# **Optima Verdana® Phase 2 Pre-Application**

optima®

PRE-APPLICATION SUBMISSION FOR PLANNED UNIT DEVELOPMENT ZONING

09/14/23



## **Table of Contents**

## **Planned Unit Development Approval Process**

<ul><li>About the Approval Process</li></ul>	Schodule and Na	aighharhaad Outreach	·	2
About the Approval i 100033	, ocificadic, alia itt	igiiboiilood odticaci	I	

## **About Optima Verdana Phase 2**

—Optima Verdana Phase 2 Overview	04
-Site Plan	05
Project Renderings	06
—Architecture, Construction, and Sustainability	15
Project Design Metrics	18
—Optima Verdana Demographics	21
—Traffic	22
Project Plans	23
-Site Access	32
—Commercial Space Plan	32
-Public Benefits	33
-Economic Impact Report	35
-How the Project Aligns with the Goals and Objectives of the Village Center Master Plan	36
-Village Center District Zoning - Proposed Exceptions	39
—Construction Phase Logistics and Parking Plan	41
—Survey of the Subject Property	42

## **About Optima**

-About Optima	43
Recent Project Awards	44
—About the Architects/Developer	15



## **View from Green Bay Road Looking Northwest**

## About the Approval Process, Schedule, and Neighborhood Outreach

#### **About the Status**

Please see below for the overall approximate timeline and 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 will also be using 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.

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 approximately 50 people attended. At the meeting there were several requests for more neighborhood outreach events and Optima will be coordinating these events with the Village Planning Department throughout the zoning process.

The Pre-Application Submission is the first submission of the formal zoning process. The exact timeline and schedule for the approval process will be determined by the Village of Wilmette and is expected to take approximately six (6) to nine (9) months. The process includes this Pre-Application Submission, meetings with Village staff, our voluntary presentation of the project to the Appearance Review Commission, our application for a Planned Unit Development including a preliminary plan for the project, 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 (learnaboutoptimaverdana2.com). The Optima Verdana Phase 2 informational website will be live in late September and will include a link to this submission and future submissions, timeline and schedule updates, as well as future neighborhood outreach events.

#### **Timeline and 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.

TBD: Neighborhood Outreach Events (To Continue Throughout the Zoning Process).

September 14, 2023: Pre-Application Submission.

TBD: Application for Planned Unit Development Including Submission of Preliminary Plan.

TBD: Voluntarily Present Project to the Appearance Review Commission.

TBD: Plan Commission Hearing(s).
TBD: Village Board Hearing(s).



## **View from Green Bay Road Looking Northwest**

## **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 residences and an additional 7,475 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 separation at grade level between Phase 1 and Phase 2 creating a combined open space of approximately 5,932 SF. This open space consists of an approximately 2,277 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 2 will feature the signature Optima Vertical Landscaping System<sup>TM</sup> 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, game room, 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, sports lounge, and locker rooms. 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 of the existing Optima Verdana. 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.

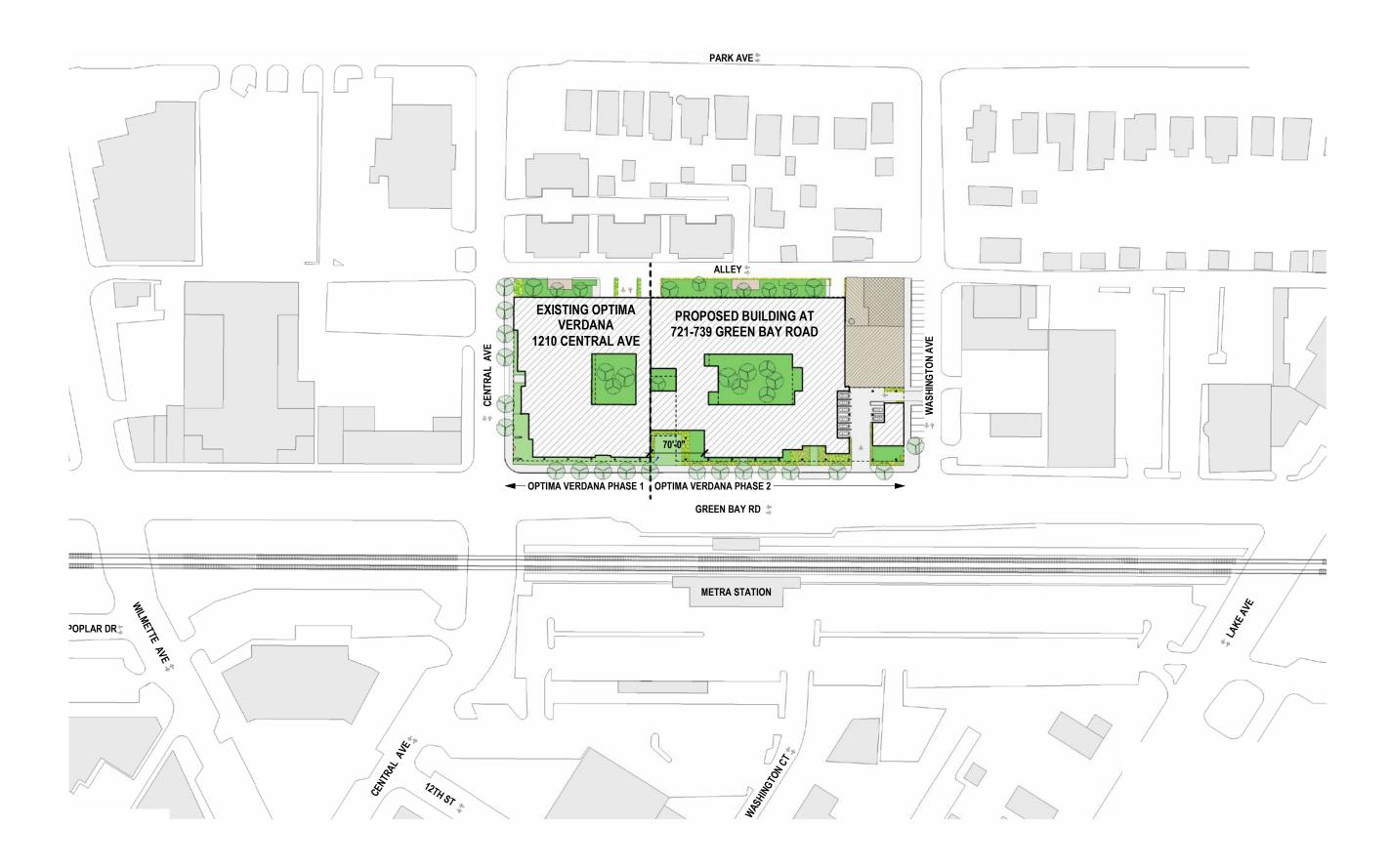
- David Hovey, Sr. FAIA and David C. Hovey, Jr., AIA

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**

## **Site Plan**





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

**View from Green Bay Road Looking Northwest** 



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

**View from Green Bay Road Looking West** 



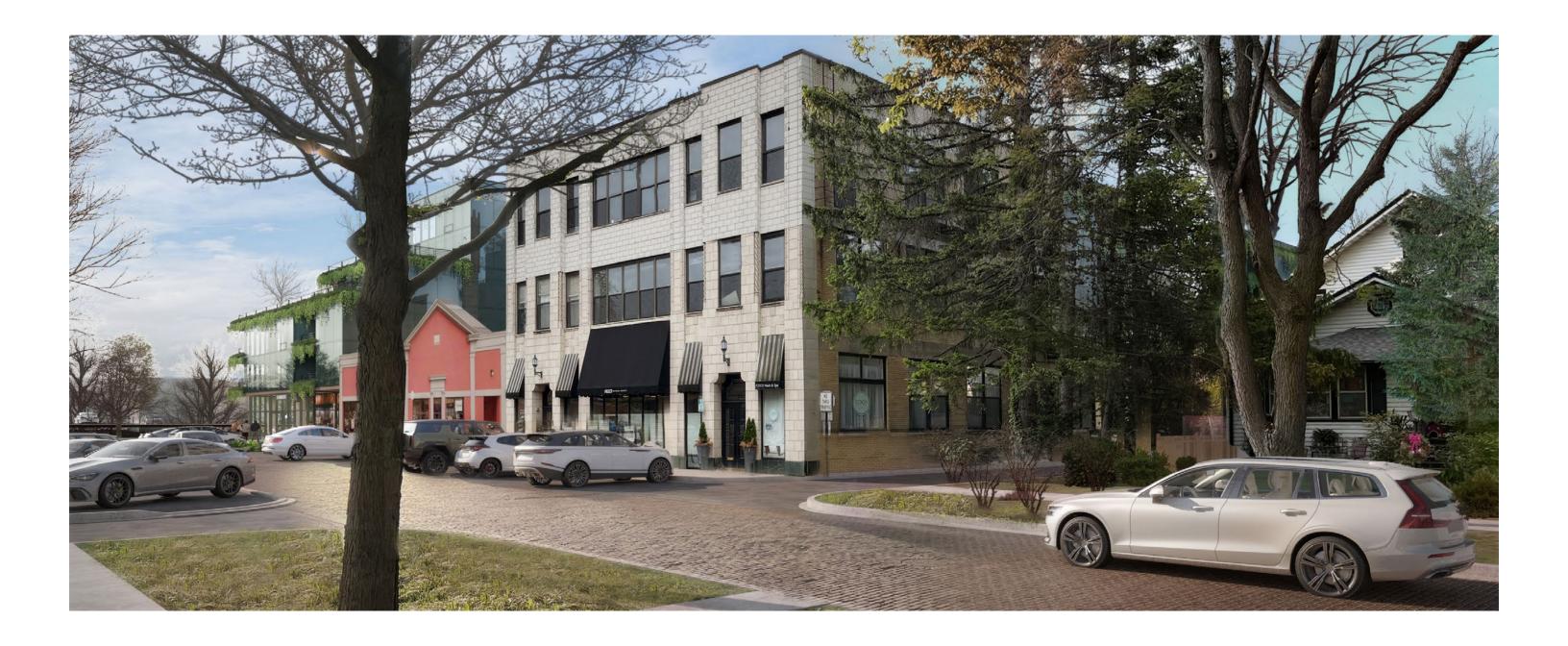
**View from Green Bay Road Looking Southwest** 

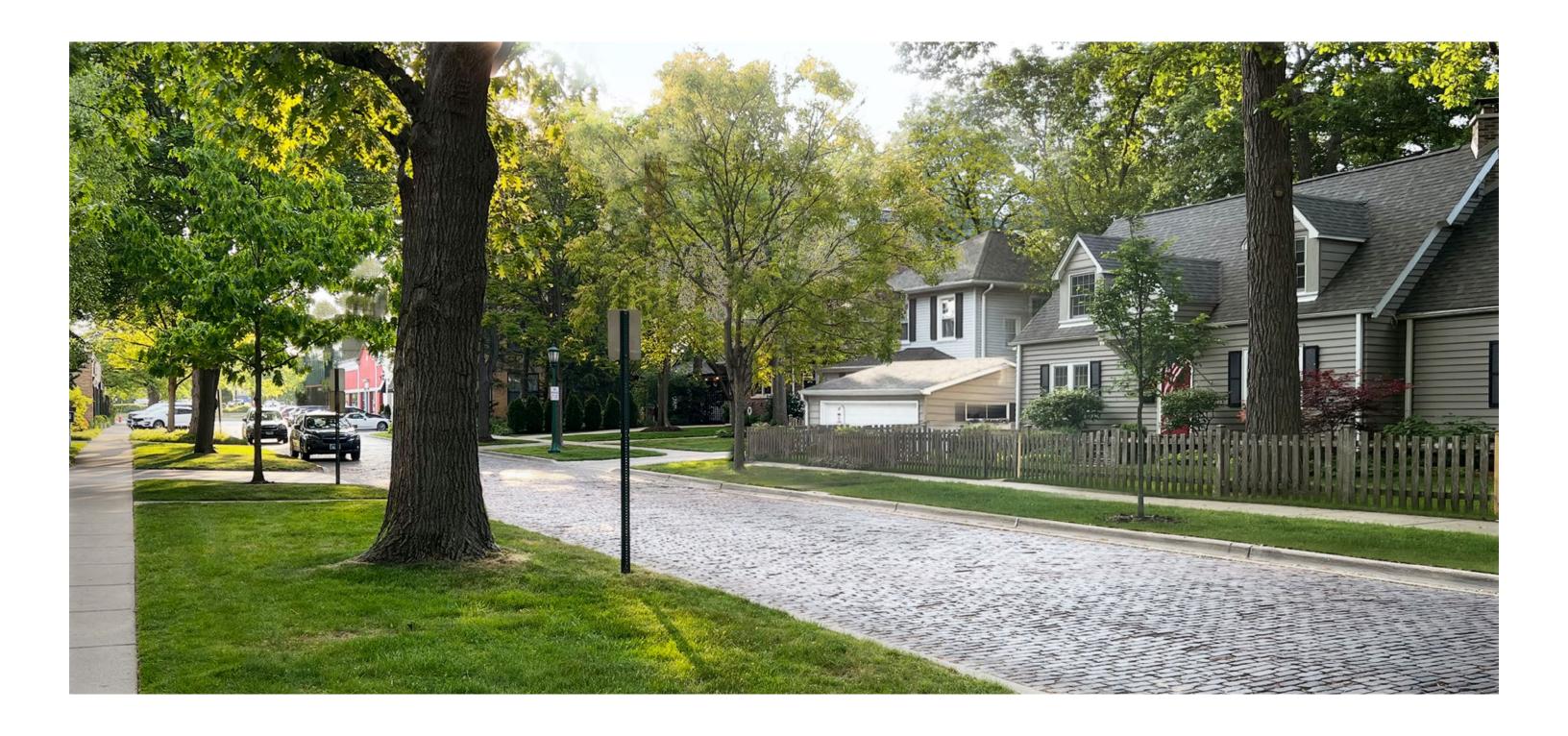


PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

**View from Green Bay Road Looking Southwest** 







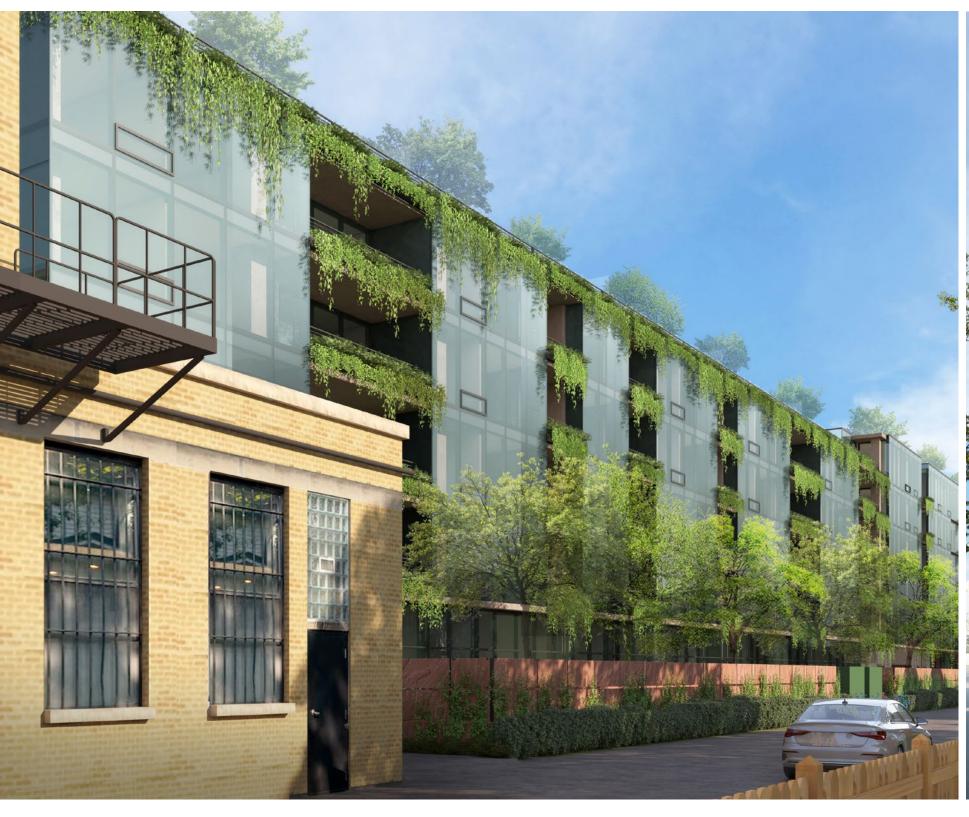
PLANS, DRAWINGS AND RENDERINGS ARE CONCEPTUAL IN NATURE AND ACTUAL VIEWS AND ELEVATIONS MAY VARY

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



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)** 





**View from Alley Looking Southeast** 

**View from Alley Looking Northeast** 

## **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<sup>™</sup> 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).
- -1.64 spaces per unit parking ratio for residential units.
- -3 spaces per 1,000 GSF of commercial space.

### **Open Space**

#### **Grade Level Open Space**

- —Optima Verdana Phase 2 will have approximately 26,476 sf open space at grade level.
  - -Green Bay Road: Approximately 5,932 sf open space.
  - -Alley: Approximately 6,532 sf open space.
  - —Washington Avenue: Approximately 6,000 sf open space.
  - -Interior Courtyards: Approximately 8,011 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 5,932 SF. This open space consists of an approximately 2,277 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 762 SF private outdoor dining and landscaping combine to approximately 1,075 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 9,329 GSF of open space.
- -Rooftop amenities include landscaped terraces with outdoor kitchens, grills, and shade structures.
- —The enclosed area of the rooftop is limited to 18% of the overall roof area.

## **Architecture, Construction, and Sustainability**

### **Architecture Continued...**

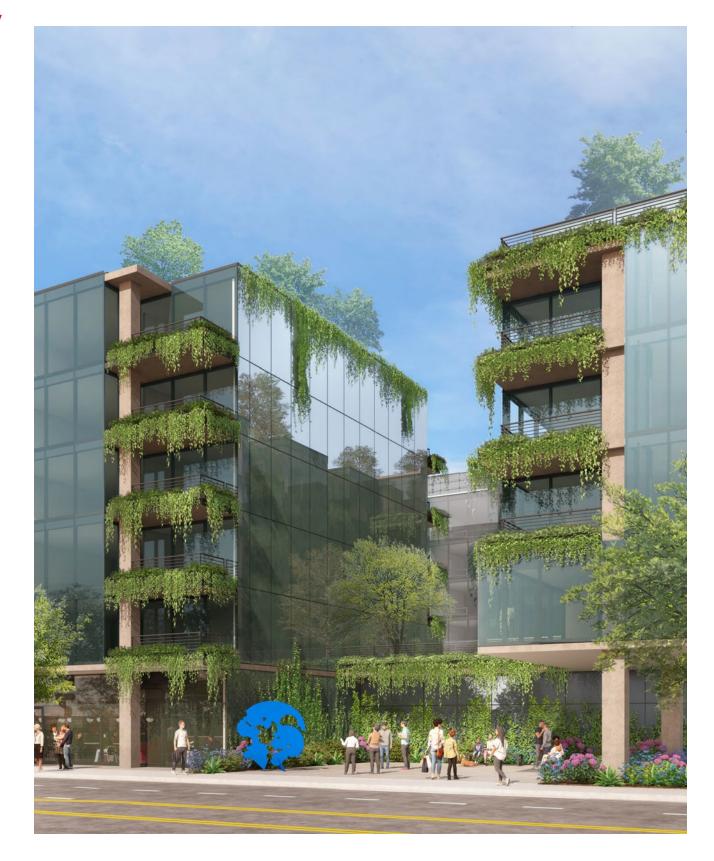
#### **Amenity-Rich Buildings**

- —The rooftop sky deck features include:
  - —Indoor heated swimming pool, spa, and cold plunge.
  - —Chaise lounges.
  - -Outdoor fireplaces.
  - -Barbecues.
  - -Perimeter plantings.
  - —Shade structures.
- —The residents' club and party room features include:
  - -Chef's kitchen.
  - -Game room.
  - -Bocce court.
- —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.
- -Materials are selected based on long term durability, efficiency and low maintenance.
- —Optima Vertical Landscaping System<sup>™</sup> (See architecture section for more information on Optima Vertical Landscaping System<sup>™</sup>).
- —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 5,932 SF. This open space consists of an approximately 2,277 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 762 SF private outdoor dining and public landscaping combine to approximately 1,075 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**

- —The project will provide 100% on-site stormwater management.
- —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<sup>™</sup> (see Architecture section for more information on Optima Vertical Landscaping System<sup>™</sup>).
- —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 recyclable, 95% potentially 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 what was provided in existing 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 wellbeing for its residents.
- —Residences are designed to take advantage of the outdoors with large terraces and extensive common outdoor space.
- —Optima Vertical Landscaping System<sup>™</sup> 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 Design Metrics**

### **Density**

### -Phase 1 Zoning

-Lot Size: 0.97 Acres.

—Up to 109 units.

-112.6 Units / Acre.

#### -Phase 1 Actual

-Lot Size: 0.97 Acres.

-Up to 100 units.

-103.3 Units / Acre.

#### -Phase 2

-Lot Size: 1.56 Acres.

—Up to 150 units.

—96.41 Units / Acre.

—Phase 2 is approximately 16 Units / Acre less than Phase 1 Zoning and approximately 7 Units / Acre less than actually built in Phase 1.

### **Unit Mix**

	<b>Optima Verd</b> Approximate O		
Unit Type	Unit Count	% Mix	Average sf
1 Bedroom	37	25%	875 sf
2 Bedroom	65	43%	1,409 sf
3 Bedroom	48	32%	2,217 sf
	150	100%	1,536 sf

## **Commercial Space**

—Phase 1 Total : 8,113 GSF.—Phase 2 Total : 7,475 GSF.

—Total: 15,588 GSF.

### **Parking**

#### —General Information

- -100% residential and public underground parking.
- -Eight (8) sheltered surface level parking spots for Starbucks off Washington Avenue.

#### -Phase 1 Zoning

- -Residential
  - -109 units.
  - —179 total parking spaces.
  - -1.64 parking spaces per residential unit.
- —Commercial and Public
  - -3 parking spaces per 1,000 GSF.
  - -8,113 GSF.
  - -28 total parking spaces.

#### -Phase 1 Actual

- -Residential
  - -100 units.
  - -174 total parking spaces.
  - -1.74 parking spaces per residential unit.
- -Commercial and Public
  - -3 parking spaces per 1,000 GSF.
  - -8,113 GSF.
  - -29 total parking spaces.

#### -Phase 2 Proposal

- -Residential
  - -Up to 150 units.
  - -246 total parking spaces.
  - -1.64 parking spaces per residential unit.
- -Commercial and Public
  - -3 parking spaces per 1,000 GSF.
  - -7,475 GSF.
  - -23 total parking spaces.

## **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 (as previously approved).
- —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

-10'-0" at Level 1 and 5'-0" above Level 1 (Same as Phase 1).

### -Alley

-25'-0" (Same as Phase 1).

### —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 5,932 SF. This open space consists of an approximately 2,277 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.



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

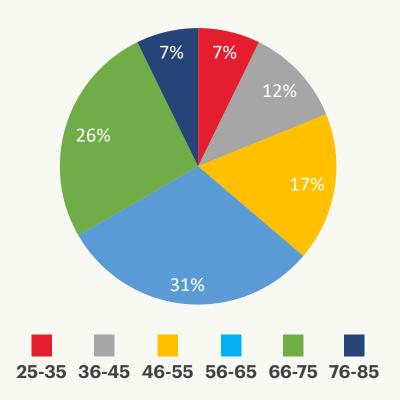
## **Optima Verdana Demographics**

## **Optima Verdana Phase 1 Demographics**

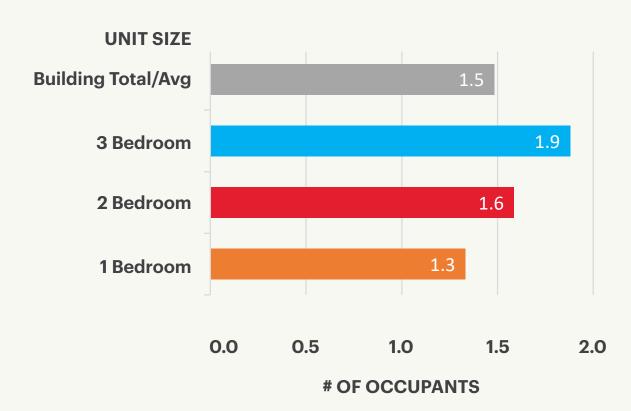
Optima Verdana is designed to provide an environment that appeals to a wide variety of people ranging from professionals to empty nesters. We are over 70% leased at Optima Verdana Phase 1, we are expecting the same demographics at Optima Verdana Phase 2, and below is general demographic information:

- —See graph for general age information on who is leasing (does not include children of the primary resident).
  - -Approximately 2/3 of the residents are over the age of 55.
  - -Just over 1/3 of the residents are under the age of 55.
- —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 and 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.
- —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**



## **Traffic**

### **Preliminary Site Generated Traffic Volume Studies**

- —Optima has retained 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.
- —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 three (3) different uses on the Imperial Motors Site. Below are the tables identifying the site generated traffic volumes for each use on the site.

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

SITE GENERATED TRAFFIC VOLUMES

ITE Land-	Land- Type/Size		Weekday Morning Peak Hour		Weekday Evening Peak Hour				rday Mi eak Hou		Weekday Daily Traffic Volumes		
Use Code	Type/Size	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
De	velopment Total	140	102	242	67	85	152	131	133	264	1043	1043	2086

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

SITE GENERATED TRAFFIC VOLUMES

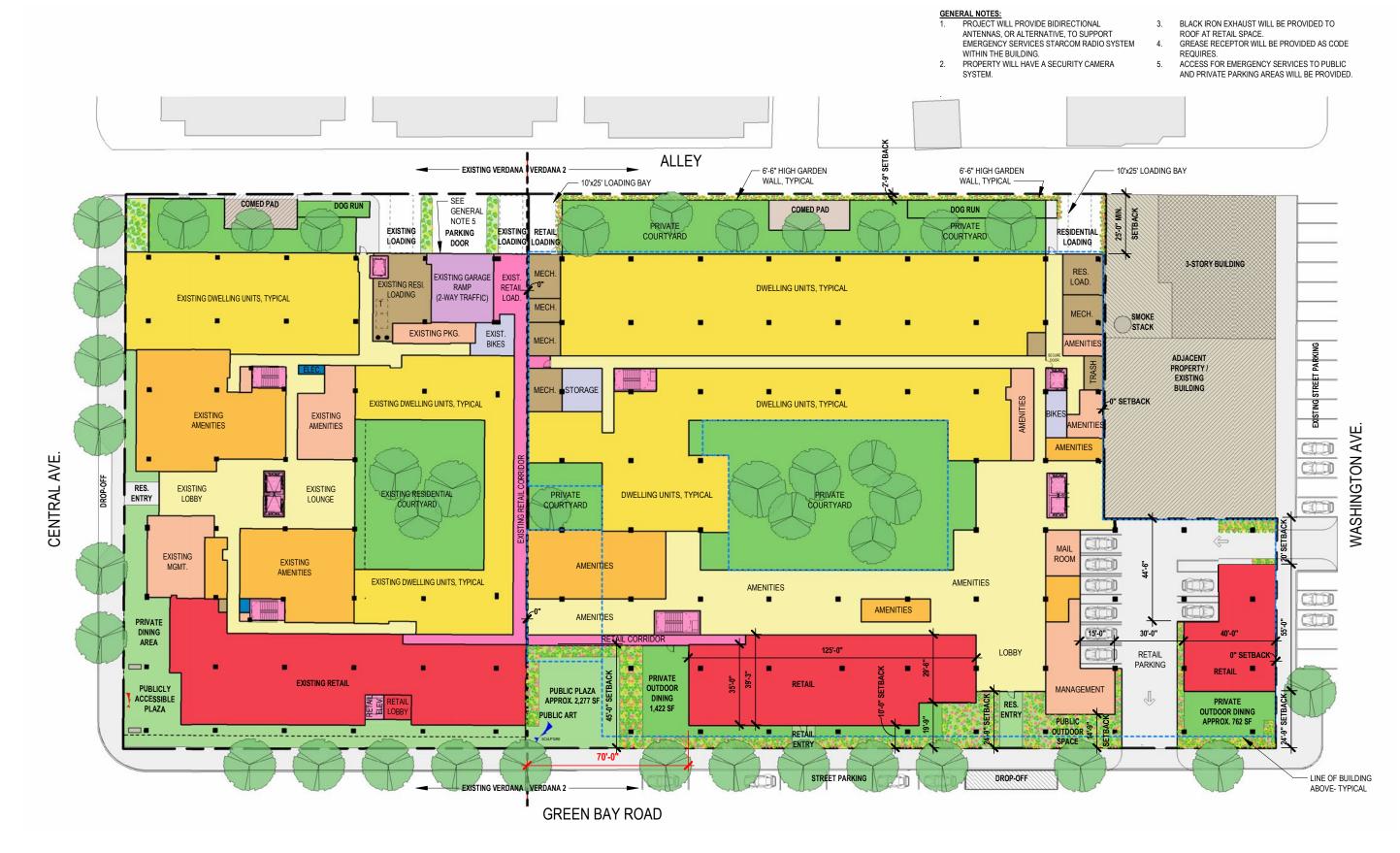
ITE Land- Type/Size		Weekday Morning Peak Hour			Weekday Evening Peak Hour			Saturday Midday Peak Hour			Weekday Daily Traffic Volumes		
Use Code	In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total	
822	Retail (40,425 s.f.)	57	38	95	105	105	210	135	131	266	968	968	1936
936/937	Starbucks (1,795 s.f.)	85	82	167	29	29	58	50	51	101	478	478	956
De	velopment Total	142	120	262	134	134	268	185	182	367	1446	1446	2892

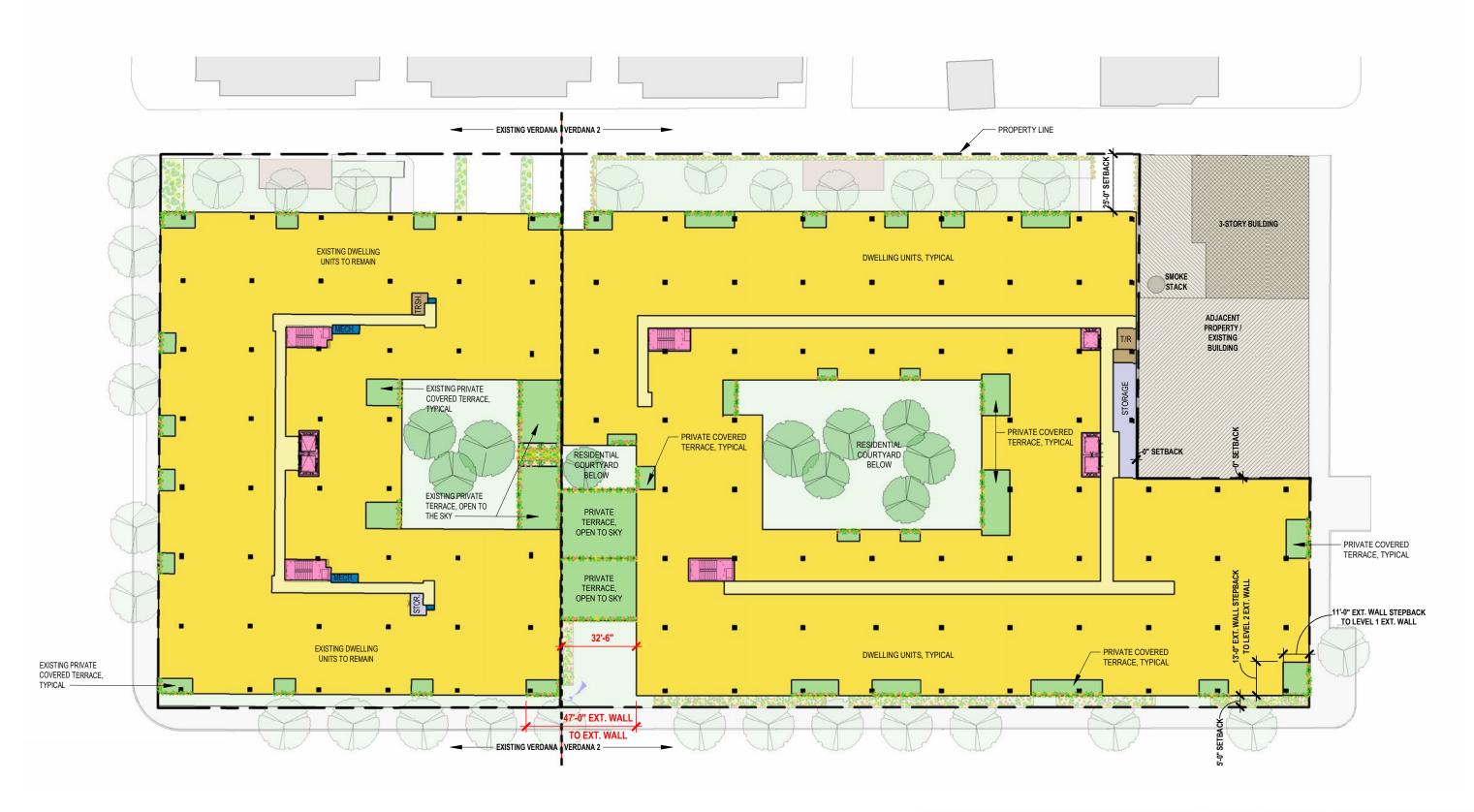
## Optima Proposal - Residential (150 units), Starbucks (1,825 sf), Retail (6,132 sf): 1,980 total trips per weekday

SITE GENERATED TRAFFIC VOLUMES

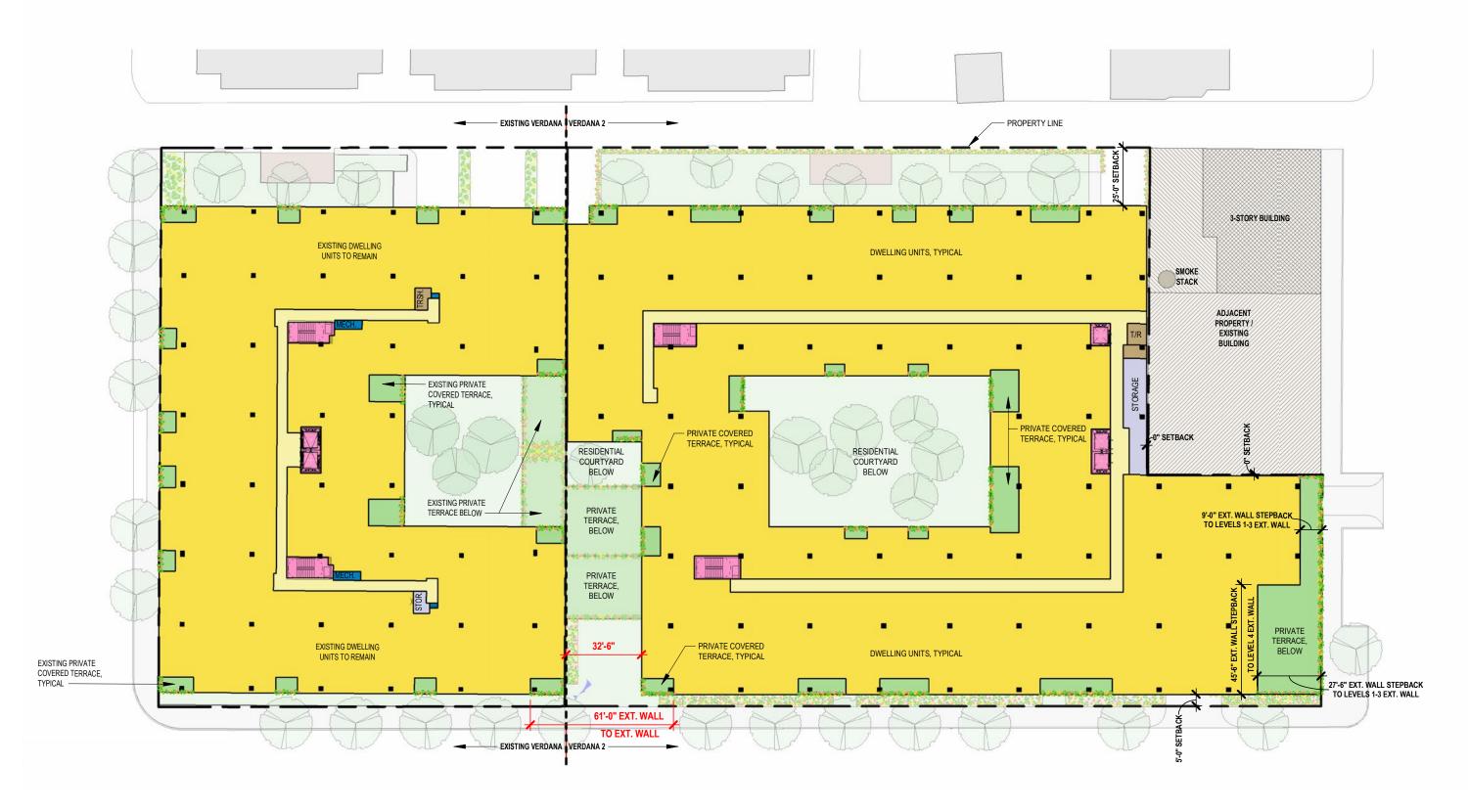
ITE Land- Type/Size		Weekday Morning Peak Hour			Weekday Evening Peak Hour			Saturday Midday Peak Hour			Weekday Daily Traffic Volumes		
Use Code		In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
221	Multifamily Housing (150 Units)	13	41	54	36	23	59	31	29	60	335	335	670
936/937	Starbucks (1,825 s.f.)	87	83	170	30	29	59	51	52	103	488	488	976
822	Ground Floor Retail (6,132 s.f.)	13	8	21	28	27	55	21	19	40	167	167	334
V	erdana 2 Total	113	132	245	94	79	173	103	100	203	990	990	1980

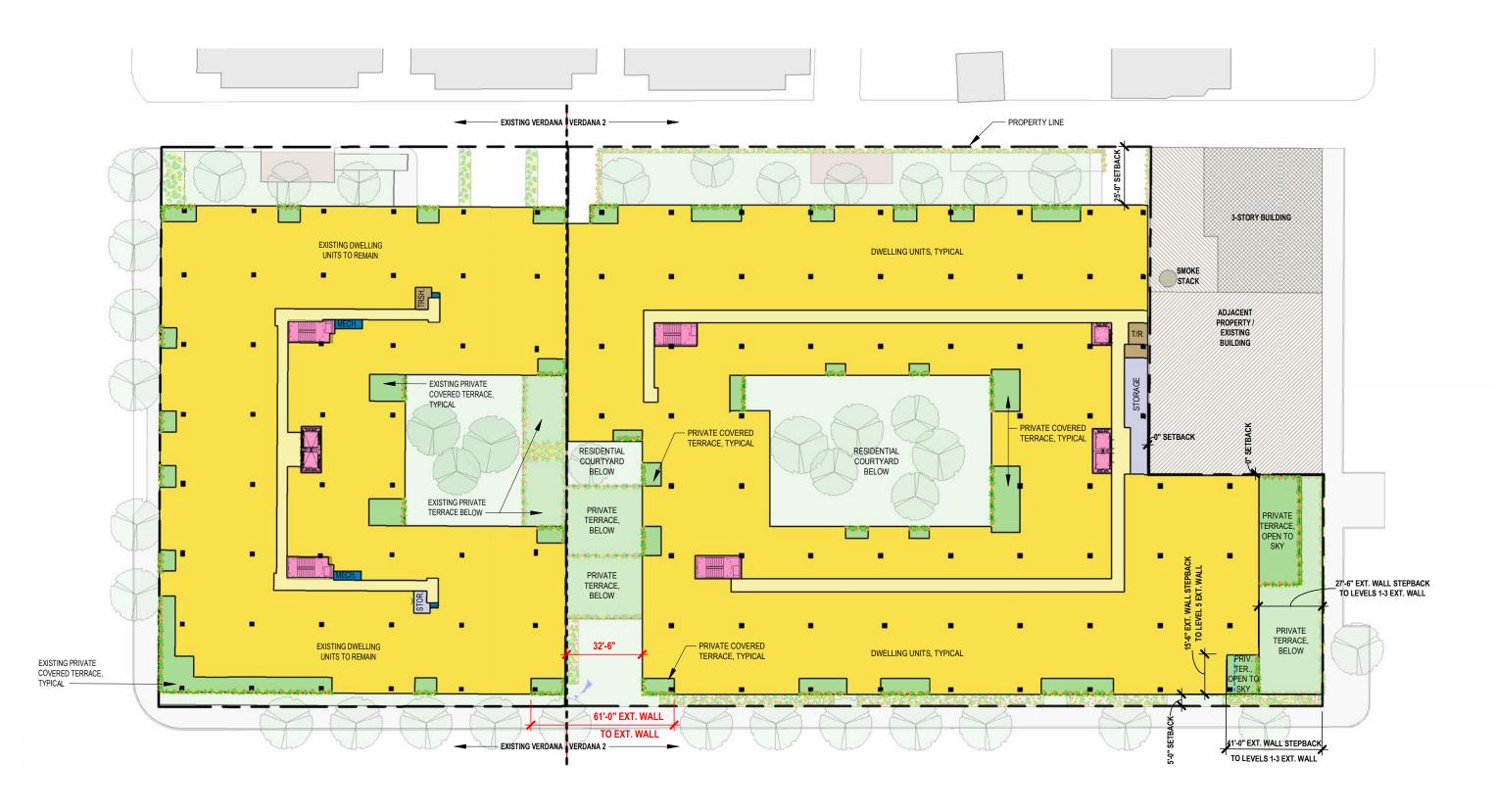


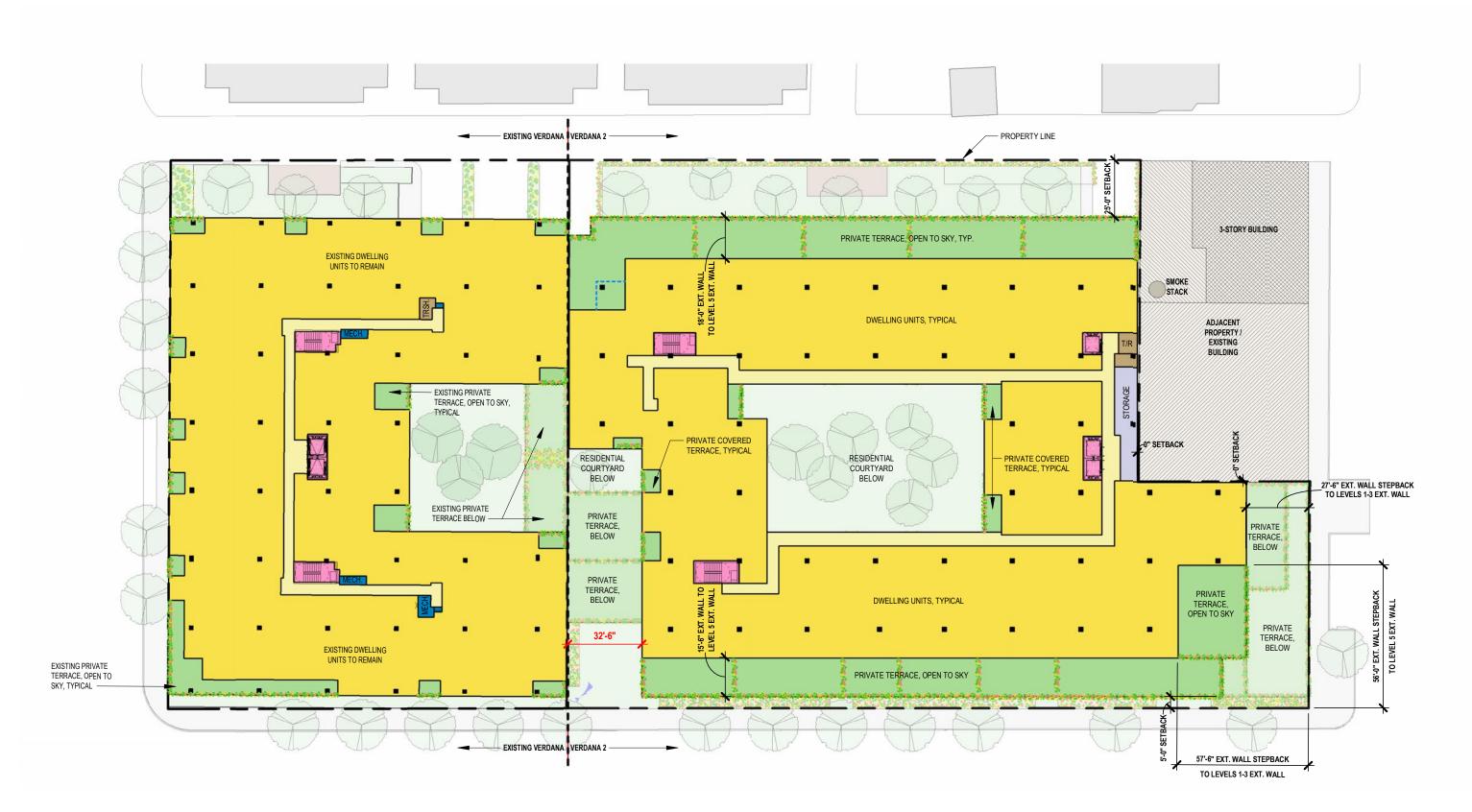


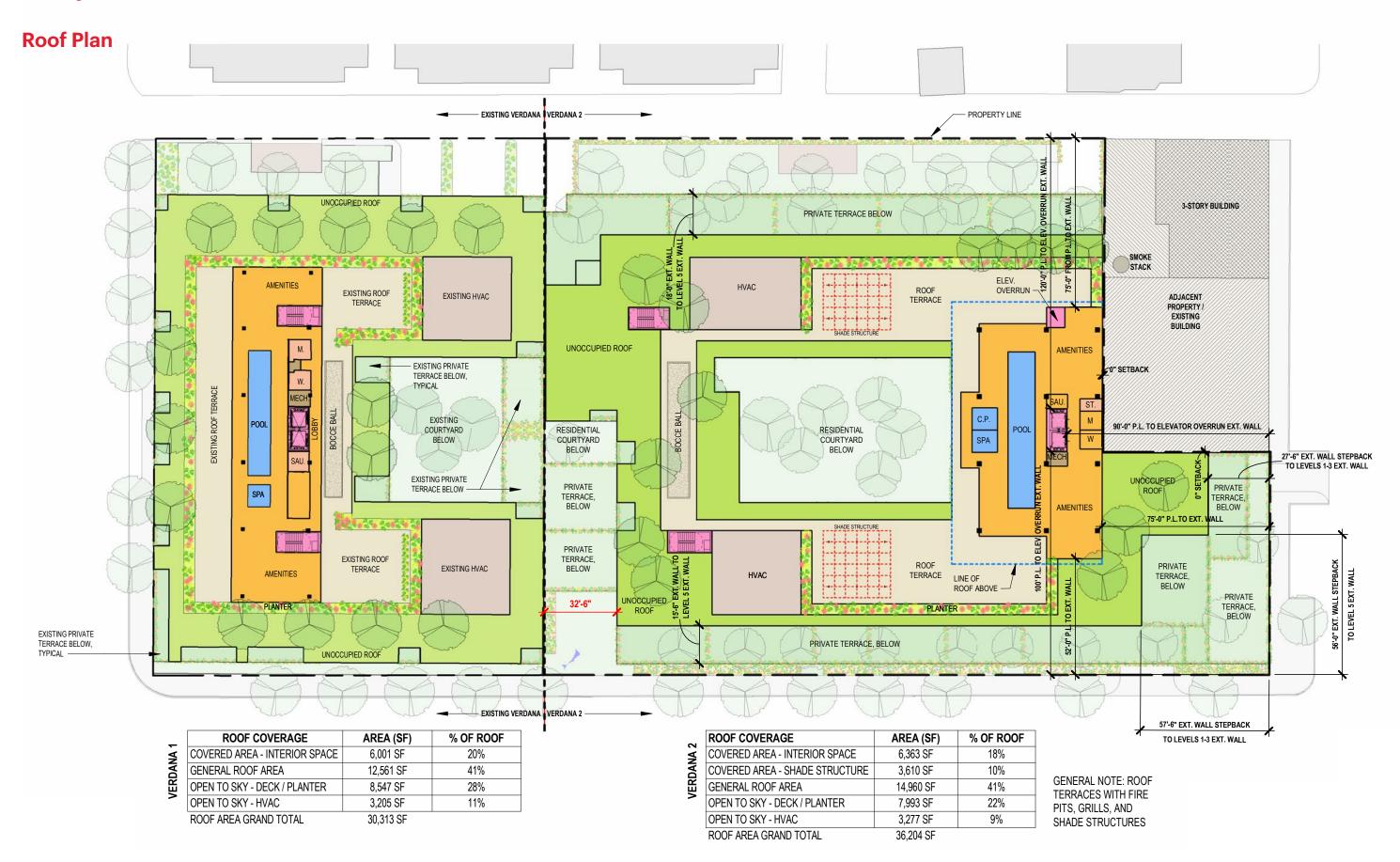






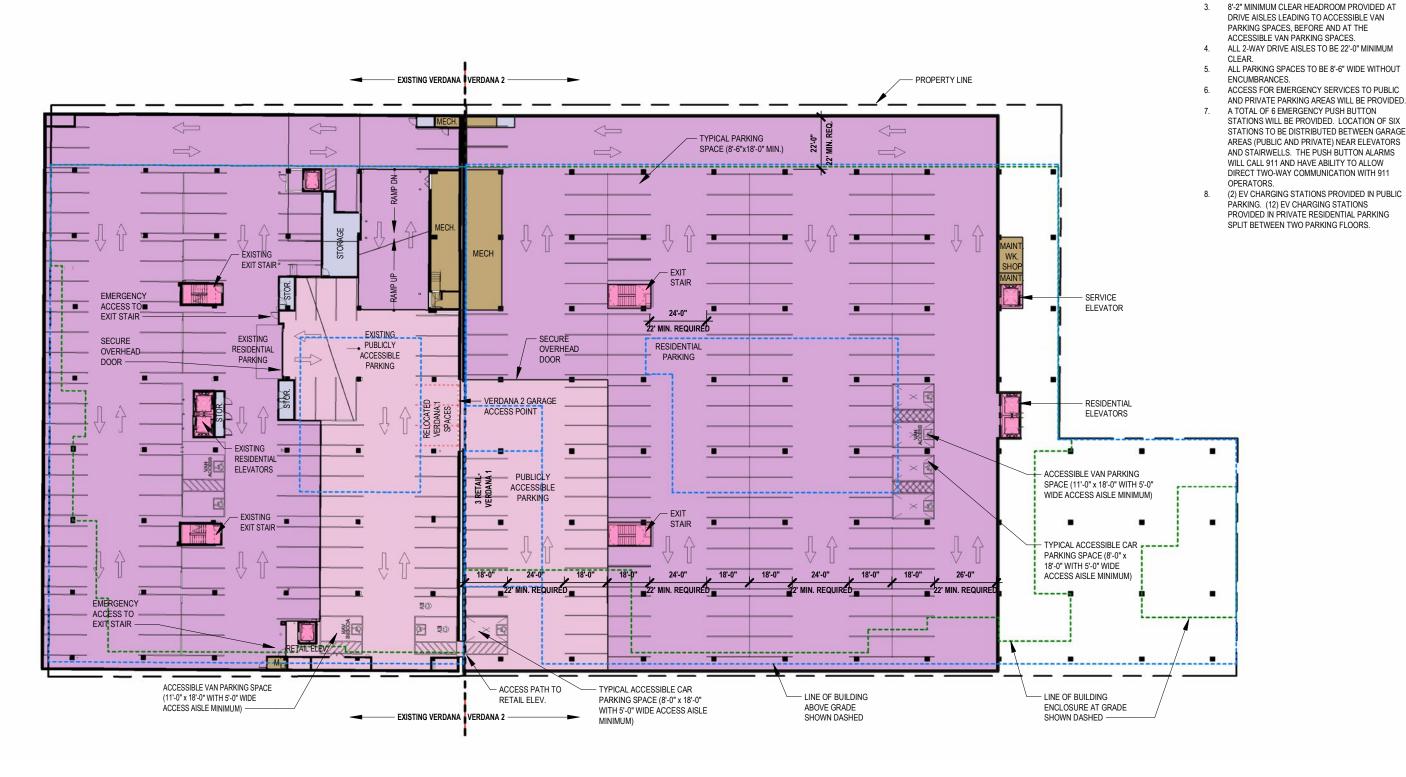






### Floor Plan Lower Level 1

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

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

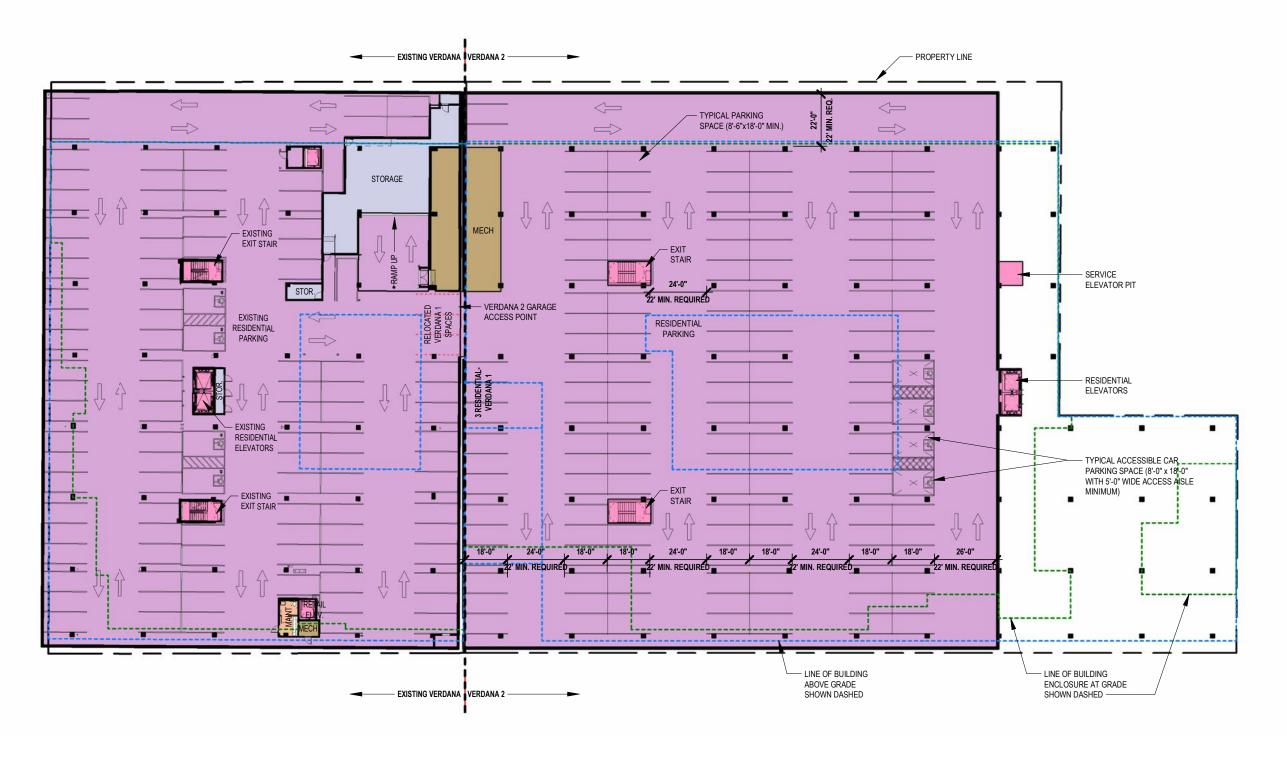
GARAGE.

## 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
- (2) EV CHARGING STATIONS PROVIDED IN PUBLIC PARKING. (12) EV CHARGING STATIONS PROVIDED IN PRIVATE RESIDENTIAL PARKING SPLIT BETWEEN TWO PARKING FLOORS.



## **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 the same location 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.
- -All 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.
- -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 7,475 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 15,588 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.



## **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 35 for preliminary economic impact.

## **Affordable Housing**

#### -Optima Verdana Phase 1

—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 donating \$1.6 million 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.

#### -Optima Verdana Phase 2

—A proposal for an affordable housing component will be presented at a future date.

### **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.

### **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 5,932 SF.
- -Private Outdoor Dining and Public Landscaping off Washington Avenue: Approximately 1,075 sf.
- -Residential Courtyard: 5,138 sf.
- -Private Yards: 6.835 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 Goals and Policies of the Village's Comprehensive Plan

- -Encourage retail facilities that serve the needs of Village residents.
- -Provide housing option that complements the single-family character of the Village.
- -Provide market rate multi-family housing for older residents of the Village who want to remain in the Village.
- -Provide for non-single family detached housing options.
- -Encourage the redevelopment of underutilized commercial properties.
- -Provide an attractive appearance along the public way.

### Advance the Goals and Policies of the Village's Village Center Master Plan

- -Provide new residential uses that will support and help sustain an active Village Center.
- -Provide 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.
- -Provide a well-integrated and design strategy with increased density with little impact on surrounding residential single-family neighborhoods.
- -Provide for continued streetscape and open space improvements.
- —Achieve a critical mass of energy and market activity that will support existing and future businesses in the Village Center.
- -Promote the development of a vacant and underutilized parcel of land.
- -Create a development that is not a big box and not a drive through.
- -Create an opportunity for first floor retail on Green Bay Road.
- -Provide open spaces, public and private, and streetscape environment.
- -Help create a new vibrant and economically sustainable Village Center.
- -Increase the Village Center's recognition as a desirable place to live and shop.
- —Help further the development and improvement of other high-quality development in the Village Center.
- -Promote a mixed-use commercial environment.
- -Provide a new high-density opportunity for multi-family housing.

### **Other Public Benefits**

- —Provide 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.
- -Provide two (2) publicly accessible electric vehicle charging stations in the public portion of the underground garage.
- -Provide twelve (12) privately accessible electric vehicle charging stations in the private portion of the underground garage.
- —Incorporate electrical capacity so that 100% of the on site parking spaces can have dedicated charging stations in the future.
- -Provide 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.
- —Achieve Two Green Globes® under the Green Globes® Multifamily New Construction building sustainability certification program.
- —Improve stormwater management from the existing site condition through our redevelopment of the site.
- -Resurface the balance of the public alley to the west of the site between Central and Washington Avenues.

## **Economic Impact Report**

### **Summary of Combined Economic Analysis Optima Verdana Project**

Preliminary Economic Report by Elliott D. Pollack & Company 08/30/23

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: \$9.3 Million
- -Optima Verdana Phase 2 Impact: \$13.0 Million
- —Total Combined Optima Verdana Impact: \$22.3 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: 580
- —Total Combined Optima Verdana Impact: 971

The Person Years of Employment Generated by the Project Given a projected two-year construction time frame 485 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: \$35.2 Million
- —Total Combined Optima Verdana Impact: \$58.9 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: \$76.9 Million
- —Total Combined Optima Verdana Impact: \$128.6 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 will be paid during the development of Verdana Phase 2. In total, an estimated \$2.5 million will be 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: 348
- —Total Combined Optima Verdana Impact: 588

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.

## 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.

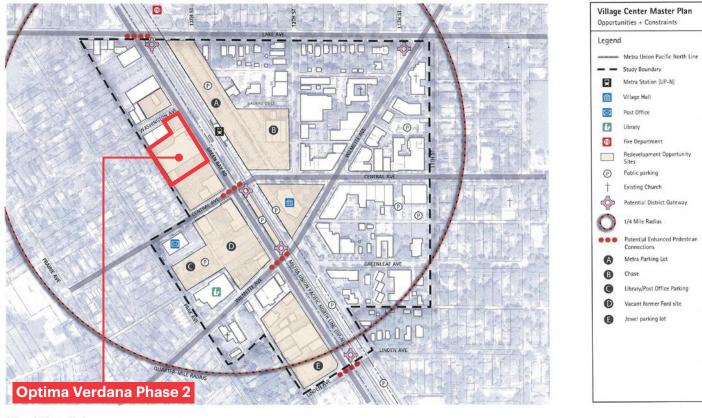
### **Executive Summary - Page 4, Guiding Principles**

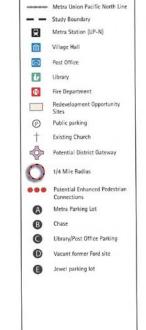
- —Create and test a range of alternative development concepts that enhance and revitalize the Village Center.
- Optima has a successful track record with high-quality sustainable developments that improve the site, and surrounding area. Phase 2 will complete the vision established from existing Optima 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.
- Optima Verdana Phase 2 provides luxury residences that support the current and future resident lifestyle of the Village Center for 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.
- —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.

-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.

## Village Center District Zoning - Proposed Exceptions

### **Article 30-10 Village Center District Zoning**

The Code of Ordinances of the Village of Wilmette sets requirements for specific locations within the Village Center District based upon their designations such as "Street Frontage" and "Subdistrict." The Code of Ordinances also mandates obtaining a Planned Unit Development approval for projects of a certain size. Optima Verdana Phase 2 is seeking approval for a Planned Unit Development and will comply with all base zoning requirements for the Village Center District with some proposed exceptions.

Below we have listed sections from the zoning ordinance that we are seeking proposed exceptions to. Items from the ordinance identified, below, as "Rule" are references to sections of the ordinance that identify the base zoning requirements. We have identified a "Proposed Exception" to certain base zoning requirements from the Code of Ordinances of the Village of Wilmette that the design requires. We believe the architecture, design, sustainability, and public benefits justify the proposed exceptions.

### Sec. 30-10.5 Building Setback, Table 10-1: Village Center Building Setback Regulations

#### —Rule: Front yard setback minimum and maximum 5'-0".

Proposed Exception: Increase the maximum front yard setback at grade level to 45'-0".

Justification for Proposed Exception: In Optima Verdana Phase 1, the Village requested a consistent 10'-0" setback at grade level which Optima Verdana Phase 2 is continuing to maintain a consistent street frontage along Green Bay Road. Additionally, a much deeper setback of 45'-0" is needed to achieve the Village's desired public plaza in Optima Verdana Phase 2.

#### -Rule: Side yard adjoining a street setback minimum and maximum 5'-0".

Proposed Exception: Reduce side yard adjoining a street setback, minimum 0'-0".

Justification for Proposed Exception: The existing structure on site has a 0'-0" setback on Washington Avenue, and adjacent commercial properties on Washington Avenue have a 0'-0" setback.

#### Sec. 30-10.6 Permitted and Special Uses, Table 10-2 Village Center District Permitted and Special Uses

#### -Rule: Ground floor dwelling units use is not permitted.

Proposed Exception: Allow up to 15 ground floor dwelling units.

Justification for Proposed Exception: Dwelling units at grade level do not face Green Bay Road or Washington Avenue, preserving commercial opportunities at street frontages.

#### —Rule: Ground floor office use requires special use.

Proposed Exception: Allow up to 1,500 sf of ground floor office use, being limited to Optima Verdana's Leasing & Management Office, Conference Rooms, and Business Center dedicated to resident use. Justification for Proposed Exception: The Leasing & Management Office and business amenities are essential to the success of daily and long term operations of Optima Verdana Phase 2.

#### Sec. 30-10.7 Permitted building height, Table 10-3 Village Center Building Height Regulations

#### -Rule: Maximum: 52'-0" and (4) stories.

Proposed Exception: Increase in maximum permitted building height from 52'-0" and four stories to:

- -62'-0" and six stories for the main building.
- -63'-0" and six stories for the roof terrace.
- -72.66' and seven stories for the amenities penthouse.
- —Increase maximum permitted height of elevator housing from 64'-0" to 79'-11".

Justification for Proposed Exception: The proposed heights and stories for Optima Verdana Phase 2 are consistent with Optima Verdana Phase 1. Additionally, the building steps back at the fifth (5th) floor roof to make the building appear a level shorter from the street. This established roofline closest to the street is below the maximum height of 52'-0" in the base ordinance.

#### -Rule: Minimum ground floor height: 14'-0".

Proposed Exception: Decrease minimum ground floor height from 14'-0" to 13'-0" measured from top of first floor slab to top of second floor slab.

Justification for Proposed Exception: Similar to Optima Verdana Phase 1, the structural system used for the building requires less floor and ceiling depth between levels. Therefore, the clear ceiling height is adequate for the proposed use.

## Village Center District Zoning - Proposed Exceptions

### Sec. 30-10-8 Building Design and Location Regulations

- -Rule: Sec. 30-10-8 (a) Building massing.
  - —Sec. 30-10-8 (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.

Proposed Exception: Increase maximum front yard up to 45'-0".

Justification for Proposed Exception: In Optima Verdana Phase 1, the Village requested a consistent 10'-0" setback at grade level which Optima Verdana Phase 2 is continuing to maintain a consistent street frontage along Green Bay Road. Additionally, a much deeper setback of 45'-0" is needed to achieve the Village's desired public plaza in Optima Verdana Phase 2.

—Sec. 30-10-8 (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.

Proposed Exception: Allow variations of rooflines at intervals in excess of twenty-five (25) linear feet of building length as depicted in the drawings.

Justification for Proposed Exception: The building is designed to have a highly undulated facade by using a vertical landscaping system and significantly sized recessed terraces. Furthermore, the transparency of the building along with the combination of the recessed landscaped terraces and significant stepbacks at the upper levels on all sides of the building are designed to create visual interest and break up the facade.

—Sec. 30-10-8 (a) (4) (B) The ground floor of commercial buildings must be designed with a minimum ground floor height of 14'-0", as measured from the finished floor of the ground floor to the finished floor of the second story.

Proposed Exception: Decrease minimum ground floor height from 14'-0" to 13'-0" measured from top of first floor slab to top of second floor slab.

Justification for Proposed Exception: Similar to Optima Verdana Phase 1, the structural system used for the building requires less floor and ceiling depth between levels. Therefore, the clear ceiling height is adequate for the proposed use.

- —Rule: Sec. 30-10-8 (g) Prohibited building materials.
  - —Sec. 30-10-8 (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).

Proposed Exception: Allow the use of Exterior Insulation Finish System, EIFS or "Dryvit" (non-masonry stucco products a.k.a. Artificial Stucco, Synthetic Stucco, Vinyl Stucco, and Latex Stucco). Justification for Proposed Exception: The use is limited to ceiling conditions that are needed to insulate building above.

—Sec. 30-10-8 (g) (I) Reflective, tinted or colored glass.

Proposed Exception: Allow the use of reflective, tinted, or colored glass.

Justification for Proposed Exception: This is consistent with Optima Verdana Phase 1, and needed to meet current energy codes.

#### Sec. 30-12.3 - Use Standards

- -Rule: Sec. 30-12.3 (h) Dwelling, above ground floor.
  - —Sec. 30-12.3 (h) (2) No residential common areas greater than six hundred (600) sf are permitted at grade or within eight (8) feet of grade.

Proposed Exception: Allow up to 16,000 sf of ground floor common area / residential amenity use.

Justification for Proposed Exception: This is consistent with Optima Verdana Phase 1 and is auxiliary to the residential function and generally set back from the adjacent streets.

#### Sec. 30-13.4 - Accessory Structures and Uses

- -Rule: Sec. 30-13.4 (c) Arbors or trellises.
  - —Sec. 30-13.4 (c) (1) Arbors and trellises are limited to a maximum height of 9'-0", a maximum width of 6'-0" and a maximum depth of 3'-0" feet. The sum of depth in feet and width in feet is limited to 8'-0" feet.

Proposed Exception: Increase maximum size of trellises to 30'-0" wide by 30'-0" deep.

Justification for Proposed Exception: There are a quantity of two (2) shade trellises on the roof terrace level stepped back from the predominant facade that's depicted in the plans. The elevation of those shade trellises is 72.66' aligned with the amenities penthouse.

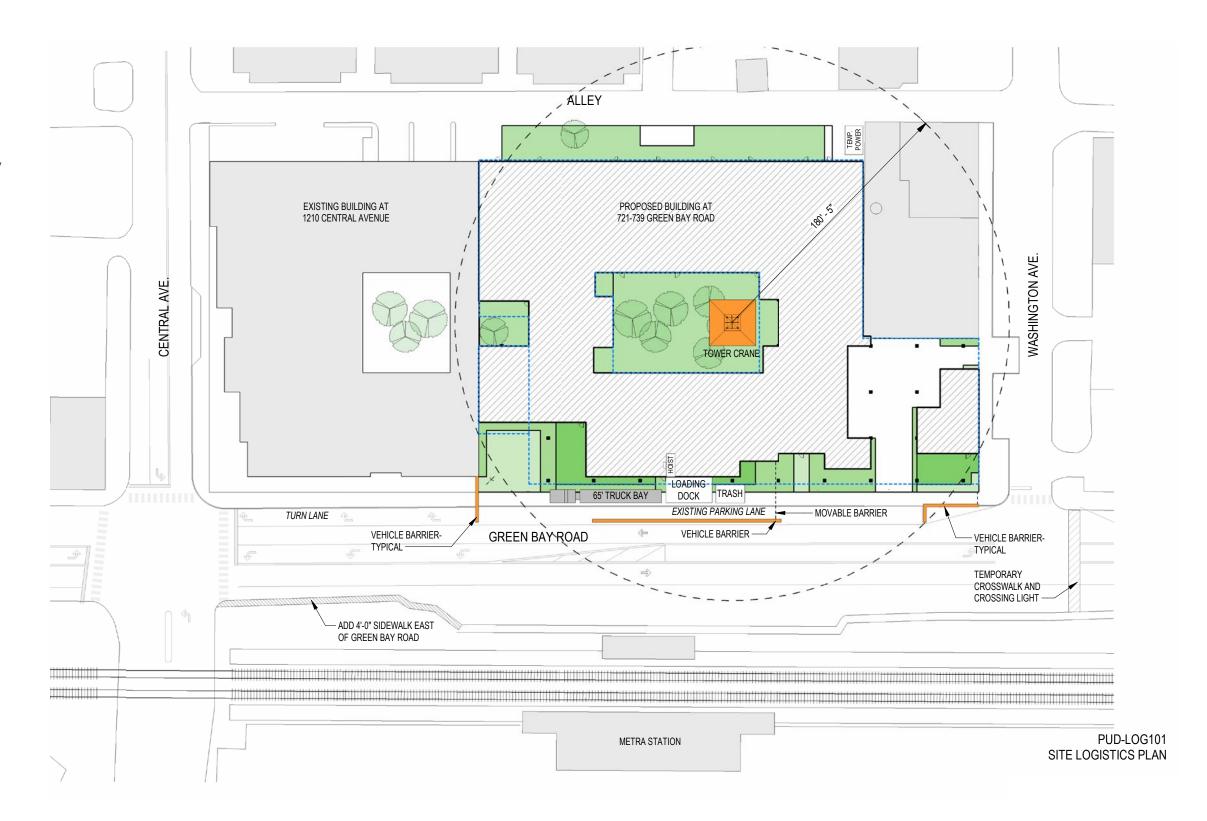
- -Rule: Sec. 30-13.4 (e) Dog runs.
  - —Sec. 30-13.4 (e) (1) Location. Dog runs shall be located a minimum of 3'-0" from any side or rear lot line.

Proposed Exception: Decrease minimum from 3'-0" to 2'-6".

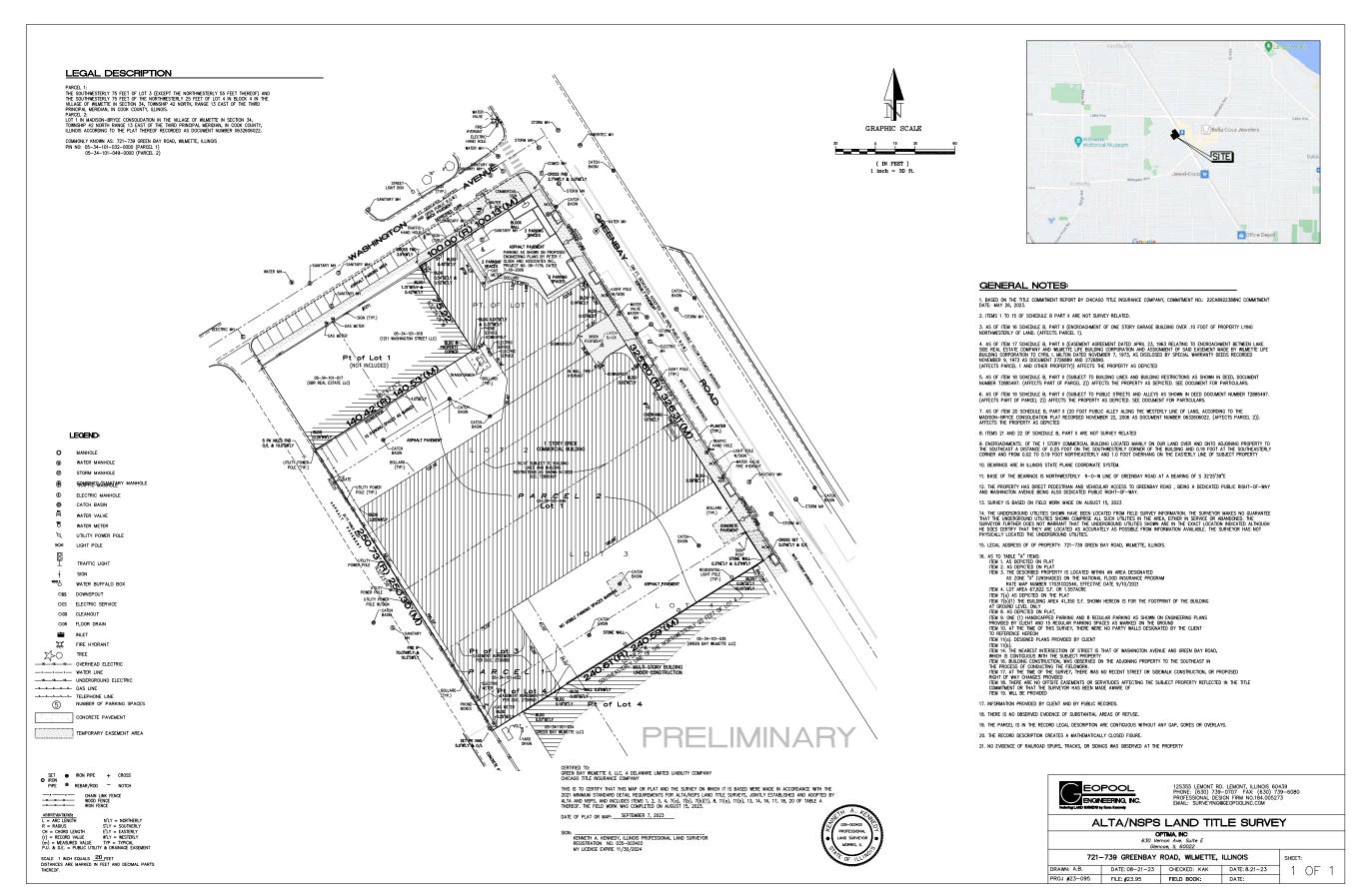
Justification for Proposed Exception: The fence lines align with Optima Verdana Phase 1.

## **Construction Phase Logistics and Parking Plan**

- —Optima is currently coordinating with the Village and will be continuing to coordinate throughout the zoning process. Below is an explanation of our current Construction Phase Logistics Plan.
  - Construction activity will be accessed from Geen Bay Road facing the Metra line.
  - —The existing parking lane will be temporarily blocked off, and all existing street lanes will remain open, minimizing impact on Green Bay Road traffic.
  - —A temporary crosswalk and crossing light will be provided at Washington Avenue, connecting to the sidewalk that accesses the west Metra train platform.
  - Directing construction activity to Green Bay Road reduces the impact of the construction process on the residential community to the west of the site.
- —The construction duration for Verdana Phase 2 is approximately 24 months.
- —Optima will also be coordinating construction parking with the Village.



## **Survey of the Subject Property**



## **About Optima**

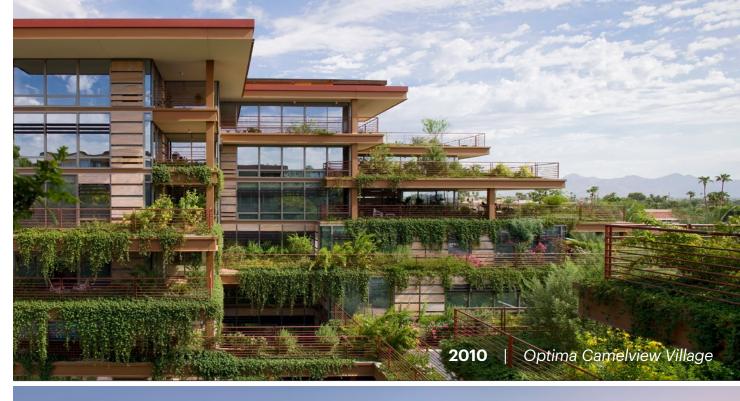
Founded in 1978 by David C. Hovey, FAIA, Optima is a family owned, privately-held, design-driven real estate development firm with offices in Scottsdale, Arizona and Chicago, Illinois.

For more than 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.

In 2021, Optima was recognized as the Firm of the Year by the American Institute of Architects (AIA) Chicago.









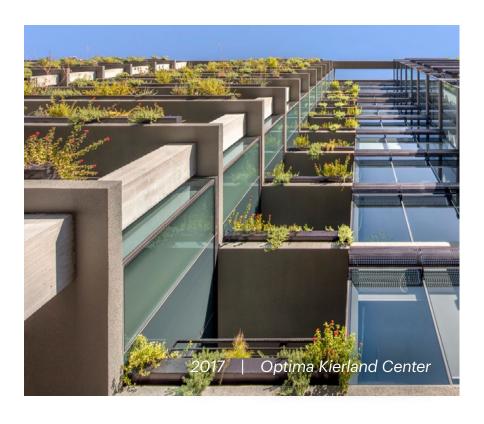
## **Recent Project Awards**

## **Optima Signature**

- -2021 Architizer A+ Awards Finalist
- -2021 Oustanding Property Award London
- -2016 BUILD Architecture Award
- -2016 International Property Award

## Optima Old Orchard Woods

- -2011 AIA Chicago Distinguished Building Honor Award
- **—2011 Project Innovations Honored**
- -2008 Chicago Agent Agents' Choice Awards



## Optima Sonoran Village

- -2021 American Architecture Award
- -2020 Green Good Design Award
- **—2020 Outstanding Property Award London**
- —2019 AIA Chicago Divine Detail Award
- -2017 International Property Award
- -2016 AIA Chicago Distinguished Building Honor Award

## Optima Camelview Village

- **—2012 AIA Housing Award for Architecture**
- -2012 International Architecture Award
- -2012 National AIA TAP Award
- -2011 AIA Chicago Interior Architecture Award
- -2011 AIA Chicago Distinguished Building Honor Award
- -2010 AIA Arizona Distinguished Building Honor Award
- -2009 AIA American Architecture Award

## Optima Kierland Center

- -2021 American Architecture Award
- -2021 Green Good Design Award
- -2020 Outstanding Property Award London
- -2018 AZRE Red Award
- -2018 AMA Tribute Award
- -2017 BUILD Architecture Award

### 2022

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

### 2021

- -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

## **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.