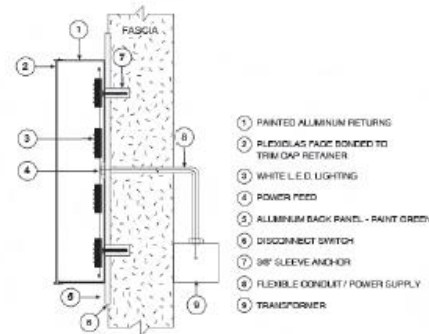
FRONT ELEVATION - STREET FACING

CHANNEL LETTER SIGN

(1) 22" x 180" WHITE LED FRONT-LIT CHANNEL LETTER SIGN w/ LEXAN FACE & BLUE VINYL GRAPHIC, WHITE TRIM CAPS & WHITE PAINTED RETURNS - MOUNT TO NEW 40" x 18' ALUMINUM BACK PANEL, PAINTED GREEN



PROPOSED SIGN



REMOVE & DISPOSE OF EXISTING 40" x 18' BACK PANEL



CUSTOMER: COLDWELL BANKER
 ADDRESS: 675 DEERFIELD RD.
 CITY: DEERFIELD
 STATE: IL ZIP CODE: 60015

DESCRIPTION:

SIGN TYPE 1A - STREET-FACING CHANNEL LETTER SIGN

(1) 22" x 180" LED FACE-LIT CHANNEL LETTER SIGNS w/ WHITE LEXAN FACES & BLUE VINYL GRAPHIC, WHITE TRIM CAPS & WHITE RETURNS
 - FLUSH MOUNT TO NEW 40" x 18' ALUM. BACK PANEL, PAINTED GREEN/PMS 7736C
 - REPLACE EXISTING BACK PANEL ON BUILDING FASCIA

Street Side

VINYL COLORS:

3m DARK BLUE 281C TRANSLUCENT

PANTONE COLORS:

PMS 7736 C / HARTFORD GREEN

DRAWN BY: WV START DATE: 03/19/19
 REVISION NUMBER 1 REVISION DATE: 04/05/19
 SALESMAN: KEN S.

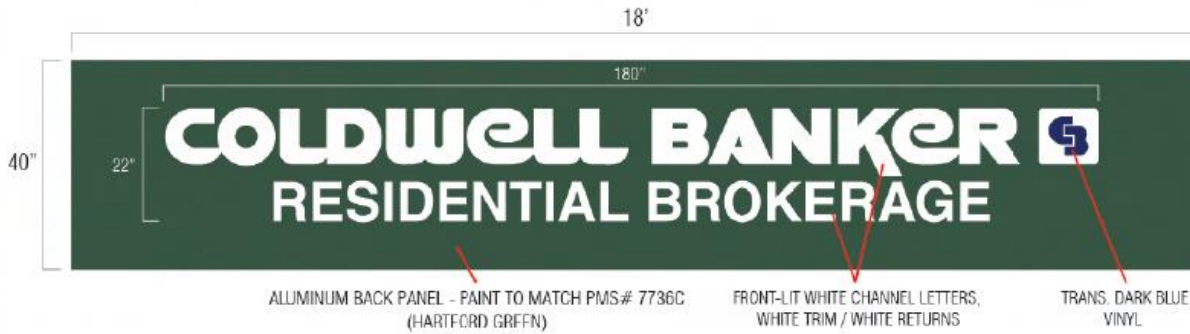


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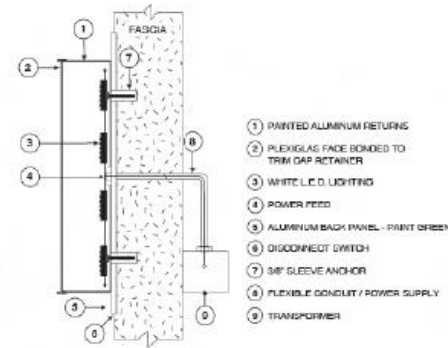
REAR ELEVATION - PARKING LOT FACING

CHANNEL LETTER SIGN

(1) 22" x 180" WHITE LED FRONT-LIT CHANNEL LETTER SIGN w/ LEXAN FACE & BLUE VINYL GRAPHIC, WHITE TRIM CAPS & WHITE PAINTED RETURNS - MOUNT TO NEW 40" x 18" ALUMINUM BACK PANEL, PAINTED GREEN



PROPOSED SIGN



REMOVE & DISPOSE OF EXISTING CHANNEL LETTERS & 40" x 18" BACK PANEL



CUSTOMER: COLDWELL BANKER
 ADDRESS: 675 DEERFIELD RD.
 CITY: DEERFIELD
 STATE: IL ZIP CODE: 60015

DESCRIPTION:

SIGN TYPE 1B - PARKING LOT-FACING CHANNEL LETTER SIGN

(1) 22" x 180" LED FACE-LIT CHANNEL LETTER SIGNS w/ WHITE LEXAN FACES & BLUE VINYL GRAPHIC, WHITE TRIM CAPS & WHITE RETURNS
 - FLUSH MOUNT TO NEW 40" x 18" ALUM. BACK PANEL, PAINTED GREEN/PMS 7736C
 - REMOVE EXISTING CHANNEL LETTERS
 - REPLACE EXISTING BACK PANEL ON BUILDING FASCIA

Entrance Side

VINYL COLORS:

3m DARK BLUE 281C TRANSLUCENT

PANTONE COLORS:

PMS 7736 C / HARTFORD GREEN

DRAWN BY: VV START DATE: 03/19/19
 REVISION NUMBER 1 REVISION DATE: 04/05/19
 SALESMAN: KEN S



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6. **Responses to the SPECIAL USE CRITERIA:** Does it meet the standards for a Special Use? A Special Use shall be authorized only when the Plan Commission finds all of the following:
- A. **Compatible with Existing Development:** The nature and intensity of the activities involved, and the size, placement and design of any structures proposed will be so planned that the Special Use will be compatible with the existing development and will not impede the normal and orderly development and improvement of surrounding property. *We intend to install channel letters on both exterior elevation of our space. That package has been submitted for review the by Village and ARC. The signage will be similar in style to the existing white lettering throughout the rest of the center. We will abide by the restriction posed by the Village and our Landlord. We feel confident that our proposed use will not have an adverse impact on surrounding properties*
 - B. **Lot of Sufficient Size:** The size of the lot will be sufficient for the use proposed. *We require no more than the 1,245sf interior space allocated to us through our proposed lease. No additional exterior space is required than what already exists.*
 - C. **Traffic:** The location of the Special Use within the Village will be such that adverse effects on surrounding properties will be minimal, particularly regarding the traffic generated by the Special Use. *Our proposed use is projected to subject less parking impact than the original retail use. Furthermore, the significant reduction of our existing premises size and agent count lessens the parking and traffic burden on the downtown area of Deerfield.*
 - D. **Parking and Access:** Parking areas will be of adequate size for the particular use and properly located, and the entrance and exit drives will be laid out so as to prevent traffic hazards and nuisances. *Entrance and exit doors and drives are pre-existing. We require no large truck deliveries after the initial buildout of the space. We will schedule that work in accordance with the Village and Property Owner's allowed parameters.*
 - E. **Effect on Neighborhood:** In all respects the Special Use will not be significantly or materially detrimental to the health, safety and welfare of the public or injurious to the other property or improvements in the neighborhood, nor will it diminish or impair property values in the surrounding area. *No such injury will exist as a result of our professional services. We already conduct a similar, yet larger scale, business across the street.*

- F. **Adequate Facilities:** That adequate utilities, access roads, drainage and/or other necessary facilities have been or are being provided. *This an existing building within a well-established center; we require no change to such facilities to support our proposed business.*
- G. **Adequate Buffering:** Adequate fencing and/or screening shall be provided to ensure the enjoyment of surrounding properties, to provide for the public safety or to screen parking areas and other visually incompatible uses. *We operate wholly inside our demised premises. We foresee no disruption to neighboring properties from conducting our business. No new landscaping or fencing is needed.*
- H. **If in C-1 Village Center District: That the establishment of the Special Use will not be injurious to the character of the C-1 Village Center District as a retail center for the Village:** *We feel confident our business provides a needed service to the Deerfield community and believe our presence will serve to introduce current and new residents to the co-located retailers, restaurants, hair salons, and other businesses that make up the center.*