

**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 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. Pfingsten 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. Pfingsten, 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. Pfingsten 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.

Commissioner Bromberg commented that he does not anticipate that anyone will come to the Public Hearing with comments about parking. Mr. White agreed and added that their business will not interfere with parking.

Commissioner Silva clarified that there is a total of 189 parking spaces on the property as well as more available at 111 S. Pfingsten Road office building property with cross access but no formal parking agreement. He asked if the parking availability is due to vacancies at 111 S. Pfingsten. Mr. Ryckaert stated that is not sure about vacancies, and staff indicated there are 189 spaces at the 151 S. Pfingsten Road property in the staff memo with 159 spaces to the south and west of the building and 30 spaces to the north of the building. Due to proximity this parking has been shared with the office building located to the west, but there is not a cross parking agreement in place he is aware of.

Commissioner Jacoby commented that this is a good use for the space as long as trainers park on the north side of the building.

Commissioner Schulman suggested revising the materials to only include parking totals on the actual property and not on the adjacent property. Commissioner Schulman also clarified that the parking referred to in the front is on the west side and in the back is to the north. Commissioner Goldstone agreed that these points should be clearer in the materials before the Public Hearing.

Chairman Berg asked for more information on the hours of operation and busy times. Mr. White replied that they are open Monday to Friday 5:30 A.M. to 9 P.M., Saturdays 7 A.M. to 5 P.M. and Sundays 8 A.M. to 1 P.M. Their busiest times are 9 A.M. to 11 A.M. and 4 P.M. to 7:30 P.M. weekdays. Chairman Berg suggested sharing this information with the neighboring tenants and covering it at the Public Hearing.

Mr. Nakahara confirmed that all Commissioners are fine with the parking study as is and are not requesting more information.

Mr. Ryckaert asked for more information on signage plans. Currently there are four signs on the awning of each suite entrance, which are considered to be wall signs. Mr. White shared that they plan to have an IHP sign on the C unit awning, third from the north, which will be the main entrance for IHP. They also plan to have signs for three subtenants businesses at each other entrance within the parameters of the ordinance. All four doors will be unlocked when they are open, and clients can access all businesses from any entrance. Mr. White shared that Muscle Activation Technique will use part of unit A, a pilates studio will use part of unit B, IHP will use unite C and Trainers Club will use unit D. Chairman Berg asked if all of the business's hours will be the same. Mr. White replied that units B, C and D would have identical hours.

Mr. White showed the floor plan pointing out the uses throughout the space for IHP and their partners. There will be training areas with different modalities and on the inside of the space there will be contiguous access. Commissioner Goldstone confirmed that IHP is already partnered with these businesses with the exception of Trainers Club, which will be a new partner in the new space.

Mr. Ryckaert reported that he checked the ordinance for wall signs in the I-2 district, which states one wall sign for each business is allowed in a separate entrance buildings.

Chairman Berg reported that the Public Hearing on this matter will be May 23, 2019.

(3) Prefiling Conference: Request for a Special Use to Permit the Establishment of a Health Club Facility for Planet Fitness at 35 N. Waukegan Road in Cadwell's Corners (Planet Fitness and Cadwell's Corners)

The Petitioner Chris Kuoros reported that he and his partner are seeking to open their third Planet Fitness location in most of the former Fresh Thyme Market location in Cadwell's Corners.

Mr. Kuoros shared that Planet Fitness is all about being a judgement free zone and offering a relaxed non-intimidating workout environment geared towards first time gym users. He and his partner opened their first Planet Fitness in 2012 in Montgomery, Illinois and since then have opened two in Lake County in Waukegan and Mundelein. They are in their clubs at least once a week and have a full-time manager and assistant manager to run day to day operations. He shared that they plan to hire a total of 15 staff members, full-time and part-time. There will typically be four staff members there during the day and two overnight. Gym members can use their scan cards to gain entry at any time they are open.

Mr. Kuoros shared that there are two different Planet Fitness operation models, one is the 24/7 model which is open all the time, and the other is the 24/5 which they are proposing. This means they open at 5 A.M. Monday morning, stay staffed, and open until 9 P.M. Friday evening. They are also open 7 A.M. to 7 P.M. Saturdays and Sundays. He added that overnight hours cater to insomniacs who he recommends use their hydrotherapy beds, which are loungers with high pressure water running from the ankles to head. Mr. Kuoros reported that they would put a great deal of effort and money into marketing which is very effective in signing up new members. He added that they keep track of all members check-ins to know what times are their busiest.

Mr. Kuoros shared that there are 1,700 Planet Fitness clubs in North America, and they are one of the largest users of middle size box retail spaces. He stated that Planet Fitness is very strong in providing friendly, service-oriented, knowledgeable staff and the right atmosphere and right price to maintain growth and be an industry leader in fitness. Their facilities are very friendly, and they appeal to a much larger crowd than typical gyms. They appeal to 80 percent of people who want to work out. Many of their members are first time gym users and the majority are female.

Mr. Kuoros shared that in this new location, as in their other clubs, the cardiovascular area will be quite large with over 100 pieces of cardio equipment, in addition to a 30 minute workout area and stretching and ab area. The clubs flow well and have a good design. There will also be a new piece of popular equipment that they call a jungle gym for adults. Mr. Kuoros reported that some staff members are certified trainers and available to assist members at no additional cost.

Mr. Kuoros continued stating that they have two different membership models. Their \$10 membership includes use of one gym location and is month to month with a \$39 annual fee. They also offer their black card membership which includes use of any Planet Fitness gym and the black card member facilities, which are tanning and total body enhancement including hydrotherapy beds, as well as half price cooler drinks.

Regarding parking, Mr. Kuoros reported that they have great data on customer parking from their other locations. Parking demands are opposite of normal retailers. Their busiest time of the year is January through mid-February, whereas retailers are most busy at the end of the year. Mr. Kuoros stated that in their most busy, well-established clubs, the parking demand is never more than 120 parking spaces at any given time. Cadwell's Corners has 327 parking spaces and they do not expect their demand to be anywhere near 120 parking spaces. Employees will be instructed to park in the spaces along Waukegan Road, which will be away from other retailers. Their gyms do not require many deliveries. Any truck deliveries will be received in the front entrance and those deliveries will be for water, sports drinks and paper towels.

Mr. Kuoros reported that regarding effect on neighborhood, they have data from two clubs that also back up to residential. They have never had any complaints at these locations even though they run the 24/5 hours in all locations. They feel their business will have no impact on the neighborhood.

Mr. Kuoros shared that their peak times are Monday through Thursday 4 P.M. to 8 P.M. which is not typically heavy retail time. He added that members typically come and stay for an hour according to data from their Mundelein club, which has been opened for one year. Mr. Kuoros reported that they studied parking from 9 A.M. to 9 P.M. and results showed that there are between 227 to 283 spaces available which would leave an excess of 150 to 175 spaces. They anticipate having no negative impact on parking in the shopping center.

Mr. Kuoros reported that Planet Fitness and his franchises specifically have a history of turning around an otherwise suffering mall increasing retail business for neighboring tenants which has been very positive. Mr. Nakahara commented that that an Economic Development employee at the Village of Montgomery called him and spoke highly about the Mr. Kuoros and his partner.

Commissioner Bromberg suggested that Mr. Kuoros review parking for the Public Hearing with numbers that assume there is no vacancy in the mall. He added that this center was approved for restaurants at the south end, which require more parking. Mr. Nakahara stated that he will provide the Petitioner with this information and the Village is parking data from 2017 recommendation for the center. Mr. Kuoros commented that restaurants are most busy Friday and Saturday nights, which is their least busy time.

Commissioner Bromberg stated that when Fresh Thyme went in to this location the neighbors were not happy, and he suggested that Mr. Kuoros address this for the Public Hearing. Mr. Kuoros agreed, and added that they do not plan to use the access drive behind the space and will also be taking out the overhead delivery doors. The back entrance will be there for safety purposes only.

Chairman Berg asked if music is played inside the business. Mr. Kuoros replied that music plays inside, but it will be not be audible from the outside. Chairman Berg suggested sharing this at the Public Hearing.

Commissioner Jacoby asked if there would be anything other than water and sports drinks sold. Mr. Kuoros replied that they also sell packaged protein bars and some apparel but nothing else. Commissioner Jacoby confirmed there would be no food prepared on site.

Mr. Kuoros showed the floor plan of the site, which is 21,637 square feet. He also showed an image of their signage, which is backlit with a halo effect. He stated that he is set to meet with the Appearance Review Commission, as well.

Commissioner Schulman asked about parking behind Planet Fitness on the site plan that was displayed. He asked if the Planet Fitness employees would park there. Mr. Kuoros replied that this parking is located behind the pet supplies store and the pet store uses four to six of these spaces daily. He stated that Planet Fitness would direct employees to park along Waukegan Road, which is currently left open. He added that overnight employees would park closer as a safety precaution.

Mr. Kuoros showed the interior floor plan pointing out the entrance, front desk, cardio area, strength area, locker rooms, black card area, jungle gym for adults, 30 minute workout area and stretching and abs area. He also showed images of proposed changes to the front elevation. They will use one entrance and close up the other entrance and plan to have windows between the columns. Chairman Berg asked if the windows would be covered. Mr. Kuoros replied that they would have five percent shades that can be used to block sun but will be able to be seen into and out of. The front door will also have some graphics on it for covering. Mr. Kuoros showed an image of a typical planet fitness pylon sign, although they do not yet have plans for the center's existing pylon signs.

Mr. Kuoros shared that in summary, their clubs are owner operated with an established history of success and they take pride in what they do. He added that their investment is serious, and they take it seriously. They take good care of their employees and provide 401k profit sharing, health insurance, dental and vision. They also engage with the community and always invite police and fire personnel to come in and use hydro massagers free anytime. He added that they have had a positive effect on surrounding retail, and they are confident this will be the case in Deerfield, as well.

Commissioner Goldstone commented that this seems like a good use for the space and asked how long the buildout will take. Mr. Kuoros replied that after permitting, they anticipate it will take three to three and a half months. Commissioner Goldstone asked when they plan to open. Mr. Kuoros replied that if they are not open by the end of the year it would hurt them. He added that they conduct a membership presale starting six weeks prior to opening. For presale, they occupy a vacant 1,000 square foot space in the center and have been very successful in doing this.

Commissioner Bromberg asked when deliveries would take place. Mr. Kuoros replied that deliveries would be between 9 A.M. and 5 P.M. on weekdays. Commissioner Bromberg suggested covering this at the Public Hearing in anticipation of questions or objections from neighbors.

Commissioner Goldstone suggested reaching out to the neighbors in advance of the required mailing for the Public Hearing. Commissioner Bromberg stated that in the approval of Fresh Thyme in this space, there were some assurances made to neighbors including time of day for deliveries and landscaped buffering.

Mr. Ryckaert reported that regarding the pylon sign shown, the sign criteria for this center states that the background panel must be white, and the graphic colors are restricted, with the exception of the top anchor panel. Mr. Kuoros replied that they will work with the landlord to be

the top anchor panel as Planet Fitness corporate has final say on if they can go into a space or not and they are strict on using only their logo colors. Mr. Ryckaert added that the ARC would review this in detail.

Commissioner Bromberg commented that trash would be very light for this use. Mr. Kuoros agreed that trash is very light and is mostly paper towels. He added that members could bring their own towels. Planet Fitness does not offer towel service, but they do offer showers and locker rooms. He stated that they have very clean clubs and in addition to janitorial service all staff must also clean daily.

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

Document Approval

The documents were approved by the Commission with a correction provided by Commissioner Bromberg.

Items from the Staff

Mr. Ryckaert reported on upcoming Plan Commission agenda items.

Adjournment

There being no further discussion, Commissioner Bromberg moved, seconded by Commissioner Jacoby to adjourn the Workshop Meeting at 8:49 P.M. The motion passed with a unanimous voice vote.

Respectfully Submitted,
Laura Boll