



COMMUNITY DEVELOPMENT
DEPARTMENT

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Date: January 5, 2024

To: Chair Castellano and the Appearance Review Commission

From: Kate McManus, Planner III-AICP

Subject: Design Review of 721-739 Green Bay Road

Summary

In November 2023, the Village received a Planned Unit Development (PUD) application from Optima to construct a seven-story mixed-use building at the former Imperial Motors site on Green Bay Road (721 – 739 Green Bay Road). The proposed project is immediately north of Optima Verdana I (1210 Central Avenue) which was approved by the Village Board in February 2020. The new application proposes constructing Optima Verdana II, which from an architectural perspective is an extension/replication of the now constructed Verdana I.

Optima, Inc will be attending the January 11, 2024 Appearance Review Commission (ARC) meeting for a non-binding design review of their development proposal for 721-739 Green Bay Road.

Background

Unlike traditional applications reviewed by the ARC, PUD applications only require review by the Plan Commission and Village Board and not the Appearance Review Commission or Zoning Board of Appeals. While no formal review is required, staff encouraged the applicant to seek a non-binding review of their proposal to inform the Plan Commission and Village Board deliberations.

Because no formal review by the Appearance Review Commission is required there are no specific review criteria which the Commission needs to address. However, in order to provide a productive review of the proposal, staff recommends the Commission concentrate efforts on the following:

- General contextual discussion & ARC Standards of Review

- Review of proposed public plaza
- Variations from the Village Center zoning district building design and location regulations

General Contextual Discussion & ARC Standards of Review

The Village Board is seeking advice and guidance from the resident experts on the ARC as to whether and how the proposed Verdana II design works within the overall context of downtown Wilmette and Green Bay Road as a gateway into Wilmette. The Commission is asked to discuss the Optima development as a whole and how Phase II impacts the streetscape, scale, and character of the surrounding downtown.

The Appearance Review Certificate Standards of Review are attached for reference. Particular focus should be given to standards #7 and #8 which discourage excessive similarity and dissimilarity to surrounding and adjoining structures and speak to the design's relationship to the street and pedestrian environment.

Ultimately, the ARC is to provide the following guidance to the Plan Commission and Village Board:

- Is constructing a “twin” of Verdana I architecturally appropriate within the context of downtown Wilmette and Green Bay Road:
 - If yes:
 - Provide discussion/analysis to support this perspective
 - Identify design elements needing further clarification or detail to assist the Plan Commission and Village Board in their reviews
 - If no:
 - Provide discussion/analysis to support this perspective
 - Discuss with the applicant possible alternatives which may be more appropriate

Review of Proposed Public Plaza

The applicant is proposing a 2,497 square foot public plaza situated immediately north of the existing Verdana I structure. The proposed plaza consists of an area open to the sky measuring 32.5 square feet by 45 square feet and a covered portion measuring 37.5 square feet by 45 square feet.

Specific questions for the ARC to consider:

- Is the space appropriately sized based upon the scale of the proposed structure and the existing Verdana I structure
- Is the space appropriately located in relationship to the street and pedestrian environment as well as the existing Verdana I structure
- Are there features that should be considered within the space to provide benefit to the community

To help ARC members visualize the proposed plaza, the applicant, at the Village's request, has marked off the width and depth of the plaza at the site in green paint. ARC members are encouraged to visit the site and review the proposed space prior to the January 11 meeting.

Variations from Design Standards

As part of the Planned Unit Development application, Optima is seeking relief from sections of the Village's Zoning Ordinance including some design standards contained in the Village Center zoning regulations. The standards listed below are provided for the Commission's consideration.

10-8(a) Building massing.

10-8(A)(1): All Buildings over one story must evidence a design that illustrates a bottom, middle, and top.

While the 6th floor setback arguably creates a top, by design the 6th floor is only visible from a distance.

10-8(a)(3) The front yard may be increased to a maximum of 10'-0" if a courtyard, plaza or seating area is incorporated into the development adjacent to the public street. At least fifty percent (50%) of the building frontage must meet the required setbacks.

A 45' front yard setback is proposed to provide a public plaza.

10-8(a)(4)(A) For every twenty-five (25) linear feet of building length, rooflines must either be varied with a change in height or within the incorporation of a major focal point feature such as a dormer, gable or projected wall feature.

Although balconies break up a portion of the building, three segments of the facade facing Green Bay Road exceed 25 feet.

10-8 (a)(4)(B) Ground floor of commercial buildings must be designed with a minimum ground floor height of fourteen (14) feet, as measured from the finished floor of the ground floor to the finished floor of the second story.

The proposed building shows a ground floor height of thirteen (13) feet.

10-8(b) Building Orientation and Pedestrian Access.

10-8(b)(2) Direct access shall be provided from parking areas to individual ground floor tenants or shared lobby areas. A secondary building entry may be used for this purpose if it provides access to all ground floor tenants and vertical circulation similar to the primary entry.

The Verdana II commercial space will use the elevator lobby provided for the Verdana I commercial space.

10-8(b)(5)(C) For parcels one hundred fifty (150) feet or more in width, two (2) dedicated pedestrian access paths are required.

The public elevator in Verdana I will provide access from the public underground parking to grade on Green Bay Road just south of Verdana II.

10-8(g) Prohibited building materials.

10-8(g)(D) Exterior Insulation Finish System, EIFS or "Dryvit" (non-masonry stucco products a.k.a. Artificial Stucco, Synthetic Stucco, Vinyl Stucco, and Latex Stucco).

EIFS is proposed on the ceiling to insulate the building above.

10-8(g)(I): Reflective, tinted or colored glass is a prohibited building material.

The proposed glass is consistent with Verdana I.

Documents Attached

- ARC Certificate Standards of Review
- Application for Planned Unit Development with Respect to 721-739 Green Bay Road, dated January 11, 2024
- January 6, 2020 Minutes from ARC meeting discussing Optima Verdana I
- Email received by Kira Brecht dated November 26, 2023
- Email received by Loryn Kogan dated August 31, 2023
- Email received by Jeff Later dated September 1, 2023
- Email received by Alex Apatoff Besen dated September 6, 2023
- Email received by Larry Craig dated December 1, 2023
- Email received by Maria Hubbard dated December 14, 2023
- Email received by Kim and Joe Decker dated December 1, 2023
- Email received by Kate Dunn Smith dated December 28, 2023
- Email received by Cindy Fey dated December 17, 2023
- Email received by Kristin and Bradley Merk dated January 3, 2024
- Transmittal email received by Mark Riehle, Optima Inc. dated January 4, 2024

Optima Verdana Phase 2

APPEARANCE REVIEW COMMISSION MEETING

1/11/24

optima[®]



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

Appearance Review Commission Presentation Table of Contents

About this Presentation

- This presentation is designed for the members of the Appearance Review Commission as well as the citizens of Wilmette. The focus of this presentation is on the appearance of the building and also includes relevant aspects of the development that have come up during the neighborhood outreach process as well as from the Village of Wilmette.
- The sections of this presentation have been selected directly from the current Optima Verdana Phase 2 Submittal 11/20/23 and have been reorganized for this Appearance Review Commission presentation. We have highlighted aspects of our proposal that are most relevant and important for this presentation in yellow and any additional information that has been added since our 11/20/23 submittal is highlighted in blue.
- The 11/20/23 Optima Verdana Phase 2 Preliminary Plan submittal can be found on the Village of Wilmette website as well as our [learnaboutverdana2.com](#) website.
- Optima has sent this presentation via email to the Village of Wilmette Planning Department as well as provided hard copies for each of the Appearance Review Commission Members.

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View from Green Bay Road Looking Northwest

*full-size renderings are included on pages 21-32

About the Approval Process, Schedule, and Neighborhood Outreach

Anticipated Schedule

June - September, 2023:	Extensive Design Work, Feasibility Research, and Preliminary Coordination with the Village.
August 31, 2023:	Neighborhood Outreach Open House at the Wilmette Public Library (49 People Attended).
September 14, 2023:	Pre-Application Submission.
November 20, 2023:	Application for Planned Unit Development Including Submission of Preliminary Plan.
December 12 & 13, 2023:	Neighborhood Outreach Open House at the Lawn at Wilmette Golf Club (22 People Attended).
January 3 & 4, 2024:	Neighborhood Outreach Open House at the Lawn at Wilmette Golf Club (TBD).
January 11, 2024:	Appearance Review Commission Hearing.
January 30, 2024:	Plan Commission Hearing(s).
March 12, 2024:	Village Board Hearing(s).



View from Green Bay Road Looking Northwest

*full-size renderings are included on pages 21-32

About the Status, Process, and Neighborhood Outreach

Please see below for the anticipated schedule for the Optima Verdana Phase 2 approval process. Optima is the Developer, Architect, General Contractor, and Property Manager.

Located adjacent to Optima Verdana Phase 1 on Green Bay Road, this site is specifically identified as a "redevelopment opportunity site¹" in the Wilmette Village Center Master Plan.

Optima Verdana Phase 2 will achieve "Two Green Globes®" from the GBI (Green Building Initiative) and the International Energy Conservation Code. Also, the site design addresses stormwater management with on-site stormwater detention that allows the control of the volume released into the stormwater system, this allows for more effective management of water volumes that are sent down stream and reduces the impact caused by the Imperial Motor Site on the Village's storm/sewer water system.

Optima started the neighborhood outreach process on August 31st by holding an Open House at the Wilmette Public Library. Notices for that Open House were sent to residences in the immediate vicinity of the site. Also, a local news article appeared in The Record North Shore informing people of the Open House, and 49 people attended. At the meeting there were several requests for more neighborhood outreach events Optima responded with additional open house meetings so that we could continue to create a dialogue with the community, hear concerns first hand and respond as appropriate. Since August, Optima held five (5) open houses on the project on the following dates: August 31st, December 12th, December 13th, January 3rd, and January 4th.

The schedule for the consideration and approval of this Application for Planned Unit Development will be determined by the Village of Wilmette and is expected to take approximately six to nine months. This formal zoning process began with our Pre-Application Submission and meetings with Village staff and will continue with meetings with Village staff, our voluntary presentation of the project to the Appearance Review Commission, and hearings before both the Plan Commission and the Village Board of Trustees. Notices of public hearings will be sent to owners and occupants within 250'-0" of the site and will be published, all in accordance with the Village's zoning ordinance, as well as being posted on our project website (learnaboutverdana2.com). The Optima Verdana Phase 2 informational website is live and includes a link to this submission and future submissions, timeline and schedule updates, as well as future neighborhood outreach events.

¹Wilmette Village Center Master Plan

About Optima

Founded in 1978 by David C. Hovey, FAIA, Optima is a family owned, privately-held, design-driven real estate development firm with offices in Scottsdale, Arizona and Chicago, Illinois.

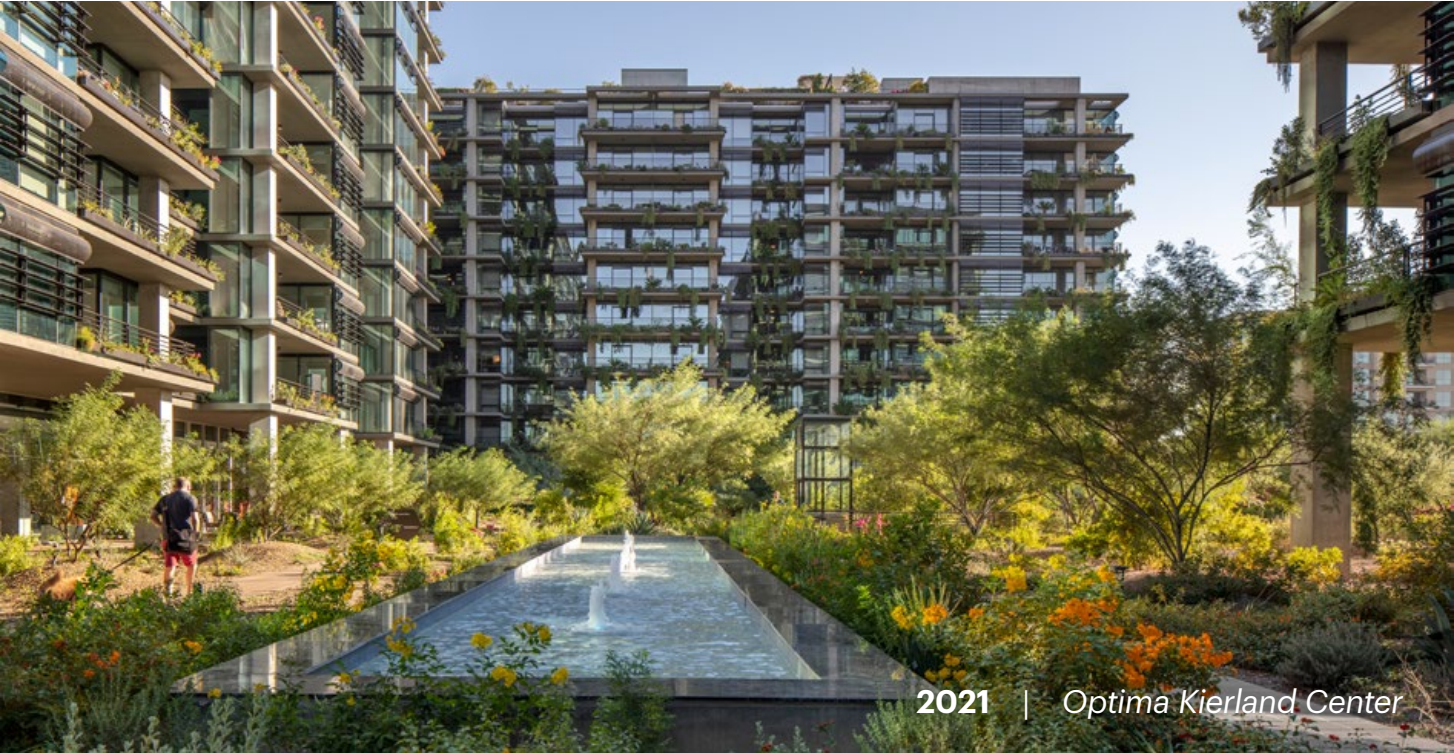
For more than 45 years, Optima has been developing, designing, building and managing striking urban and suburban luxury residential communities. From the beginning, Optima aimed to reinvent housing by integrating the functions involved in new construction within one company. Optima controls and executes every aspect of the process in-house – development, design, construction, sales and management – for a dynamic system that offers greater focus and fluidity.

Optima is committed to delivering extraordinary living through design, innovation, sustainability and management. We believe that exceptional design enhances the human experience.

The Chicago Chapter of the American Institute of Architects (AIA) recognized Optima as the Firm of the Year in 2021.

Since founding the company in 1978, Optima has won over 30 architecture awards from the American Institute of Architects (AIA) as well as over 80 awards from National and International Architecture, Construction, and Sustainability Award Juries.

Optima has a long history of developing in Wilmette beginning with 1618 Sheridan Rd. in 1991, Optima Center Wilmette in 1997, Lake Courts in 1998, and most recently Optima Verdana.



Recent Project Awards 2019-2023

2022

- AIA Chicago Design Excellence Award – Optima Kierland Center
- Architecture Masterprize Award – Optima Sonoran Village
- AIA Chicago Design Excellence Award – Rising Sun
- 2022 SRP Champions of Sustainability Award – Optima Sonoran Village
- ADOSH SHARP Program – 7190 Optima Kierland
- Chicago Athenaeum Honorable Mention – Optima Sonoran Village
- Chicago Athenaeum Honorable Mention – Optima Kierland Center

2021

- American Institute of Architects (AIA) Chicago Firm of the Year
- American Architecture Award – Optima Kierland Center
- American Architecture Award – Optima Sonoran Village
- AIA Chicago Distinguished Building Award – AZ Courtyard House
- Green Good Design Award – Optima Kierland Center
- Outstanding Property Award London – Optima Signature
- Architizer A+ Award Finalist - Optima Signature

2020

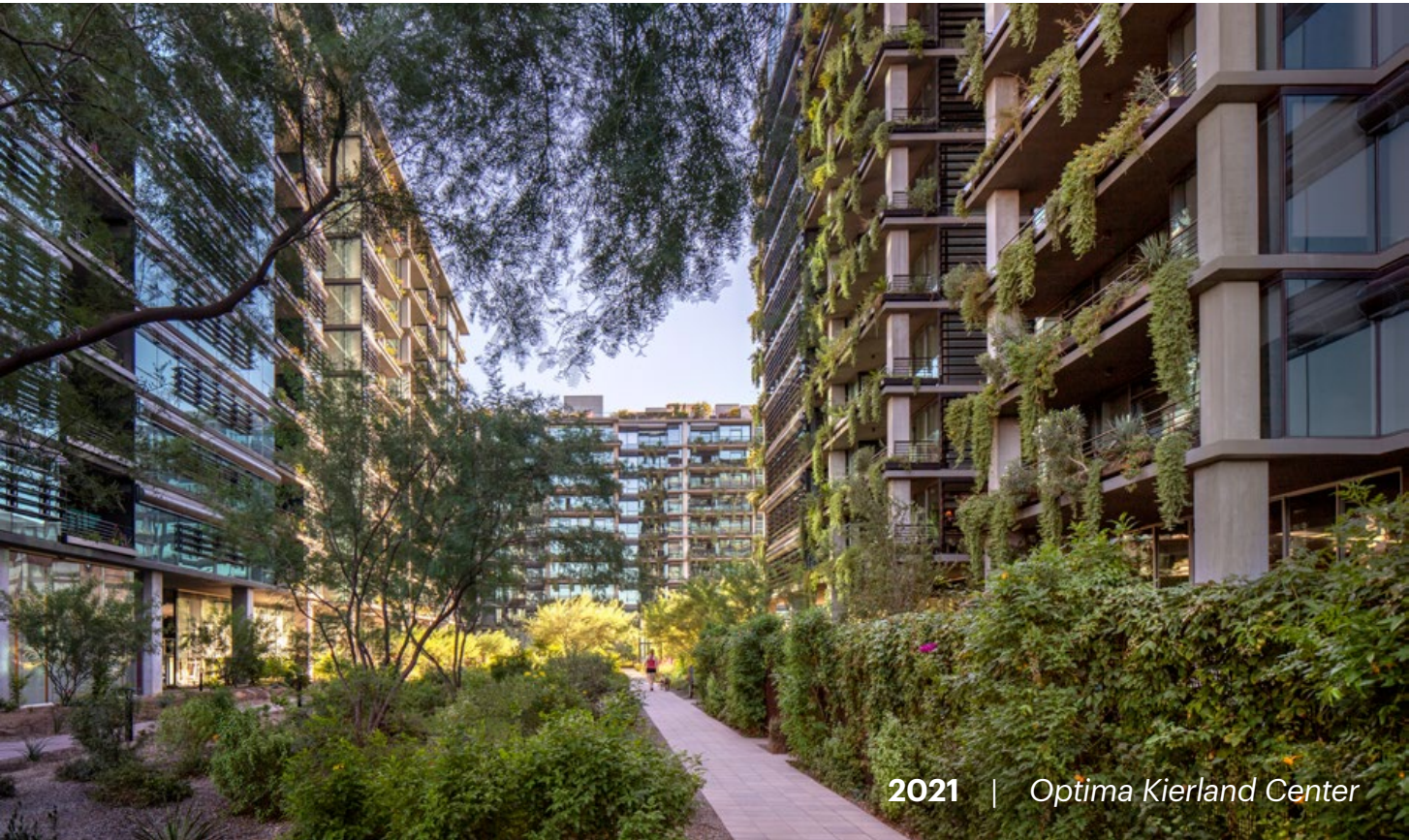
- AIA Chicago Distinguished Building Award – Whale Bay House
- Green Good Design Award – Optima Sonoran Village
- Outstanding Property Award London – Optima Kierland Center
- Outstanding Property Award London – Optima Sonoran Village
- Outstanding Property Award London – Arizona Courtyard House

2019

- AIA Chicago Divine Detail Award – Optima Sonoran Village
- American Architecture Award – Whale Bay House
- Architecture MasterPrize – AZ Courtyard House
- Architizer A+ Award Finalist - AZ Courtyard House



2019 | Optima Sonoran Village



2021 | Optima Kierland Center

About the Architects/Developer

David Hovey Sr., FAIA

CEO of Optima, Inc.

Mr. David C. Hovey Sr., FAIA, founded Optima in 1978 with the goal to reinvent multifamily residential housing by optimizing development, design, construction and operations within a single company. In Optima’s more than 40 years, Mr. Hovey Sr. has overseen the construction of approximately 3,500 condos, apartments and townhouses in the metropolitan Chicago area, plus another 2,500 units in Phoenix and Scottsdale, Arizona. He was awarded both his Bachelor of Architecture and Master of Science in Architecture by the Illinois Institute of Technology. Mr. Hovey Sr. returned to the architecture program at IIT as an associate professor, a position he held for more than 35 years.

Hovey Sr. is a Fellow of The American Institute of Architects (FAIA) – the highest membership honor for AIA members. His work has earned numerous awards for excellence in architecture, planning and green design.

David Hovey Jr., AIA

President & COO

Mr. David Hovey Jr. is president and COO of Optima, Inc. and Optima related entities. He oversees all company entities and business units including development, architecture, construction, land acquisition, entitlements, corporate finance, sales and marketing, investor relations, and asset management.

Mr. Hovey Jr.’s architectural work has received national and international awards from National AIA, AIA Chicago, AIA Arizona, The American Architecture Awards, The Architecture MasterPrize, The European Centre for Architecture, and The International Property Awards.

Mr. Hovey Jr. founded Optima DCHGlobal Inc. after patenting a modular prefabricated building system that utilizes a connector plate technology that enables design flexibility in both horizontal and vertical planes, is sustainable up to the net-zero level, multi-generational, and can be built quickly and efficiently in any location, climate, or terrain. The system has been described by AIA jurors as the future of American housing. Optima DCHGlobal Inc. designs and builds modular prefabricated buildings.

Mr. Hovey Jr. received his Master of Architecture degree from the Illinois Institute of Technology and Bachelor of Science in City and Regional Planning from Cornell University. He is a licensed architect in New Zealand, Arizona, and Illinois; and holds an I-G10 manufactured housing license. He a member of The American Institute of Architects (AIA), ULI, YPO Scottsdale, and Cornell University Sphinx Head Society.

Eileen Sheehan Hovey

CEO of Optima Real Estate Inc. and Optima Realty Inc.

Eileen Sheehan Hovey is chief executive officer (CEO) of Optima Real Estate Inc. and Optima Realty Inc., which are Optima’s brokerage and property management entities. Mrs. Eileen Sheehan Hovey has led all sales, marketing, website and social media efforts since her instrumental role in scouting and acquiring the land for the firm’s first project in 1978.

She is a managing broker in both Illinois and Arizona and oversees Optima’s real estate brokerage business. Mrs. Hovey is responsible for setting the strategic vision for all sales, leasing and marketing of the company’s developments. Since founding the company with her husband, David Hovey Sr., Mrs. Hovey has successfully sold and leased more than 6,000 units spanning over 40 multifamily projects.

Mrs. Hovey holds a Bachelor of Arts degree in history from St. Louis University, and is a member of the National, Illinois, and Arizona Associations of REALTORS. Mrs. Hovey has devoted much of her time to philanthropic organizations. She is on the Founders’ Board for the Ann & Robert H. Lurie Children’s Hospital of Chicago as well as the Founding Board of Erica’s Lighthouse, an organization dedicated to raising awareness and destigmatizing depression.

Tara Hovey

President

Ms. Tara Hovey is president of Optima, Inc. Ms. Hovey is involved in setting and implementing the strategic vision of the company, pre-development planning and deal evaluation as well as the capitalization of the firm and its new developments.

Ms. Hovey has led the capitalization and financing, including construction financing for new developments, recapitalizations and building dispositions. From 2016-2020 Ms. Hovey served as President and COO for the firm, responsible for all company entities and business units including corporate finance, sales and marketing, land acquisition, development, investor relations, asset management and risk management. Prior to that she served as senior vice president for the firm, responsible for all capital markets efforts, corporate finance, development and hiring. Before her time at Optima, she worked in capital markets at Cushman & Wakefield in New York City, where she underwrote debt and equity transactions.

Ms. Hovey earned an MBA from the Wharton School of the University of Pennsylvania and holds a Bachelor of Arts in communications with honors from Boston College. She is a black belt in karate and managing broker in Illinois. Ms. Hovey is a member of YPO Chicago, The Chicago Network, The Chicago Media Project, serves on the Guild Board for the Boys and Girls Clubs of Chicago; and is a Fellow of the Aspen Institute’s Henry Crown Fellowship and a member of the Aspen Global Leadership Network.

Optima Verdana Phase 2 Overview

Overview

Our proposal for Optima Verdana Phase 2 is comprised of up to 150 luxury one, two, and three-bedroom rental residences and an additional 7,370 GSF of destination commercial and retail space. Optima Verdana Phase 2 is designed to complete the existing Optima Verdana project with vibrant sustainable architecture, high quality construction, and extensive amenities and services. The project will provide high quality housing and commercial space with an active streetscape that will also help to further enhance the vitality of the center of the Village of Wilmette.

The building is designed with a 70'-0" wide and 45'-0" deep separation at grade level between Phase 1 and Phase 2 creating a combined open space of approximately 6,211 SF. This open space consists of an approximately 2,497 SF open plaza with public art and landscaping, with the remainder dedicated to private outdoor dining and landscaping for high-end destination retail and commercial along Green Bay Road. Additionally there is private outdoor dining and public landscaping at the corner of Green Bay Road and Washington Avenue with the relocation of the existing Starbucks. The atmosphere created by the architecture, landscaping, and open space will ensure pleasant surroundings at the plaza to engage the community. The enhancement of the streetscape and the addition of the plaza have been designed to align with the Village Center Master Plan goals. Above the plaza, 61'-0" wide openings between facing terraces and a 32'-6" opening between the buildings creates additional separation.

Optima Verdana Phase 2 is designed to step back on the upper floors along Washington Avenue, at the entire 6th floor along Green Bay Road, and at the entire 6th floor along the alley. Consistent with Phase 1, Phase 2 will feature the signature Optima Vertical Landscaping System™ with coniferous planting providing year-round greenery. Strategically located private terraces provide visual interest to the undulating façade on all sides of the building.

Phase 2 will include 30,000 sf of amenity space located at grade level and on the roof. The roof is designed with a sky deck, glass-enclosed heated pool, spa, cold plunge, year-round sauna, outdoor firepits, barbecues, seating areas, perimeter plantings and sheltering arbors, a residents’ club and party room with chef’s kitchen, games, and bocce court. Level 1 features a spacious lobby, library lounge, as well as a management office, business center, and conference rooms. A fitness center that looks out over the courtyard will include an indoor pickleball/basketball court, strength and aerobic training equipment, a yoga studio, a Pilates studio, golf simulator and sports lounge. A massage room, kids’ playroom, bike storage and pet spa will round out the amenities at grade level.

The immediate adjacency of the site of Optima Verdana Phase 1 enables us to efficiently and logically incorporate the design and also infrastructure established in the existing Optima Verdana Phase 1. The ability to share physical facilities such as access to the underground garage and a commercial service corridor, among others, creates an efficiency in the development of the project. Further, shared branding and operations by Optima will deliver the same elevated experience within the Village of Wilmette.

"Phase 2 of Optima Verdana is designed to complete Phase 1, creating a single, harmonious composition. The two share the same structural system and use of a glass curtain wall set outside the frame. Phase 2 is designed to step back on levels four and five at the corner of Green Bay Road and Washington Avenue to create a tapering effect that aesthetically concludes the combined forms with a rhythmic, logical ending. From the street, Phase 2 will appear to have a continuous roofline at level five with levels six and seven of Phase 2 set back out of sight. Elsewhere, the recessed balconies from Phase 1 are to be echoed in Phase 2 providing a recurring theme across both buildings that, additionally, give residents fresh air and open space. Cascading plants are a motif from Phase 1 that will recur in Phase 2, softening and animating the two building facades. The open plaza between the two buildings is meant to be a public punctuation point that will enliven the streetscape by drawing customers to the provided retail. Phase 2 is designed to complete the form introduced in Phase 1 and further enhance Wilmette and its downtown core."

– David Hovey, Sr. FAIA and David C. Hovey, Jr., AIA

With corporate offices in Glencoe and Scottsdale, Optima has a long history of developing in Wilmette beginning with 1618 Sheridan Rd. in 1991, Optima Center Wilmette in 1997, and Lake Courts in 1998, and most recently Optima Verdana.



View from Green Bay Road Looking West

*full-size renderings are included on pages 21-32

Public Benefits

Optima Verdana Phase 2 will deliver a variety of public benefits to the Village of Wilmette and those who live and work in the area. Some of the most impactful benefits are noted below. It is important to note that the architecture, height, and density, have a direct relationship with enabling the project to provide these public benefits.

Economic Impact

—See page 15 for preliminary economic impact.

Affordable Housing

—In connection with the entitlement process for Optima Verdana Phase 1, Optima facilitated a collaboration between the Village of Wilmette and Community Partners for Affordable Housing (CPAH) donating \$1.6 million which is \$97,850 per unit based on 15% of the 109 zoned units, or \$106,667 per unit based on 15% of the 100 built units, to create a land trust program to create long-term affordable housing in the Village of varying product type spread in different areas of the Village.

—For Verdana Phase 2, Optima is in the process of coordinating with CPAH.

—For Verdana Phase 2, Optima is proposing to contribute an additional \$2,812,500 which is based on contributing \$125,000 for 15% of 150 units which is a 28% increase on a per unit basis from the as-zoned 109 units in Verdana Phase 1, and a 17% increase on a per unit basis from the 100 as-built units. See below for both Verdana 1 and Verdana 2 analysis:

—Optima Verdana Phase 1 Affordable Housing Contribution

—Verdana 1 Affordable Housing Contribution (109 Zoned Units)

—\$1,600,000 - Optima Total Contribution

—109 Units Zoned

—15% of Total Units - 16.35 Units

—\$97,850 - Affordable Housing Contribution per unit

—Verdana 1 Affordable Housing Contribution (100 Built Units)

—\$1,600,000 - Optima Total Contribution

—100 Units Built

—15% of Total Units - 15 Units

—\$106,667 - Affordable Housing Contribution per unit

—Optima Verdana Phase 2 Affordable Housing Contribution

—Verdana 2 Affordable Housing Contribution of \$125,000 for 15% of the Units

—\$2,812,500 - Optima Total Contribution

—150 Units Zoned

—15% of Total Units - 22.5 Units

—\$125,000 - Affordable Housing Contribution per unit

—28% Increase on a per unit basis from Verdana 1 - 109 units as zoned

—17% Increase on a per unit basis from Verdana 1 - 100 units as built

Public Benefits

Award-Winning Architecture

- For more than 40 years, Optima has been developing, designing, building and managing striking urban and suburban luxury residential communities. From the beginning, Optima aimed to reinvent housing by integrating the functions involved in new construction within one company. Optima controls and executes every aspect of the process in-house – development, design, construction, sales and management – for a dynamic system that offers greater focus and fluidity. Optima is committed to delivering extraordinary living through design, innovation, sustainability and management. We believe that exceptional design enhances the human experience. Optima has been recognized with over 75 prestigious national and international awards including in 2021 when Optima was recognized as the Firm of the Year by the American Institute of Architects (AIA) Chicago.
- Verdana’s second phase completes the architectural composition begun in phase one. As before, the glass will be floor to ceiling and the structure will be visible. These are features only 21st century architecture and technology can offer. As a result, apartments will be flooded with natural light while the structure is minimized, becoming a latticework framing human activity. Plants trailing down every elevation soften the building and introduce an element from the natural world. Consideration of Wilmette’s needs are apparent in the plan: retail and restaurants at the ground level will enliven the street; levels six and the amenity level are set back so the building’s mass is minimized appearing to be just five stories tall from the ground; underground parking accommodates new residents avoiding intense competition for street spaces or the need for an unsightly parking lot; in between the phases one and two there is a plaza with lush landscaping and a monumental sculpture for the public’s enjoyment.

Open Space

- Open space is meaningful outdoor space for passive or active use. It includes, but is not limited to, settings for development, recreation areas, landscaping, hardscape, water features, seating areas, plazas, gazebos, and sidewalks.
- Open Plaza with Public art and Private Outdoor Dining and Public Landscaping off Green Bay Road: Approximately 6,211 SF.
- Private Outdoor Dining and Public Landscaping off Washington Avenue: Approximately 1,400 sf.
- Residential Courtyard : 7,856 sf.
- Private Yards : 6,457 sf.

Retail & Commercial Uses

- The commercial space planned for Optima Verdana Phase 2 is designed to integrate with the existing commercial space in Optima Verdana Phase 1, among other things, through the use of a shared service corridor.
- The Optima Verdana Phase 2 commercial space is located along Green Bay Road and the intersection with Washington Ave. and includes an Open Plaza with public art as well as expansive outdoor dining areas for the residents of the Village of Wilmette to enjoy.

Underground Parking

- Providing for all residential and public parking in the underground parking garage levels allows for more open space areas at grade level and is also hidden underground creating more visual interest to the building.
- Residents will be able to access the private elevators serving the building from the secured portions of the garage.

Public Benefits

Advance the Goals and Policies of the Village’s Village Center Master Plan (See Pages 12-14)

- Provides new residential uses that will support and help sustain an active Village Center.
- Provides higher density multi-family residential opportunities that support current and future lifestyle needs.
- Maintain a balanced retail environment and experience that consists of independent retailers and restaurants.
- Provides a well-integrated and design strategy with increased density with little impact on surrounding residential single-family neighborhoods.
- Provides for continued streetscape and open space improvements.
- Provides landscaping in the public areas that consist of 50% native species. No invasive species will be planted on the property.
- Achieves a critical mass of energy and market activity that will support existing and future businesses in the Village Center.
- Promotes the development of a vacant and underutilized parcel of land.
- Creates a development that is not a big box and not a drive through.
- Creates an opportunity for first floor retail on Green Bay Road.
- Provides open spaces, public and private, and streetscape environment.
- Helps create a new vibrant and economically sustainable Village Center.
- Increases the Village Center’s recognition as a desirable place to live and shop.
- Helps further the development and improvement of other high-quality development in the Village Center.
- Promotes a mixed-use commercial environment.
- Provides a new high-density opportunity for multi-family housing.

Other Public Benefits

- Provides 23 on-site parking spaces (15 on Lower Level 1 and 8 on Level 1) for commercial/public use that will be available for those who wish to shop, dine or be entertained in the Village Center.
- Provides two (2) publicly accessible electric vehicle charging stations in the public portion of the underground garage.
- Provides twelve (12) privately accessible electric vehicle charging stations in the private portion of the underground garage.
- Incorporates electrical capacity so that 100% of the on site parking spaces can have dedicated charging stations in the future.
- Provides bird-friendly design including bird-friendly glass applications on the first three (3) floors of the building consistent with the LEED® Pilot Credit 55: Bird Collision Deterrence.
- Achieves Two Green Globes® under the Green Globes® Multifamily New Construction building sustainability certification program.
- Improves stormwater management from the existing site condition through our redevelopment of the site.
- Resurfaces the balance of the public alley to the west of the site between Central and Washington Avenues.
- Provides enhancements to the street trees on both the west and east side of Green Bay from Central to Washington.
- Provides enhancements to the landscaping of the neighboring Post Office across Central, understanding that this will require coordination with the USPS.
- Eliminates 2 curb cuts the west side of Green Bay and provide three (3) additional parallel parking spaces in their place.
- Enhances pedestrian safety at the Green Bay crosswalk at Washington by providing a flashing pedestrian crossing system.

How the Project Advances the Goals and Policies of the Village's Comprehensive Plan

Advance Goals and Policies of the Village's Comprehensive Plan

—Encourages retail facilities that serve the needs of Village residents.

Optima Verdana Phase 2 provides new space(s) for retail opportunities with premier frontage on Green Bay Road, including covered outdoor space that encourages restaurant use. Also, Optima Verdana has 100% underground parking enabling streetscape to commercial to be more visually appealing and functional at the streetscape level.

—Provides housing option that complements the single-family character of the Village.

The development provides high-quality architecture and construction that complements the high-quality single-family houses in the neighborhood and increases neighboring single-family home property values. Also, this development provides an alternative to former and current residents of Wilmette that no longer want to live in a single-family home.

—Provides market rate multi-family housing for older residents of the Village who want to remain in the Village.

Optima Verdana Phase 2 provides an alternative lifestyle, including low-maintenance, additional amenities, increased safety, sense of community, and enhanced accessibility.

—Provides for non-single family detached housing options.

Optima Verdana Phase 2 provides current and prospective residents additional opportunities to be a part of the Village community, at an alternate price-point, lifestyle, location, and increased access to public transportation. Also, this development provides an alternative to former and current residents of Wilmette that no longer want to live in a single-family home.

—Encourages the redevelopment of underutilized commercial properties.

The Imperial Motors dealership has been vacant for many years. This project provides residents that will support the downtown core restaurants and retail, and will help keep the Village of Wilmette vibrant. Also, Optima Verdana Phase 2 will provide new opportunities for retail and commercial functions by local, small-scale businesses.

—Provides an attractive appearance along the public way.

Optima Verdana and Optima Verdana Phase 2 contribute to the diversity of the existing architecture with a 21st century design solution. Phase 2 of Optima Verdana is designed to complete Phase 1, creating a single, harmonious composition. The two share the same structural system and use of a glass curtain wall set outside the frame. Phase 2 is designed to step back on levels four and five at the corner of Green Bay Road and Washington Avenue to create a tapering effect that aesthetically concludes the combined forms with a rhythmic, logical ending.



View from Green Bay Road Looking West

How the Project Aligns with the Goals and Objectives of the Village Center Master Plan

How Optima Verdana Phase 2 Fulfills the Goals of the Village Center Master Plan

—Following are critical items identified in the Village Center Master Plan with explanation of how Optima Verdana Phase 2 aligns with the guiding principles, goals, and objectives.

Executive Summary – Page 4, Guiding Principles

—**Create and test a range of alternative development concepts that enhance and revitalize the Village Center.**

Optima has a successful track record with high-quality sustainable developments that improve the site, and surrounding area. Phase 2 will complete the vision established from existing Optima Verdana that will further enhance the Village Center.

—**Attract land use and development more compatible with the goals, needs, infrastructure and character of the community.**

As stated in Section 2 of the Village Center Master Plan, "In focus group discussions and at community workshops, stakeholders expressed a need for more housing in the Village Center to increase support for local businesses, as well as housing options for seniors, empty nesters, divorced parents and young couples. Many noted that the Village Center lacks the 24-hour activity and vibrancy seen in other comparable suburban downtowns." Optima Verdana Phase 2 provides high-quality residences and retail opportunities aligning with the stated needs.

—**Develop an optimal short-term and long-range land use strategy and development framework for the district.**

Providing a mixed-use project addresses both short-term and long-range land use strategies that provide a sustainable site.

—**Establish a framework for changes to the Village’s development regulations that emphasizes high quality, sustainable site and building design.**

Optima Verdana Phase 2 provides a high quality building design and sustainable solution.

—**Create a set of planning and urban design tools that foster private-sector creativity, while establishing predictability regarding development type, scale and quality.**

Optima has a proven track record of quality developments provided at the appropriate scale of the site’s locations. Optima Verdana Phase 1 has been well received by the marketplace and Phase 2 will complete the vision with a consistent type, scale, and quality.

—**Maximize the Village Center’s transit-oriented development potential by improving traffic, pedestrian and bicycle circulation throughout the district, and identifying appropriate sites for denser development near the train station.**

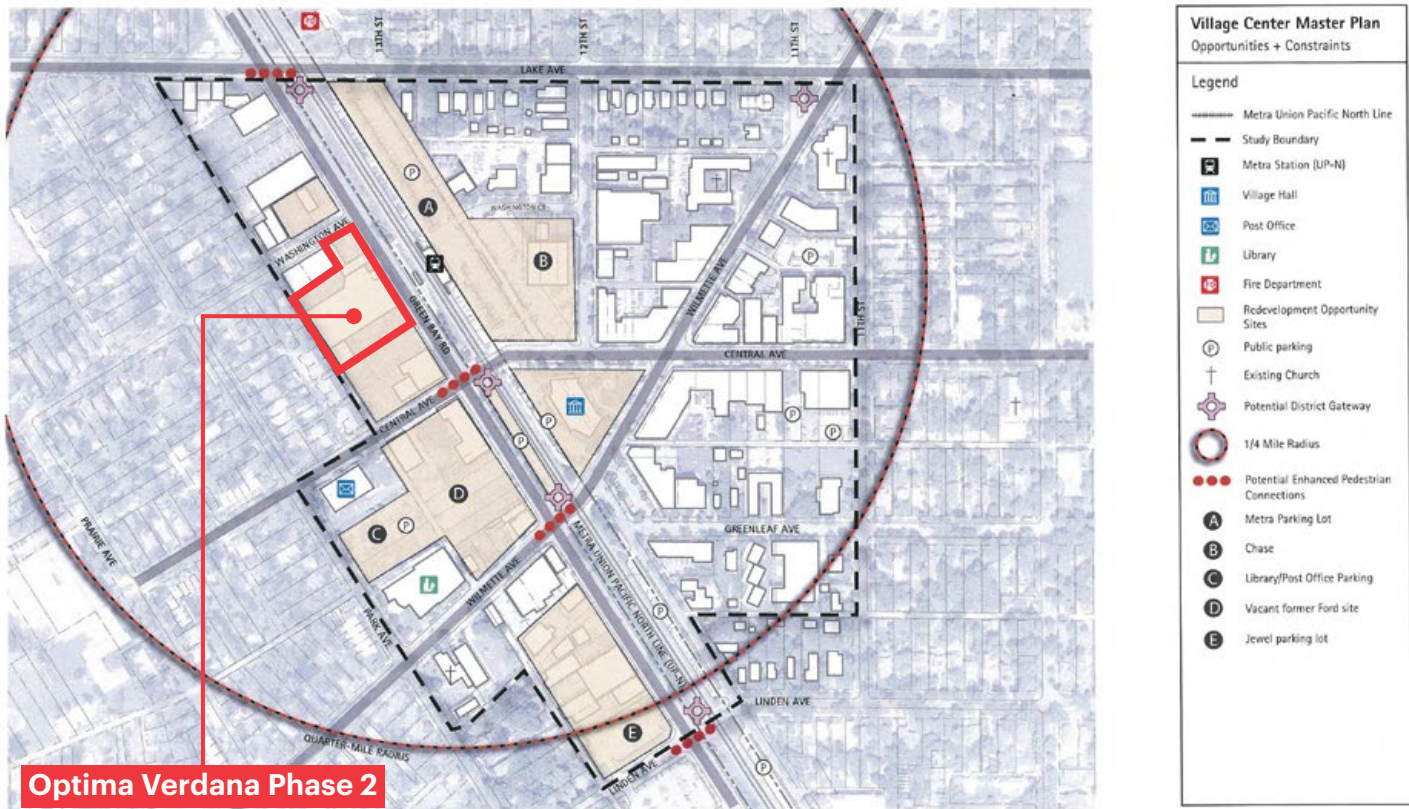
Optima Verdana Phase 2 is located directly across the street from the train station, and the site is identified as a "redevelopment opportunity site" in the Village Center Master Plan.

—**Incorporate the preservation and reuse of historic and cultural resources into the overall Village Center redevelopment strategy.**

Although the existing building was first built in 1953, the architecture, exterior, and appearance of the building has been renovated and changed several times including major renovations in 1976, 1989-1990, 2000, and the most recent renovation at the northeast corner around 2007. We believe that this building is not a historic landmark and that Optima Verdana Phase 2 contributes to the diversity of architecture that exists throughout Wilmette and will strengthen the cultural identity of the Village Center.

Redevelopment Opportunity Sites

Optima Verdana Phase 2 is specifically identified in the Village Center Master Plan as a "redevelopment opportunity site".



Village of Wilmette, Illinois
Village Center Master Plan
Figure 2.2: Opportunities + Constraints

How the Project Aligns with the Goals and Objectives of the Village Center Master Plan

Pages 5.2 through 5.4 – Goals and Objectives

The following overarching goals represent the “big picture” guidelines as derived from the planning process, while the objectives are more specific elements that the Master Plan has addressed.

Goal: Land Use Mix/Capacities

—Attract a range of sustainable land uses and development patterns more consistent with the transit supported nature, existing infrastructure capacities and community character in order to achieve a critical mass of energy and market activity that will support existing and future businesses and mixed-use redevelopment in the Village Center.

Master Plan Objectives

—Encourage a variety of transit-oriented multi-family housing product types and price points that support current and future resident lifestyle needs.

We have received a lot of positive feedback from residents and members of the Wilmette community complimenting the quality of design, construction, and amenities. The demographics we are seeing move-in to Phase 1, which are long-term residents or those moving back, reflect what is outlined as a need for the Village Center in the Village Center Master Plan. Optima's forward thinking and high-quality designed multifamily housing solution is a wanted need and Optima Verdana Phase 2 provides more luxury residences that support the resident lifestyle of those looking to live in the Village of Wilmette.

—Promote development / redevelopment of vacant, underutilized and inefficient properties within the Village Center.

The Imperial Motors building is vacant, and has been vacant since 2017, a total of six (6) years.

—Discourage “mall-style” big box retail, drive-through retail and auto-dominated stores / services along Green Bay Road.

Optima Verdana Phase 2 proposes smaller scale high-end retail that has a “walkable” streetscape enhanced with public plazas and landscaping with underground parking.

—Encourage taller building structures up to five (5) stories in core Village Center areas as defined in the Master Plan.

Consistent with The Village Center objective on height, Optima Verdana Phase 2 will be perceived from the streetscape as a five (5) story building as the sixth (6th) level steps back from the main facades on all sides. Also, the building stepping down on the north provides a precedent for the planning department and future development for lower buildings to the north.

—Provide for a variety of public and private open spaces and streetscape environments that improve the physical appearance of the Village Center and Green Bay Road Corridor.

Optima Verdana Phase 2 will provide continuous open space along the Green Bay Road frontage including public plaza with public art, private dining, and landscaping. This is a significant improvement, especially compared to the existing vacant retail space and parking lots.

—Incorporate a landmark public space on the Green Bay Road / Central / Wilmette block as part of an overall development.

The public plaza will increase the “walkability,” vibrancy, and curb appeal of the Green Bay Road Corridor streetscape.

—Provide for well-designed, low maintenance public spaces that incorporate environmentally sustainable strategies.

The public plaza, coupled with private dining areas, will support the vibrancy of the space. Public art and landscaping will enhance the quality of the streetscape.

Goal: Market Position, Promotion and Support

—Create a vibrant and economically sustainable Village Center that serves the needs of area residents, business owners, employees and visitors.

Master Plan Objectives

—Establish the Village Center Master Plan as a key economic development tool and framework necessary for the Village to follow as a guide.

The design of Optima Verdana has used the Village Center Master Plan as a guide for its design and response to the needs of the Village.

—Increase the Village Center’s recognition as a desirable opportunity to live, shop and recreate.

The high-end retail and luxury residential components of the project, along with the unique design make Optima Verdana a desirable place to live in the Village Center.

—Increase the Village Center’s recognition as a desirable opportunity to develop and improve properties.

Optima is committed to holding our properties long-term and take pride in being a part of the fabric in the Wilmette community.

—Set the stage for high-quality development that preserves and enhances Wilmette’s character.

Optima has a track record of producing high-quality developments that contribute to increased property values around the development sites. The exceptional design standards we hold ourselves to contribute positively to the character of Wilmette’s Village Center.

—Create a distinct identity and brand for the Village Center.

Optima Verdana Phase 2 will provide a high-quality design of mixed-use retail and luxury residential development that the Village Center would benefit from, and activate the potential of the site to provide vibrancy to the Village Center.

—Promote a mixed-use commercial environment that supports current and future business needs and growth.

The luxury residential development provides the vibrancy the Village Center is looking for, both short term and long term, as Optima holds, maintains and manages the property.

How the Project Aligns with the Goals and Objectives of the Village Center Master Plan

Goal: Transportation, Traffic and Parking

—Maximize and improve upon the Village Center’s transit-oriented nature by coordinating traffic and parking efficiency, while establishing safer and more efficient pedestrian and bicycle linkages.

Master Plan Objectives

—Enhance current and future transit access / drop-off and support facilities.

Optima Verdana Phase 2 will remove (2) curb cuts / driveways from the Green Bay Road frontage, allowing for a more fluid drop-off to the site, street parking, as well as improved landscaping of the streetscape.

—Maintain safe levels of service for all Village Center streets and intersections.

Optima Verdana Phase 2 will remove (2) curb cuts on Green Bay Road, coupled with the residential use on the site, will reduce the traffic volume coming and going from the site, therefore maintaining safer levels of service for the Village Center streets and intersections.

—Improve upon current regional traffic patterns and circulation.

The residential use on the site will reduce the traffic volume coming and going from the site.

—Create safer pedestrian and bicycle crossings at Green Bay Road intersections.

The elimination of (2) curb cuts along Green Bay Road will create a safer pedestrian and bicycle experience on the Green Bay Road streetscape.

—Enhance linkages, amenities and safety to the Green Bay Trail, as well as a local and regional bike connections throughout the Village.

Not applicable.

—Ensure new development integrates a safe, well-signed Green Bay Trail connection through the Village Center.

Not applicable.

—Provide continuous improved streetscape and sidewalk connections on both sides of Green Bay Road.

The elimination of (2) curb cuts along Green Bay Road will create a safer pedestrian experience on the Green Bay Road streetscape. The installation of a public plaza with public art and landscaping will enhance the streetscape.

—Create safer and better-signed linkages to the train station and Village Center.

Optima will work with the Village's established standards for streetscape design.

—Facilitate regional and local access to the Village Center with a comprehensive wayfinding and signage program.

Optima will work with the Village's established standards for streetscape design.

—Develop a shared parking strategy for commuters, existing and new businesses and residential development.

All residential parking for Optima Verdana Phase 2 is provided off-street in a below grade parking garage on site. Additional public parking spaces are also provided in the below grade parking garage with access to an elevator that connects the public parking to Green Bay Road streetscape and new retail locations.

—Provide an appropriate definable quantity of public and private parking spaces in both off-street and on-street surface lots or structured parking facilities.

Optima Verdana Phase 2 provides on-site, below grade parking to satisfy the requirements set forth by the Village Ordinance for commercial and residential parking. We are also increasing street parking on Green Bay Road by an additional three (3) parallel parking spaces and maintaining Starbucks off-street parking spaces.

—Identify traffic management improvements to support new development capacities.

Optima will work with the Village's staff to evaluate potential improvements.

—Provide for future transit parking needs based on Metra projections.

Not applicable.

—Work with Union Pacific / Metra to identify track crossing safety and mobility enhancements.

Optima will work with the Village's staff to evaluate potential improvements.

—Identify street parking inefficiencies and improvements.

Optima Verdana Phase 2 will be eliminating (2) existing curb cuts on Green Bay Road that will provide more space for building drop-off and street parking as well as an overall improvement to the streetscape.

Pages 5.5 through 5.6 – Green Bay Road Corridor

Master Plan Components

—The Village Center Master Plan delineates conceptual building massing, parking layouts and site design to illustrate how the area could be developed in a comprehensive, coordinated manner. Actual building locations, heights and densities, as well as landscaping and parking layouts will vary as property owners, business owners and developers generate more detailed site plans.

Optima Verdana Phase 2 follows the framework of the Village Center Master Plan.

Economic Impact Report

Summary of Combined Economic Analysis Optima Verdana Project

Preliminary Economic Report by Elliott D. Pollack & Company November 2023

Optima engaged Elliott D. Pollack & Company to prepare a preliminary Economic Impact Report for Optima Verdana. Elliott D. Pollack & Company is an economic and real estate consulting firm that was established in 1987 that serves a broad range of clients in both the public and private sector ranging from law firms, utilities, banks, retailers, major service firms and real estate related companies to states, counties, Native American communities, cities and universities for both business and policy issues. Elliott D. Pollack & Company is recognized for expertise in both national and local real estate trends and offers a broad range of economic and real estate consulting services backed by one of the most comprehensive databases found in the nation. This information makes it possible for the firm to conduct economic forecasting, develop economic impact studies and prepare demographic analyses and forecasts. Below is a summary of the information from the preliminary report which outlines the impact from Optima Verdana Phase 1, Optima Verdana Phase 2, and the combined impact of both.

10-year Fiscal Impact on the Village of Wilmette

- Optima Verdana Phase 1 Impact: \$9.1 Million
- Optima Verdana Phase 2 Impact: \$11.9 Million
- Total Combined Optima Verdana Impact: \$21.0 Million

The 10-year Fiscal Impact on the Village of Wilmette measures estimated revenues to the Village from permit fees, property tax, direct sales tax, resident sales tax, utility tax, motor fuel taxes, vehicle stickers and state shared income taxes. The 10-year impacts represent a two-year lease up period plus an additional 8 years of operations for each project.

Person Years of Employment Generated by Construction of the Projects

- Optima Verdana Phase 1 Impact: 390
- Optima Verdana Phase 2 Impact: 557
- Total Combined Optima Verdana Impact: 948

The Person Years of Employment Generated by the Project Given a projected two-year construction time frame 474 direct, indirect, and induced jobs would be created each year.

Direct jobs consists of permanent jobs held by project employees. **Indirect jobs** are those jobs created by businesses that provide goods and services essential to the operation or construction of the project. These businesses range from manufacturers (who make goods) to wholesalers (who deliver goods) to janitorial firms (who clean the buildings). **The spending of the wages and salaries of direct and indirect employees on items such as food, housing, transportation and medical services creates induced jobs in all sectors of the economy, throughout the region.**

Total Wages Generated by Construction of the Projects

- Optima Verdana Phase 1 Impact: \$23.7 Million
- Optima Verdana Phase 2 Impact: \$33.7 Million
- Total Combined Optima Verdana Impact: \$57.4 Million

The Total Wages Generated by the Project assumes a two-year construction timeframe for each phase.

Economic Output Generated by Construction of the Project

- Optima Verdana Phase 1 Impact: \$51.7 Million
- Optima Verdana Phase 2 Impact: \$73.9 Million
- Total Combined Optima Verdana Impact: \$125.6 Million

The Economic Output Generated by the Project is the total dollar value of the goods and services produced by the project and assumes a two-year construction timeframe for each phase (or a total of four years).

Fiscal Impact of Construction Generated by the Project

To remain conservative, no construction materials are projected to be purchased locally and no construction workers are expected to live within the Village. However, an estimated \$1.05 million in permit fees was paid during development of Verdana Phase 1 and \$1.5 million in fees generated by Verdana II. In total, an estimated \$2.55 million was paid in permit fees to the Village of Wilmette.

Employment Generated by Ongoing Operations of the Projects

- Optima Verdana Phase 1 Impact: 240
- Optima Verdana Phase 2 Impact: 349
- Total Combined Optima Verdana Impact: 589

The Employment Generated by the Project includes direct employees onsite for the multi-family and retail establishments, the employees created by the spending of the new residents and the indirect and induced ripple effects throughout the economy.

Traffic

Preliminary Site Generated Traffic Volume Studies

- The Optima Verdana Phase 2 proposal generates less traffic than the existing use of a car dealership.
- The current zoning for the site is a car dealership and retail use which generates a high number of trips during the morning and evening peak hours as well as throughout the day, including customers, employees, and deliveries resulting in a higher trip generation than the proposed Optima Verdana Phase 2 plan. Traffic volume generated by residential use typically peaks during the commuting peak hours in the morning and evening with lower trip generation during the day.
- KLOA, Inc. conducted a preliminary site generated traffic volumes study applying industry standard vehicular traffic analysis techniques to evaluate four (4) different uses on the Imperial Motors Site. Below are the tables identifying the site generated traffic volumes for each use on the site.
- The traffic engineer, Kenig, Lindgren, O’Hara, Aboona, Inc. (KLOA, Inc.), the same firm that was used for Optima Verdana Phase 1, to provide a transportation and parking analysis for Optima Verdana Phase 2. KLOA, Inc. is a transportation and parking consulting firm that is a licensed professional design firm and professional engineering corporation in the State of Illinois. The expertise of the firm includes multi-modal transportation planning, transit-oriented development plans, corridor studies, traffic operations analyses, traffic impact and pedestrian safety studies, speed studies, traffic data collection, bicycle access and accommodations, parking demand studies, preliminary engineering, traffic signal design, complete streets improvements, and context sensitive solutions.

Optima Proposal - Residential (150 units), Starbucks (1,915 sf), Retail (4,536 sf) : 1,938 total trips per weekday

Table C
SITE GENERATED TRAFFIC VOLUMES

ITE Land-Use Code	Type/Size	Weekday Morning Peak Hour			Weekday Evening Peak Hour			Saturday Midday Peak Hour			Weekday Daily Traffic Volumes		
		In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
221	Multifamily Housing (150 Units)	13	41	54	36	23	59	31	29	60	335	335	670
936/937	Starbucks (1,915 s.f.)	91	87	178	31	31	62	53	55	108	510	510	1020
822	Ground Floor Retail (4,536 s.f.)	10	7	17	22	22	44	15	15	30	124	124	248
Verdana 2 Total		114	135	249	89	76	165	99	99	198	969	969	1938
Note: Based on information published in the Institute of Transportation Engineers <i>Trip Generation Manual</i> , 11 th Edition.													

Current Use - Car Dealership (40,425 sf), Starbucks (1,795 sf) : 2,086 total trips per weekday

Table A
SITE GENERATED TRAFFIC VOLUMES

ITE Land-Use Code	Type/Size	Weekday Morning Peak Hour			Weekday Evening Peak Hour			Saturday Midday Peak Hour			Weekday Daily Traffic Volumes		
		In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
840	Imperial Motors (40,425 s.f.)	55	20	75	38	56	94	81	82	163	565	565	1130
936/937	Starbucks (1,795 s.f.)	85	82	167	29	29	58	50	51	101	478	478	956
Development Total		140	102	242	67	85	152	131	133	264	1043	1043	2086
Note: Based on information published in the Institute of Transportation Engineers <i>Trip Generation Manual</i> , 11 th Edition.													

If Current Car Dealership was Converted into Retail - Retail (40,425 sf), Starbucks (1,795 sf) : 2,892 total trips per weekday

Table B
SITE GENERATED TRAFFIC VOLUMES

ITE Land-Use Code	Type/Size	Weekday Morning Peak Hour			Weekday Evening Peak Hour			Saturday Midday Peak Hour			Weekday Daily Traffic Volumes		
		In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
822	Retail (40,425 s.f.)	57	38	95	105	105	210	135	131	266	968	968	1936
936/937	Starbucks (1,795 s.f.)	85	82	167	29	29	58	50	51	101	478	478	956
Development Total		142	120	262	134	134	268	185	182	367	1446	1446	2892
Note: Based on information published in the Institute of Transportation Engineers <i>Trip Generation Manual</i> , 11 th Edition.													

If Current Car Dealership was Converted into 2-Story Medical Office (105,452 sf), Starbucks (1,795 sf) : 5,400 total trips per weekday

Table D
SITE GENERATED TRAFFIC VOLUMES

ITE Land-Use Code	Type/Size	Weekday Morning Peak Hour			Weekday Evening Peak Hour			Saturday Midday Peak Hour			Weekday Daily Traffic Volumes		
		In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
720	Medical Office (105,452 s.f.)	200	53	253	128	298	426	182	136	318	2,212	2,212	4,424
936/937	Starbucks (1,795 s.f.)	87	83	170	30	29	59	51	52	103	488	488	976
Development Total		287	136	423	158	327	485	233	188	421	2700	2700	5400
Note: Based on information published in the Institute of Transportation Engineers <i>Trip Generation Manual</i> , 11 th Edition.													



Optima Verdana Demographics

Optima Verdana Phase 1 Demographics

Optima Verdana is designed to provide an environment that appeals to a wide variety of people ranging from professionals to empty nesters. We are over 70% leased at Optima Verdana Phase 1, we are expecting the same demographics at Optima Verdana Phase 2, and below is general demographic information:

Age Information

- See graph for general age information on who is leasing (does not include children of the primary resident).
- More than 75% of the residents are over the age of 45.
- Less than 25% of the residents are under the age of 45.

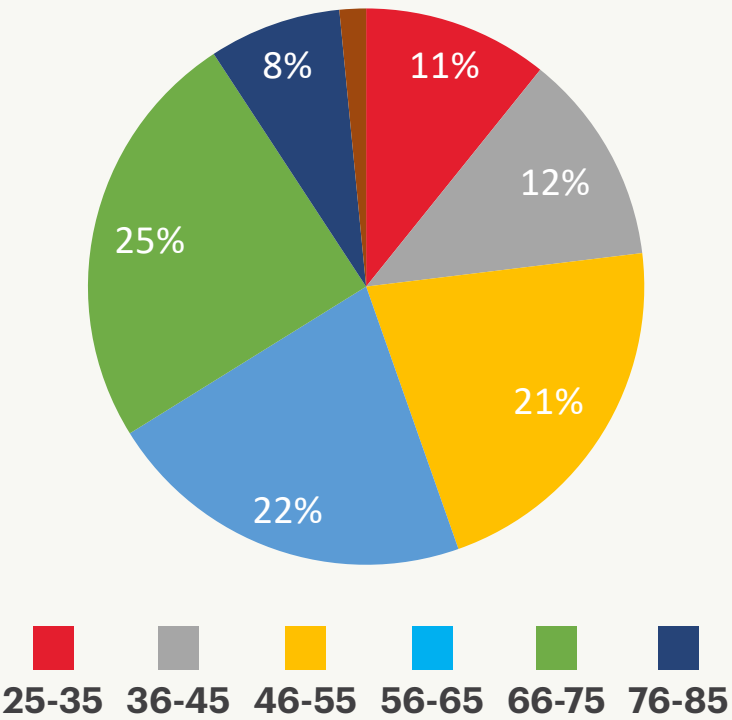
Previous Location Information

- The below information only includes the primary resident of the home and does not include the other occupant(s) of each home. This information only captures the most recent previous home location and does not include former residents of Wilmette that were not currently living in Wilmette.
- 28% of primary residents at Optima Verdana moved directly from Wilmette.
 - 28% of primary residents at Optima Verdana moved directly from other North Shore suburbs.
 - 44% of primary residents at Optima Verdana moved directly from other locations and may have previously resided in Wilmette.
- Mostly current Wilmette and North Shore residents or people that have roots in Wilmette or the North Shore that are:
- Downsizing from single family homes and no longer want the hassle of home maintenance.
 - Moving back to be closer to their families.
 - Want the ability to lock and leave.
 - Interested in the expansive amenities and space for their personal use as well as enjoying with family, including grandchildren.
 - Interested in the Optimized Service™ concierge services.
 - People that are opting to live in a building that provides an active lifestyle with great amenities and services.

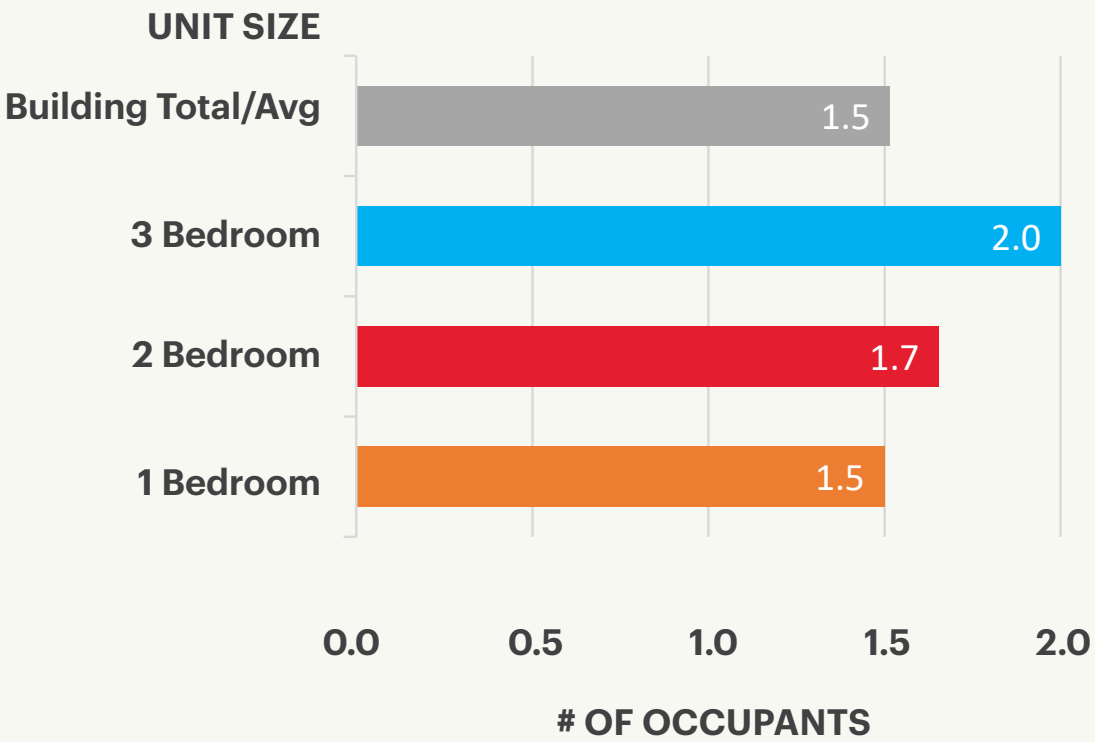
School-Age Children

- Of the 70 currently rented apartments, there are fewer than 10 school-aged children ranging from K-12. We anticipate another 15 school-aged children for Optima Verdana Phase 2 ranging from K-12.

Primary Residents Age Range



Average # of Occupants by Unit Size



Architecture, Construction, and Sustainability

Architecture

Award-Winning Architecture

- Designed by award winning architects David C. Hovey, FAIA and David Hovey, Jr. AIA., Optima Verdana Phase 2 is designed to complete the existing Optima Verdana project with vibrant sustainable architecture, high quality construction, and extensive amenities and services. The project will provide high quality housing and commercial space with an active streetscape that will also help to further enhance the vitality of the center of the Village of Wilmette.

Undulating and Stepping Façade and Roof Planes

- Designed to have complex, undulating elevations that step in and out creating depth, shadow and texture with landscaping to enliven the face of the building.
- The eastern elevation is cut away from the existing Optima Verdana to the south to provide relief to the frontage along Green Bay Road.
- The building steps back on the upper floors along Green Bay Road, Washington Avenue, and the alley responding to the context of the neighborhood.

Optima Vertical Landscaping System™

- Optima Vertical Landscaping System™ with coniferous planting providing year-round greenery.
- Strategically located private terraces provide visual interest to façades of the building.
- Optima Vertical Landscaping System™ provides a haven for urban wildlife, promotes evaporative cooling, re-oxygenates the air, reduces dust and smog levels, reduces ambient noise, detains stormwater, and thermally insulates and shields residents from the sun, all of which contribute to a sustainable urban environment.
- Private terraces are edged with trailing native plants cascading down the building.

Parking

- 100% residential parking provided underground.
- Fifteen (15) commercial/public underground parking spaces.
- Eight (8) sheltered surface level parking spots for Starbucks off Washington Avenue.
- Commercial/public parking quantity to comply with zoning requirements (consistent with what was provided in existing Optima Verdana Phase 1).
- Three (3) spaces per 1,000 GSF of commercial space.
- Optima Verdana Phase 2 parking garage will be an extension of Optima Verdana Phase 1's parking garage. Access in and out of the garage will utilize the existing entry and ramp located on Phase 1.

Open Space

Grade Level Open Space

- Optima Verdana Phase 2 will have approximately 26,143 sf open space at grade level.
 - Green Bay Road: Approximately 6,211 sf open space.
 - Alley: Approximately 6,322 sf open space.
 - Washington Avenue: Approximately 5,754 sf open space.
 - Interior Courtyards: Approximately 7,856 sf open space.
- Optima Verdana Phase 1 (for comparison purposes) has a total of approximately 12,240 sf of open space at grade level.
 - Green Bay Road: Approximately 1,628 sf open space.
 - Alley: Approximately 4,379 sf open space.
 - Central Avenue: Approximately 2,565 sf open space.
 - Interior Courtyards: Approximately 3,668 sf open space.
- The grade level design concept is based on providing 100% residential and public underground parking, and covered commercial parking at grade to create space for an expansive public plaza with public art for the community to enjoy, as well as outdoor dining for the destination retail space.
- A combined open space of approximately 6,211 SF. This open space consists of an approximately 2,497 SF open plaza with public art and landscaping, with the remainder dedicated to a private outdoor dining and landscaping for high-end destination retail and commercial along Green Bay Road.
- Approximately 1,120 SF private outdoor dining and landscaping combine to approximately 1,400 SF of open amenity space at the Corner of Green Bay Road and Washington Avenue.

Rooftop Open Space

- The community features a rooftop sky deck with approximately 11,643 GSF of open space.
- Rooftop amenities include landscaped terraces with outdoor kitchens, grills, pole mounted heat lamps, and shade structures.
- The enclosed area of the rooftop is limited to 18% of the overall roof area.

Architecture, Construction, and Sustainability

Architecture Continued...

Amenity-Rich Buildings

- The rooftop sky deck features include:
 - Indoor heated swimming pool, spa, and cold plunge.
 - Chaise lounges.
 - Outdoor fireplaces.
 - Barbecues.
 - Bocce court.
 - Perimeter plantings.
 - Shade structures.
- The residents' club and party room features include:
 - Chef's kitchen.
 - Games.
 - Dining and lounge seating.
- The fitness center features include:
 - Strength and aerobic training equipment and free weights.
 - Indoor pickleball/basketball court.
 - Pilates and yoga studios.
 - Golf simulator & sports lounge.
- Other grade level amenity features include:
 - Residential courtyard.
 - Business center and conference rooms.
 - Massage room.
 - Kids' playroom.
 - Bike storage.
 - Pet spa.

Construction

High Quality Construction

- Post tension concrete structure.
- Floor-to-ceiling glass.
- High quality fixtures, appliances, and finishes.
- High quality sustainable materials are selected based on long term durability, efficiency and low maintenance.
- Optima Vertical Landscaping System™ (See architecture section for more information on Optima Vertical Landscaping System™).
- See sustainability section for more information on advanced building materials.



View from Green Bay Road Looking Southwest

Architecture, Construction, and Sustainability

Sustainability

Green Globes®

- Optima Verdana Phase 2 is a 21st century solution to a mixed-use residential development that is committed to receiving Two Green Globes®.

Open Space

- 100% residential and public underground parking.
- Fifteen (15) commercial/public underground parking spaces.
- Eight (8) sheltered surface level parking spots for Starbucks off Washington Avenue.
- A combined open space of approximately 6,211 SF. This open space consists of an approximately 2,497 SF open plaza with public art and landscaping, with the remainder dedicated to a private outdoor dining and landscaping for high-end destination retail and commercial along Green Bay Road.
- Approximately 1,120 SF private outdoor dining and public landscaping combine to approximately 1,400 SF of open amenity space at the Corner of Green Bay Road and Washington Avenue.

Energy

- Commitment to Two Green Globes® (Multifamily New Construction). See above Green Globes® section.
- Building systems are primarily electric to minimize carbon emissions.
- High performance glazing that reduces solar heat gain.
- 100% induction cooktops that allow for the utility grid to provide significantly reduced carbon footprint over time.

Electric Vehicle Charging

- The project will provide two (2) publicly accessible electric vehicle (EV) charging stations in the public portion of the underground garage (same as Phase 1).
- The project will provide twelve (12) privately accessible electric vehicle charging stations in the private portion of the underground garage (Phase 1 had 6 EV charging stations).
- The project will incorporate electrical capacity so that 100% of the on site parking spaces can have dedicated charging stations in the future.

Water Use

- Efficient drip irrigation for the Optima Vertical Landscaping System™.
- Efficient water heating will be provided by high capacity boilers that heat water during off-peak energy hours while still providing hot water to residents at any time of the day.
- Water saving plumbing fixtures.

Stormwater Management

- The site design addresses stormwater management strategies that will lessen the storm surge volume during rain events on the Village of Wilmette's storm/sewer water system.
- Currently the Imperial Motors site contains surface parking lots with impervious paving that will direct rainwater into the storm system without controlling the rate at which the water enters the storm/sewer system.
 - During significant storm events the volume of rain can have a negative impact on the Village storm/sewer system because the flow rate cannot be controlled.
- Optima Verdana Phase 2 proposal, like Optima Verdana Phase 1, will be collecting stormwater on-site in a detention tank designed to allow the control of water volume released into the storm/sewer water system.
 - This allows for more effective management of water volumes that are sent down stream, and reduces the impact caused by the Imperior Motors site on the Village's storm/sewer water system.

Recycling

- Recycling chutes separate from trash chutes.

Mechanical and Electrical Systems

- High performance mechanical systems featuring VRF (Variable Refrigerant Flow) heating/cooling equipment and mechanical heat recovery systems.
- High-performance enclosure systems.
- Individually controlled HVAC systems for residents.
- Energy-efficient lighting fixtures and appliances.

Sustainable Materials

- Environmentally friendly green concrete.
 - Green concrete uses local and recycled materials in concrete production. It reduces disposal problems of industrial waste. It reduces overall cement consumption. It reduces almost 30% of CO2 emissions as compared to traditional concrete and helps in sustainable development without environmental pollution.
- Optima Vertical Landscaping System™ (see Architecture section for more information on Optima Vertical Landscaping System™).
- Extremely high percentage of recycled steel for all reinforcement rebar within concrete superstructure.
- Building features energy-efficient floor-to-ceiling glass creating a seamless connection between outdoor and in.
- Sustainable Aluminum
 - Aluminum framing used in the exterior glazing is up to 95% recyclable.
- Sustainable Cabinetry and Doors
 - Forest Stewardship Council (FSC) certified - sustainably sourced lumber.
- Sustainable Interior Partition Wall Framing
- Bird-Friendly Glass Applications on First Three (3) Floors (consistent with the design of Optima Verdana Phase 1).

Construction Waste Reduction

- On-site Construction Waste Management
 - Recyclable material waste is coordinated on-site and brought to specific recycle facilities.
- Off-Site Construction Waste Management
 - Prefabricated components and materials such as cabinets, doors, windows, window assemblies, shelving, window shades, countertops, etc. are prefabricated off-site and reduce waste.
- Construction waste diversion by separating waste from recycling.

Healthy Human Environment for Community

- Community engagement through unique community destination development with expansive areas of open space for all to enjoy and encourage community interaction.
- Access to Open Space at Grade Level.

Healthy Human Environment for Residents

- Residences are designed with open floor plans and light-filled interiors, creating a sense of emotional well-being for its residents.
- Residences are designed to take advantage of the outdoors with large terraces and extensive common outdoor space.
- Optima Vertical Landscaping System™ provides sun protection and privacy to each unit. This innovative system with self-containing irrigation and drainage enables a palette of vibrantly colored plants to grow up and over the edge of each floor of the building.
- Bicycle racks.

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Green Bay Road Looking West

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Green Bay Road Looking Northwest

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Green Bay Road Looking West

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Green Bay Road Looking Southwest

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Green Bay Road Looking Southwest

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Central Avenue and Green Bay Road Looking Northwest

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View of Building Entry Looking Southwest

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Washington Ave Looking Southeast (Summer)

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Washington Ave Looking Southeast (Winter)

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Corner of Washington Ave and Park Avenue (Summer)

Project Renderings



PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

View from Corner of Washington Ave and Park Avenue (Winter)

Project Renderings



View from Alley Looking Southeast



View from Alley Looking Northeast

Project Design Metrics

Building Heights and Roof Step Backs

General Roof Height Information

- Optima Verdana Phase 2 has been designed with a series of step backs that occur on all exterior elevations as outlined below for Green Bay Road, the alley, and Washington Avenue with more substantial set backs than Phase 1.
- No height element of Optima Verdana Phase 2 exceeds that of Optima Verdana Phase 1.

—Corridor Height Sub-District:

- The Corridor Height Sub-District for both Optima Verdana Phase 1 and Optima Verdana Phase 2 is 52'-0".
- Optima Verdana Phase 1 was approved with a top residential roof height of 62'-0".
- Optima Verdana Phase 2 proposal includes the same top residential roof height as Phase 1. However, Phase 2 is designed with a series of step backs at the top residential floor on Green Bay Road, the alley, and multiple floors on Washington Avenue. The roof height at all step back locations meets the 52'-0" height requirement of the Corridor Height Sub-District.

—Average Roof Heights (Avg Roof Height is the average of all roof planes):

- Optima Verdana Phase 1 is 61'-9".
- Optima Verdana Phase 2 is 57'-11" due to the step backs.

—Miscellaneous Element Height Information:

- Roof Terrace = 63'-0" (Same as Optima Verdana Phase 1).
- T/Amenities Structure & Trellis Structure = 72'-8" (Same as Optima Verdana Phase 1).
- T/Elev. Overrun = 79'-11" (Same as Optima Verdana Phase 1).

Green Bay Road

- Phase 1 Level 6 Roof : 62'-0".
- Phase 2 Level 6 Roof : 62'-0" (The full length of Level 6 exterior wall steps back 15'-6" from the Level 5 exterior wall, appearing to be 5 stories from the street).
- Phase 2 Level 5 Roof : 51'-0" (Below Corridor Height Sub-District requirement of 52'-0").

Washington Avenue

- Phase 2 Level 2 and Level 3 Roof Corner : 32'-0" (Inset exterior wall steps back 11'-0" from the Level 1 exterior wall).
- Phase 2 Level 4 Roof : 41'-6" (Level 4 exterior wall steps back up to 27'-6" from the Levels 1-3 exterior wall).
- Phase 2 Level 5 Roof : 51'-0" (Below Corridor Height Sub-District requirement of 52'-0. Level 5 exterior wall steps back up to 41'-0" from Levels 1-3 exterior wall).
- Phase 2 Level 6 Roof : 62'-0" (Level 6 exterior wall steps back up to 57'-6" from Levels 1-3 exterior wall).

Alley

- Phase 1 Level 6 Roof : 62'-0".
- Phase 2 Level 6 Roof : 62'-0" (The full length of Level 6 exterior wall steps back 18'-0" from the Level 5 exterior wall, appearing to be 5 stories from the alley).
- Phase 2 Level 5 Roof : 51'-0" (Below Corridor Height Sub-District requirement of 52'-0").



Project Design Metrics

Building Set Backs from Property Lines

—Green Bay Road

- Level 1 : 10'-0" typical (Same as Phase 1) and up to 45'-0" from property line for the public plaza.
- 19'-9" for 25'-0" section of commercial space.
- 24'-9" for 30'-0" residential entry.
- 23'-0" for Starbucks frontage.
- Levels 2-5 : 5'-0" from property line.
- Level 6 : 20'-6" from property line.

—Alley

- Levels 1-5 : 25'-0" from the property line (Same as Phase 1).
- Level 6 : 43'-0" from property line.

—Washington Avenue

- On Washington Avenue, the Starbucks on grade level and Levels 2 and 3 line up directly with the existing brick building directly west of the Starbucks.
- As mentioned in the previous section, Levels 4, 5, and 6 step back and are set back from the property line as follows.
- Level 4 : Range from 9'-0" to 27'-6" from property line.
- Level 5 : Range from 27'-6" to 41'-0" from property line.
- Level 6 : Range from 27'-6" to 57'-6" from property line.

—See project plans for detailed information on property line set backs.

Open Space

- A combined open space of approximately 6,211 SF. This open space consists of an approximately 2,497 SF open plaza with public art and landscaping, with the remainder dedicated to a private outdoor dining and landscaping for high-end destination retail and commercial along Green Bay Road.
- See Architecture, Construction, and Sustainability section for project metrics on open space.

Building Separation

—The building is designed with a 70'-0" wide and 45'-0" deep separation at grade level between Phase 1 and Phase 2 creating a combined open space of approximately 6,211 SF. This open space consists of an approximately 2,497 SF open plaza with public art and landscaping, with the remainder dedicated to private outdoor dining and landscaping for high-end destination retail and commercial along Green Bay Road. The atmosphere created by the architecture, landscaping, and open space will ensure pleasant surroundings at the plaza to engage the community. The enhancement of the streetscape and the addition of the plaza have been designed to align with the Village Center Master Plan goals. Above the plaza, 61'-0" wide openings between facing terraces and a 32'-6" opening between the buildings creates additional separation.



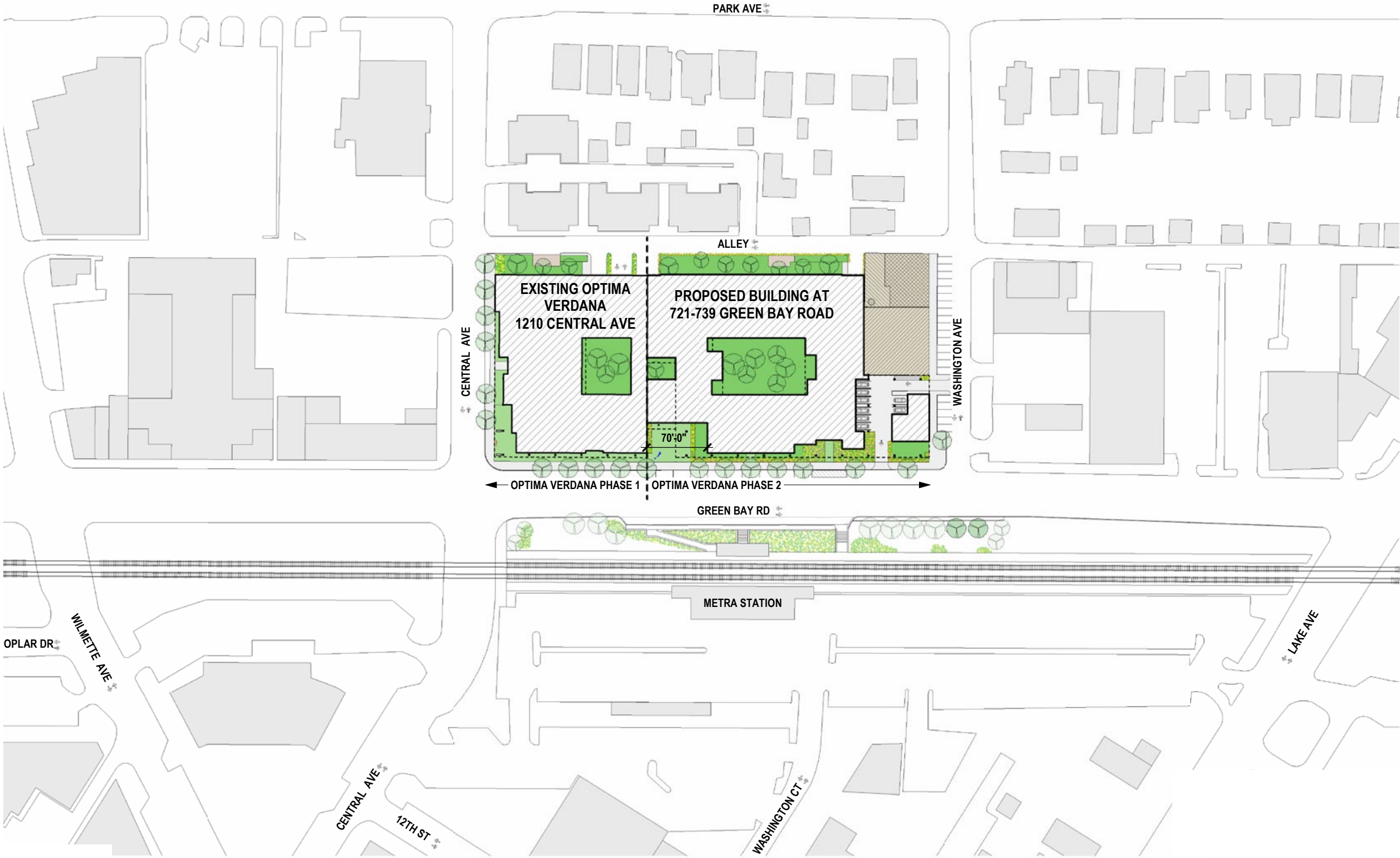
View of Corner of Green Bay Road and Washington Avenue Looking Southwest



View of Building Separation Facing West from Green Bay Road

*full-size renderings are included on pages 21-32

Site Plan

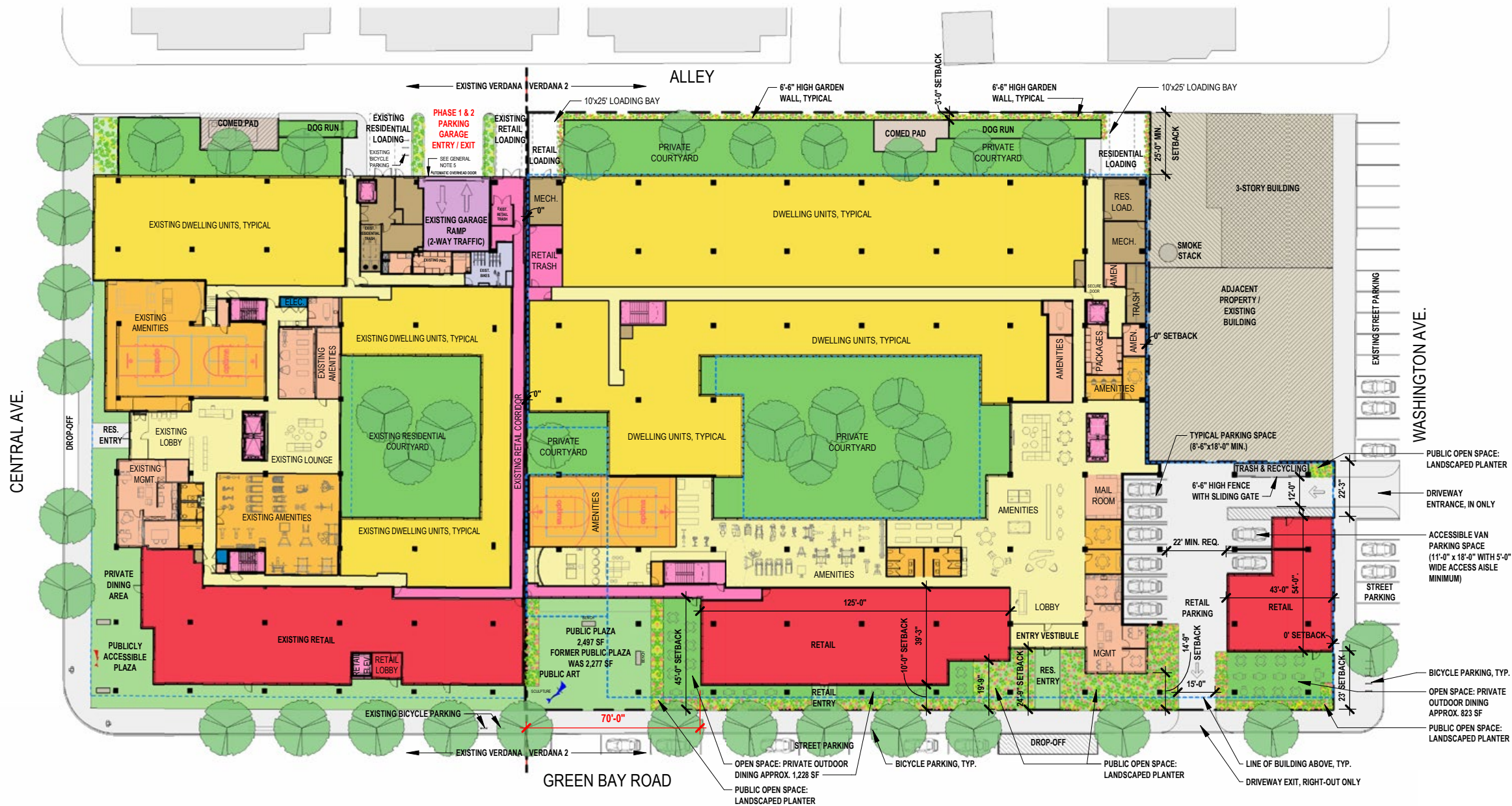


Site Access

- The existing two (2) curb cuts/driveways on Green Bay Road will be eliminated and the curb cuts for Starbucks will remain in their general locations on both Washington Avenue and Green Bay Road.
- The underground residential and public parking spaces will utilize the existing parking garage access from Optima Verdana Phase 1 in the west alley.
- Loading is designed to be in the alley with an additional commercial loading bay provided at the southwest corner of the site in the alley, and a residential loading bay provided in the northwest corner of the site that can be accessed from the alley as well.
- Residential drop-off for Phase 2 is located on Green Bay Road at the entrance to the building in the current parking lane.
- Currently, the Imperial Motors Site has six (6) street parking spaces on Green Bay Road. The removal of the two (2) curb cuts and location of the residential drop-off for Phase 2 allow for nine (9) street parking spaces on Green Bay Road. This is an improvement of three (3) additional street parking spaces on Green Bay Road.
- Eight (8) surface parking spaces for the Starbucks are located on the northeast corner of the site, accessed from Washington Avenue with one-way traffic, exit right-turn only onto Green Bay Road.
- Public transit located adjacent to the site (bus stop and Metra stop).

Commercial Space Plan

- The commercial space planned for Optima Verdana Phase 2 includes 7,370 GSF of high-end commercial and retail space and is designed to integrate with the 8,113 GSF of existing commercial space in Optima Verdana Phase 1, making a total of 15,483 GSF of commercial space along Green Bay Road and Washington Avenue.
- The high-end residential component of the project is designed to enhance the vibrancy of the streetscapes while further activating and supporting the Village Center.
- Our plan is to retain the existing Starbucks relocated in the Optima Verdana Phase 2 retail space on Green Bay Road and Washington Avenue. This is an improved retail space with outdoor dining.



Project Plans

Floor Plan Level 1

- GENERAL NOTES:**
1. PROJECT WILL PROVIDE BIDIRECTIONAL ANTENNAS, OR ALTERNATIVE, TO SUPPORT EMERGENCY SERVICES STARCOM RADIO SYSTEM WITHIN THE ENTIRE BUILDING. PROPERTY WILL HAVE A SECURITY CAMERA SYSTEM.

2. BLACK IRON EXHAUST WILL BE PROVIDED TO ROOF AT RETAIL SPACE.

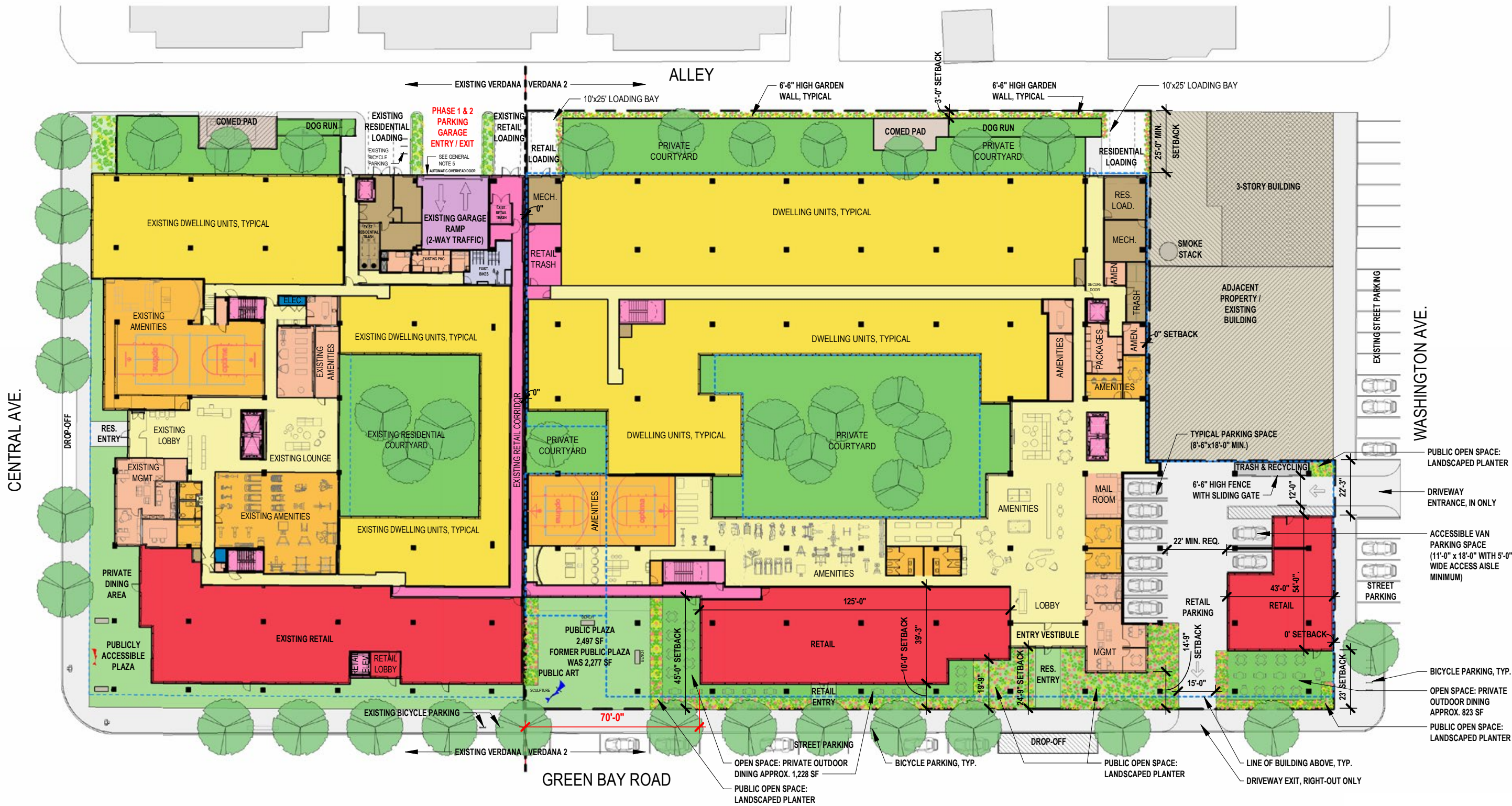
4. GREASE RECEPTOR WILL BE PROVIDED AS CODE REQUIRES. ACCESS FOR EMERGENCY SERVICES TO PUBLIC AND PRIVATE PARKING AREAS WILL BE PROVIDED.

5. 7'-0" MINIMUM CLEAR HEADROOM PROVIDED AT ALL DRIVE AISLES AND PARKING SPACES U.N.O.

7. 8'-2" MINIMUM CLEAR HEADROOM PROVIDED AT VAN ACCESSIBLE PARKING SPACES, AND AT DRIVE AISLES LEADING TO VAN ACCESSIBLE PARKING SPACES.

8. ALL 1-WAY DRIVE AISLES TO BE 12'-0" MINIMUM CLEAR.

9. ALL PARKING SPACES TO BE 8'-6" WIDE WITHOUT ENCUMBRANCES.

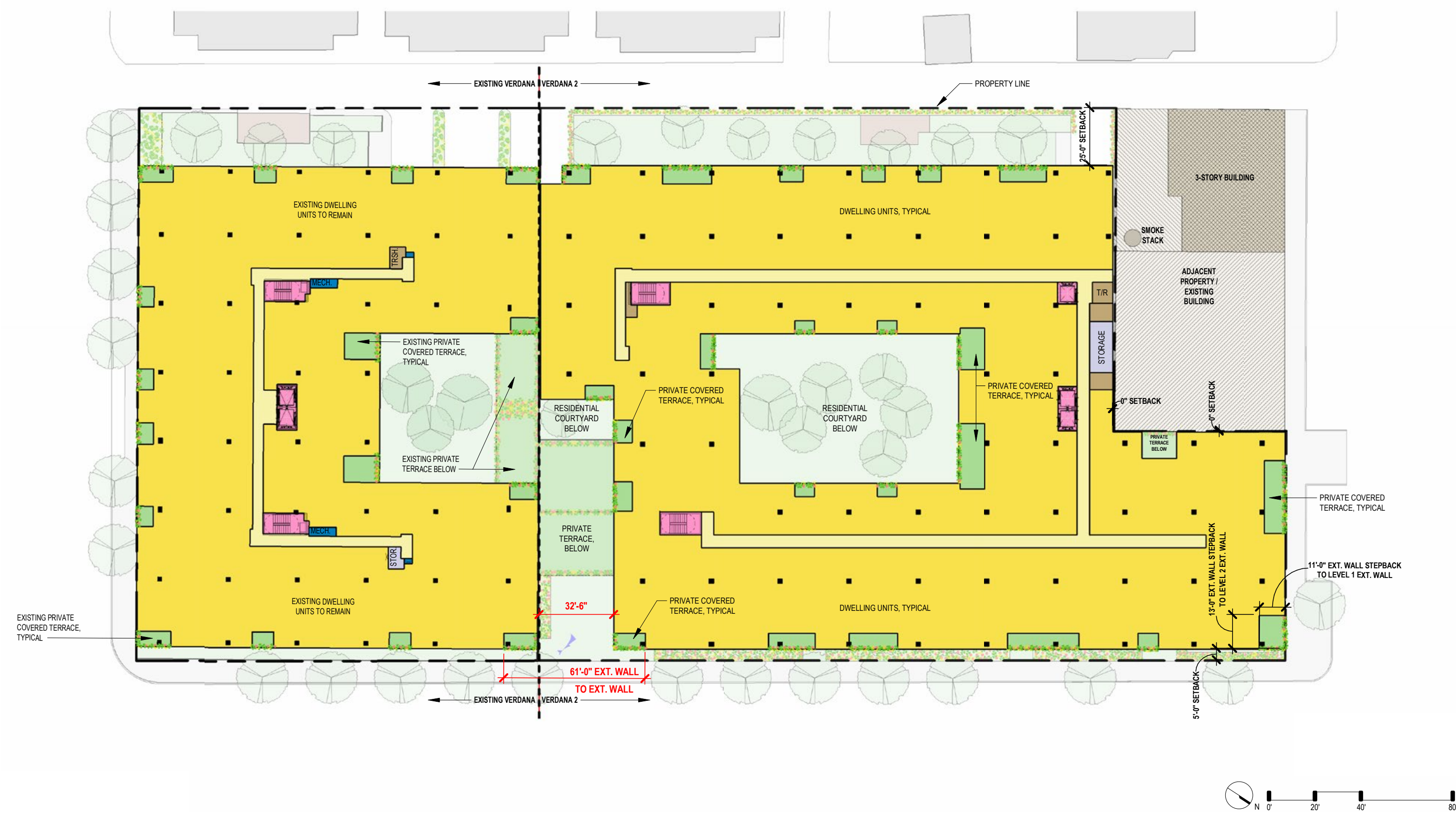


Floor Plan Level 2



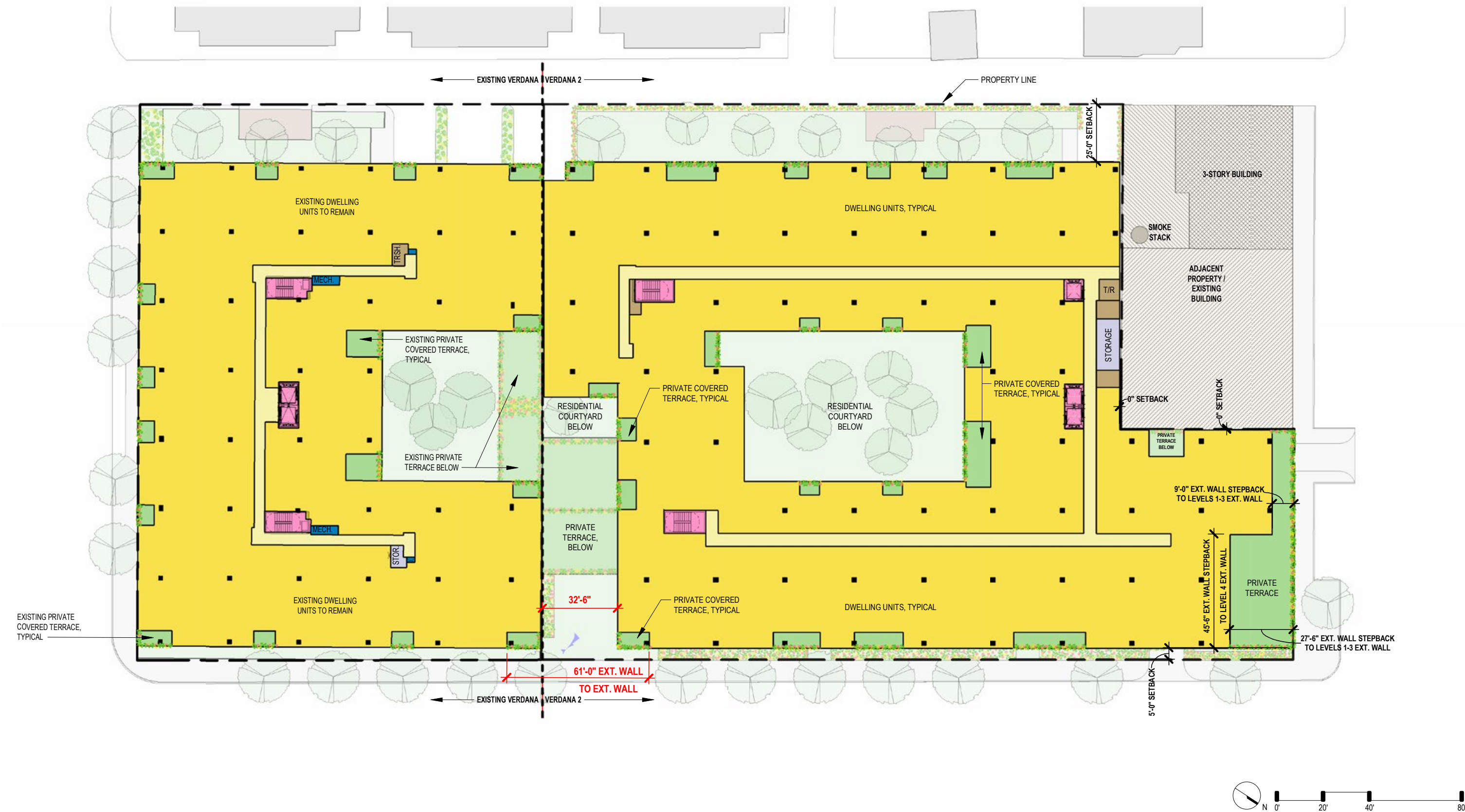
Project Plans

Floor Plan Level 3



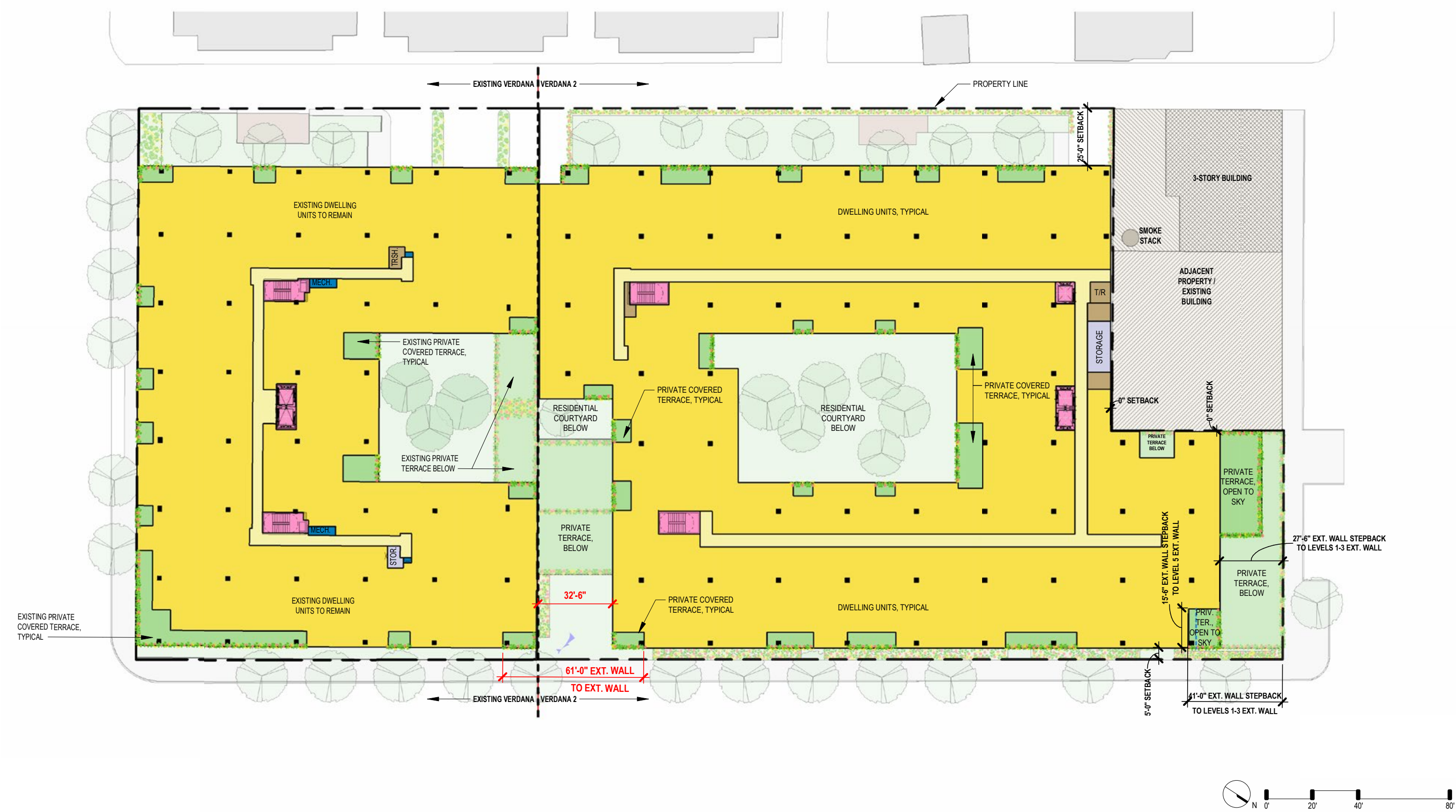
Project Plans

Floor Plan Level 4

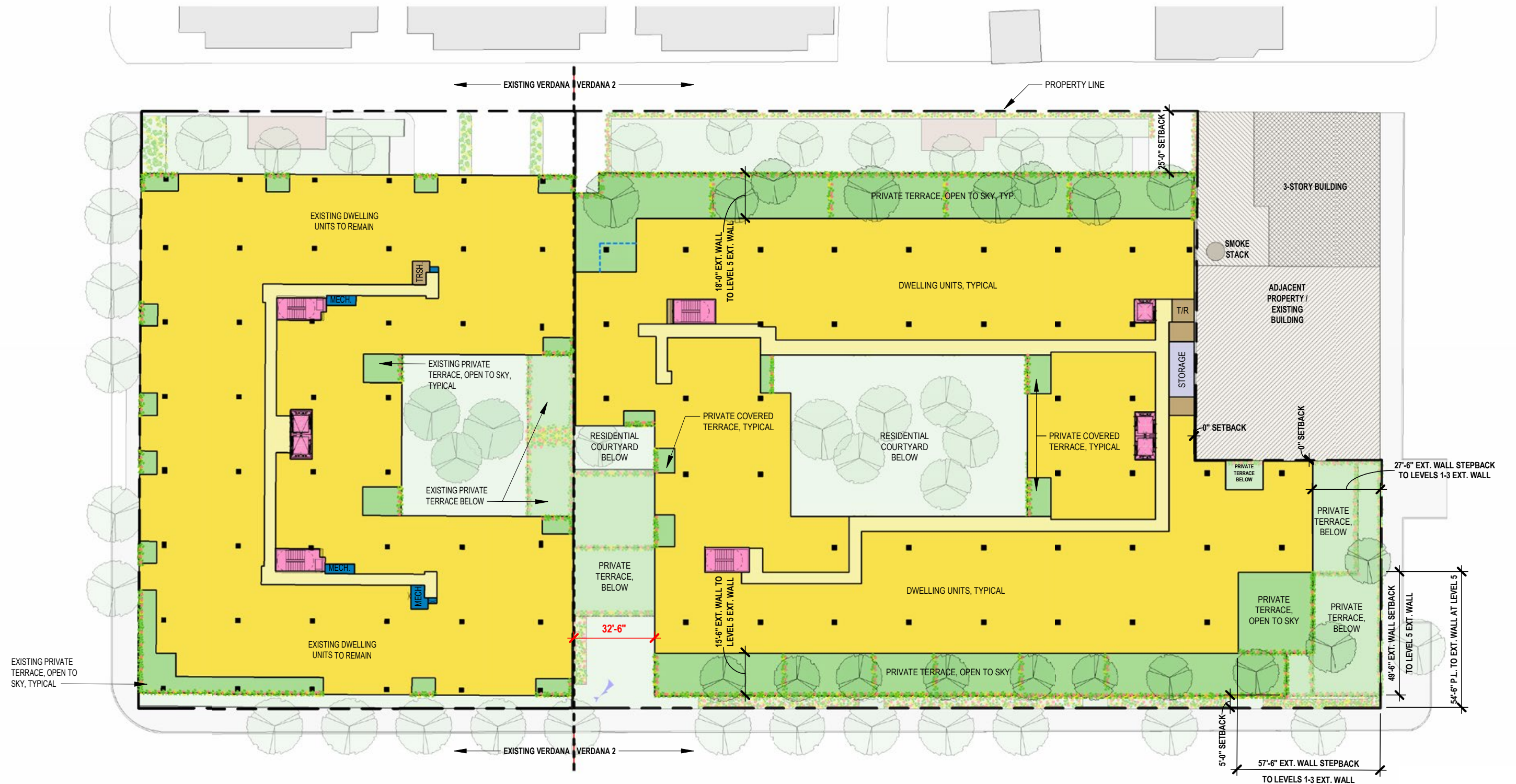


Project Plans

Floor Plan Level 5

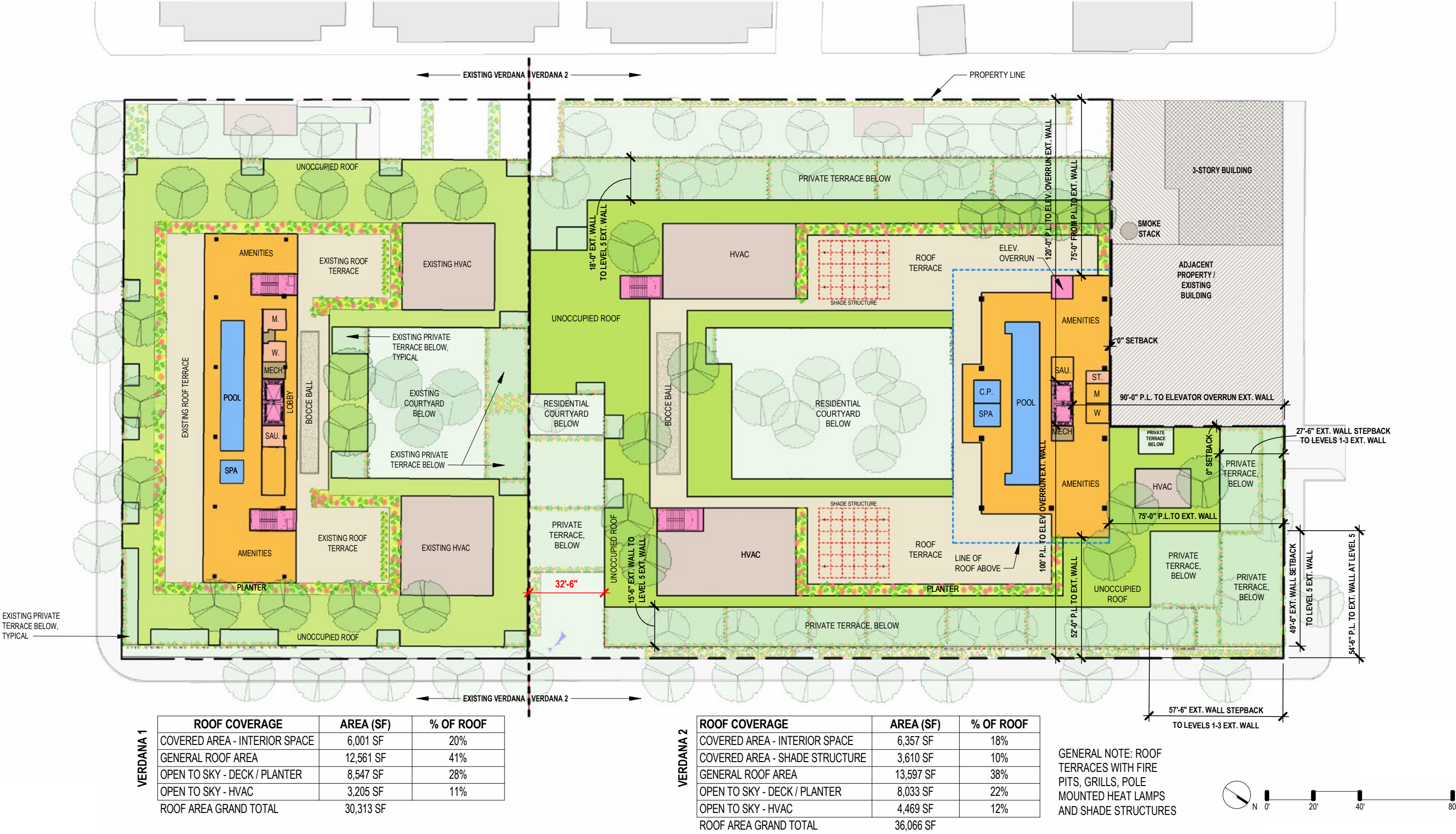


Floor Plan Level 6



Project Plans

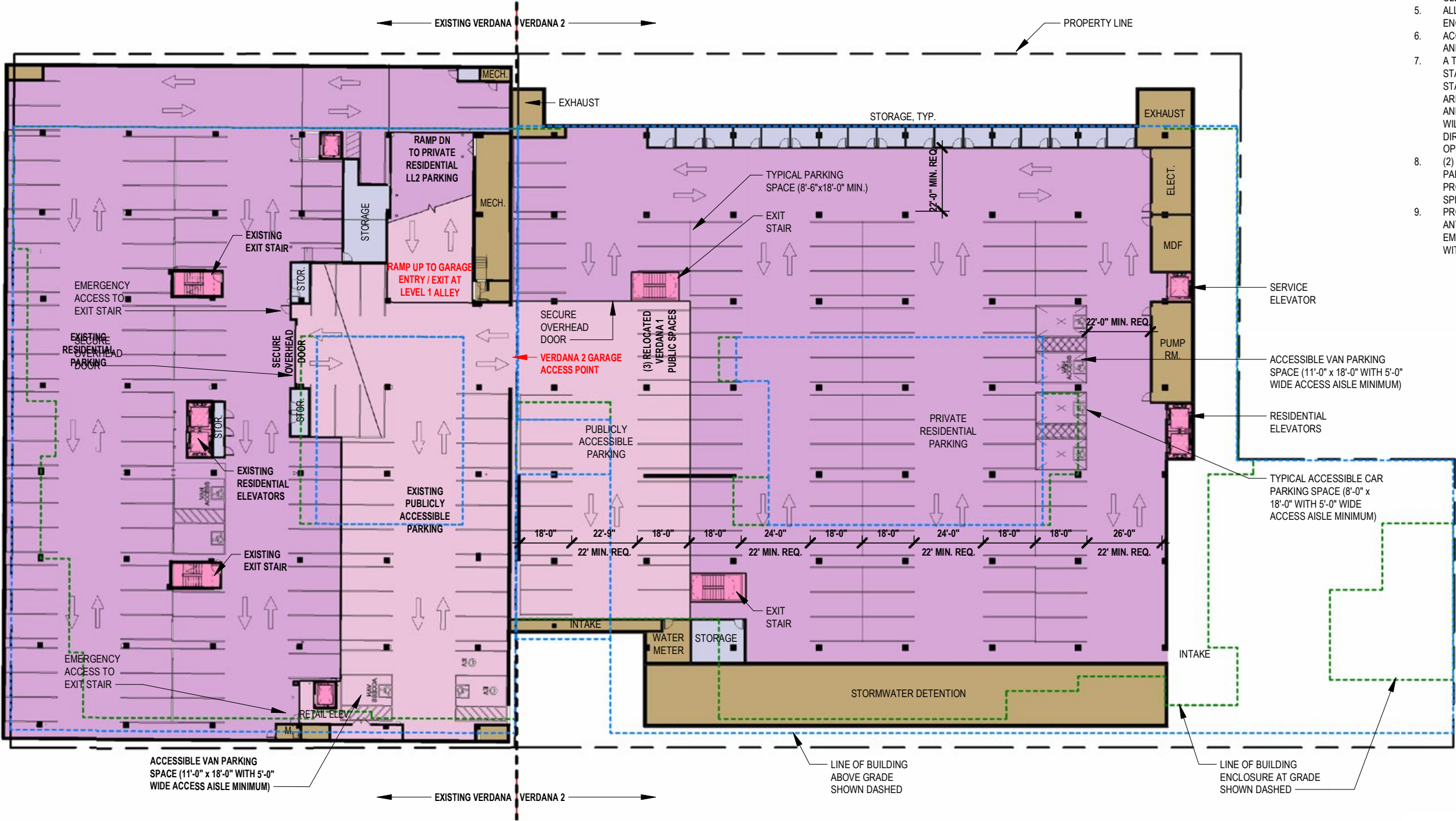
Roof Plan



Project Plans

Floor Plan Lower Level 1

See project design metrics section for parking information.



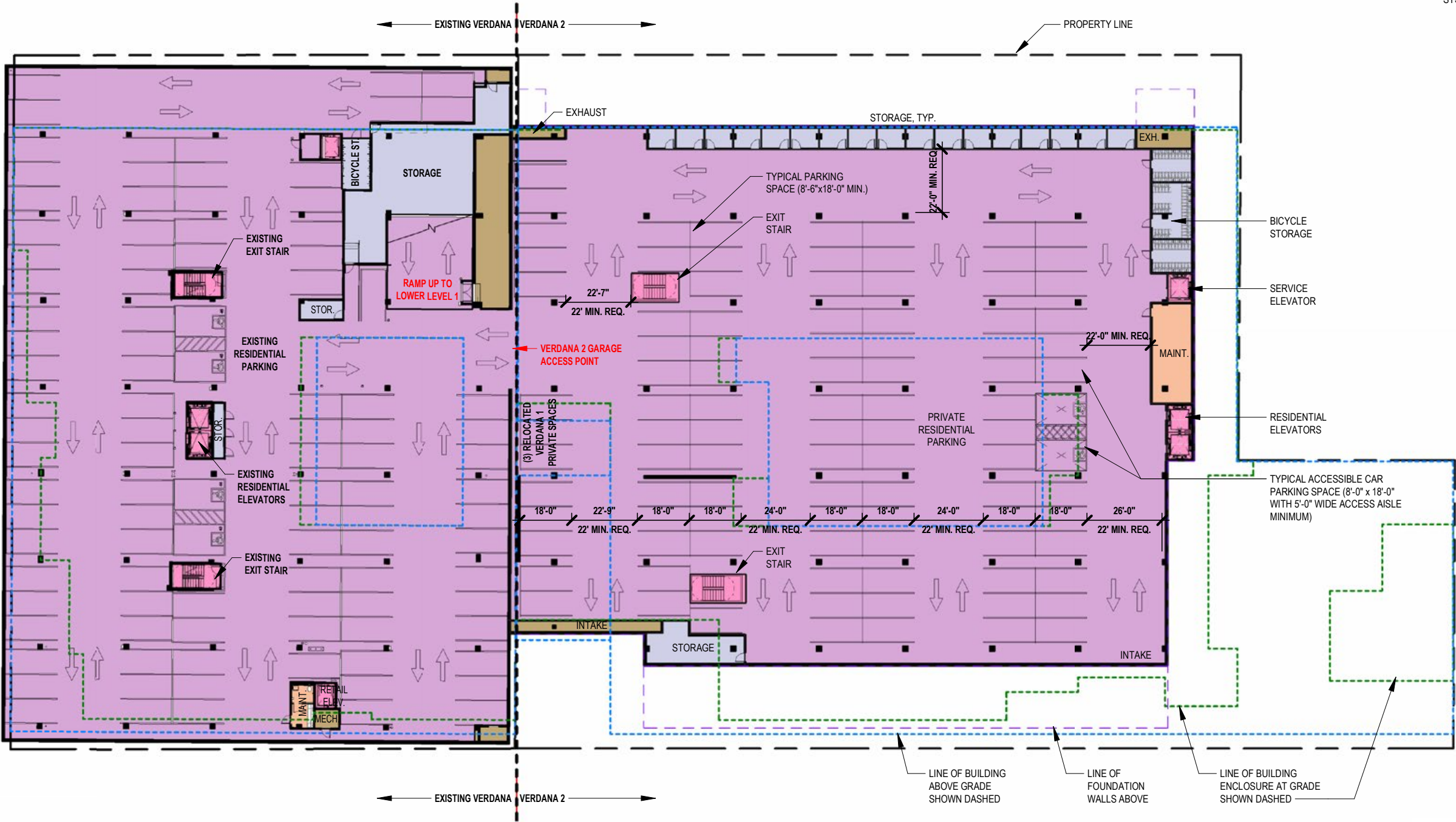
- GARAGE PLAN NOTES:**
1. PROJECT WILL PROVIDE FOR DIRECTIONAL SIGNAGE PROGRAM FOR PUBLIC PARKING AND PARKING AVAILABILITY SIGNAGE AT ENTRANCE TO GARAGE.
 2. 7'-0" MINIMUM CLEAR HEADROOM PROVIDED AT ALL DRIVE AISLES AND PARKING SPACES U.N.O.
 3. 8'-2" MINIMUM CLEAR HEADROOM PROVIDED AT DRIVE AISLES LEADING TO ACCESSIBLE VAN PARKING SPACES, BEFORE AND AT THE ACCESSIBLE VAN PARKING SPACES.
 4. ALL 2-WAY DRIVE AISLES TO BE 22'-0" MINIMUM CLEAR.
 5. ALL PARKING SPACES TO BE 8'-6" WIDE WITHOUT ENCUMBRANCES.
 6. ACCESS FOR EMERGENCY SERVICES TO PUBLIC AND PRIVATE PARKING AREAS WILL BE PROVIDED.
 7. A TOTAL OF 6 EMERGENCY PUSH BUTTON STATIONS WILL BE PROVIDED. LOCATION OF SIX STATIONS TO BE DISTRIBUTED BETWEEN GARAGE AREAS (PUBLIC AND PRIVATE) NEAR ELEVATORS AND STAIRWELLS. THE PUSH BUTTON ALARMS WILL CALL 911 AND HAVE ABILITY TO ALLOW DIRECT TWO-WAY COMMUNICATION WITH 911 OPERATORS.
 8. (2) EV CHARGING STATIONS PROVIDED IN PUBLIC PARKING. (12) EV CHARGING STATIONS PROVIDED IN PRIVATE RESIDENTIAL PARKING SPLIT BETWEEN TWO PARKING FLOORS.
 9. PROJECT WILL PROVIDE BIDIRECTIONAL ANTENNAS, OR ALTERNATIVE, TO SUPPORT EMERGENCY SERVICES STARCOM RADIO SYSTEM WITHIN THE ENTIRE BUILDING.

Project Plans

Floor Plan Lower Level 2

See project design metrics section for parking information.

- GARAGE PLAN NOTES:**
- 1. 7'-0" MINIMUM CLEAR HEADROOM PROVIDED AT ALL DRIVE AISLES AND PARKING SPACES U.N.O. ALL 2-WAY DRIVE AISLES TO BE 22'-0" MINIMUM CLEAR.
 - 2. (2) EV CHARGING STATIONS PROVIDED IN PUBLIC PARKING. (12) EV CHARGING STATIONS PROVIDED IN PRIVATE RESIDENTIAL PARKING SPLIT BETWEEN TWO PARKING FLOORS.
 - 3. PROJECT WILL PROVIDE BIDIRECTIONAL ANTENNAS, OR ALTERNATIVE, TO SUPPORT EMERGENCY SERVICES STARCOM RADIO SYSTEM WITHIN THE ENTIRE BUILDING.

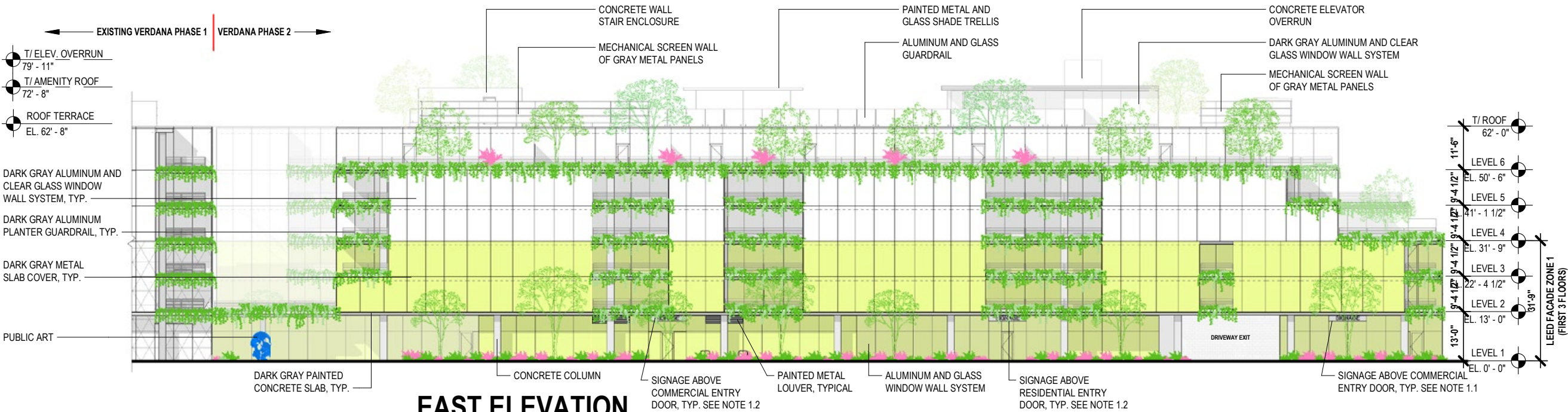


Project Plans

Elevations



NORTH ELEVATION






EAST ELEVATION

- SIGNAGE NOTES:**
- BUILDING SIGNAGE TO CONFORM WITH VILLAGE SIGNAGE ORDINANCE.
 - RETAIL SIGNAGE TO BE PANEL TYPE, MOUNTED HIGH AND TIGHT TO FACE OF STOREFRONT.
 - RESIDENTIAL SIGNAGE TO BE PANEL TYPE, MOUNTED HIGH AND TIGHT TO FACE OF STOREFRONT.
 - EXISTING PUBLIC PARKING SIGNAGE TO CONFORM WITH VILLAGE SIGNAGE ORDINANCE.

- DESIGN FEATURE NOTES:**
- LEED PILOT CREDIT 55 "BIRD COLLISION DETERRENCE" ESTABLISHED THE FIRST THREE FLOORS OF A BUILDING AS "ZONE 1" THAT IS THE HIGHEST THREAT FOR BIRD COLLISIONS. THE REQUIREMENT FOR ZONE 1 IS FOR THERE TO BE A BIRD COLLISION THREAT RATING (BCTR) OF 15 OR LESS.
 - GLASS ON THE FIRST THREE FLOORS WILL BE TREATED WITH BIRD-FRIENDLY GLAZING APPLICATIONS TO ASSIST WITH DETERRING BIRD COLLISIONS.
 - TERRACES TO BREAK-UP THE GLASS FACADE CREATE PHYSICAL DIFFERENTIATION.
 - USE OF METAL GUARDRAILS AT TERRACES INSTEAD OF GLASS.
 - RESIDENTIAL COMMON AREA LIGHTING INTERNAL TO THE BUILDING WITH NO EXTERNAL LIGHT POLLUTION.
 - ROOF TOP LIGHTING WILL BE ON TIMERS.
 - FUNCTION OF THE RESIDENTIAL BUILDING LENDS ITSELF TO LIMITED OVERNIGHT LIGHTING.
 - NO VISIBLE INTERIOR LANDSCAPING.

NOTE:
ESTABLISHED GRADE OF VERDANA 1 IS 610.4

- LEGEND OF GLASS TYPES**
-  = CLEAR GLASS WITH LOW-E COATING
 -  = CLEAR GLASS WITH LOW-E COATING AND BIRD-FRIENDLY TREATMENT
 -  = SPANDREL GLASS WITH LOW-E COATING

Project Plans

Elevations



- SIGNAGE NOTES:**
- BUILDING SIGNAGE TO CONFORM WITH VILLAGE SIGNAGE ORDINANCE.
 - RETAIL SIGNAGE TO BE PANEL TYPE, MOUNTED HIGH AND TIGHT TO FACE OF STOREFRONT.
 - RESIDENTIAL SIGNAGE TO BE PANEL TYPE, MOUNTED HIGH AND TIGHT TO FACE OF STOREFRONT.
 - EXISTING PUBLIC PARKING SIGNAGE TO CONFORM WITH VILLAGE SIGNAGE ORDINANCE.

- DESIGN FEATURE NOTES:**
- LEED PILOT CREDIT 55 "BIRD COLLISION DETERRENCE" ESTABLISHED THE FIRST THREE FLOORS OF A BUILDING AS "ZONE 1" THAT IS THE HIGHEST THREAT FOR BIRD COLLISIONS. THE REQUIREMENT FOR ZONE 1 IS FOR THERE TO BE A BIRD COLLISION THREAT RATING (BCTR) OF 15 OR LESS.
 - GLASS ON THE FIRST THREE FLOORS WILL BE TREATED WITH BIRD-FRIENDLY GLAZING APPLICATIONS TO ASSIST WITH DETERRING BIRD COLLISIONS.
 - TERRACES TO BREAK-UP THE GLASS FACADE CREATE PHYSICAL DIFFERENTIATION.
 - USE OF METAL GUARDRAILS AT TERRACES INSTEAD OF GLASS.
 - RESIDENTIAL COMMON AREA LIGHTING INTERNAL TO THE BUILDING WITH NO EXTERNAL LIGHT POLLUTION.
 - ROOF TOP LIGHTING WILL BE ON TIMERS.
 - FUNCTION OF THE RESIDENTIAL BUILDING LENDS ITSELF TO LIMITED OVERNIGHT LIGHTING.
 - NO VISIBLE INTERIOR LANDSCAPING.

NOTE:
ESTABLISHED GRADE OF VERDANA 1 IS 610.4

- LEGEND OF GLASS TYPES**
- = CLEAR GLASS WITH LOW-E COATING
 - = CLEAR GLASS WITH LOW-E COATING AND BIRD-FRIENDLY TREATMENT
 - = SPANDREL GLASS WITH LOW-E COATING

APPEARANCE REVIEW CERTIFICATE

STANDARDS OF REVIEW

When reviewing an application for an Appearance Review Certificate, the ARC shall endeavor to ensure that the proposal is designed in accordance with the standards set forth below. **Architectural style is not restricted.** Rather, evaluation of the appearance of a project shall be based on the quality of its design and its relationship to the pattern and character of development on surrounding properties.

1. All sides of a structure receive design consideration.
2. If the side or rear of the structure faces a street, a residential use, or a property located in a residential zoning district, the exterior materials used on the side or rear are comparable in character and quality to the exterior materials used on the facade of the structure.
3. Materials used in the construction and design of the structure are of durable quality.
4. Mechanical equipment is located or screened so as not to be visible from surrounding streets and properties.
5. The scale and placement of the structure on the site is appropriate to the proportion of the site covered by the structure and the location of the structure in relation to its lot lines.
6. Building design and placement must take into consideration natural grade conditions, existing vegetation, and other natural features.
7. Excessive similarity or dissimilarity in design in relation to surrounding or adjoining structures is discouraged, including but not limited to building height, exterior materials, building mass, roof line, and architectural features.
8. Design takes into consideration the relationship to the street and the pedestrian environment.
9. Parking, storage, and refuse areas are located and screened so as not to negatively affect neighboring properties.
10. Landscape is designed to maintain existing mature trees and shrubs to the maximum extent possible.
11. Landscape provides an aesthetically pleasing design and, where applicable, provides for the screening of parking, storage, refuse, and utility areas from the street and adjacent residential properties.
12. Selected plant materials shall be suitable to Wilmette's climate and to their location on the site. The use of invasive species is prohibited. Invasive species shall be those included in the "Chicago Botanic Garden" list of "Invasive Plants in the Chicago Region."
13. Parking areas are designed to achieve efficient traffic flow and minimize dangerous traffic movements.
14. Signs are of the appropriate design, color and placement to the structure, site and adjoining properties, in terms of materials, height, setback from the street, and proportion.
15. Accessory structures, exterior lighting and fences, complement the overall structure and site design, in terms of materials, size, and architectural character.
16. For new two-unit dwellings, review is limited to whether or not the proposed structure maintains the external appearance of a single-family dwelling.



VILLAGE OF WILMETTE

1200 Wilmette Avenue
WILMETTE, ILLINOIS 60091-0040

MEETING MINUTES

APPEARANCE REVIEW COMMISSION

MONDAY, JANUARY 6, 2020

7:30 P.M.

SECOND FLOOR TRAINING ROOM

Members Present: Charles Smith, Chairman
Nada Andric
Richard Brill
Devan Castellano
Mason Miller
Jeffery Saad

Members Absent: Doug Johnson

Guests: Ryan O'Donnell, 1146 Wilmette Avenue
Glenn Keefer, 1146 Wilmette Avenue
Dan Magestro, 2114 Lake Avenue
Barb Bischoff, 1223 Washington Avenue
Rich Deleo, 1710 Central Avenue
Michael Piskule, 444 Skokie Boulevard
Mariah DiGrino, 126 Central Park Avenue
David O'Donoghue, 2419 Thornwood Avenue
Richard Rubens, 2818 Blackhawk Road
Sharon Block, 1240 Central Avenue
Mimi Manding, 1240 Central Avenue
Dorothy Dygos, 1238 Central Avenue
Justin Sheperd, 930 Seneca Road

Staff Present: Lucas Sivertsen, Business Development Coordinator

I. CALL TO ORDER

Chairman Smith called the meeting to order at 7:30 p.m.

II. APPROVAL OF MINUTES; APPEARANCE REVIEW COMMISSION MEETING OF DECEMBER 2, 2019.

Mr. Miller moved to approve the December 2, 2019 meeting minutes as amended. The motion was seconded by Mr. Brill. Voting yes: Chairman Smith and Commissioners Andric, Brill, Castellano, Miller, and Saad. Voting no: none. **The motion carried.**

III. CONSENT AGENDA

Mr. Brill moved to grant an Appearance Review Certificate for Case 2020-AR-01, 332 Ridge Road, Artis, Wall Sign. The motion was seconded by Ms. Castellano. Voting yes: Chairman Smith and Commissioners Andric, Brill, Castellano, Miller, and Saad. Voting no: none. **The motion carried.**

IV. CASES

**2019-AR-43
1146 Wilmette Avenue**

**Ryan O'Donnell
Appearance Review Certificate**

Mr. Ryan O'Donnell provided an overview of the revisions made to their plans. The crown molding, trim and base molding have been removed from the plan. Instead, a thin black granite base is proposed. They are proposing to paint the existing brick. The light fixtures that were proposed underneath the awning were removed from the plans. The planters would be filled with velvet boxwood.

Mr. Glenn Keefer said they decided to replace the light fixtures so that all the bulbs would be an incandescent bulb instead of varying LED bulbs.

Mr. Smith asked what led them to propose incandescent bulbs instead of LED.

Mr. O'Donnell said they liked the warm glow of incandescent.

Ms. Castellano asked if the applicant would run into any energy code issues if they used only incandescent bulbs.

Mr. Keefer said he didn't think they would.

Ms. Andric said she thought they could find LED bulbs that would give a warm glow they were looking for. In the future it will be difficult to find incandescent bulbs.

Mr. Miller asked if they were proposing to replace the existing storefront doors.

Mr. O'Donnell said the existing storefront doors would remain. They would add mullions to the glass to give them a divided light feel.

Ms. Andric said their storefront is coplanar with the Pediatric Center building to the east. She wanted to know how were proposing to separate the two storefronts.

Mr. O'Donnell said there was an existing reveal between the two storefronts which acted as a natural break.

Ms. Castellano asked where the black granite was being used.

Mr. O'Donnell said there was going to be a slab of granite at the base of the storefront with a cap on top and bottom.

Mr. Smith recommended it be thicker than the 1 ¼ inch thickness shown in the plan.

Mr. O'Donnell said they will use something closer to the sample, 1 ½ to 2 inches thick.

Mr. Saad asked if they were proposing to do a closed or open ended awning.

Mr. O'Donnell said they were proposing an open ended awning with straight edged valance.

Mr. Brill moved to approve Case 2019-AR-43, granting an amended Appearance Review Certificate based off the plans and samples presented. The motion was seconded by Mr. Miller. Voting yes: Chairman Smith and Commissioners Andric, Brill, Castellano, Miller, and Saad. Voting no: none. **The motion carried.**

**2019-AR-11
444 Skokie Boulevard**

**Orren Pickell Design Group
Appearance Review Certificate**

Mr. Mike Piskule presented the modification they were proposing to their existing Appearance Review Certificate. During construction they decided to modify the cladding material to a synthetic material that comes in linear planks that will accomplish that same goals as the previous material.

Mr. Saad asked if the manufacturer of the cladding material offers a concealed fastener.

Mr. Piskule said they do offer concealed fasteners.

Mr. Piskule explained the “crumple zone” shown on the plans.

Mr. Miller moved to approve Case 2019-AR-11, 444 Skokie Boulevard, granting an amended Appearance Review Certificate to modify the cladding material. The motion was seconded by Mr. Saad. Voting yes: Chairman Smith and Commissioners Andric, Brill, Castellano, Miller, and Saad. Voting no: none. **The motion carried.**

1210 Central Avenue

**Optima Inc.
Non-binding Design Review**

Mr. Sivertsen stated the Village has received a Planned Unit Development application for a project at 1210 Central Avenue. The case has been scheduled to be heard by the Plan Commission on Tuesday, January 7, 2020. Prior to that meeting staff had asked the applicant if they would be willing to attend a non-binding review with the Appearance Review Commission. The Appearance Review Commission is not typically part of the formal Planned Unit Development review process, however, the applicant has agreed to attend the meeting. The intent of the meeting is for the Commission to provide comment on the proposal given their expertise in design review. While questions from the public are welcome, the formal public input portion of the review process will be part of the Plan Commission hearing.

Mr. Mark Segal introduced himself, Mr. Bill Duke and Mr. Matt Cison as Senior Vice Presidents with Optima, Incorporated.

Mr. Segal presented Optima's background. They are unique in that they act as the developer, architect, general contractor and operator. After providing some background into the company Mr. Segal presented the plans that were submitted to the commission. In addition to the plans included in the case report, Mr. Segal provided the commission with a drawing titled Context Exterior Elevation that showed the heights of the proposed building compared to the existing building at 611 Green Bay Road. He discussed the context of the surrounding area and stated the access points into the alley were designed to be in the same location as the existing property so as to not alter vehicular access into the alley.

Mr. Bill Duke presented the floor plans and elevations.

Mr. Smith asked for clarification on the roof plan. He wanted to know what the area shown in green outside of the roof terrace was proposed to be.

Mr. Duke said that area would be roof membrane, not a green roof. The dotted area would be landscaping and the five trees would be set in raised planters. The planters are not delineated on the plan.

Mr. Smith asked if the public parking area and private parking area would be separated by a wall.

Mr. Duke said there was not a wall drawn in the plans, however, they would intend on separating the two spaces with some type of block wall.

Mr. Smith asked if they were proposing a door where vehicles accessed the public parking area from the alley.

Mr. Segal said there would be a door, but it would not require security to provide access for both the public and residents of the building. There will be a parking availability indicator to show how many public spaces are available before vehicles enter the parking garage.

Ms. Castellano asked for the length of the stone panel wall along Central.

Mr. Duke said it would be approximately 110 to 125 feet in length. The stone panels would be installed on a wall and the clearstory windows would rest on that wall. In other areas it would act like a fence where the building is setback to provide an outdoor patio for the residential units on the first floor. The stone wall is proposed at seven feet, six inches.

Mr. Saad asked for the elevation showing the rooftop amenity space, penthouse and elevator overrun. The dimensions were listed on the elevations, however, the structures were not shown.

Mr. Segal said they were lightened to indicate they were setback from the roof, however, they are so light that they don't show up well.

Mr. Duke said the glass that they were proposing for the project has a light bronze aspect to it.

The concrete slabs will be capped with a dark brown metal

Mr. Smith asked where the railing on the roof top would be installed.

Mr. Duke said it would be located at the edges of the gray areas labeled roof terrace, inside of the planters drawn as a multicolored band.

Ms. Andric asked how the area delineated on the roof plan as HVAC would be screened.

Mr. Duke said the area would be finished with a metal panel wall using the same color of metal that is used for the spandrels. The detail of the wall does not show up in the elevation.

Mr. Smith said one of the zoning reliefs they are requesting is for the first floor height. The proposal shows a height of 13 feet rather than the required 14 feet.

Mr. Duke said because of the mechanical systems they are using they are able to accommodate a 10 foot finished ceiling height. According to some of the businesses they have asked, that ceiling would be acceptable to them.

Mr. Smith said his concern is not only the ceiling height, but also the amount of transparency and storefront you see on Green Bay Road. It's about the pedestrian experience as well.

Ms. Castellano said she appreciates the pedestrian experience proposed along Green Bay Road and said that was actually one of her concerns along the proposed Central Avenue frontage. Central Avenue is extremely busy. Kids from McKenzie and commuters are heavily using that portion of Central. Having a 120 foot long wall is counter intuitive to providing a pedestrian friendly feel. Having transparency and visual interest is important along that wall.

Ms. Castellano asked if there were dwelling units on the first floor along Washington Avenue (the block north of Central Avenue) and if that was allowed.

Mr. Segal said that having residential on the first floor is an exception they were seeking.

Mr. Smith agreed with Ms. Castellano that the stone wall along Central Avenue was problematic. He asked if the first floor plan was showing actual dwelling units or areas dedicated for residential accessory uses.

Mr. Segal said there were a total of 9 residential dwelling units programed for the first floor.

Ms. Andric asked how the applicant thought the project would be contributing to the surrounding district.

Mr. Segal said they spent a lot of time reviewing the Village's master plan for the downtown. The project is adding density in a transit oriented development which will provide energy and activity for businesses. By wrapping the commercial frontage around the corner onto Central Avenue they were attempting to provide a more pedestrian feel. They had concern that additional commercial tenant space on Central would be difficult to lease in the current environment.

Mr. Smith asked if the applicant had considered a community use rather than a commercial use along the Central Avenue frontage if occupancy was their concern.

Mr. Segal said they had some discussion with a community type use however that use did not work out.

Mr. Smith said even if that particular tenant didn't work out he encourages them to find an active use for that space that would be contributing to the Village. It would be a dead zone as proposed.

Ms. Andric said she had concern about the large wall of glass along Green Bay. Inevitably a commercial tenant will want to use the storefront for storage or some other back of house type purpose. With that much glass you can't always put on a nice face to the street.

Mr. Segal said one of the benefits of the company is that they are so integrated. They will be holding on to the property and managing the building so that those types of things don't happen.

Ms. Andric asked how the commercial tenant space would be divided up.

Mr. Segal said they envisioned a division into two spaces. Approximately 5,000 square feet on the southern portion at the corner and 2,300 on the other side of the retail elevator.

Ms. Andric asked what type of image they are wanting to convey to the Metra passengers and vehicles traveling on Green Bay Road. The proposed building is a wonderful contemporary design and she thanked them for their work, but she didn't know where they were going and how the design would work with buildings to the north once they are redeveloped. The first floor needs to project the same image as the rest of the building regardless of who is occupying the commercial space. This happens by looking at the storefront glass, lighting, and signage. She thinks this project will be a great addition to the Village and she wanted the applicant to make sure they do the best they can.

Mr. Brill asked if the setbacks meet Village Code.

Mr. Sivertsen said the required setback along Green Bay Road was 5 feet and the required setback on the rear was 25 feet. The setback on Central Avenue was actually a build-to-line that requires the building to be on the property line.

Mr. Saad asked what type of glass was on the north side of the building adjacent to the other property.

Mr. Duke said that would be back painted spandrel glass so it would be opaque.

Mr. Saad asked if this particular bronze glass was used in a local building so they could see an example in person.

Mr. Duke said he didn't know of a building, but could find some examples.

Mr. Saad said the renderings looked nice however, he was concerned that the glass wouldn't be as reflective as depicted in the drawing. For example, the stone in the rendering looks like a darker burnt umber, but the material sample presented looks more pink.

Mr. Brill asked what type of landscaping they were proposing. He wanted to know what they were doing to soften the look of the building.

Mr. Duke said they have worked closely with the Village Forester and received specific recommendations on what species to use which are reflected in the plans. They typically plan to plant 4 inch caliper trees, however, the Village Forester requested the trees not exceed 2 inches in caliper at planting due to the size of the tree pits.

Mr. Brill said they were proposing rental units. He wondered how much in rent they would be asking for the typical unit.

Mr. Segal said the average two bedroom unit would be rented for \$5,000 per month.

Mr. Smith said he would like to open up the meeting to questions from the public.

Ms. Mimi Manding, 1240 Central Avenue, said she was the president of the townhome association next to the proposed development. She asked if there was a rendering of what the building would look like from the alley.

Mr. Segal said the stone panel system would wrap around to the alley for approximately two thirds of the building. Then the access to the garage and loading area would be brown metal finished in a brown color to match the other metal on the building.

Ms. Manding asked about the width of the sidewalk along Central Avenue.

Mr. Segal they didn't plan on reducing the width of the sidewalk. He thought the building will actually be enhancing the safety of the sidewalk. The curb cuts along Central will be closed off completely.

Mr. Dan Magestro, 2114 Lake Avenue, said he was impressed with the meeting. He asked the applicant what it was about Wilmette's character that led to the brown glass and concrete slab design. The other inner suburbs have more of a traditional brick design. Functionally he likes the proposal, however, he is not sure about the design.

Mr. Duke said the terraces provide a lot of shade and texture to the building. They like the complexity and diversity of styles that can coexist. They think it helps to provide a richer environment. In walking around downtown Wilmette they see quite a mixture of styles.

Mr. Magestro said he wanted to know how the commissioners feel about the overall appearance of the building versus how they envisioned Green Bay Road might be redeveloped over the next several years.

Mr. Saad said he likes the proposal aesthetically. He feels the developer of the project at 611 Green Bay that was constructed a couple of years ago went with lower quality materials and did not account for all sides of the building with the same level of quality. He appreciates the level of thought Optima has put into all sides of the building. The bronze glass is very trendy right now, but he worries the glass could look dated. That was the reason he requested to see examples of where the proposed type of glass has been used. He thinks of Southfield, Michigan, where there are gold towers done in the 1980's that now look terrible. Since the majority of the project is glass, the glass needs to look great. That is his biggest concern.

Mr. Miller said the glass was his biggest fear as well., although, he thinks it could be interesting as proposed. Compared to other north shore communities Wilmette is diverse in many ways including its architectural style. Other communities have a distinct style which Wilmette doesn't have. The building has a nice scale to it and he thinks it will be a nice project.

Ms. Andric asked if there would be any consistent window covering in the building.

Mr. Segal said they will have a roller shade for each unit in a consistent color. It will likely be darker than white.

Mr. Rich Deleo, 1710 Central Avenue, asked why the architect proposed recessed balconies at the corner rather than continuing the glass to the corner.

Mr. Duke said they liked the way it opened up the intersection. It also helps to break up the building.

Mr. Deleo said he would be worried about residents putting furniture out on the balcony.

Mr. Duke said they decided to construct the balcony with a series of angled metal panels to screen the balcony, however, because they are angled down the occupant would still be able to see down.

Mr. Deleo said he was concerned with the stone wall proposed to extend all the way to the alley. It would block sight lines and cause a conflict between vehicles and pedestrians.

Mr. Duke said they could step that wall back to provide better sight lines.

Ms. Castellano said the package room is located near the rear of the building. With so many delivery services being used more and more frequently by residents she wondered if there was going to be a separate package delivery unloading area at the rear.

Mr. Segal said they will have a package room in the rear near the alley and will offer package delivery to each unit. They offer this service at other locations they operate.

Mr. Smith said they have a great opportunity to provide views from Central Avenue into the courtyard, however, it is being blocked by the elevator bays as proposed. He said that could be a wonderful opportunity if they were able to relocate those elevators.

Mr. Miller asked if they were proposing to install a planting strip along Central Avenue.

Mr. Duke said they thought the vines would actually grow from the other side of the wall. They didn't want to take up any additional sidewalk to plant vines on the sidewalk side.

Ms. Castellano said it would be a good idea to setback the building in front of the residential units to provide some breathing room and also provide an opportunity to provide some landscaping.

Mr. Smith ask the applicant about their proposed construction schedule.

Mr. Segal said they were anticipating starting construction in the second quarter or beginning of third quarter of 2020 and taking approximately a year and a half.

Ms. Manding asked about the occupancy of the building at 611 Green Bay Road.

Mr. Adler said the building was at or near full occupancy in the residential apartments as of October of 2018.

Ms. Barb Bischoff, 1223 Washington Avenue, said Wilmette is on a bird migratory route. She was surprised the proposal did not include more green features like a green roof, bird friendly glass, and landscaping.

Mr. Segal said the building will be certified by Green Globes, which is a sustainability program with standards for multi-family new construction. It's comparable to LEED certification. They are also signatory to the 2030 challenge.

Mr. Duke said the 2030 challenge is something sponsored by the American Institute of Architects. The idea behind it is to have every building be at a certain level of sustainability by 2030.

Ms. Bischoff asked why no green roof or no bird glass was being proposed.

Mr. Segal they are still determining how they will be meeting their Green Globe sustainability certification. He said there is no bird glass rating on the glass they are proposing.

Mr. Smith said bird friendly design and construction is something that is worth further discussion. The success of the building in many ways is going to be the glass. The quality of the glass, the issues it deals with in the environment are important. Wilmette has a strong advocacy for natural wildlife and birds. He thinks the applicant should come back with some statement as to how they are addressing that concern. Also he wondered if there were any special acoustical treatments given their location on Green Bay Road and proximity to the train tracks.

Mr. Duke said they haven't considered acoustical treated glass yet, but he agreed that is something they will need to look into.

Mr. Smith said in response to Mr. Magestro's question to the commission on aesthetics, he thought the building would be a great addition to the Village. The success though, is dependent on the glass. They really need to hit a home run on the glass because to Mr. Saad's point, if the glass becomes dated in 10 years, the Village will be stuck with that for many years. If the glass however has a timeless character, and is not a magnet to birds, the building will continue to elevate Optima. They have contributed a lot to the Village already. The ability to continue to think through these things will be important.

Mr. Saad said that the 2030 challenge and net zero have implications. Those goals are going to be difficult to accomplish with an 80% glass building.

Mr. Segal said those goals are aspirational to Optima. They are not saying they will be able to meet the 2030 challenge with this project, but as a company, they are working towards that goal. He wanted the commission to know they believe in the goal.

Ms. Bischoff asked if they have considered doing an underground pedestrian tunnel across Green Bay Road given the depth of the garage they are digging.

Mr. Segal said they did not consider installing an underground pedestrian tunnel. It was very difficult to find a way to do the underground parking without further complexities.

Mr. Smith said since they are not voting on anything there is no motion needed to conclude the discussion. He thanked the applicant for coming in to present.

V. PUBLIC COMMENT

There were no additional public comment.

VI. ADJOURNMENT

At 9:20 p.m., Mr. Miller moved to adjourn the meeting. The motion was seconded by Mr. Brill. Voting yes: Chairman Smith and Commissioners Andric, Brill, Castellano, Miller, and Saad. Voting no: none. **The motion carried.**

From: Kira Brecht
To: Adler, John
Subject: please help save migrating birds and help preserve the character of our Village
Date: Sunday, November 26, 2023 10:37:27 AM

This message originated from an external source. Please use caution in handling it.

Hello!

I urge you to oppose the new Optima Verdana 2 project development as it does not align with the appearance and character of the historic aesthetics of our Village.

I am also concerned about the **impact to migrating birds!**

Perhaps you read about the thousands of birds that were killed recently as they flew into the glass at McCormick Center in Chicago?

I urge you to support BIRD-Friendly building ordinances in our town and not allow sheer glass buildings that are outside the character of our Village.

While I recognize that progress and development is vital to Wilmette's health, so is honoring its historic charm and character, which for more than a century has been comprised of traditional styles, primarily Tudor and brick buildings. The Village needs to carefully review any future development plans and test it against the desires and wishes of current Wilmette residents as well as Master Plans since 1922.

Again, I ask you to oppose the new Optima development and think about the preservation of the future look and character of our historic Village.

Best Regards,
Kira Brecht
506 Romona Road
Wilmette IL 60091

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Sivertsen, Lucas

Subject: Another Optima building

From: Loryn Kogan <lorynbk@gmail.com>
Sent: Thursday, August 31, 2023 3:00 PM
To: Braiman, Michael <braimanm@wilmette.com>
Subject: Another Optima building

This message originated from an external source. Please use caution in handling it.

Dear Mr Braiman,

I just heard Optima bought the Jaguar dealer property. This is a travesty. Please do something to ensure it does not look like the other building they are just finishing, even though they are referring to it as "phase two." We all see how the other one is turning out—it does not fit with the character of the village of Wilmette. And even if it does add to the "variety" of architecture, to think that another one could go up next to it is more than I can bear. The non-Optima building that went up next to the bike shop was bad enough. But at least it's not the glass and concrete things that Optima is known for. Look at Central and 11th St. — their first one. Look at their high-rise by Old Orchard in Skokie. Another one will also turn Green Bay Rd. into more of a canyon than it's already become. In the afternoon as the sun sets, there's already no sun on Green Bay Rd.

I was not in town or I would have gone to their meeting I heard was going to be at the library. Please do not let their proposal skate through. Other communities around us seem to have some say in what gets built there. What has happened to Wilmette? Some standards need to be put in place. The building with the pet store sold last year, and I'm sure he's just waiting for awhile until Optima buys it from him too.

(And thank you for your response to my suggestion about putting a traffic circle at Lake, Wilmette Ave, and 11th. I'm excited to see what comes next there.)

Regards,

Loryn Kogan
1020 Greenleaf Ave
Wilmette
847-370-5679

Sivertsen, Lucas

Subject: We have enough Glass & Concrete

From: Jeff Later <jpl1009@gmail.com>

Sent: Friday, September 1, 2023 8:09 AM

To: Braiman, Michael <braimanm@wilmette.com>; infowilmette@optima.inc

Subject: We have enough Glass & Concrete

This message originated from an external source. Please use caution in handling it.

Too short a notice on the latest Optima addition to make the meeting Thursday night but happy to add my input and concerns. I've seen a lot living in Wilmette for over 50 years.

1. All of us should be allowed to express our opinions without being shot down. I say this because of the chastisement residents received for opposing the open glassy look to the 1st Optima building on 11th and Central.
2. The Optima glass buildings push more contemporary glass not in character with the rest of Wilmette.
3. Green Bay Road is already too busy and doesn't need another high rise. Adding more rents in the \$3,000 to \$12,000 puts this in a very exclusive group.
4. "Bird Glass" and a few green plants don't count as real Green when the rest of the property is covered in concrete. Wilmette badly needs to define Green and work with residents and local landscapers to start adding more open green space with canopy trees. A few ornamental birch trees and boxwoods are the norm with new developments today. Hardscapes cover even more yard space leaving even less green space.
5. I'd like to see the village pause on this development given the latest with the old building to the south. I understand the Evanston charitable group lost out on their plans to another bidder with plans to expand that building as well. Wilmette is losing the small businesses like the Pet Shop and Lawrence Deans now.
6. I'd love to see Mike Chookaszian or another enterprise develop Imperial Motors into the Wilmette Public Market and capitalize on the French market popularity with year round fresh goods. This would be a mini Pike Place market or Milwaukee Public market concept.

Jeff Later
1009 Elmwood

--

Jeff Later
872.400.6206

From: [Alex Apatoff Besen](#)
To: [Roberts, Lisa](#); [Sivertsen, Lucas](#)
Cc: infowilmette@optima.inc
Subject: Regarding the planned Optima developments
Date: Wednesday, September 6, 2023 9:04:45 PM

This message originated from an external source. Please use caution in handling it.

Hi Lisa and Lucas,

Thank you for the opportunity to give community feedback on the plans for continued Optima development along Green Bay Road. I was extremely disappointed to see that Optima hopes to build a second (and, it sounds like, possibly a third) unimaginative, unattractive giant glass box next to the first.

I would never deny that Green Bay Road is a tough retail corridor or that we could benefit from more rental units in the village, but to approve plans to put three enormous, overbearing, cold and characterless buildings all along a main artery of our town feels incredibly short-sighted and completely out of step with what I believe Wilmette does incredibly well, which is foster a diversity of architecture styles and time periods in order to create a town character that is welcoming and visually appealing.

One imposing glass building is in keeping with that character; adding three monolithically along a main road feels as though it has gone well beyond the size and scope of an acceptable project and will negatively impact so much of what makes Wilmette special.

Assuming that the market research bears out that there is a huge demand for enormously expensive glass rentals that look directly onto the train station — and assuming we've done the environmental impact studies about the heating/cooling energy costs, increased parking/driving around the area, impact on bird flight patterns and so on — I understand the objective of working with Optima.

However, I would be extremely disappointed to see a main street in a town that is so rooted in history end up looking no different than the side of Route 41 because we allowed a developer to come in with a preplanned look — without challenging them to come up with something more appropriate for Wilmette.

I hope we can take a cue from Winnetka, who sent the One Winnetka developers back to the drawing board to come up with a plan *much* more harmonious with the town's look and feel, including lowering the height, creating more of a Tudor vibe and including retail and attractive setbacks. I would hate to come in last to other towns in our district when it comes to preserving the town's history while still looking into the future.

I will be happy to join the next zoning meeting where this is discussed. We should ask for more and better options that align with our village's values and long-term vision.

Thank you,
Alex Apatoff Besen
847-525-6678

From: Braiman, Michael
To: Adler, John
Subject: FW: new Green Bay development
Date: Monday, December 4, 2023 12:17:30 PM

From: Larry Craig <lacraig1@sbcglobal.net>
Sent: Friday, December 1, 2023 3:35 PM
To: Smith, Gerry <smithg@wilmette.com>; Sheperd, Justin <sheperdj@wilmette.com>; Dodd, Kathy <doddk@wilmette.com>; Leonard, Steve <leonards@wilmette.com>; Braiman, Michael <braimanm@wilmette.com>; Kennedy, Gina <kennedyg@wilmette.com>; Gjaja, Kate <gjajak@wilmette.com>; Plunkett, Senta <plunketts@wilmette.com>
Cc: Braiman, Michael <braimanm@wilmette.com>
Subject: new Green Bay development

This message originated from an external source. Please use caution in handling it.

Hello all

I hope you are all doing well.

I just got the Village Newsletter.

I see the plans for another high rise on Green Bay Road. I see also that another one seems planned beyond that, where the bakery used to be on the corner of Central and Green Bay.

I said years ago, after that first high rise, that you will have Green Bay lined with high rises before you were done.

We moved to Wilmette almost 50 years ago to get away from Chicago, and now you are bringing Chicago to Wilmette. You don't like small towns with that small town feel? You want to achieve city status, like Evanston?

I saw the Comprehensive Plan. It clearly said that you didn't like families (my words), because they drive too much. You want everybody to either walk, ride bikes, or take public transportation. And you want to make downtown Wilmette into a night destination, like certain areas of Chicago. (my words again. Am I wrong?)

Why can't you just leave Wilmette alone? A nice quiet village of single family homes.

Do you think you are improving the quality of life for your residents? Why can't you just leave things alone?

Thank you

Larry Craig

Please visit my blog at poligion1.blogspot.com for articles I have written on politics, culture, and public life. You are also invited to my Facebook groups, Larry's Bible Bits, short bits of helpful Bible insights, and Poligion - where religion and politics meet.

From: Maria Santaren
To: Plunkett, Senta; Dodd, Kathy; Giaia, Kate; Kennedy, Gina; Leonard, Steve; Sheperd, Justin; Smith, Gerry; braimann@wilmette.com; Adler, John
Subject: NO MORE UGLY GLASS!!!!!!
Date: Thursday, December 14, 2023 6:31:53 PM

This message originated from an external source. Please use caution in handling it.

Dear Wilmette Village Board and Commissioners:

I am writing to express my concern for this second ugly “modern” Optima glass eye sore in this quaint community. Quite frankly, I can’t believe that I have to write this letter to oppose this awful construction in such a historical village.

I grew up in Boston, Massachusetts, a city that truly does an incredible job preserving homes. Living in Wilmette for the last five years has been so heartbreaking. How can you tear down that beautiful brick structure with so much character and village history for an ugly “modern” cookie cutter apartment complex?

This little village with historical stucco and brick homes allows for the constant tear down of historical homes, this is absolutely appalling. Who in this village allows this to continue happening? Maple Street is ALL new homes!!!! They are so out of character with this charming town. This makes me question the integrity of this board.

Again, I ask you **to oppose** the new Optima development and think about the preservation of the future look and character of our historic Village.

Best Regards,
Maria Hubbard
344 Oak Circle
Wilmette

From: Kimberly Decker
To: Kennedy, Gina; Leonard, Steve; Sheperd, Justin; Smith, Gerry; braimann@wilmette.com; Adler, John
Subject: Optima 2nd development
Date: Friday, December 1, 2023 2:26:45 PM

This message originated from an external source. Please use caution in handling it.

Dear Wilmette Village Board and Commissioners:

I recently read about the Optima Verdana 2 project PUD and am writing to express my concern regarding the development path our Village is trending toward.

I urge you to oppose the new Optima development as it does not align with the appearance and character of the historic aesthetics of our Village.

While I recognize that progress and development is vital to Wilmette's health, so is **honoring its historic charm and character**, which for more than a century has been comprised of traditional styles, primarily Tudor and brick buildings. The Village needs to carefully review any future development plans and test it against the desires and wishes of current Wilmette residents as well as Master Plans since 1922.

Again, I ask you **to oppose** the new Optima development and think about the preservation of the future look and character of our historic Village.

Best Regards,

Kim and Joe Decker

From: Katherine Smith
To: Adler, John; braimann@wilmette.com; Dodd, Kathy; Giaia, Kate; Kennedy, Gina; Leonard, Steve; Plunkett, Senta; Sheperd, Justin; Smith, Gerry
Subject: Optima
Date: Thursday, December 28, 2023 11:05:17 AM

This message originated from an external source. Please use caution in handling it.

Dear Wilmette Village Board and Commissioners:

I recently read about the Optima Verdana 2 project PUD and am writing to express my concern regarding the development path our Village is trending toward.

I urge you to oppose the new Optima development as it does not align with the appearance and character of the historic aesthetics of our Village.

While I recognize that progress and development is vital to Wilmette's health, so is **honoring its historic charm and character**, which for more than a century has been comprised of traditional styles, primarily Tudor and brick buildings. The Village needs to carefully review any future development plans and test it against the desires and wishes of current Wilmette residents as well as Master Plans since 1922.

Again, I ask you **to oppose** the new Optima development and think about the preservation of the future look and character of our historic Village.

Best Regards,
Kate Smith
308 Linden Ave, Wilmette, IL 60091

Kate Dunn Smith

McManus, Kate

From: Cindy Fey <cindyfey@aol.com>
Sent: Sunday, December 17, 2023 9:14 AM
To: McManus, Kate; Adler, John
Subject: Please forward this email to the Plan Commission and Appearance Review Commission

This message originated from an external source. Please use caution in handling it.

To the Plan Commissioner and the Appearance Review Commissioners,

Thank you for considering the best use of the 700 block of Green Bay Road.

My family has lived in Wilmette since 2022 and we are happy with the many changes that the village is making to become more welcoming than it has been in the past. The village Strategic Plan prioritizes affordability, diversity and inclusiveness, and I hope that your decisions can also prioritize those values as you make decisions about the new Optima project. The goal of inclusiveness opens up a space to healthy economic diversity, as well as diversity of race, background, and ability. I am concerned about a gentrification of Wilmette replacing human warmth with a cold and bland type of exclusive "luxury."

The new Optima building may have a clean look, but its non-descript glass and concrete International style resembles countless bland office buildings anywhere in the world. Plantings are not enough to disguise its lack of character and inability to relate to the context of our village. In a sad metaphor, now that the building is complete, its glass kills native songbirds.

The process to create the gorgeous and inspiring modern beach house in Gilson Park offers me a hopeful example and precedence for your commission to ask for revision of architecture plans for the better of the community.

Please request Optima to take their plans back to the drawing board and ask for a contextualized appearance that will fit within our newly revitalized downtown district. Look at the intersection of Central and Wilmette Avenues with its human scale, its coziness and homeyness, the light and color from Pit and Tap's holiday lights, the charming half-timbered beams and gables, the blend of historic and new.

Thank you,
Cindy Fey

McManus, Kate

From: Kristin Merk <kmerk3@gmail.com>
Sent: Wednesday, January 3, 2024 8:39 PM
To: McManus, Kate
Subject: PLEASE consider an aesthetic that is in line with Wilmette character

This message originated from an external source. Please use caution in handling it.

Dear Ms. McManus,

Visiting the farmers' market this summer with the glass Optima building looming behind it was quite a difference to the backdrop of the small town idyllic scenery my family and I purposely chose that was the character of Wilmette. I am greatly concerned about the Optima 2 building that is proposed to go in next to Optima 1 on Green Bay Rd – in place of the Imperial Motors Building. This building does not fit with decades of Village Comprehensive Plans whose stated goals were to preserve the Village's historic architectural character. A second building of this sort would be a serious affront to the look and feel of our small, charming town.

Winnetka demanded development and architecture that were in keeping with the aesthetic of their town and I strongly encourage and respectfully ask that you do the same for our town of Wilmette. There are many ways to approach "progress"; we chose Wilmette because it maintained a small town community sensibility and we really hope you remember and honor that commitment.

Sincerely,

Kristin & Bradley Merk (& Abby, Katie and Emma)

From: [Mark Riehle](#)
To: [Adler, John](#); [McManus, Kate](#)
Cc: [David Hovey Jr.](#)
Subject: RE: Optima Verdana 2 - Appearance Review Commission Presentation
Date: Thursday, January 4, 2024 11:55:40 AM
Attachments: [We sent you safe versions of your files.msg](#)

This message originated from an external source. Please use caution in handling it.

Mimecast Attachment Protection was unable to create safe copies of your attachments.

Hello John and Kate,

Attached is the pdf of our presentation for the Appearance Review Commission. Our team is on their way to the Village now to drop off 8 copies as well please also forward this email to the Appearance Review Commission Members as well.

Per your conversation yesterday with David this presentation is designed for the members of the Appearance Review Commission as well as the citizens of Wilmette. The focus of this presentation is on the appearance of the building and also includes relevant aspects of the development that have come up during the neighborhood outreach process as well as from the Village of Wilmette. The sections of this presentation have been selected directly from the current Optima Verdana Phase 2 Submittal 11/20/23 and have been reorganized for this Appearance Review Commission presentation. **We have highlighted aspects of our proposal that are most relevant and important for this presentation in yellow and any additional information that has been added since our 11/20/23 submittal is highlighted in blue.**

As David mentioned we strongly believe that the current design as a single harmonious composition is the best architectural solution for this site.

Also here is the link to our neighborhood outreach website: <https://learnaboutverdana2.com/current> as well as our current 11/20/23 submittal: https://learnaboutverdana2.com/wp-content/uploads/2023/11/Volume-One-Optima-Verdana-Phase-2-Preliminary-Plan_v7_FINAL-DIGITAL.pdf

Thank you,

-Mark

Mark Riehle | Senior Vice President

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