

**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 July 14, 2022 at Deerfield Village Hall.

Present were: Al Bromberg, Chairman  
Bill Keefe  
Jennifer Goldstone  
Kenneth Stolman  
Sara Lubezny

Absent were: Blake Schulman  
Lisa Crist

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

Chairman Bromberg held a moment of silence for the victims of the Highland Park 4<sup>th</sup> of July shooting.

Chairman Bromberg welcomed new Plan Commissioner Sara Lubezny.

**Public Comment on a Non-Agenda Item**

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

**WORKSHOP MEETING**

**1) Prefiling Conference on the Request to Permit the Establishment of a Self-Improvement Facility Special Use at 827 Waukegan Road**

Chairman Bromberg swore in all who planned to testify before the Commission.

The petitioners Chad Kreindler and Justin Brown, co-owners of theCoderSchool North Shore addressed the Commission along with Amanda Brown who handles public relations for theCoderSchool North Shore.

Mr. Kreindler described their business and what they do. TheCoderSchool is a franchise, founded as a company out of Silicon Valley, California. Its purpose is to teach kids in an after school enrichment program how to code. He stated that computer programming and coding is an important part of our current technology in society, and enriching kids with these skills is important to the community through this community based business. Mr. Kreindler shared that he has a background in education technology. Their theCoderSchool franchise was originally located in Highland Park and due to the pandemic moved to other locations. They are now happy to have the opportunity to bring the business to Deerfield, as both owners are Deerfield residents. Mr. Kreindler stated that the nature of the business is a personalized and customized model where they cater to the needs, interests, and abilities of each student to teach them in an engaging atmosphere. In hiring their coaches, they not only look for the ability to code but look

for skills to relate to the kids and keep their interest. He added that it is important for their coaches to encourage and engage the students. Their services are primarily given in personalized one-on-one or two-on-one lessons, as a private or semi-private model. Also as there are different needs and price points for families, they also offer other options like a more traditional classes and camps.

Mr. Brown reported that they are seeking a Special Use Permit in the C-1 Zoning District at 827 Waukegan Road. The space is 850 square feet. Their first space was 1,200 square feet and they then moved to a much smaller 250 square foot space within the Rootz Enrichment programs. Mr. Brown commented that this will be a nice size space for them. He added that theCoderSchool is an experiential business and this space will offer a good layout for this. They will also have an associated merchandise business around the perimeter of the space.

Ms. Brown displayed the site plan pointing out the 827 and 829 Waukegan Road buildings on the lot, with parking in the back and a single lane driveway on the north side. They are planning to have 12 parking spaces with one being accessible. They are adding a wheelchair ramp in the back of the unit. The parking stalls are 9 by 19 feet, and the driveway is more than 24 feet wide. Chairman Bromberg confirmed that the two buildings are on one lot and asked if they have the same owner. Mr. Brown replied that he owns the lot with both buildings and is also owner of the sports memorabilia business in the north building (829 Waukegan Road building), and theCoderSchool will be in the south building (827 Waukegan Road building). Chairman Bromberg asked if the sports memorabilia business is currently open and operating. Mr. Brown replied that is a mostly online business right now building up inventory and the store is by appointment only.

Mr. Brown presented the interior layout. At the front (west) entrance there will be a reception area and to the left there will be a display of coding books and other items. After reception there will be two workshop tables that will seat a total of 12 including the coaches. In the back there is one bathroom and there is currently an office that will be converted into an accessible bathroom.

Mr. Kreindler showed images of the elevations. He stated that they envision that when a parent drops off or escorts their child in, they will park in the back, walk on the path between the buildings, enter in the front and check in at the reception area. At times there may be one or two parents seated in the reception area. In the main part of the space there will be the two tables where they will cater to students in 1:1 or 2:1 lessons. He commented that they like the idea of the merchandising aspect coupled with the Special Use because it gives an extra enrichment aspect to the business. He stated that this will be a good space for this type of business.

Mr. Kreindler commented that on a personal note, the most fulfilling part of this business is the stories that they see. For example, hiring high school students to be coaches from the local schools and seeing their development and confidence as coaches and going to college for computer science. They have a former coach who built an app for another business. And these stories show why they do this. They are excited to bring their business to Deerfield where they also live.

Commissioner Keefe asked if the office will be converted to an ADA bathroom before they will open. Mr. Brown replied that they cannot apply for the permits for the interior until the Special Use is approved and that they intend to have the ADA bathroom completed before they open. Ms. Brown added that they have the plans for the ADA bathroom and will apply for permits if the Special Use is approved.

Mr. Kreindler shared more information about the business. The peak times will be 4 to 7 P.M. And at no time do they expect there to be more than 8 to 12 in the space including three coaches. The general manager is one of the coaches and she will be there frequently. Mr. Kreindler added that there is a slight seasonal aspect to the business as it is concurrent to the school schedule, and they do offer camps in the summer. The hours during camps are from 9 A.M. to 3 P.M. with the same number of people at any given time.

Mr. Brown reviewed the Special Use criteria. He stated that the use is consistent with the character of the neighborhood and because it is an experiential business, people will want to walk through the space and experience what the service is like. The lot is also of sufficient size. They have operated in spaces from 1,200 to 250 square feet, and 850 square feet is similar with what other franchises are doing nationally. Regarding parking, in the past they have operated without any dedicated parking, and this is an upgrade with the addition of an accessible space. There is also public parking close by and access from several locations is sufficient. One thing of note is that the driveway on the north will remain an entrance only and they will add signage for this, so that it is not used as an exit. Ms. Brown added that parking is mostly short-term and is used for dropping off students.

Commissioner Goldstone commented that the area is pretty congested being close to Upper Crust and Dear Frank's, and parking may be tight to get in and out of. She asked how many cars they expect at any given time if they have 8 to 12 people in the space. Mr. Brown replied that they will usually have three coaches and could have four to five parents dropping off or picking up which could be up to 8 cars, and they are trying to provide a buffer with 12 spaces. Commissioner Goldstone added that she would like to see their plans for drop off and pick up because it is a tight area. Mr. Brown replied that they can consider this and create a plan. He agreed that this should be thought through and he can relate to this as a parent. Ms. Brown added that students will be there 4 to 7 P.M which is only a small overlap with other businesses in the area and they may not have the same peak times. Mr. Brown stated that they would like to provide an easy way to drop off and pick up and they can think through the flow of this. Ms. Brown added that the north driveway will be an entrance and the exit will be one of the other access points.

Chairman Bromberg asked how long most students are there for. Mr. Brown replied that most students are there for one hour, occasionally two hours, aside from camps in the summer that are 6 hours, from 9 A.M. to 3 P.M.

Ms. Brown reviewed the signage plans which is the CoderSchool corporate logo. The building sign will be individual letters with existing lights above to illuminate it. They will work with the Appearance Review Commission on the signage plans. The dimensions of the sign are 15.5 inches by 18 inches which is about the same size as what is there now, just updated with their individual letters. There will not be a runner, the letters will be directly on the brick.

Chairman Bromberg stated that they are asking to waive the traffic study and asked if any commissioners object to this request. There were no objections, and the traffic study requirement was waived. Chairman Bromberg asked if they are required to add a bike rack. Mr. Ryckaert replied that this can be considered but it is not currently required in the zoning ordinances. Mr. Kreindler replied this is a good suggestion and they can look into this. Their students are age kindergarten through 12th grade and the most common age is 9 to 10.

Commissioner Goldstone added that middle school students ride their bikes a great deal and a bike rack is an important consideration.

Commissioner Lubezny confirmed that drop off in the back and students would walk to the front. Mr. Kreindler stated that they could enter through the front or back, but the flow of the space will have reception in the front. He added that primarily a parent would walk their child in through the front, wait for a coach to greet them, and then leave. There is a sidewalk in between the two buildings to get to the front entrance. Commissioner Goldstone suggested that they flip the space and make the back the front. Mr. Kreindler replied that this may not make sense for the layout as the front works for an entry. Mr. Kreindler added that another fulfilling part of this business is that there are a lot of students with special needs who are serviced and given the opportunity to thrive in a setting where they enjoy what they are doing. Commissioner Goldstone added that she is glad to see this business come to Deerfield.

Commissioner Stolman asked how enrollment is doing. Mr. Kreindler replied that they took a hit during the pandemic and did not have in person classes for a period of time, but the current on-site business is now steady and doing well. He added that they coach between 40 and 65 students on-site, and that the other aspect of the business is after school enrichment through the schools and the Park District which services 100 to 200 students throughout the year depending on the session.

Mr. Kreindler stated that it is their goal is to bring a community-based business to Deerfield and to provide something that they can be proud of that further enriches the downtown area. He concluded that they feel this will be a really good location for them.

Chairman Bromberg summarized the Commission's suggestions to the petitioners for the Public Hearing; to have more information about the flow of traffic with drop off and pick up and to consider adding a bike rack. He added that it is great to see this business come to Deerfield and he hopes they are very successful.

Mr. Ryckaert reported that the Public Hearing for this matter will be at the August 11, 2022 Plan Commission meeting. Mr. Ryckaert reported that this year the Village approved a façade improvement program for renovations to commercial buildings, and the petitioners are the first to take advantage of the new program and they have been working with staff and the Appearance Review Commission on this.

## **DOCUMENT APPROVAL**

1. 60 S. Waukegan Road – Starbucks Drive-Thru Signage Recommendation
2. June 23, 2022 Plan Commission Minutes

Commissioner Goldstone moved, seconded by Commissioner Stolman to approve the documents. The motion passed with a unanimous voice vote.

## **Items from the Staff**

Mr. Ryckaert reported on upcoming agenda items. The next meeting will be July 28, 2022.

## **Adjournment**

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There being no further discussion, Commissioner Stolman moved, seconded by Commissioner Goldstone to adjourn the meeting at 7:59 P.M. The motion passed with a unanimous voice vote.

Respectfully Submitted,

Laura Boll