

MEMORANDUM

TO: Plan Commission

FROM: Jeff Ryckaert, Principal Planner and Dan Nakahara, Planner

DATE: May 16, 2019

RE: Public Hearing on the Request for a Special Use to Permit the Establishment of a Real Estate Office for Coldwell Banker to be Located at 675 Deerfield Road Suite 125 (Coldwell Banker Residential Brokerage and Deerfield Village Centre)

Subject Property

The subject property consists of the Deerfield Village Centre development at the southeast corner of Deerfield Road and Waukegan Road. The property is zoned C-1 Village Center District and was approved as a commercial Planned Unit Development (PUD). The development consists of five buildings: retail building #1 on the corner (retail on the first floor and office on the second floor); retail building #2 along Deerfield Road (with three floors of residential above the first floor) where the vacant space and Coldwell Banker real estate office is being proposed; retail building #3 (vacant space former Blockbuster and mattress store and Deerfield Cyclery); and the First Midwest Bank. The setbacks, access points, lot coverage, open space, number of parking spaces, site landscaping, parking lot lighting, trash areas, and storm water management for this commercial planned unit development (PUD) were previously approved. Ordinance O-99-34 in 1999 approved the original Deerfield Centre Commercial Planned Unit Development. Vehicular access to the development is via a signalized access point on Deerfield Road, a signalized access point on Waukegan Road, and a right in/right out access point on Waukegan Road.

Surrounding Land Use and Zoning

North: C-1 Village Center District (across Deerfield Road) – US Bank and Shoppers Court

South: C-1 Village Center District – Small strip center with dry cleaner, beauty shop and future reflexology massage spa

East: R-3 Single Family Residential – Residential

West (across Waukegan Road): C-1 Village Center District – Deerfield Square

Proposed Plan

The petitioners are seeking approval of a Special Use to allow the establishment of a real estate office for Coldwell Banker. The proposed Coldwell Banker office will be approximately 1,245 square feet in area and located between the Garbers Etc. store and Chipolte. The proposed location is the former House of Style store space. The petitioners have indicated that they expect their traffic impact to be minimal. This office will be operating as a satellite office and will provide a work area for a maximum of 6 agents and a small 4-person capacity conference room. 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. The petitioners have indicated that this space will have one permanent employee during traditional business hours. The other primary users of the space are expected to be 2 agents and a manager who are anticipated to be present for a combined 6 to 12 hours per week, if at all. The petitioners have provided a parking summary chart in their materials that indicates the cars per visit for the Manager, Office Admin, Key Agents, Drop-In Agents, Mortgage and Title (none for both), Corp Visitors, Client Appointment, and Closings that the Plan Commission was inquiring about at the pre-filing conference (6-12 events per year, estimated 5-8 cars per event for an approximately 2 hour stay). The applicant has also indicated that any large meetings/larger training session/large special events would take place off site, either at the Highland Park office, or their corporate support center at 3 Parkway North, or elsewhere.

The petitioners have submitted a floor plan of the proposed space. The space will contain a conference room, agent workstations, resource center for clients to gather materials, two offices and a waiting area. The space will be accessed not by a key, but with a fob access mechanism reserved for agents and authorized users only. The petitioner's material indicates that the goal of this space is to allow their agents in surrounding areas to have a place to print materials or meet a client in Deerfield when they are representing homes in Deerfield.

Zoning Conformance

The petitioners are seeking approval of a Special Use for the proposed real estate office. This Village has a first floor retail ordinance that requires a Special Use for non-retail uses on the first floor in the Village Center. Attached are the Special Use standards that will be used to evaluate this request.

Parking

The proposed office use requires one (1) parking space for every 250 square feet therefore the Coldwell Banker real estate office will require 5 parking spaces (1,245 square feet/250 square feet =4.98 or 5 spaces).

When required parking for this commercial PUD is calculated on a use-by-use basis (with no accounting for approved shared parking in the development), approximately the following number of parking spaces would be required for all the uses in Deerfield Centre:

- 5 spaces for proposed Coldwell Banker real estate office
- 14 spaces for Seta Salon
- 23 spaces for the Deerfield Cyclery
- 113 spaces for First Midwest Bank and 2nd floor office uses (including vacant space)
- 100 spaces for residential
- 21 spaces for Starbucks
- 56 spaces for Bobbys Restaurant
- 38 spaces for Chipotle Restaurant
- 10 spaces for Kidsnips hair salon
- 131 spaces for other retail and services uses
- 511 spaces total (435 spaces total with a 15% reduction)

Background Parking for Deerfield Village Centre

At the time the Deerfield Centre Planned Unit Development was approved, parking for the development was approved at 5 per 1,000 square feet of gross floor area for retail (i.e., 1 parking space per 200 square feet of floor area) and 4 per 1,000 square feet of gross floor area for office (i.e., parking space per 250 square feet of floor area) with a 15% reduction for storage areas in the buildings. With a 15% reduction for storage areas, a total of 405 parking spaces were required by code for the subject property, which was determined as follows:

Retail:

44,776 s.f. x .85 = 38,059.6/200 = 190.29 spaces

Deerfield Cyclery: 3,572 s.f. x .85 = 3,036.2/200 = 15.18 spaces

Possible Future Deerfield Cyclery addition: 972 s.f. x .85 = 826.2/200 = 4.13 spaces

Total Retail: 209.6 spaces

Office:

20,286 s.f. x .85 = 17,243.1/250 = 68.97 spaces

Bank: 7,652 x .85 = 6,504.2/250 = 26.01 spaces

Total Office: 94.98 spaces

Residential (56 total apartment units):

24 (one bedroom) x 1.5 = 36 spaces

32 (two bedroom) x 1.5 = 64 spaces

Total Residential: 100 spaces

Total:

209.6 (retail) + 94.98 (office) + 100 (residential) = 404.45 = 405 spaces required based on retail, office, and residential uses with a 15% reduction in square footage for storage areas within the building in the development.

The previously approved 1999 site plan provided a total of 371 parking spaces on the subject property (279 at grade spaces for the commercial uses and 92 indoor spaces for the apartments for a total of 371 spaces for the development). The Deerfield Centre development was short 34 spaces when it was approved (405 spaces required with a 15% reduction for storage areas, minus 371 spaces provided = 34 spaces short). Of the 34 spaces short in the Deerfield Centre development, 26 spaces were in the commercial portion of the development and 8 spaces were in the residential portion of the development.

At the time this development was approved, Ordinance O-99-34 granted a parking variation to allow for 371 spaces. The variation was a reduction in the amount of required parking to reflect the varying peak hour demands for the different uses in the development. In other words, when Deerfield Centre was approved, the various uses in the development were to share parking. The amount of parking for the different mix of uses in the development will vary throughout the day, as the different uses in the development will have varying peak hour demands.

As part of this Special Use petition (and any Special Use), the petitioners must demonstrate that parking will be adequate.

Signage

The petitioners have provided a rendering of their wall signs in their packet. The petitioner's material indicate a wall sign on the north (street facing) and south (parking lot facing) elevations. The sign criteria for Deerfield Village Centre allows sign letters to be a maximum of 24 inches in height and a maximum length of 80% of the store frontage. The petitioners have indicated that the north and south wall signs will be approximately 22 inches in height and 15 feet in length (27.45 square feet in area) and contain the text "Coldwell Banker Residential Brokerage" with a logo.

The petitioners will also have to follow the window signage regulations, which indicate that permanent and temporary signage in a window sign cannot be more than 20 percent of the area of the window or 50 square feet, whichever is less. The window sign regulations apply to window signage located within 4 feet of a window.

Appearance Review Commission

The ARC approved the exterior sign for the Coldwell Banker real estate office at their April meeting. The applicant has to abide by the Village's window sign regulations.

Prefiling Conference Minutes

Attached are the April 25, 2019 Prefiling Conference meeting minutes.

**PLAN COMMISSION
VILLAGE OF DEERFIELD
Minutes**

The Plan Commission of the Village of Deerfield called to order a Workshop Meeting at 7:30 P.M. on April 25, 2019 at the Village Hall, 850 Waukegan Road, Deerfield, Illinois.

Present were: Larry Berg, Chairman
 Al Bromberg
 Blake Schulman
 Justin Silva
 Jennifer Goldstone
 Elaine Jacoby

Also present: Jeff Ryckaert, Principal Planner
 Daniel Nakahara, Planner

Chairman Berg swore in all who plan to testify before the Commission.

Public Comment on a Non-Agenda Item

There were no comments from the public on a non-agenda item.

WORKSHOP MEETING

(1) Prefiling Conference: Request for a Special Use to Permit the Establishment of a Real Estate Office for Coldwell Banker Residential Brokerage to be Located at 675 Deerfield Road Suite 125 (Coldwell Banker Residential Brokerage and Deerfield Village Centre)

The Petitioner Anne Lee, Construction Project Manager at Coldwell Banker of Deerfield addressed the Commission. She shared that the current Deerfield Coldwell Banker is located Deerfield Square next to Barnes and Noble in a 6,000 square foot space that is too large for their needs. She commented that today's real estate agents are very mobile, and the use of office space is declining. The petitioner is requesting a Special Use Permit to relocate to a smaller space still in downtown Deerfield between Starbucks and Chipotle in Deerfield Village Centre.

Ms. Lee provided an overview of their plans for the new office. They will lease a 1,245 square foot space and foresee having no more than six agents who will use the space as their primary office. The office will also serve as a pass through space for other agents who are more mobile and covering the Deerfield area. Ms. Lee reported that the Highland Park Coldwell Banker office is a large office under a longer term lease. Some agents at the current Deerfield office will transition over to this office and still provide coverage and client services for Highland Park and Deerfield. The new Deerfield office will have an administrative employee as well as agents coming and going on weekdays and weekends. The office will be a satellite office for the Highland Park office with one manager overseeing both offices.

Commissioner Bromberg asked if the office would be staffed full-time. Ms. Lee replied that the administrative employee will be in the office Monday through Friday 9:00 A.M. to 5:00 P.M. and

agents may be in the office on the weekends as weekends are often busy for realtors. She added there would be a maximum of approximately six cars at any time although it will often be less.

Chairman Berg asked how many agents and how many staff members are at the current Deerfield office, and how many will be moving to the Highland Park office. Ms. Lee replied that there are about 60 agents and three office staff members and almost all agents will move to Highland Park office.

Commissioner Silva asked Ms. Lee when the existing lease for the Coldwell Banker office expires. Ms. Lee replied that it expires in the first quarter of 2020.

Commissioner Goldstone commented that agents may frequent the new office as well as clients dropping things off and this may affect parking. Ms. Lee stated that they are assuming there will be one to three Coldwell Banker people at the office and that there may be one or two clients or others in addition to this at any given time. She added that there is only one small conference room and there will not be large meetings held there. In addition to the conference room, there are two private offices for agents.

Chairman Berg asked if closings would be held there. Ms. Lee replied that she does not anticipate there will be closings held there as they would take place at the Highland Park office instead, as well as training and meetings. Commissioner Goldstone commented that the application materials state that there will not be closings at the new office. She noted that closings could cause parking issues as a closing could use 7 or more parking spaces.

Commissioner Bromberg clarified with Village staff another real estate office in downtown Deerfield was not allowed to hold closings or large meetings as a part of their Special Use Permit. He added that he would like to see this condition be added. Ms. Lee stated that she would make sure Coldwell Banker could uphold that commitment before addressing this at the Public Hearing.

Chairman Berg asked if there would be a mortgage person, title company person and insurance representative at the new office. Ms. Lee replied that there would not be and that these services will be handled by other surrounding offices.

Commissioner Goldstone confirmed that this will be treated as a satellite office and added that her concern is about parking. She commented that it is too bad Coldwell Banker is downsizing as the current Coldwell Banker Deerfield office has a strong presence.

Commissioner Bromberg provided feedback on the Petitioners responses to the Special Use criteria in the materials. He stated that in response to compatibility with existing development, they talked about signage and they should address the nature of the activities. The Commissioners requested that the responses to the Special Use criteria be checked again to make sure the responses are appropriate for the Public Hearing. Commissioner Silva agreed and added that not all responses to the Special Use criteria seemed to be full. He added that they also do not adequately address parking issues there, as this lot can be crowded throughout the day. He would also like more detail on hours the office maybe open or staffed on the weekends and peak hours weekdays and weekends as this relates to parking.

Commissioner Bromberg commented that overall, he has no problem with the use and would just like responses tightened up for the Public Hearing.

Mr. Nakahara reported that the Petitioners are asking for a waiver for the parking study requirement and would like feedback on this request. Commissioner Bromberg commented that he is fine with the waiver, as no other use will require less parking than this one. All other Commissioners agreed.

Mr. Ryckaert reported that the Public Hearing on this matter will be May 23, 2019.

~~(2) **Prefiling Conference: Request for a Special Use in the I-2 Limited Industrial District to Permit the Establishment of a Personal Fitness Training Center at 151 S. Pfungsten Road, Suites A, B, C, and D for Institute for Human Performance (IHP)**~~

~~The Petitioner Craig White from IHP, LLC provided an overview of their application for a Special Use Permit. They are currently operating their business in the Joy of the Game building behind Deerbrook Mall, which will be redeveloped. They are planning to move to 151 S. Pfungsten, Suites A, B, C and D, which is a 20,000 square foot space. They are also bringing in Trainers' Club, another training company from Northbrook, to join them in the new space and operate a satellite studio there.~~

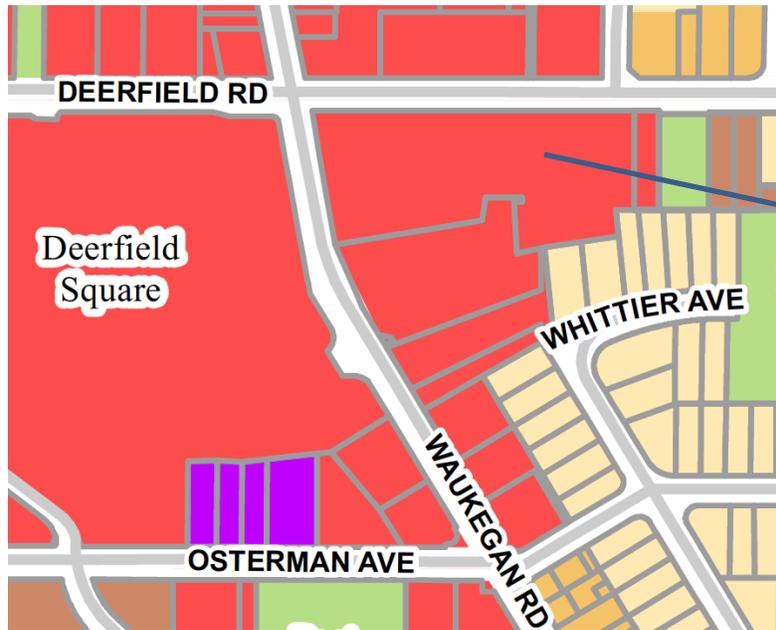
~~Mr. White reported that IHP has 40 trainers and Trainers Club has 10, for a total of 50 trainers that will work out of the new space at different times. This total was used to estimate parking usage for their business at the site. Mr. White stated that there are 29 parking spaces directly in front (west) of the space and another 30 in back (north). Trainers will be instructed to park in back and leave the front spaces free for clients.~~

~~Chairman Berg asked if other tenants in the building use the parking in the back. Mr. White replied that units E through W have a total of 150 parking spots in the front of their units that face the spur, and they do not use the 30 spaces behind units A through D. Mr. White reported that he and his partner completed parking counts for the parking study. Mr. Ryckaert asked the Commission to consider whether the parking analysis is adequate or if they would like a professional parking study. He added that several other tenants at this site have also completed their own parking studies.~~

~~Commissioner Schulman commented that he would like clarification on the total number of spaces at the site as the materials showed 260 in one place and 189 in another. Mr. White replied that the higher number includes the parking to the west at 111 S. Pfungsten Road office building which is contiguous to this property and has been shared parking for many years. Commissioner Silva asked if there is shared access between the properties. Mr. White replied that there is shared access and a legal ingress/egress easement agreement but no document stating that the parking is shared, although shared parking has been in practice. Mr. White added that the parking counts that they did clearly show there is more than enough parking for both buildings at any time.~~

~~Commissioner Bromberg asked if neighboring tenants are aware of their plans to occupy the space. Mr. White replied that they have not informed all neighbors, however they used to be neighbors with the martial arts studio, and they had a good relationship. They are also already in discussions with the CrossFit business, in the building, to have them use their space for certain purposes.~~

Village of Deerfield 2019 Zoning Ordinance Map



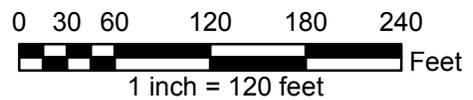
Subject Property

	R-1	SINGLE FAMILY DISTRICT ONE FAMILY DWELLINGS AND ACCESSORY USES
	R-2	SINGLE FAMILY DISTRICT SAME AS R1
	R-3	SINGLE FAMILY DISTRICT SAME AS R1
	R-4	SINGLE & TWO FAMILY ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	R-5	GENERAL RESIDENCE ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	C-1	VILLAGE CENTER
	C-2	OUTLYING COMMERICAL
	C-3	LIMITED COMMERICAL OFFICE
	I-1	OFFICE, RESEARCH, RESTRICTED INDUSTRY
	I-2	LIMITED INDUSTRIAL
	P-1	PUBLIC LANDS SCHOOLS, PARKS, PUBLIC BUILDINGS & CEMETERIES

Deerfield Village Centre



Subject Property



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:

1. 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.
2. Lot of Sufficient Size
The size of the lot will be sufficient for the use proposed.
3. 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.
4. 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.
5. 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.
6. Adequate Facilities
That adequate utilities, access roads, drainage and/or other necessary facilities have been or are being provided.
7. 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.
8. 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.