

#### REGULAR MEETING VILLAGE OF BURR RIDGE PLAN COMMISSION

November 16, 2015 7:30 P.M.

#### I. ROLL CALL

Greg Trzupek, Chairman

Mike Stratis Dehn Grunsten Robert Grela Luisa Hoch Greg Scott Mary Praxmarer Jim Broline, Alternate

#### II. APPROVAL OF PRIOR MEETING MINUTES

A. October 19, 2015 Plan Commission Regular Meeting

#### III. PUBLIC HEARINGS

# A. Z-17-2015: 78-324 Burr Ridge Parkway (County Line Square/Cycle Bar); Text Amendment, Special Use, Variations, and Findings of Fact

Requests the following actions relative to the Burr Ridge Zoning Ordinance: an amendment to Section VIII.B to add health and athletic club or some similar land use classification to the list of permitted or special use uses in the B-1 District; to approve special use approval if determined appropriate for a health and athletic club at 124-126 Burr Ridge Parkway; special use approval as per Section VIII.A.9 for site plan review for a proposed parking lot reconfiguration; variation from Section XI.C to provide for the parking lot reconfiguration without the required landscaping islands; and a variation from Section XI.C.13 to permit a health and athletic club in a shopping center without the required number of parking spaces.

#### IV. CORRESPONDENCE

A. Board Report – October 26, 2015 and November 9, 2015

#### V. OTHER CONSIDERATIONS

A. PC-06-2015: Approval of 2016 Meeting Schedule

November 16, 2015 Plan Commission/Zoning Board of Appeals Page 2 of 2

#### VI. FUTURE SCHEDULED MEETINGS

- A. December 7, 2015: The filing deadline for this meeting is November 16, 2015
- **B.** December 21, 2015: The filing deadline for this meeting is November 30, 2015

#### VII. ADJOURNMENT

**PLEASE NOTE:** All Plan Commission recommendations are advisory and are submitted to the Mayor and Board of Trustees for review and final action. Any item being voted on at this Plan Commission meeting will be forwarded to the Mayor and Board of Trustees for consideration at their November 23, 2015 Regular Meeting beginning at 7:00 P.M. Commissioner Praxmarer is the scheduled Plan Commission representative for the November 23, 2015 Board meeting.

# PLAN COMMISSION/ZONING BOARD OF APPEALS VILLAGE OF BURR RIDGE <u>MINUTES FOR REGULAR MEETING OF</u>

#### October 19, 2015

#### 1. ROLL CALL

The Regular Meeting of the Plan Commission/Zoning Board of Appeals was called to order at 7:30 P.M. at the Burr Ridge Village Hall, 7660 County Line Road, Burr Ridge, Illinois by Chairman Trzupek.

**ROLL CALL** was noted as follows:

**PRESENT**: 6 – Stratis, Hoch, Grunsten, Praxmarer, Broline, and Trzupek

**ABSENT**: 2 – Grela and Scott

Also present was Community Development Director Doug Pollock. In the audience were Trustees Schiappa and Franzese.

#### 2. APPROVAL OF PRIOR MEETING MINUTES

A **MOTION** was made by Commissioner Praxmarer and **SECONDED** by Commissioner Broline to approve minutes of the October 5, 2015 Plan Commission meeting.

**ROLL CALL VOTE** was as follows:

**AYES**: 3 – Praxmarer, Broline, and Trzupek

**NAYS**: 0 - None

ABSTAIN: 3 – Stratis, Hoch, and Grunsten

**MOTION CARRIED** by a vote of 3-0.

#### **3. PUBLIC HEARINGS**

Chairman Trzupek confirmed all those wishing to speak during any public hearing on the agenda for tonight's meeting.

#### A. Z-13-2015; 15W300 South Frontage Road (Vega Hospitality); Special Use, Variation and Findings of Fact

As directed by Chairman Trzupek, Mr. Pollock described this request as follows: This petition was continued from the September 21, 2015 meeting to accommodate an amendment to the petition and the required legal notices. It was determined just before the September hearing date that the proposed additions created a need for a floor area variation and a parking variation. The petitioner amended the request and new notices have been provided. The amended petition requests special use approval for additions to a hotel and variations to permit an increase in floor area ratio and a decrease in the required parking. The hotel is being remodeled and changed to a Crown Plaza Hotel. The conversion includes construction of two building additions, remodeling of the interior and exterior of the building, and resurfacing and landscaping of the parking lot and parking lot perimeter.

Chairman Trzupek asked the petitioner for their presentation.

Mr. Sanjay Sukhramani introduced his architect, Mr. Michael Maust. Mr. Maust described the additional floor area being added. He said it is primarily to improve traffic flow by enlarging the lobby and moving offices. He said the only additional floor area that affects parking is a portion of the rear addition that will be used for additional banquet and meeting space. Mr. Maust described the proposed fence on the south lot line and stormwater management that is proposed for the southeast corner of the property. He submitted additional drawings for the fence and for the stormwater detention facility. He said the petitioner is willing to do a solid fence or open fence as may be directed by the Plan Commission.

Chairman Trzupek asked Mr. Maust the dimensions of the landscaping area between the parking lot and 75<sup>th</sup> Street. Mr. Maust said that the fence will be one foot from the back of curb and the property line is 4 feet from the fence. He said there is an additional 10 feet or more between the property line and the street.

Chairman Trzupek asked for comments and questions from the public.

Mr. Mark Toma, 7515 Drew Avenue, asked to see the detail of the stormwater structure. He also asked if there was additional lighting on the property to which Mr. Sukhramani said that he did not contemplate additional lighting. Mr. Toma said that he is concerned about planting arbor vitae along the fence as it is not very hardy and may be damaged by salt from 75<sup>th</sup> Street. Mr. Toma added that he does not like the idea of a solid fence and would prefer to see a decorative open fence.

Chairman Trzupek referenced a letter received from resident Pat Svatos requesting a solid fence along the south lot line.

Alice Krampits, 7515 Drew Avenue, said a solid fence is not consistent with the neighborhood. She said she prefers an open fence.

There being no further public comments, Chairman Trzupek asked for questions and comments from the Plan Commission.

Commissioner Stratis asked for an explanation about the stucco being used and the difference between stucco and dryvit. Chairman Trzupek explained that there is not a lot of difference and it refers to different methods of applying the same thing. He said that the petitioner is not proposing adding any new stucco but only replacing the stucco walls that already exist.

Commissioner Stratis confirmed that the petitioner has a plan to add parking in the west triangle of the property. He also said that the stormwater structure is not a lot but is helpful. He said that he prefers a solid fence and has used high end vinyl fencing in similar situations.

Commissioner Hoch asked for clarification regarding the location of the fence and the stormwater structure. She said she has a problem with the lack of parking but has no problem with the additional floor area. She said she prefers a solid fence but also is concerned about safety in the parking lot. She said some lighting may be needed in the rear parking lot.

Commissioner Grunsten said she agrees with the need for lighting and the concern regarding snow and salt damage to arbor vitae. Mr. Sukhramani said that there is 15 feet

from the street to the property line. He added that any time there is overflow parking they have been able to use the adjacent office building parking lot.

Commissioner Broline asked about the use of the adjacent office property for overflow parking. He asked if the hotel could get a letter of agreement for the use of the office parking lot. Mr. Sukhramani said that they have a verbal agreement with the property owner.

Commissioner Praxmarer questioned whether the additional landscaping islands are necessary and she said she is concerned about the maintenance of the fence. Chairman Trzupek responded that the landscaping islands are required for new parking lots and he thinks they should be provided for the subject parking lot to bring it into code compliance.

Chairman Trzupek read an email from Commissioner Grela stating that he supports the petitioner but objects to a solid fence and prefers an open fence.

Chairman Trzupek added that be believes all lighting on the property should be brought up to code. He said he can see the benefit of a solid fence to provide screening of the parking lot. He added that he would want to land bank the additional parking and to keep the additional landscaping islands. He said that the hotel has 120 guest rooms and are not increasing the guest rooms or the demand for parking by a significant amount.

In response to Chairman Trzupek, Mr. Maust said that the plan for the stormwater structure did not include a pipe connection to the 75<sup>th</sup> Street sewer but they will consider if requested by the Plan Commission. Chairman Trzupek said it should be reviewed with the Village Engineer.

There being no further questions, Chairman Trzupek asked for a motion to close the hearing.

At 8:31 p.m. a **MOTION** was made by Commissioner Stratis and **SECONDED** by Commissioner Hoch to close the hearing for Z-13-2015.

**ROLL CALL VOTE** was as follows:

**AYES**: 6 – Stratis, Hoch, Grunsten, Praxmarer, Broline, and Trzupek

**NAYS**: 0 - None

**MOTION CARRIED** by a vote of 6-0.

A **MOTION** was made by Commissioner Stratis and **SECONDED** by Commissioner Hoch to adopt the petitioner's findings of fact and to recommend that the Board of Trustees approve a special use for additions to a hotel as per Z-13-2015 subject to the following conditions:

- A. All exterior lighting shall be brought into conformance with the Zoning Ordinance and other applicable codes of the Village.
- B. Stormwater improvements shall be provided in the southeast corner of the property in substantial compliance with the submitted plan or as may otherwise be approved by the Village Engineer and shall be connected the Village's stormwater pipe in the 75<sup>th</sup> Street right of way if determined appropriate by the Village Engineer.
- C. A written agreement shall be provided with the adjacent property owner to provide for overflow parking within the office building parking lot or the additional

parking at the west end of the property shall be constructed concurrent with the building additions.

- D. A solid, 6 foot tall fence shall be provided along the south lot line with the final design and location subject to staff review and approval.
- E. Final landscaping plans shall be submitted for staff review and approval with the understanding that a solid row of landscaping is not required on the outside of the fence but instead periodic landscaping shall be provided to buffer the solid fence.
- F. All improvements shall comply with the submitted plans except as otherwise modified herein.

#### **ROLL CALL VOTE** was as follows:

**AYES**: 6 – Stratis, Hoch, Grunsten, Praxmarer, Broline, and Trzupek

**NAYS**: 0 - None

#### **MOTION CARRIED** by a vote of 6-0.

A **MOTION** was made by Commissioner Stratis and **SECONDED** by Commissioner Hoch to adopt the petitioner's findings of fact and to recommend that the Board of Trustees approve a parking variation and floor area ratio variation for additions to a hotel as per Z-13-2015 subject to the following conditions:

- A. All exterior lighting shall be brought into conformance with the Zoning Ordinance and other applicable codes of the Village.
- B. Stormwater improvements shall be provided in the southeast corner of the property in substantial compliance with the submitted plan or as may otherwise be approved by the Village Engineer and shall be connected the Village's stormwater pipe in the 75<sup>th</sup> Street right of way if determined appropriate by the Village Engineer.
- C. A written agreement shall be provided with the adjacent property owner to provide for overflow parking within the office building parking lot or the additional parking at the west end of the property shall be constructed concurrent with the building additions.
- D. A solid, 6 foot tall fence shall be provided along the south lot line with the final design and location subject to staff review and approval.
- E. Final landscaping plans shall be submitted for staff review and approval with the understanding that a solid row of landscaping is not required on the outside of the fence but instead periodic landscaping shall be provided to buffer the solid fence.
- F. All improvements shall comply with the submitted plans except as otherwise modified herein.

#### **ROLL CALL VOTE** was as follows:

**AYES**: 6 – Stratis, Hoch, Grunsten, Praxmarer, Broline, and Trzupek

**NAYS**: 0 - None

#### **MOTION CARRIED** by a vote of 6-0.

#### III. OTHER CONSIDERATIONS

There were no other considerations scheduled.

10/19/2015 Regular Meeting Plan Commission/Zoning Board Minutes Page 5 of 5

#### IV. CORRESPONDENCE

There was no discussion regarding the Board Report.

#### VI. FUTURE SCHEDULED MEETINGS

Mr. Pollock said the next scheduled meeting is November 16, 2015.

A **MOTION** was made by Commissioner Stratis and **SECONDED** by Commissioner Praxmarer to cancel the November 2, 2015 meeting.. **ALL MEMBERS VOTING AYE**, the November 2, 2015 meeting was canceled.

#### VII. ADJOURNMENT

A MOTION was made by Commissioner Praxmarer and SECONDED by Commissioner Grunsten to ADJOURN the meeting at 8:31 p.m. ALL MEMBERS VOTING AYE, the meeting was adjourned at 8:31 p.m.

Respectfully Submitted: November 16, 2015

J. Douglas Pollock, AICP



. . . .

#### VILLAGE OF BURR RIDGE COMMUNITY DEVELOPMENT DEPARTMENT

#### STAFF REPORT AND SUMMARY

Z-17-2015; 78-324 Burr Ridge Parkway (County Line Square/Cycle Bar); Requests the following relative to the Zoning Ordinance: an amendment to Section VIII.B to add health and athletic club or some similar land use classification to the list of permitted or special use uses in the B-1 District; to approve special use approval if determined appropriate for a health and athletic club at 124-126 Burr Ridge Parkway; special use approval as per Section VIII.A.9 for site plan review for a proposed parking lot reconfiguration; variations from Section XI.C to provide for the parking lot reconfiguration without the required landscaping islands; and a variation from Section XI.C.13 to permit a health and athletic club in a shopping center without the required number of parking spaces.

Prepared For:	Village of Burr Ridge Plan Commission / Zoning Board of Appeals Greg Trzupek, Chairman
Prepared By:	Doug Pollock, AICP Community Development Director
Date of Hearing:	November 16, 2015

#### **GENERAL INFORMATION**

Petitioner:	Robert Garber
Property Owner:	Reegs Properties, LLC
Petitioner's Status:	Property Owner
Land Use Plan:	Recommends Commercial Uses

- **Existing Zoning:** B1 General Business District
- **Existing Land Use:** Retail Shopping Center

Site Area: 7.2 Acres

Subdivision: County Line Square





Staff Report and Summary Z-17-2015: 78-324 Burr Ridge Parkway (County Line Square/Cycle Bar) Page 2 of 3

#### **SUMMARY**

The petitioner is the owner of the County Line Square shopping center and is representing a potential tenant with the shopping center. The petitioner seeks to reconfigure the parking lot within the shopping center and seeks a parking variation for a new tenant. The tenant is a business that conducts exercise classes and is seeking to occupy 2,905 square feet that is currently occupied by an interior design store at 124 Burr Ridge Parkway.

#### **Compliance with the Zoning Ordinance**

**Land Use:** The proposed tenant at 124 Burr Ridge Parkway conducts exercise classes using stationary bikes and sells related merchandise. Attached is a detailed business plan. The business falls most clearly under the classification of "Health and Athletic Club" which is a special use in the B-2 District. It is also similar to permitted uses in the B-1 District such as "Beauty and Health Services" and "Studios for teaching of art, martial arts, music, dance, and gymnastics". The business could either be considered a permitted use under one of these existing classifications or Health and Athletic Club could be added to the B-1 District either as a permitted or special use.

**Parking:** County Line Square (including the two outlots) currently has a total of 426 parking spaces. The existing uses within the shopping center require 465 parking spaces (471 without the recent variation granted for the Capri expansion). In that the shopping center is non-conforming, any new use cannot exceed the number of parking spaces that were required for the use it is replacing. In this case, the interior design store required 10 parking spaces. The Cycle Bar requires 19 parking spaces (1 space per three persons based on maximum occupancy (50) plus one space per each two employees (3)). Thus, the Cycle Bar requires 9 more parking spaces than the existing interior design store.

This petition also includes a request to reconfigure the parking lot and add 26 more parking spaces as follows:

- 11 parking spaces are being added by striping existing paved areas behind the building and on the west end of the property. These spaces comply with the Zoning Ordinance and may be added at any time (and are already in use).
- 5 parking spaces are being added at the northeast corner of the parking lot by relocating the curb and replacing landscaping with parking. That area will still comply with the minimum landscaping requirements.
- 10 spaces are being added in the middle of the eastern parking field by removing an existing island and restriping the paved area. These spaces would not have the required landscaping islands at the end of each parking row (9 x 18 landscape islands are required at the end of each parking row)

Even though the petitioner is adding more parking spaces than is required for the Cycle Bar, the total number of spaces within the shopping center is still less than required. Thus, a parking variation is necessary.

#### **Findings of Fact and Recommendations**

The petitioner has completed findings of fact which may be adopted if the Plan Commission is in agreement with those findings. There are two specific variations being requested; one to permit the Cycle Bar without the required number of parking spaces and another to allow the 10 parking spaces without the required landscaping islands at the end of each row. Site plan approval is also required for the construction of additional parking.

Staff Report and Summary Z-17-2015: 78-324 Burr Ridge Parkway (County Line Square/Cycle Bar) Page 3 of 3

In regards to the land use, staff believes that the proposed use is similar to other permitted uses in the B-1 District and should be added as a permitted use provided there is a limit on floor area. Several other uses in the B-1, including office equipment stores and hardware stores, are permitted provided they do not exceed 7,000 square feet (thus precluding big box stores but permitting smaller stores). For the sake of clarity, rather than classifying the proposed business under an existing classification, it is recommended that Health and Athletic Club with less than 7,000 square feet of floor area, be added as a permitted use in the B-1 District.



#### Findings of Fact

#### Variation from the Village of Burr Ridge Zoning Ordinance

Section XIII.H.3 of the Village of Burr Ridge Zoning Drdinance requires that the Plan Commission/Zoning Board of Appeals determine compliance with the following findings. In order for a variation to be approved, the petitioner must respond to and confirm each and every one of the following findings by indicating the facts supporting such findings.

a. Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship to the owner would result, as distinguished from a mere inconvenience, if the strict letter of the regulations were to be carried out.

The shopping center is landlocked. Parking in a multi-use retail center is dynamic in that the tenants use of the space dictates the amount of parking required. Without a variance, merchants who provide needed or desired services to the community would be prevented from operating.

b. The property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulations governing the zoning district in which it is located.

The goods and services available to the village residents by the center's businesses would be restricted and/or made unavailable.

c. The conditions upon which an application for a vaniation is based are unique to the property for which the variance is sought, and are not applicable, generally, to other property within the same zoning classification.

County Line is an existing retail center. The variation would increase existing parking in the center by 24 spaces with only a slight decrease in required green space.

d. The purpose of the variation is not based primarily upon a desire to increase financial gain.

The purpose of the variance is to accommodate portions of the businesses which provide needed or desired services to the village residents.

e. The alleged difficulty or hardship is caused by this Ordinance and has not been created by any persons presently having an interest in the property.

*į.* 

The variance is a result of the success of the local businesses operating in the center providing needed and desired goods and services to the community as well as revenue for the village.

f. The granting of the variation will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located.

The variance would have a positive affect on the public welfare and surrounding neighborhood.

g. The granting of the variation will not alter the essential character of the neighborhood or locality.

The variation will have no impact on the essential character of the neighborhood since the center and parking are existing uses.

h. The proposed variation will not impair an adequate supply of light and air to adjacent property or substantially increase the congestion of the public streets, or increase the danger of fire, or impair natural drainage or create drainage proplems on adjacent properties, or endanger the public safety, or substantially diminish or impair property values within the neighborhood.

The variance will have no impact on public street congestion, danger of fire or natural drainage or surrounding property values.

i. The proposed variation is consistent with the official Comprehensive Plan of the Village of Burr Ridge and other development codes of the Village.

The variation relates only to parking for an existing retail shopping center and will not be injurious to the public health or safety.

(Please transcribe or attach additional pages as necessary.)







#### CycleBar Burr Ridge

#### What is CycleBar?

CycleBar is turning up the volume on the indoor cycling experience. CycleBar unites riders of all ages and fitness levels by creating an **unparalleled multisensory**, **intoxicating journey**. Led by engaging, high-energy CycleStar instructors and fueled by incredible playlists in state-of-the-art CycleTheatres, CycleBar delivers far beyond a great cardio fitness workout. The studios and staff are entirely dedicated to creating a fun, dynamic and effective indoor cycling experience.

At the heart of CycleBar is our passion for giving back to the community. As a community ambassador, CycleBar has created CycleGiving<sup>™</sup> – a philanthropic movement, partnering with local organizations and charities to create exciting and energetic premium indoor cycling charity rides to support the organizations' cause.

#### Who is the Owner/Operator of CycleBar Burr Ridge?

After 14 years in sales and marketing for the world's largest education company, Pearson Education, Susan Grant chose to turn her passion for indoor cycling into her career. After thorough research and due diligence, Susan was blown away by the CycleBar model and experience. She also knew she wanted her business to be community-based in the western suburbs of Chicago where she lives with her husband, Jerome, and their (almost) 4 year old daughter, Campbell Caroline "CC."

Susan will be the owner and operator of CycleBar Burr Ridge. She will be hiring all staff and instructors and running the business daily. Her main goals are:

- Creating an unparalleled mind/body experience focused on improving mental wellness and physical strength and stamina
- Creating a superior workplace environment and culture for staff and CycleStar instructors
- · Giving back to her local community through charity events and CycleGiving
- Creating and maintaining a thriving small business now and in the years to come in Burr Ridge, IL

#### Hours of Operation

CycleBar Burr Ridge will be open 365 days a year. This is a sample guide of the hours of operation:

Day	Class Times					
Monday	6:00am, 8:45am, 9:30am, 5:30pm, 6:30pm					
Tuesday	5:30am, 8:45am, 9:30am, 4:30pm, 5:30pm, 6:30pm					
Wednesday 6:00am, 8:45am, 9:30am, 5:30pm, 6:30pm						
Thursday	5:30am, 8:45am, 9:30am, 5:30pm, 6:30pm					
Friday	6:00am, 8:45am, 9:30am, 4:30pm					
Saturday	7:30am, 8:30am, 10:00am, 11:30am					
Sunday	7:30am, 8:30am, 10:00am, 11:30am					

\*\*Holidays and private events will have special hours.

#### Anticipated peak hours are highlighted:

Day	Class Times					
Monday	6:00am, 8:45am, 9:30am, 5:30pm, 6:30pm					
Tuesday	5:30am, 8:45am, 9:30am, 4:30pm, 5:30pm, 6:30pr					
Wednesday	6:00am, 8:45am, 9:30am, 5:30pm, 6:30pm, 7:30pm					
Thursday	5:30am, 8:45am, 9:30am, 5:30pm, 6:30pm					
Friday	6:00am, 8:45am, 9:30am, 4:30pm					
Saturday	7:30am, <mark>8:30am, 10:00am</mark> , 11:30am					
Sunday	7:30am, <mark>8:30am, 10:00am</mark> , 11:30am					

#### Revenue/Merchandising/Occupancy

The CycleTheatre will feature 51 bikes (50 riders in the class, one instructor on the podium). There will be 2 front desk staff members in the studio during operational hours. Financial projections for CycleBar Burr Ridge have been done on 50% average occupancy (25 riders per class).

CycleBar will have a Boutique at the front of the store that will carry both CycleBar branded items and apparel, as well as non-branded items. Please see sections F and H in the Business Plan to view the Boutique and branded merchandise.

#### CycleBar Burr Ridge Business Plan

#### A. Business Overview

CycleBar Franchising LLC is the **first and only national franchise** to capitalize on the tremendous earning potential of experience-driven indoor cycling with a first to market franchise offering in North America.

While Spinning(R) has been around for more than 25 years, that brand is fueled by instructor trainings and not studio revenue. In the past decade, major metropolitan areas like NY and LA have become home to highly successful dedicated indoor cycling studios now backed by private equity. The CycleBar brand is an **inclusive and affordable premium fitness experience** designed for 650 studios in the top 159 U.S. markets (40 Canadian) by population. In addition, the CycleBar Brand has **significant global expansion** opportunities that offers worldwide studio potential well beyond 1,000 locations.

That's why CycleBar turned up the volume on the indoor cycling experience. CycleBar unites riders of all ages and fitness levels by creating an **unparalleled multisensory**, **intoxicating journey**. Led by engaging, high-energy CycleStars and fueled by incredible playlists in state-of-the-art CycleTheatres, CycleBar delivers far beyond a great cardio fitness workout. The studios and staff are entirely dedicated to creating a fun, dynamic and effective indoor cycling experience.

CycleBar's Flagship studio opened in Cincinnati, Ohio in September of 2014. Two legacy studios (operated by the founding team) were rebranded in the fall of 2014 in Detroit and Boston. These studios are averaging more than 1000 riders each week, with an average of 100 new triers. The entry price point (3 rides for \$29) is as low as \$9.50 a ride. A single ride is \$20. The average ride price is about \$18. CycleBar Burr Ridge is scheduled to open Spring 2016.

#### **B. Success Factors & Competitive Advantages**

#### 1. Broad-based appeal

CycleBar has broad-based appeal to both urban and suburban neighborhoods so multiple locations can thrive in most every U.S. Designated Market Area (DMA). Initially, CycleBar Franchising will target women and men between the ages of 25-54 with income above \$75K in Cincinnati, Detroit, Boston and Chicago, moving swiftly into the top 159 U.S. Markets (40 Canadian) by population.

#### 2. Industry Growth

Over the past two decades, America's fitness industry has enjoyed dynamic growth, despite the ups and downs of the economy. Now an estimated \$22-24 billion industry, it services some **51 million Americans of all ages and income levels and is forecast** to grow 23 percent over the next ten years. Currently, there are over 900,000 franchised businesses in the United States generating over \$2.3 Trillion of economic activity. (International Franchise Association).

Additionally, "As select group fitness concepts ramp up expansion plans, we're seeing limitless appetite from the private-equity community," said Brian Smith, a managing director with investment bank Piper Jaffray & Co in a July 2014 Wall Street Journal article. The article continues to say that "boutique chains have been adding new studios at a clip of 450% a year since 2010. That makes them the **fastest-growing part of the \$22-billion-a-year U.S. health-club industry**, according to the investment bank."

#### 3. Inclusive, Affordable, Premium Experience for the Masses

CycleBar offers multiple points of differentiation for the consumer that elevate the experience into an entirely new fitness offering.

In fact, CycleBar has crafted its mission out of these points of differentiation and experience elevation to include:

a. CycleBar turns workout drudgery into workout "WOW!" by elevating the experience on

all levels.

**b.** The CycleTheatre features state-of-the-art audio, video, and lighting to create a high-energy, multisensory cycling experience.

c. CycleStats. This is personal performance data that can include heart rate, calories,

power output, RPM and more.

**d**. Concierge-level service and amenities include towels, shoes, private lockers and more.

e. CycleBar instructors, Our CycleStars, are hand-picked for their ability to energize and motivate at the highest level.

**f.** No membership contracts. Instead CycleBar features flexible "pay-per-class" packages that can be easily purchased online.

**g.** Easy online booking lets riders reserve a specific bike up to a week in advance.

**h.** Community. The CycleBar studio is supportive, intimate and inclusive environment where, beginners as well as experienced riders can benefit from a tremendous workout that is actually fun!

#### 4. History and Executive Team

The CycleBar Franchising LLC's **executive management team has unique experience in the industry** including franchise development and brand experts, indoor cycling studio pros plus a leading cycling business development consultant to develop the CycleBar studio brand.

In 2004, Bill Pryor and his sister Alex Klemmer decided to create one of the first independent cycling studios in the country right outside of Boston. Both Bill, then a corporate executive, and Alex, a stay-at-home mom, recognized that there were three key ingredients to a successful indoor cycling experience: great instructors, great music and a great environment. They opened their first dedicated studio a year later and have been perfecting their high-energy, cycling- focused concept ever since.

Now, ten years later, Pryor and Klemmer have partnered with Jimmy Wilde and Lisa Hillman, successful studio owners from Detroit, plus franchise pros from St. Gregory Development to allow others to experience and benefit from the CycleBar experience.

In 2014, CycleBar blasted off with studios in Cincinnati, Boston and Detroit with nationwide expansion opportunities available.

Corporate Structure and Executive Team:

CEO a. Bill Pryor Business exec turned cofounder of Boston Spynergy, now CycleBar Boston. Was go-to business development consultant for indoor cycling studios nationwide. b. Lisa Hillman **Chief Creative Officer** Cofounder of Detroit GO Cycle, now CycleBar Detroit. Former group fitness director for LIFETIME fitness chain. **EVP Franchisee Relations** c. Alex Klemmer Cofounder of Boston Spynergy, now CycleBar Boston d. Jimmy Wilde **EVP Field Support** Cofounder of Detroit GO Cycle, now CycleBar Detroit plus Exercise Physiologist, Personal Trainer and indoor cycling pro. Chief Information Officer e. Steve Habegger General Counsel f. Kristian Higgs **Director of Operations** f. Jim Jagers **Director of Branding and Marketing** g. Gary DeJesus Director of Franchising and Training h. Jeff Herr Director of Franchise Development i. Todd Kirby Director of Legal and Compliance i. Joe Roda

\*See extended bios in Section VII

#### CycleBar Burr Ridge Franchise Team

a. Susan Grant

Owner/Operator

As a life-long runner and athlete, it was only a matter of time before Susan found her true passion in indoor cycling. Living in New York City, she began frequenting indoor cycling classes as often as she could. When she and her family decided to relocate back to the Midwest in 2014, Susan knew she wanted to transition from a successful14 year sales and marketing career for the world's largest education company, Pearson Education, to opening her own studio. She immediately found CycleBar and knew it was exactly the right fit for her community and her career. Susan will serve as the owner and operator at CycleBar Burr Ridge. Creating a community-based business that is not only a great place to work out, but to work, is Susan's goal.

- b. Jerome Grant Secretary, Fit Lilly Inc
- c. Frank Salerno
- d. Vince Marotta
- Legal Counsel CPA

#### C. Customer Research

#### 1. Identification of Key Customer Segments

Over the past decade, the industry has experienced substantial growth in demand, and as a result, the breakdown of the industry's markets has also changed. The aging population has encouraged clubs to widen their target demographic beyond the traditional market of 18- to 35-year-olds. Industry operators are increasingly expanding their target market to include 35- to 54-year-olds and those aged under 18. The majority of gym and health club members are female, which account for about 57% of all membership sales within the health club sector and have increased in recent years. The growth of female participation is likely a result of the rising number of female-only health club facilities.

#### a. Consumers aged 18 to 34

This age category is the largest market segment for the Gym, Health and Fitness Clubs industry, accounting for about 35.0% of the total market. Despite its size, this segment has shown little growth over the past decade compared with the other age categories. In the 1990s, consumers aged 18 to 24 years had about 10.5 million members, which rose to about 14.2 million members in 2010, representing a 35.0% increase, the slowest of any age demographic. However, this segment consistently demonstrates strong demand for fitness options.

#### b. Consumers aged 17 and younger

The 6-to-11 age category accounts for only 4.0% of the market, while the 12-to-17 age category accounts for 8.0%. Growth within these areas (particularly the latter) has been strong over the past decade, as the "echo boom" generation (children of baby boomers) increased in size. Additionally, many parents have been spending large amounts on health club memberships for their children in order to tackle obesity. Youth memberships have become one of the fastest growth areas for the fitness club industry, and many clubs have began shifting their focus to this area. Moreover, the nation's schools have cut back on physical education classes, causing parents and their children to seek alternatives.

#### 2. Demographic Profile of Target Market

The CycleBar target demographic is the 25-54 year old female (70%) or male (30%) who earns 75K+ and resides within a five-mile radius of the CycleBar studio.

CycleBar Franchising has completed a North American market overview and territory grid. 600 CycleBar studios have been identified in the top 159 markets in the U.S. (40 in Canada) by population as our Designated Market Areas (DMA). In addition, the CycleBar Brand has significant global expansion opportunities that offers worldwide studio potential well beyond 1,000 locations.

Initially, CycleBar Franchising will target women and men between the ages of 25-54 with income above \$75K in Cincinnati, Detroit, Boston and Chicago. The following table provides a demographic profile of this target market.

	Cincinnati	Chicago	Detroit	Boston	United States
Total Population	315,805	2,887,897	778,002	647,278	308,455,134
Square Miles	84.09	225.39	138.77	48.43	N/A
Population Density	3,755.80	12,813.10	5,606.50	13,366.30	87.20
Forecasted Population Change by 2014	-1.64%	3.55%	-11.44%	6.96%	4.52%
Population Male	47.51%	49.09%	47.42%	48.49%	49.48%
Population Female	52.49%	50.91%	52.58%	51.51%	50.52%
Median Age	33.40	32.00	32.60	32.00	35.60
Target Population by Age Group					
Age 25-34	15.75%	17.97%	14.54%	19.98%	13.40%
Age 35-44	12.64%	12.75%	12.43%	12.63%	13.74%
Age 45-54	13.13%	12.40%	14.19%	11.78%	14.32%
Households	143,326	1,069,569	276,228	285,902	118,402,143
Households with income above \$75k					
Income \$75,000 to \$99,999	9.65%	12.74%	8.77%	12.71%	14.07%
Income \$100,000 to \$124,999	4.97%	7.38%	4.47%	8.47%	8.54%
Income \$125,000 to \$149,999	2.77%	4.70%	2.22%	5.15%	5.01%
Income \$150,000 to \$199,999	1.93%	3.28%	1.36%	3.65%	3.59%

Figure 5:US Census Bureau

#### **Burr Ridge Buxton Analysis**

Based on the data below, we concluded that Burr Ridge is the ideal location for a successful CycleBar studio.

# Buxton<sup>.</sup>

#### **Complete Demographic Summary Report**

Geography: 10 Minutes: 10-minute drive-time around 'Grant SIgned LOI-124 Burr Ridge Parkway Burr Ridge Illinois 60527' Date: October 30, 2015

10-minute drive-time around 'Grant Signed LOI-124 Burr Ridge Parkway Burr Ridge, Illinois 60527'

#### **Population Demographics**

6

									Percent	: Change
	2000 Census		2010 Census		2015A Estimates		2020 Projections		2009 to 2010	2015 to 2020
Total Population	78,397		77,585		79,027		80,237		-1.0%	1.5%
Population Density (Pop/Sq Mi)	2,143.03		1,945.27		2,160.25		2,193.32		-9.2%	1.5%
Total Households	30,565		30,719		31,403		31,973		0.5%	1.8%
Population by Gender:										
Male	37,870	48.3%	37,234	47.9%	37,968	48.0%	38,579	48.0%	-1.6%	1.6%
Female	40,527	51.6%	40,351	52.0%	41,059	51.9%	41,658	51.9%	0,4%	1.4%
Population by Rac	e/Ethnicity									

	200	00	201	.0	2011	5A	2020	)	Percent	Change
	Census	%	Census	%	Estimates	%	Projections	®⁄0	2000 to 2010	2015 to 2020
White	68,214	87.0%	65,297	84.1%	65,706	83.1%	65,723	81.9%	-4.2%	0.0%
Black	2,753	3.5%	3,467	4.4%	3,643	4.6%	3,489	4.3%	25.9%	-4.2%
American Indian or Alaska Native	123	0.1%	104	0.1%	107	0.1%	111	0.1%	-15.0%	3.8%
Asian/Native Hawaiian/Other Pacific Islander	4,478	5.7%	5,295	6.8%	5,817	7.3%	6,657	8.2%	18.2%	14.4%
Some Other Race	1,270	1.6%	2,053	2.6%	2,225	2.8%	2,468	3.0%	61.6%	10.8%
Two or More Races	1,558	1.9%	1,367	1.7%	1,529	1.9%	1,789	2.2%	-12.2%	17.0%
Hispanic Ethnicity	4,009	5.1%	6,439	8.2%	7,028	8.8%	7,874	9.8%	60.6%	12.0%
Not Hispanic or Latino	74,387	94.8%	71,145	91.7%	71,999	91.1%	72,363	90,1%	-4.3%	0,5%
Population by Age										
	200	00	20:	LO	201	5A	202	D	Percent	: Change
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
0 to 4	4,607	5.8%	3,875	4.9%	3,693	4.6%	3,528	4.4%	-15.8%	-4.4%
5 to 14	11,341	14.4%	10,084	12.9%	9,620	12.1%	8,851	11.0%	-11.0%	-7.9%
15 to 19	4,953	6.3%	5,218	6.7%	5,438	6.8%	5,163	6.4%	5.3%	-5.0%
20 to 24	3,752	4.7%	3,752	4.8%	3,918	4.9%	4,190	5.2%	0.0%	6.9%
25 to 34	8,010	10.2%	7,433	9.5%	7,817	9.8%	8,307	10.3%	-7.2%	6.2%
35 to 44	12,652	16,1%	9,073	11.6%	8,537	10.8%	8,211	10.2%	-28.2%	-3.8%
45 to 54	12,877	16.4%	13,015	16.7%	12,231	15.4%	10,625	13.2%	1.0%	-13.1%
55 to 64	8,815	11.2%	11,910	15.3%	12,812	16.2%	13,271	16.5%	35.1%	3.5%
65 to 74	5,967	7.6%	7,126	9.1%	8,428	10.6%	10,548	13.1%	19.4%	25,1%
75 to 84	4,008	5,1%	4,183	5,3%	4,395	5.5%	5,277	6.5%	4.3%	20.0%

	2015
	Estimates
Q1 2012	569
Q2 2012	597
Q3 2012	592
Q4 2012	585
Q1 2013	601
Q2 2013	651
Q3 2013	640
Q4 2013	634
Q1 2014	627
Q2 2014	648
Q3 2014	630
Q4 2014	610

© 2015 Alteryx, Inc. All Rights Reserved

© 2015 Easy Analytic Software, Inc. (EASI®) All Rights Reserved, Alteryx, Inc.

© 2015 Experian Information Solutions, Inc. a All rights reserved

© 2015 Experian Marketing Solutions, Inc. D All rights reserved

#### **D. Financial Projections:**

The following data represents the financial performance of the Wellesley and Royal Oak CycleBar Studios. It is important to note that merchandising has been introduced into these studios after these results were reported.

#### ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Some of the individuals owning a minority ownership interest in us operate indoor cycling studios (the "Existing Owner Studios"). As of this Disclosure Document's issuance date, our owners operate Existing Owner Studios in Wellesley, Massachusetts (the "Wellesley Studio"), Royal Oak, Michigan (the "Royal Oak Studio") and Rochester Hills, Michigan (the "Rochester

Hills Studio"). We developed the System and System Standards based in part on the Existing Owner Studios, which have instructors trained in methods similar to the CycleStar instructors, feature a theatre setup similar to the CycleTheatre, and use music programs similar to the CycleBeats program. Because of the operational, marketing, and other similarities between the Existing Owner Studios and the CYCLEBAR Studios that franchisees will operate, we believe that the operating results of the Existing Owner Studios provide a reasonable basis from which to prepare a financial performance representation.

Of the 3 Existing Owner Studios and the Affiliate-Owned Studio, only the Wellesley Studio and the Royal Oak Studio have operated for at least 12 full months during the period from January 1, 2014 to December 31, 2014. Because the Affiliate-Owned Studio and the Rochester Hills Studio were not in operation during the entire calendar year and do not have a full year's worth of financial data, their financial results have not been included in this financial performance representation. In addition, the Rochester Hills Studio has not been included, because the studio has not been built-out in the same manner as the other Existing Owner Studios and is dissimilar to the CYCLEBAR Studios that franchisees will operate. This financial performance representation reflects the actual historic Gross Revenue, certain expenses, and EBITDA (defined below) for the Wellesley Studio and the Royal Oak Studio (collectively, the "Covered Studios") for the period from January 1, 2014 to December 31, 2014.

William Pryor, our Chief Executive Officer, and Alexandra Klemmer, our Executive Vice President of Franchisee Relations, co-own the Wellesley Studio. That studio operated under the "Spynergy" name and recently changed branding to the CYCLEBAR name. It operates in the Boston DMA from a strip location and first opened in February 2005. The Wellesley Studio has 1,800 square feet and about 50 bikes.

Lisa Hillman, our Chief Cycle Officer, co-owns the Royal Oak Studio. That studio operated under the Go Cycle name and recently changed branding to the CYCLEBAR name. It operates in the Detroit DMA from a free-standing location and first opened in April 2010. The Royal Oak Studio has 1,730 square feet and about 26 bikes.

Both of the Covered Studios face competition in their markets from health clubs and similar operations. Both of the Covered Studios operate in high-income areas within large metropolitan DMAs, which is where we expect the first new CYCLEBAR Studios will operate.

We	liesley, MA (Boston	DMA)		
	Annual	Monthly	% of Revenue	
Gross Revenue	\$797,023	\$66,419	100.00%	
Expenses				
Merchant Services	\$17,040	\$1,420	2,14%	
Payroll	\$115,949	\$9,662	14.55%	
Rent	\$77,516	\$6,460	9.73%	
Marketing	\$9,367	\$781	<mark>1</mark> .18%	

The following charts reflect the actual historic Gross Revenue, certain expenses, and EBITDA (defined below) for the Covered Studios during the 2014 calendar year:

	Annual	Monthly	% of Revenue
Insurance	\$1,604	\$134	0.20%
Utilities	\$5,933	\$494	0.74%
Bike Lease	\$28,106	\$2,342	3.53%
Equipment	\$10,794	\$899	1.35%
Website + Software	\$4,911	\$409	0.62%
General Operations Expense	\$34,770	\$2,897	4.36%
Total Expenses	\$305,989	\$25,499	38.39%
EBIDTA before Royalty	\$491,034	\$40,919	61.61%
Royalty at 7%	\$55,792	\$4,649	7.00%
EBIDTA after Royalty	\$435,242	\$36,270	54.61%

· · · ·

	Annual	Monthly	% of Revenue
Gross Revenue	\$220,730	\$18,394	100.00%
Expenses			
Merchant Services	\$5,920	\$493	2.68%
Payroll	\$22,927	\$1,911	10.39%
Rent	\$30,000	\$2,500	13.59%
Marketing	\$1,345	\$112	0.61%
Insurance	\$2,420	\$202	1.10%
Utilities	\$3,909	\$326	1.77%
Bike Lease	\$ -	\$ -	0.00%
Equipment	\$ -	\$ -	0.00%
Website + Software	\$1,985	\$165	0.90%
General Operations Expense	\$16,163	\$1,347	7.32%
Total Expenses	\$84,669	\$7,056	38.36%

Roy	al Oak, MI (Detroit I	DMA)	
	Annual	Monthly	% of Revenue
EBIDTA before Royalty	\$136,062	\$11,338	61.64%
Royalty of 7%	\$15,451	\$1,288	7.00%
EBIDTA after Royalty	\$120,611	\$10,051	54.64%

# E. Sample Schedule of Classes:

14





# F. Snapshots of a Studio:

# CycleBar Boutique:



CycleTheatre:





Ale Our

# **CycleBar Reception:**



ι

.



# CycleBar Check In and Shoes:



### G. Sample Pricing

.



# H. CycleBar Gear

CYCLEBAR® ACCESSORIES





CYCLEBAR® GEAR KIDS

\$

a i





# VILLAGE OF BURR RIDGE

# MEMORANDUM

TO:	Village of Burr Ridge Plan Commission Greg Trzupek, Chairman
FROM:	Doug Pollock, AICP
DATE:	October 15, 2015
RE:	Board Report for October 19, 2015 Plan Commission Meeting

At its October 26, 2015 and November 9, 2015 meetings, the following actions were taken by the Board of Trustees relative to matters forwarded from the Plan Commission.

**Z-14-2015: 100 Harvester Drive (Estancia)**; The Board approved an Ordinance granting this PUD amendment.

Z-15-2015: 8080 Madison Street (Black & Decker); The Board approved an Ordinance granting this special use.

**Z-16-2015: 7950 Bucktrail Drive (McNaughton Brothers);** The Board approved an Ordinance rezoning this property to the R-2B District.

**Preliminary Plat Review (McNaughton Brothers) – Bucktrail Estates:** The Board approved a Resolution approving this preliminary plat of subdivision.

**Z-13-2015: 15W300 South Frontage Road (Vega Hospitality);** The Board of Trustees concurred with the Plan Commission and approved an Ordinance granting special use approval and parking variations for additions to a hotel. The Board did modify the condition recommended by the Plan Commission regarding parking. The Commission had recommended that the petitioner either get a written agreement for off-site parking or construct additional parking at the west end of the property. Instead, the petitioner was able to add 10 parking spaces to the existing parking lot. As a result, 205 of the required 212 parking spaces were provided and the Board granted a variation without the requirement for off-site parking or construction of an additional parking lot. Attached is a copy of the revised parking plan.



# 2016 Plan Commission Meeting Schedule

Date	Meeting	Commision Representative
4-Jan	Plan Commission	
11-Jan	Board of Trustees	Stratis
18-Jan	Plan Commission	
25-Jan	Board of Trustees	Broline
1-Feb	Plan Commission	
8-Feb	Board of Trustees	Grunsten
15-Feb	Plan Commission	
22-Feb	Board of Trustees	Hoch
7-Mar	Plan Commission	
14-Mar	Board of Trustees	Scott
21-Mar	Plan Commission	
28-Mar	Board of Trustees	Praxmarer
4-Apr	Plan Commission	
11-Apr	Board of Trustees	Grela
18-Apr	Plan Commission	
25-Apr	Board of Trustees	Trzupek
2-May	Plan Commission	
9-May	Board of Trustees	Stratis
16-May	Plan Commission	
23-May	Board of Trustees	Broline
6-Jun	Plan Commission	
13-Jun	Board of Trustees	Grunsten
20-Jun	Plan Commission	
27-Jun	Board of Trustees	Hoch

Date	Meeting	Commision Representative
4-Jul	No Meeting	-
11-Jul	Board of Trustees	
18-Jul	Plan Commission	
25-Jul	Board of Trustees	Scott
1-Aug	Plan Commission	
8-Aug	Board of Trustees	Praxmarer
15-Aug	Plan Commission	
22-Aug	Board of Trustees	Grela
5-Sep	No Meeting	
12-Sep	Board of Trustees	
19-Sep	Plan Commission	
26-Sep	Board of Trustees	Trzupek
3-Oct	Plan Commission	
10-Oct	Board of Trustees	Stratis
17-Oct	Plan Commission	
24-Oct	Board of Trustees	Broline
7-Nov	Plan Commission	
14-Nov	Board of Trustees	Grunsten
21-Nov	Plan Commission	
28-Nov	Board of Trustees	Hoch
5-Dec	Plan Commission	
12-Dec	Board of Trustees	Scott
19-Dec	Plan Commission	
26-Dec	Board of Trustees	Praxmarer