



VILLAGE OF PALATINE

VILLAGE HALL - COUNCIL CHAMBERS 200 E. WOOD STREET
PALATINE, IL 60067-5339 – (847) 359-9050
<http://www.palatine.il.us>

PLANNING AND ZONING COMMISSION

AGENDA • NOVEMBER 26, 2024

Village Hall - Council Chambers

Regular Meeting

7:00 PM

I. CALL TO ORDER

II. MEETING MINUTES

1. Planning and Zoning Commission - Regular Meeting - Nov 12, 2024 7:00 PM

III. PUBLIC HEARING

1. 1101 S. Smith Street

Special Use to permit an addition to be set back 7 feet from the side yard lot line, instead of the minimum required 15 feet.

2. 249 E. Palatine Road

Special Use to permit a non-conforming multi-family (duplex) dwelling for which legal documentation indication that the dwelling conforms to the Zoning Ordinance cannot be provided; and

Variation to permit a non-conforming multi-family (duplex) dwelling that has not been in continuous operation since January 1, 1987 ; and

Variation to permit lot coverage to be 78%, instead of the maximum permitted 45%.

3. 1185 E. Dundee Road

Special Use to permit a banquet facility at the subject property.

IV. COMMUNICATIONS

V. ADJOURMENT



VILLAGE OF PALATINE

VILLAGE HALL - COUNCIL CHAMBERS 200 E. WOOD STREET
PALATINE, IL 60067-5339 – (847) 359-9050
<http://www.palatine.il.us>

PLANNING AND ZONING COMMISSION

MINUTES • NOVEMBER 12, 2024

Village Hall - Council Chambers

Regular Meeting

7:00 PM

I. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Patrick Noonan	Commissioner	Present	
Cindy Roth-Wurster	Commissioner	Present	
Eric Friedman	Vice Chairperson	Present	
Jan Wood	Chairperson	Present	
Rodney Bettenhausen	Commissioner	Present	
Robert Kolososki	Commissioner	Absent	
Kevin Cavanaugh	Commissioner	Absent	
Stephen Fedota	Commissioner	Present	
Tim Schubert	Commissioner	Absent	

II. MEETING MINUTES

1. Planning and Zoning Commission - Regular Meeting - Oct 22, 2024 7:00 PM - **Accepted**

RESULT: **ACCEPTED [UNANIMOUS]**
MOVER: Rodney Bettenhausen, Commissioner
SECONDER: Eric Friedman, Vice Chairperson
AYES: Noonan, Roth-Wurster, Friedman, Wood, Bettenhausen, Fedota
ABSENT: Kolososki, Cavanaugh, Schubert

Minutes Acceptance: Minutes of Nov 12, 2024 7:00 PM (Meeting Minutes)

III. PUBLIC HEARING

1. 343 W. Palatine Road - **Recommend To Approve**

VAR-000138-2024 – 343 W. Palatine Rd.

Notice was published in the Journal & Topics on October 24th, 2024 and mailed to the owners of the surrounding properties.

Petitioner's Exhibits:

- . **Variation Application**
- . **Proof of Ownership**
- . **Plat of Survey**
- . **Deck Plans**
- . **Public Notice**

Background:

The Subject Property is zoned R-2 Single Family and is part of the Gorsline's Addition to Palatine subdivision. The Subject Property is approximately 5,056 square feet. The lot currently consists of a single-family home and a long driveway down the east side of the lot to a 2-car detached garage in the rear yard. The existing lot coverage is approximately 61%.

The Petitioner is proposing to install a 205 square foot deck off the rear of their existing residence. The proposed project will ultimately reduce the total lot coverage for the subject property, as the plan includes removing an existing deck in the rear yard. The Petitioner is requesting Variation to permit lot coverage to be 61%, instead of the maximum permitted 45%.

Sworn in petitioner:

Kristin Berryhill – 740 W Carriage Way Ct – Palatine, IL and business address is 395 W. Northwest Highway – Archadeck of Chicagoland

Michael Gleason – 343 W Palatine Rd – Homeowner

Ms. Berryhill explains that she met with the homeowner to review the planned deck project. She describes the two existing backyard decks as non-functional, rotting, and detached from the house wall, which has prompted the desire to demolish and remove them. With a young daughter, the homeowner envisions a safe and enjoyable wood deck at the back of the house for family use. Ms. Berryhill notes that the rear yard will feature landscaping only, with no additional structures, and the deck on the right side of the house will be aligned with the angle of the driveway for a cohesive look.

Commissioner Roth-Wurster observes that the deck stairs will be five feet off the ground.

Ms. Berryhill confirms this height.

Commissioner Fedota asks for confirmation on the driveway being fully paved up to the garage.

Mr. Gleason confirms that the driveway is paved up to the garage door, with additional pavers on the side leading to the old deck.

Commissioner Fedota also inquires about the driveway dimensions and parking.

Mr. Gleason explains that the deck is designed to follow the contour of the driveway, allowing parking in both spots.

Mr. Bradshaw offers additional context on neighboring properties, mentioning that 334 W. Palatine received an administrative variation due to exceeding lot coverage. He notes that no engineering issues related to stormwater have been identified in the area, and that the proposed deck meets the required setback standards for permitted structures.

Commissioner Friedman remarks that homes of this size and age on lots like these often exceed current lot coverage regulations due to the original conditions under which they were built.

Mr. Bradshaw agrees, noting that this is another instance where the substandard lot size affects compliance with contemporary standards.

STAFF RECOMMENDATION:

The Petitioner is proposing a deck project that would ultimately reduce to the total lot coverage on the subject property. Additionally, as there are no stormwater management issues in the immediate area that were identified by the Village Engineering Department, the proposal should not alter the character of the locality. Furthermore, the subject property is substandard to the minimum lot size required for the R-2 Zoning District, creating a unique circumstance where it would be near impossible to comply with the maximum permitted 45% lot coverage. Based upon the existing circumstance, lack of any stormwater management concerns by the Village Engineer, and reduction to the existing lot coverage for the property, Staff does have any additional objections to the requested Variation and recommends approval, subject to the following condition:

1. The Variation shall substantially conform to the site plan and elevations submitted by the Petitioner, Danielle Scaccia, Archadeck of Chicagoland, except as such plans may be changed to conform to the Village's Codes and Ordinances.

There were no further questions. The public hearing was closed.

Commissioner Noonan made a motion to approve subject staff's conditions; seconded by Commissioner Roth-Wurster.

DISCUSSION:

Commissioner Roth-Wurster states that the project meets all necessary standards. She notes that removing the non-conforming deck material will not alter the character of the neighborhood. She believes the project is sensible for the homeowner and adds that there are no engineering concerns associated with it.

Chairman Wood acknowledges the unique circumstances of the property, noting the homeowner's existing deck is in disrepair and that the desire to replace it with a functional, improved deck requires a variation request. She believes that replacing the deck is logical and emphasizes the benefit of a newer, safer structure. Chairman Wood asserts that the updated deck will not alter the character of the neighborhood, as it doesn't add square footage but will enhance the property. She concludes that the project meets the standards for the requested variation.

Commissioner Friedman concurs with Chairman Wood's assessment, emphasizing that the project aligns with the standard regarding reasonable property use. He points out that the existing conditions, even without any deck, already exceed lot coverage regulations. He agrees that the homeowner's plan to replace the deck improves the property aesthetically and enhances safety while reducing the deck's overall size.

Chairman Wood notes that it is reasonable for a homeowner to expect the ability to improve their property, especially when it involves repairing or upgrading an existing structure. Commissioner Roth-Wurster adds that the homeowners are working with a reputable company, which further supports the quality and responsibility of the proposed improvements.

Chairman Wood summarized that this request has met the standards and was unanimously approved by a vote of 6-0. This item will tentatively go to Village Council on Monday, November 18th, 2024.

RESULT:	RECOMMEND TO APPROVE [UNANIMOUS]
MOVER:	Patrick Noonan, Commissioner
SECONDER:	Cindy Roth-Wurster, Commissioner
AYES:	Noonan, Roth-Wurster, Friedman, Wood, Bettenhausen, Fedota
ABSENT:	Kolososki, Cavanaugh, Schubert

2. 33 N. Winston Drive - **Recommend To Approve**

VAR-000141-2024 – 33 N. Winston Dr.

Notice was published in the Journal and Topics newspaper on October 24th, 2024, and mailed to the owners of the surrounding properties.

Petitioner's Exhibits:

- . **Variation Application**
- . **Proof of Ownership**
- . **Plat of Survey – Site Plan**
- . **Fence Elevation Photos and Neighbor Letter & Petition of Support**
- . **Public Notice**

Background:

The Subject property is zoned R-2 Single-Family Residential and is located within the Winston Park Northwest Unit 1 subdivision. The approximately 7,750 square foot property contains a single-family detached house that also has a deck in the rear yard.

In August 2024, the Petitioner obtained a building permit (BLDE-018146-2024) and installed a residential fence, with the finished side of the fence facing in, toward the subject property, requiring a variation. Per Code, the finished side of an installed fence is required to face out, away from the subject property. Therefore, the Petitioner is requesting the following variation to permit the finished side of a residential fence to face in, toward the subject property, instead of the finished side facing out, as required.

Sworn in petitioner:

Dennis Tomaska – 531 Providence – Palatine, IL – property owner
Christopher Buemi – 1258 E. Norman Dr – Neighbor

Mr. Tomaska explains that he has purchased and renovated several properties in Palatine, enjoying the process of improving and beautifying dilapidated properties. He mentions that he has a full remodeling permit for this property and decided to apply for an additional fence permit due to the condition of the old landscaping. He believed that replacing the overgrown and rotting landscaping with a new fence would add further value to his project. He states that he personally introduced himself to the neighbor, discussed the project, and explained his plans to remove the old landscaping and install a fence. However, he acknowledges that although he obtained a permit for the fence, he did not notice the fine print on the stamped plans, which specified that the finished side of the fence should face outward toward the neighbor. Instead, he installed the finished side of the fence facing his own property. He admits that he made an error in the installation.

Mr. Buemi expresses his love for his home and the town, emphasizing that the installed fence is an improvement and beautification of his property. He mentions that he has no issues with the unfinished side of the fence facing his property and plans to add landscaping to further enhance the appearance. He also notes that he had neighbors sign a petition supporting the installation of the fence as it was put up, in hopes of having it remain in its current position.

Chairman Wood confirms that Mr. Buemi's intention is to add landscaping around the fence, and also asks if the new fence connects to the existing fence in the rear yard.

Mr. Buemi affirms the plan to add landscaping, and confirms that the fence does connect, leaving no gaps.

Mr. Tomaska reiterates that the fence was installed with the wrong side facing his property and apologizes for the oversight.

Commissioner Roth-Wurster refers to pictures of the existing conditions, noting that there is a fence on the other end, which belongs to Mr. Buemi, and that the existing fence is plastic.

Commissioner Friedman asks if the fence was installed on Mr. Tomaska's property.

Mr. Tomaska confirms.

Mr. Bradshaw explains that the fence is 6 feet tall and connects to the neighbor's 6-foot fence. There was already a separation between the two properties based on the existing landscaped hedge, and the fence is intended to replace the extended hedge.

Mr. Buemi shares that he spoke with Mr. Tomaska and requested that the hedge be left as it was along the side of the front yard of his property, 1258 E. Norman, as he liked it, and it has been preserved.

STAFF RECOMMENDATION:

The Petitioner evidently mistakenly installed a fence on a residential property, with the finished side facing in, instead of out as required. Staff understands that the submitted letter and signatures of support, and the narrative between the Petitioner and the adjacent property owner were components of the application. This information indicated that the Variation should not alter the character of the locality. And, the application materials indicate that the fence's location will likely only impact the 2 adjoining properties through a shared property line. Nevertheless, as these are basic code and building permit requirements, Staff recommends denial of the proposed Variation. If the Planning and Zoning Commission recommends approval, Staff recommends the following condition:

1. The Variation shall substantially conform to the site plan and fence elevation submitted by the Petitioner, Dennis Tomaska, except as such plans may be changed to conform to the Village's Codes and Ordinances.

Chairman Fedota asks what change would be needed to substantially conform.

Mr. Bradshaw explains that a variation would be granted, and the fence would have to comply with the site plan and elevation that are being moved forward. Chairman Roth-Wurster inquires about who the fence ordinance protects. Mr. Bradshaw clarifies that the ordinance aims to protect the adjacent property owners from an unfinished or unsightly appearance, ensuring that the finished side of the fence faces outward, providing a smooth and aesthetically pleasing surface. Commissioner Friedman acknowledges that the ordinance typically applies to three or four sides of a fence, noting that this case is unique because it concerns only one side of the fence.

There were no further questions. The public hearing was closed.

Commissioner Friedman made a motion to approve subject staff's conditions; seconded by Commissioner Ruth-Wurster.

DISCUSSION:

Commissioner Friedman comments that it's interesting because if the neighbor had been the one to purchase the fence, it would have been built correctly to code. He finds it odd to be in this bind because the same solution would have applied in that case.

Commissioner Fedota agrees that it is consistent with the existing fence and notes the unique situation. Since the neighbor is in favor and the solution is the right one, he supports the request.

Commissioner Roth-Wurster appreciates that there was discussion and mentions that the fence looks good on both sides, with the neighbor supporting the installation.

Commissioner Bettenhausen points out that if the fence were around three sides of the property, the situation might be different. However, since it is only a short section of fence and it looks good, he supports the request.

Chairman Wood acknowledges staff's position but believes this is a great example where a variation makes sense. She highlights the small lot and the unique circumstances, stating that the fence looks nice as installed. She believes the variation meets the reasonable return standard and is in favor of the request.

Chairman Wood summarized that this request has met the standards and was unanimously approved by a vote of 6-0. This item will tentatively go to Village Council on Monday, November 18th, 2024.

RESULT:	RECOMMEND TO APPROVE [UNANIMOUS]
MOVER:	Eric Friedman, Vice Chairperson
SECONDER:	Cindy Roth-Wurster, Commissioner
AYES:	Noonan, Roth-Wurster, Friedman, Wood, Bettenhausen, Fedota
ABSENT:	Kolososki, Cavanaugh, Schubert

3. 1185 E. Dundee Road - **Continued**

Commissioner Noonan made a motion to continue item 9417 1185 E. Dundee Road to the next Planning and Zoning Commission meeting; seconded by Commissioner Roth-Wurster.

RESULT:	CONTINUED [UNANIMOUS]	Next: 11/26/2024 7:00 PM
MOVER:	Patrick Noonan, Commissioner	
SECONDER:	Cindy Roth-Wurster, Commissioner	
AYES:	Noonan, Roth-Wurster, Friedman, Wood, Bettenhausen, Fedota	
ABSENT:	Kolososki, Cavanaugh, Schubert	

4. 265 N. Northwest Highway - **Recommend To Approve**
SU-000131-2024 – 265 N. Northwest Highway

Notice was published in the Journal & Topics on October 24th, 2024 and mailed to the owners of the surrounding properties.

Petitioner's Exhibits:

- . **Special Use Application**
- . **Proof of Ownership**
- . **Plat of Survey**
- . **Site Plan**
- . **Floor Plan**
- . **Building Elevations and Floor Plan**
- . **Public Notice**

Background:

The Subject Property is zoned B-2, General Business, and is part of the Arthur T. MacIntosh & Co.'s Fair Grounds Park. The existing Wendy's restaurant, with a drive-through, was originally granted a Special Use in 1976 (#O-10-76). The restaurant has gone through a couple of amendments since it had opened to add an outdoor freezer (#O-13-83) and for a building addition (#O-141-88). The Special Use for the restaurant was most recently transferred to Hamra Chicago, LLC in 2016 (#O-152-16).

The Petitioner is proposing to demolish the existing building and re-construct a new, approximately 2,200 square foot, Wendy's restaurant and drive-through. The Petitioner is requesting a Special Use to permit a restaurant, with a drive-through, in a new building at the subject property.

Chairman Wood asks what the existing square footage is.

Mr. Bradshaw states it is comparable in size.

Sworn in petitioner:

Bonnie Simon – 265 N. Northwest Highway - Director for Hamra Gateway LLC for the Chicago market.

Ms. Simon explains that the plan is to demolish the existing structure and replace it with a brand-new building. The new building will match the design of their other new location on Dundee, and will also include patio seating. She highlights that the location is frequented by many kids and cyclists and the added patio will be a good addition.

Chairman Wood inquires if the 6' fence in the back will it remain.

Ms. Simon explains that they are considering either installing a new fence or

adding landscaping at the back of the property to block noise. She notes that the new location will be more digital, with many orders placed through the app, and a walk-up window will be added, which should help reduce noise levels.

Chairman Wood asks staff if they would be required to have a fence vs. landscaping.

Mr. Bradshaw states it was not a condition but can be added.

Chairman Wood expresses that it is likely the neighbors would prefer the fence to be replaced, as it would help mitigate noise and light, which are important factors to consider for the surrounding area.

Ms. Simon then notes that the dumpster area is being shifted to back up to the commercial property next door instead of the neighbors back yards.

Commissioner Friedman states there was a recent meeting regarding fencing that backed up to neighbors and asks about the elevation. Would it be an advantage to the neighbors to have the fence installed on the Wendy's property due to the difference in elevation between the subject property and the neighbors to the east.

Ms. Simon clarifies that there is no significant change in elevation between the Wendy's property and the neighboring properties, meaning the fence would not provide any substantial benefit in terms of height or additional privacy due to the terrain. However, it would still help mitigate noise and light as discussed earlier.

Commissioner Friedman notes on the new site plan that the order board is closer to the rear property line that backs up to the residential area.

Ms. Simon confirms that is correct. She explains they put parking and the patio in the front and it shifts the building back closer to the property line. The existing site has parking in the back and the new site plan does not have any parking in back.

Commissioner Friedman inquires if the menu board has speakers designed to have less noise pollution spilling into the adjacent residential properties.

Ms. Simon explains that the new order board at the Wendy's location is designed with directional speakers that aim to reduce sound spillover, ensuring the person taking the order can hear the customer clearly without broadcasting sound to the surrounding area. This helps address potential noise concerns from the menu board near the rear property line that backs up to a residential area.

Chairman Wood clarifies that with the new layout, the driveway will be pushed further back, ensuring that no cars will be facing the residential area.

Ms. Simon confirms this and adds that even the current parking spaces in the rear of the building are rarely used, implying that the new design will not significantly affect the residential neighborhood in terms of vehicle presence.

Commissioner Roth-Wurster inquires about any potential upgrades or changes to

the shared parking with the shopping center next door.

Ms. Simon refers to the site plan and highlights the existing parking spots. She explains which parking areas belong to their location, speculating which spots may remain and which might be removed as part of the redesign.

Mr. Bradshaw clarifies that the new curb will remain the same, and the angled parking spaces to the north will stay as part of a restricted covenant for shared spaces. He assures that no parking spaces will be eliminated, and the covenant will not be affected.

Commissioner Roth-Wurster expresses concern about how this will impact the drive-through.

Mr. Bradshaw responds that the escape lane will be partially protected by the curb, preventing vehicles from driving behind parked cars.

Ms. Simon adds that the new design will create a positive flow, allowing vehicles to circle the building, which is not possible under the existing layout.

Commissioner Friedman refers to the floor plan and asks for clarification about the cooler/freezer area, the dry goods storage area, and the seating/desk area.

Ms. Simon confirms that the seating area is for the manager's workspace but emphasizes that it is not an office. Instead, it functions more like an ICS (Incident Command System) box, which is typically used for operational purposes but not intended for extended office work.

Commissioner Friedman asks if the equipment and layout will be reviewed during the building permit process, rather than affecting the building itself.

Mr. Bradshaw confirms that the equipment and layout will be addressed during the permit phase. He clarifies that the specific use of each space within the rear storage/office area does not significantly affect zoning or parking requirements, as the entire square footage of the building is considered in the parking calculations. The specifics of the walls and equipment will be reviewed during the building permit phase.

Commissioner Bettenhausen asks if any of the spaces facing the street will be designated for customers waiting to pick-up orders.

Ms. Simon confirms that the spaces facing the street will primarily be used for customers to pick up orders, especially for mobile orders. She explains that there is a walk-up window where customers can pick up their orders, and when the dining room is closed, the walk-up window will be utilized for mobile orders and delivery drivers as well.

Mr. Bradshaw provides additional details about the proposed project. He states that the hours of operation for the new Wendy's location will be from 5:30 AM to 2:00 AM. The design of the drive-thru includes an escape lane and exceeds the minimum requirement of 7 stacking spaces. The site plan also includes a detention basin along the rear property line, along with 4-foot-high landscaping and retaining walls along the east and west sides of the proposed basing. Additionally, the plan includes 27 parking spaces, which exceeds the required 23 parking spaces based on the facility's size (1 space per 100 square feet).

Chairman Wood asks if there have been any issues with the business hours.

Mr. Bradshaw responds that Staff is not aware of any issues.

Chairman Wood then notes that the site plan shows both the fence and the detention basin, confirming that the fence will remain in place.

Mr. Bradshaw clarifies that he misspoke earlier and states that there is a condition of approval for the proposed special use that requires a final landscaping and fencing plan to be submitted to the director of planning and zoning.

Commissioner Noonan states that additional landscaping would be a good idea, instead of having two fences back-to-back. Having two fences could create a maintenance issue between the two fences.

Commissioner Fedota asks about snow removal.

Ms. Simon responds that they would either remove or push the snow, and may use a couple of parking spots if necessary.

Commissioner Friedman notes that there is no specific site plan, but observes that the proposed 4' deep detention basin between the parking lot and the fence could create a tub-like area for snow accumulation.

Ms. Simon expresses excitement for the new project.

STAFF RECOMMENDATION:

The proposed restaurant and drive-through is both consistent with the surrounding uses in this area of the Northwest Highway corridor and the Subject Property has operated as a restaurant, with drive-through since 1976. The proposed site plan exceeds the Village's minimum zoning requirements. Additionally, the proposed detention basin would address MWRD requirements and also provide separation and greenspace from the adjacent residential lots to the east. Therefore, Staff recommends approval of the proposed Special Use, subject to the following conditions:

1. The Special Use shall substantially conform to the site plan, floor plan, and elevations submitted by the Petitioner, Wertzberger Architects, except as such plans may be changed to conform to the Village's Codes and Ordinances.
2. The final landscaping and fencing plan shall be submitted in a manner acceptable to the Director of Planning and Zoning, in conjunction with the building permit application.
3. An MWRD permit will be required. If any proposed work is within the right-of-way of Northwest Highway, an IDOT permit will be required.
4. The Special Use shall be granted to Hamra Chicago, LLC, in conjunction with the operation of a restaurant with a drive-through.

There were no further questions. The public hearing was closed.

Commissioner Noonan made a motion to approve subject staff's conditions; seconded by Commissioner Roth-Wurster.

DISCUSSION:

Commissioner Fedota acknowledges that the business is an existing one choosing to stay in Palatine and is updating the facility with consideration for the neighbors behind. He expresses his satisfaction with Hamra Gateway operating three locations in Palatine.

Commissioner Roth-Wurster states that the standards have been met.

Commissioner Friedman states it will be a nice upgrade.

Chairman Wood summarized that this request has met the standards and was unanimously approved by a vote of 6-0. This item will tentatively go to Village Council on Monday, November 18th, 2024.

RESULT:	RECOMMEND TO APPROVE [UNANIMOUS]
MOVER:	Patrick Noonan, Commissioner
SECONDER:	Cindy Roth-Wurster, Commissioner
AYES:	Noonan, Roth-Wurster, Friedman, Wood, Bettenhausen, Fedota
ABSENT:	Kolososki, Cavanaugh, Schubert

IV. COMMUNICATIONS**V. ADJOURNMENT**

**VILLAGE OF PALATINE
Planning and Zoning Commission**

SCHEDULED 11/26/24 07:00 PM

STAFF REPORT (ID # 9459)

1101 S. Smith Street

TO: Palatine Planning and Zoning Commission
Jan Wood, Chair

FROM: Lyn Bremanis

PETITIONER: Ken Ligon

PLAN NUMBER: SU-000147-2024

It was determined that the Petitioner's site plan and subsequent setback request was incorrectly measured. Consequently, a new notice and mailing notification will be required for consideration at a future Planning and Zoning Commission meeting.

**VILLAGE OF PALATINE
Planning and Zoning Commission**

SCHEDULED 11/26/24 07:00 PM

STAFF REPORT (ID # 9447)

249 E. Palatine Road

TO: Palatine Planning and Zoning Commission
Jan Wood, Chair

FROM: Lyn Bremanis

PETITIONER: Bhaskar Malhotra

PLAN NUMBER: SU-000135-2024

The Petitioner has updated the site plan, increasing the lot coverage to 80%, compared to the 78% indicated in the notice. As a result, a new notice and mailing notification will be required for consideration at a future Planning and Zoning Commission meeting.

VILLAGE OF PALATINE
Planning and Zoning Commission

SCHEDULED 11/26/24 07:00 PM

STAFF REPORT (ID # 9417)

1185 E. Dundee Road

Following the originally scheduled Public Hearing, Village Staff met with the Petitioner to review the Staff Report from the November 12, 2024, Planning and Zoning Commission Meeting. Based on this discussion, the Petitioner revised their business plan. The key proposed changes are summarized as follows:

- . Hours of operation were reduced from Monday through Sunday, from 8 AM to 2 AM to Monday through Sunday, from 8 AM to 11 PM.
- . The option on bringing a DJ to the space was removed.
- . The venue will keep 1 employee on site at time of events.

TO: Palatine Planning and Zoning Commission
Jan Wood, Chair

FROM: Alex Bradshaw

PETITIONER: Carmelo Jimenez Martinez

PLAN NUMBER: SU-000128-2024

BACKGROUND:

The Subject Property is zoned Planned Development (#O-132-85), and is within the Park Place/Wal-Mart Subdivision. The previous occupant of the 1,200 square foot subject tenant space was Marie's Fit Club, which operated as a Zumba/dance studio. The shopping center is located near the southwest corner of the intersection of E. Dundee Rd and N. Baldwin Rd. The shopping center is attached and directly north of the Goodwill. Other uses in the shopping center include Wing Stop, Spring Salon, Subway, and Bright Dental.

The Petitioner is proposing to open an event hall/banquet facility at the subject property that would provide a space for clientele to host events. No food or beverage will be offered by the facility operator. The space will include tables and chairs, with the option for clients to provide their own food and non-alcoholic beverages. Therefore, the Petitioner is requesting the following:

Special Use to permit a banquet facility at the subject property.

Surrounding Zoning/Uses:

North: Planned Development (Panda Express)
South: Planned Development (Goodwill)
East: B-2 General Business District (U-Haul)
West: Planned Development (Walmart)

KEY ISSUES:

- Per the submitted business plan, the Petitioner is proposing to open an event hall at the subject property that would provide a space for clientele to host events. These events would include small corporate events/conferences, private parties (birthdays, anniversaries, etc.), community events, workshops, seminars, education programs, and fundraisers or other charitable events.
- The business plan explains that clients will have the opportunity to book events Monday through Sunday, from 8 AM to 2 AM.
- Per the business plan, clients would be able to bring their own sound equipment or hire their own DJ. However, live bands or other forms of live entertainment would not be permitted within the proposed venue.
- In regard to staffing, the business plan notes that an event manager will oversee all event operations and schedules. The owner of the business would personally supervise all events. Up to four additional security personnel are contemplated to be hired, and will be dedicated to on-site security during events and for 30 minutes after closing.
- The security portion of the business plan further elaborates that the event hall would be equipped with a security camera system that would monitor “entrances, exits, and shared spaces” to ensure safety and prevent the use of alcohol on the premises.
- Per the submitted business plan, neither food or alcohol will be provided by the business. A counter for clientele to bring their own food is shown on the submitted floor plan. No alcohol would be permitted on the premises.
- Per health department concerns, the revised business plan indicates that, “no foods and/or beverages will be stored, prepared packaged, served, or vended directly to consumers on the premises.” The business plan further states that the facility would not have or allow any, “stoves, ovens, food warming equipment, refrigerators, or freezers in the premises.”
- With 48 total seats shown on the submitted floor plan, the proposed use would require 20 parking spaces. There is ample parking around the subject shopping center, therefore a variation for parking is not needed.

STANDARDS FOR SPECIAL USE: Since this Petition is not for a use publicly operated or traditionally affected with the public interest, those standards under Section 14.05 D (2) and (3) are applicable. Specifically, the Petitioners must show that the Special Use, if granted, is so designed, located, and proposed to be operated that the public health, safety, and welfare will be protected and will not cause substantial injury to the value of other property in the neighborhood in which it is located. The Petitioners have attempted to address the required standards.

STAFF RECOMMENDATION:

The Petitioner is proposing to open a rental event space available, which offers a space with only tables and chairs. The proposed operations plan for the event/banquet hall business is not typical for these types of uses and has generated Staff concerns through the review process. Such typical uses generally provide food and services through the event space, rather than having it provided by the party renting the space. While this may not be a specific code requirement, the proposed operational circumstances and some of the business plan information place some of the use responsibilities (providing all of the food and beverage, cleaning up after the event, and addressing matters during the use of the space) upon the entity renting the space.

Staff and the Village's Police Department have concerns with the hours of operation and events through 2 AM. From the Village's experience, later evening hours have the potential for parties to include alcohol and disruption, notwithstanding the Petitioner's indication of providing security personnel and video camera monitoring. Even as the business plan indicates security personnel would be on-site, having a space with the potential for large gatherings could provide an opportunity for parties to not use the space and its restrictions, which could also lead to negative impacts on the surrounding properties/businesses. Staff thoroughly discussed these concerns with the Petitioner throughout the process and also recommended engaging a security partner to further vet and review the operational functionality of the security protocols with the police department.

Therefore, Staff recommends denial of the proposed Special Use. If the Planning and Zoning Commission decide to recommend approval of the proposed Special Use, Staff recommends the following conditions:

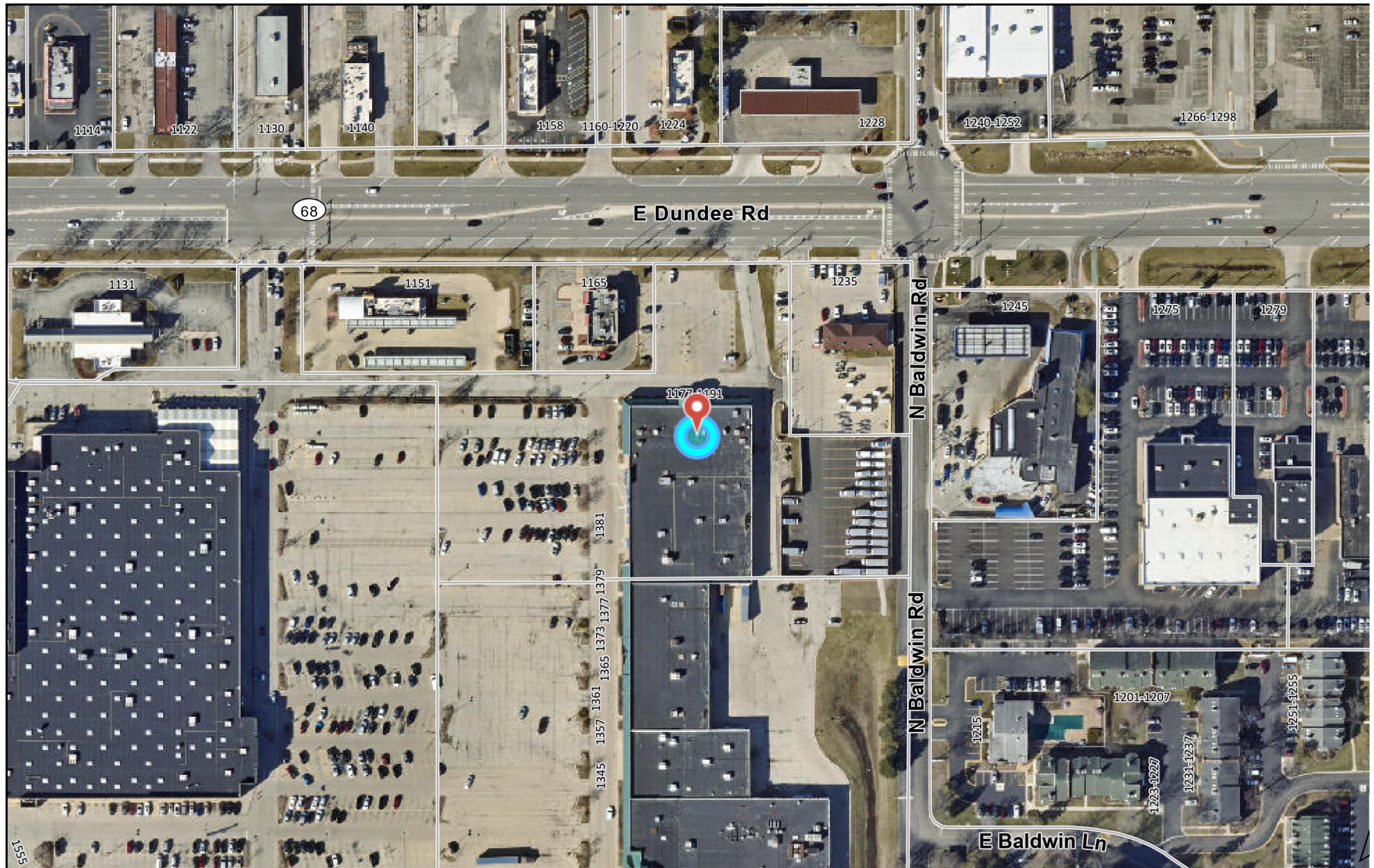
1. The Special Use shall substantially conform to the business plan and floor plan submitted by the Petitioner, Carmelo Jimenez Martinez, except as such plans may be changed to conform to the Village's Codes and Ordinances.
2. Security shall be provided until 2 AM (Monday-Sunday) or 30 minutes after closing, whichever is later. Prior to the first event, the Petitioner and Staff will schedule a meeting with the Police Department to coordinate the proposed security plan information and services for the banquet hall. The provided security

and should be coordinated with the Police Department and shall be provided for the banquet facility, as well as the shopping center during these times of operation.

3. The facility shall be permitted to hold events such as weddings, baptisms, cotillions, quinceneras, social club events, reunions, family events, funeral luncheons, scheduled events or cultural events supporting a non-profit, religious or community organization, or similar events. All of these events shall not include any alcohol.
4. Village Staff shall conduct a 6-month review of the operations, parking, and traffic after the petitioner receives a certificate of occupancy. Pending the Petitioner's event hall business operations, if determined to be necessary by the Staff review, an additional review will take place before the Village Council. If the additional review by Village Council is necessary, the Village Council reserves the right to impose any additional conditions on the Special Use without further public hearing, at such time of the 6-month review. Nothing shall preclude the Village from any other enforcement and/or compliance actions afforded under the Code of Ordinances.

ATTACHMENTS:

- Aerial Map
- Special Use Application
- Plat of Survey
- Floor Plan
- Revised Business Plan 11-18-24
- Initial Business Plan submitted on 10-16-2024
- Public Notice



Disclaimer: The GIS Consortium and MGP Inc. are not liable for any use, misuse, modification or disclosure of any map provided under applicable law. This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.



SPECIAL USE APPLICATION

Department of Planning & Zoning

200 E. Wood Street · Palatine, IL · 60067-5339
Telephone: (847) 359-9047 · Fax (847) 963-6247

Petitioner Name

Carmelo Jimenez Martinez

Business Name (if applicable)

Subject Property Address

1185 E. Dundee Road

Please provide a description of your proposed request:

The proposed project is a party room at the address listed above that will be available for rent for private gatherings. Below are the key details of the project:

- Maximum Occupancy: The party room will accommodate gatherings of up to 49 people.
- Food Policy: Guests will be allowed to bring their own food and non-alcoholic beverages to the premises. Any leftover food and beverages must be taken back by the guest at the end of the event. No alcohol will be permitted on the premises under any circumstances.

- Entertainment Options: Guest will have the option to bring their own DJ or musical group for entertainment during their event.

- Furniture: I will provide tables and chairs for the event.

- Business Hours: The party room will operate from 8:00 AM to 2:00 AM, Monday through Sunday.

I have ensured that all necessary safety and occupancy regulations will be met, and I will work closely with the appropriate departments to ensure compliance with local codes and ordinances.

Petitioner Justification

Special Uses shall not be granted except on findings based upon the evidence in each specific case. Please address the following standards as these will be used in considering the specific relief you are seeking.

That use deemed necessary for the public convenience at that location. Explain:

Community Demand: The location likely has a need for a gathering space where residents can host events such as weddings, meetings, and celebrations. An event hall provides a designated venue for such occasions, serving the community by offering a local option rather than forcing people to travel outside the area.

Economic Benefits: Establishing an event hall could create jobs and stimulate local businesses, from catering to photography services, increasing foot traffic in the area. It could also encourage visitors to spend money in nearby restaurants and shops.

Versatility of Use: Event halls often serve multiple purposes—beyond private events, they can be used for public meetings, educational workshops, or charity events. The hall could become a hub for community interaction and social engagement, fostering a stronger local community.

Accessibility: Dundee Rd is a main thoroughfare in Palatine, making it a convenient location for residents and guests to reach. It's likely located near public transportation routes and major roads, adding to its accessibility and making it easier for people to attend events without difficulty.

Underserved Market: If the area lacks sufficient event space options, opening an event hall would fill that gap, providing residents and businesses with an essential service they may currently be missing.

The use is designed, located, and proposed to be operated that the public health, safety, welfare will be protected. Explain:

1. Design Considerations

- a) Building Codes and Regulations: The design of the event hall will comply with all local building codes, including fire safety regulations, structural integrity standards, and accessibility requirements. This will ensure that the facility is safe for all users.
- b) Fire Safety and Emergency Exits: The layout will incorporate multiple fire alarms and fire extinguishers. Fire codes will be strictly followed to protect attendees in case of an emergency.
- c) Ventilation and Air Quality: The facility has a HVAC system to ensure proper air circulation and ventilation, reducing the risk of indoor air pollution and maintaining a healthy environment for guests.
- d) Sanitation Facilities: Adequate restroom facilities will be provided and maintained to meet health standards, ensuring proper hygiene for all visitors.

2. Location Considerations

- a) Proximity to Emergency Services: The hall's location on Dundee Rd is strategically positioned close to emergency services like police, fire stations, and medical facilities, allowing for a quick response in case of emergencies.
- b) Traffic Flow and Parking: Sufficient parking spaces will be provided with clear signage and accessibility features for people with disabilities. This ensures smooth traffic flow and pedestrian safety around the facility.
- c) Noise and Environmental Impact: The event hall will be designed with soundproofing measures to minimize noise pollution in surrounding residential areas. Environmental considerations, such as proper waste management and energy-efficient systems, will be implemented to reduce the building's ecological footprint.

3. Operational Safety and Management

- a) Capacity Limits and Crowd Control: The event hall will be designed with a clear capacity limit to avoid overcrowding, ensuring safe and manageable gatherings. Event staff will be trained in crowd control, evacuation procedures, and first aid to respond to any emergencies.

The use will not cause substantial injury to nearby property values. Explain:

1. Positive Economic Impact

- a) Increased Foot Traffic and Business Activity: The event hall can attract guests and clients from outside the immediate neighborhood, increasing foot traffic in nearby shops, restaurants, and service businesses. This boost in local commerce can potentially raise property values by making the area more attractive for both commercial and residential purposes.
- b) Job Creation: With the event hall operating, new employment opportunities will arise, enhancing the overall economic stability of the area. A growing local economy is often reflected in property value appreciation.

2. Neighborhood Compatibility

Appropriate Use and Operating Hours: The event hall will be designed to accommodate events that are in harmony with the character of the neighborhood. By limiting the type of events and setting appropriate operating hours, the hall can prevent disruptions to the daily lives of nearby residents, avoiding any negative effect on property values.

Security and Safety: Trained security staff will ensure that the hall operates in a safe and orderly manner, preventing any potential criminal activity or disturbances that could affect nearby properties. A focus on safety will reassure property owners that the facility will not negatively impact the neighborhood.

3. Long-Term Maintenance and Upkeep

Commitment to High Standards: Regular maintenance and upkeep of the event hall, such as cleaning and repairs will ensure that the facility remains an asset rather than a liability to the surrounding area. This consistent attention to the building's condition will prevent it from becoming a source of blight, which could otherwise lower nearby property values.

By addressing these considerations, the event hall can serve as a well-integrated, beneficial feature for the neighborhood, ensuring that it does not cause substantial injury to nearby property values. In fact, if managed properly, the hall may enhance the overall appeal of the area.

In order to supplement the above standards, the Planning and Zoning Commission may also consider the following:

With respect to front yard fencing and fencing in a rear yard/side yard abutting a street, the following additional standards must be met:

a. Will meet the following aesthetic criteria:

- i. Will not destroy existing vistas in the area;
- ii. Will enhance the appearance of the homes and the streets in the area; and
- iii. Will not detract from the overall appearance of the community; or

b. The fencing is found to be necessary to protect private property or the safety of the inhabitants of the property.

This is the continuation of the previous question, regarding the public health, safety, welfare protection.

b) Security Measures: Trained security personnel will be present during events to monitor the premises and manage any security issues. This includes handling conflicts, checking attendees for prohibited items, and ensuring a safe environment.

c) Health Protocols: Depending on the current public health situation, the hall will adhere to any necessary health guidelines, such as providing sanitation stations, implementing cleaning protocols, and ensuring proper social distancing when required.

d) Sustainable Operation: The facility could be operated with sustainability in mind, using energy-efficient lighting, waste recycling programs, and potentially renewable energy sources to contribute to long-term community welfare.

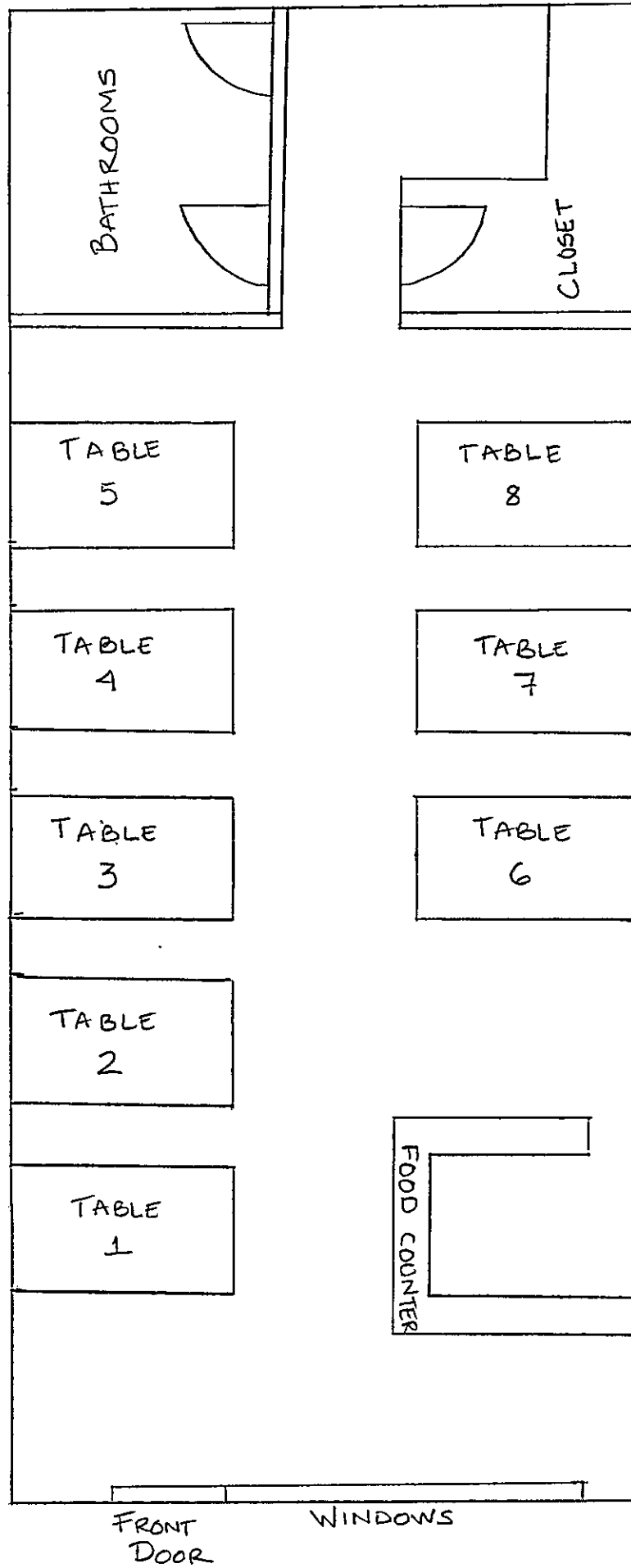
4. Community Engagement and Monitoring

a) Community Input: The project may involve ongoing communication with the local community, allowing residents and businesses to provide input on how the hall is used and operated. This transparency helps maintain a positive relationship with the neighborhood.

b) Regular Inspections and Audits: To ensure ongoing safety and health compliance, the event hall will undergo regular inspections from relevant authorities, including fire marshals, health inspectors, and building safety officials.

By addressing these considerations in the design, location, and operation of the event hall, the project can contribute positively to public health, safety, and welfare, while providing a valuable service to the community.

EACH TABLE WILL BE FOR 6 PEOPLE EACH
WITH A TOTAL OF 48 PEOPLE



Business Plan for Event Hall at 1185 Dundee Rd, Palatine, IL

Executive Summary

The event hall at 1185 Dundee Rd, Palatine, IL, is being developed to provide a modern, versatile venue for private parties and community gatherings. With a prime location, beautiful amenities, and a focus on safety and accessibility, the event hall will cater to the growing demand for event spaces in Palatine and surrounding areas. The business aims to generate revenue through event bookings while contributing to the local economy by creating jobs and supporting nearby businesses.

Business Objectives

To establish a successful event venue with consistent bookings for various events.

To generate annual revenue of \$250,000 in the first year, with a 10% growth year-over-year.

To achieve a reputation for excellent service, modern facilities, and safety by maintaining high customer satisfaction and obtaining repeat business.

Mission Statement

Our mission is to provide a beautiful venue for community members and businesses, delivering exceptional service and a memorable experience while maintaining a focus on health, safety, and environmental sustainability.

Business Overview

Location

Address: 1185 Dundee Rd, Palatine, IL 60074

Accessible by major roads and public transportation, the hall is located near residential areas and commercial hubs, making it a convenient choice for both personal and community events.

Operating Hours

Monday to Sunday: 8:00 AM to 11:00 pm

Flexible scheduling allows for daytime and late-night events, catering to a wide variety of client needs.

Services Offered

Small corporate events and small conferences

Private parties (birthdays, anniversaries, etc.)

Community events

Workshops, seminars, and educational programs

Fundraisers and charitable events

Facility Features

Main hall with flexible seating arrangements for up to 49 guests. maximum

Ample on-site parking with sufficient spaces for guests.

Restroom facilities.

Design elements for noise control and energy efficiency.

Market Research and Analysis

The dimensions for the venue are 20x60 ft. We will have 6ft tables in the venue, one on each side of the wall, therefore the separation between the tables is going to be 8ft.

Target Market

The target market includes:

Residents looking to host family gatherings, and private parties.

Local businesses and corporations for meetings, conferences, and team-building events.

Non-profit organizations, schools, and community groups for fundraisers and cultural events.

Market Demand

Local Competition: While there are some event venues in the Palatine area, many are either too Big, or lack the versatility needed to accommodate several types of events. This event hall will cater to a wider range of small private parties' styles.

Community Growth: Palatine has seen steady population growth, increasing the demand for venues that can accommodate private parties, conferences, and social gatherings.

Competitive Advantage

Prime Location: Proximity to both residential and commercial areas, making it convenient for local and out-of-town clients.

Flexible Venue: Multiple configurations to suit different private events, like small meetings, small conferences, and small parties.

Focus on Health and Safety: Compliance with local health regulations, sanitation protocols, and adherence to safety guidelines.

Marketing and Sales Strategy

Branding and Positioning

Position the event hall as the premier small event space in the Palatine area, offering a versatile venue for various occasions.

Emphasize customer service.

Marketing Channels

Website and SEO: Create an optimized website that highlights the hall's features, services, pricing packages, and booking information. Invest in search engine optimization (SEO) to ensure visibility in online searches.

Social media: Use Instagram, Facebook, and LinkedIn to promote events, share client testimonials, and provide virtual tours of the venue.

Google and Facebook Ads: Use targeted ads to reach potential clients within a 25-mile radius, focusing on keywords related to event spaces, private parties, and corporate events.

Networking and Local Community Engagement: Attend local networking events and join business associations to build relationships and promote the venue for small corporate events. Also, offer discounted rates for non-profit community events to build goodwill.

Sales Strategy

Direct Outreach: Engage with local businesses through emails, phone calls, and face-to-face meetings to promote the venue.

Incentives for Early Bookings: Offer discounted pricing for clients who book events within the first year of operation.

Flexible Pricing Packages: Create tiered pricing packages (e.g., basic, premium, and deluxe) that can cater to various budget levels.

Operations Plan

Staffing

Event Manager: Oversees all event operations, schedules, and client relations.

Sales and Marketing Team: Responsible for client acquisition, marketing strategies, and maintaining relationships with local vendors.

Operations and Maintenance Staff: Ensures the venue is clean, well-maintained, and meets safety standards. The Venue will keep 1 employees on-site at the time of every event to ensure the premises are clean at all times.

Supervising Personnel: The owner will personally supervise every event to ensure that operations run smoothly and that all client needs are met.

Security Plan: The event hall will be equipped with an 8-camera security system that will cover all critical areas, including entrances, exits, and shared spaces, to ensure the safety of guests and prevent alcohol consumption on the premises. For this reason, there will be a person in charge of monitoring the cameras during the event.

Our Security Personnel will be hired, and 3 people will be dedicated only to security of the premises.

The security personnel will be in coordination with the Palatine Police Department following and complying with all and every guideline.

They will meet all schedules and will keep security 30 minutes after closing.

We are planning to have security at the venue and all the Shopping Plaza.

We will ensure sufficient staff are available according to the size of the event.

We will provide security personnel as needed at every event.

On site Management: A manager will remain onsite until the end of every event to monitor operations, aid and respond to any issues that may arise. This adds an additional layer of security and support to ensure smooth event execution.

Event Coordinators: Assist clients during events, ensuring everything runs smoothly.

Event Operations

Events will be scheduled within the operating hours of 8:00 am to 11:00 pm, allowing flexibility for both daytime and evening functions.

Customers have the option to bring their own sound equipment such as speakers for effective entertainment solutions. The establishment will also have 1 speaker so they can connect their tablet or cell phone to listen to their favorite music.

No food and/or beverages will be stored, prepared, packaged, served, or vended directly to consumers on the premises. Clients will be able to bring their own prepared food and non-alcoholic beverages to serve to their guests.

We will not have or allow any stoves, ovens, food warming equipment, refrigerators, or freezers in the premises.

No Live Entertainment: Live bands or similar forms of live entertainment will not be permitted in the venue.

Set-up and breakdown times will be built into the event schedule, ensuring that the hall is prepared for the next event without disrupting nearby residents or businesses.

Financial Plan

Revenue Projections

Event Fees: Income from bookings for small parties, conferences, and private events.

Partnerships and Sponsorships: Income from partnering with local businesses, offering sponsorships for small events, and promoting co-branded community events.

Projected Revenue:

Year 1: \$250,000

Year 2: \$275,000

Year 3: \$302,500

Startup Costs

Construction and Renovation: \$5,000 for remodeling.

Furniture, Fixtures, and Equipment (FF&E): \$10,000 for seating, tables, AV systems, and décor.

Operating Capital: \$20,000 to cover initial marketing, staffing, and utilities.

Break-even Analysis

The event hall is expected to break even within 18 months (about 1 and a half years) of operation, with profitability projected by the end of Year 1, based on achieving a 60-70% booking rate during peak event seasons.

Funding Requirements

Total Investment: \$50,000

Potential Sources of Funding: Bank Savings.

Risk Analysis

Market Saturation: Mitigate this by focusing on premium service and flexible event packages to attract a diverse clientele.

Economic Downturns: Offer discounts or flexible payment plans during economic slowdowns to maintain consistent bookings.

Regulatory Changes: Stay up to date on health, safety, and zoning regulations to ensure compliance and avoid penalties.

Conclusion

The event hall at 1185 Dundee Rd, Palatine, IL, has the potential to become a successful and profitable business by addressing the community's needs for an accessible venue for a wide range of events. With a strategic marketing plan, beautiful design, and a focus on safety, this venture is positioned for long-term success.

Revised 11/18/2024

Business Plan for Event Hall at 1185 Dundee Rd, Palatine, IL

Executive Summary

The event hall at 1185 Dundee Rd, Palatine, IL, is being developed to provide a modern, versatile venue for private parties and community gatherings. With a prime location, beautiful amenities, and a focus on safety and accessibility, the event hall will cater to the growing demand for event spaces in Palatine and surrounding areas. The business aims to generate revenue through event bookings while contributing to the local economy by creating jobs and supporting nearby businesses.

Business Objectives

To establish a successful event venue with consistent bookings for various events.

To generate annual revenue of \$250,000 in the first year, with a 10% growth year-over-year.

To achieve a reputation for excellent service, modern facilities, and safety by maintaining high customer satisfaction and obtaining repeat business.

Mission Statement

Our mission is to provide a beautiful venue for community members and businesses, delivering exceptional service and a memorable experience while maintaining a focus on health, safety, and environmental sustainability.

Business Overview

Location

Address: 1185 Dundee Rd, Palatine, IL 60074

Accessible by major roads and public transportation, the hall is located near residential areas and commercial hubs, making it a convenient choice for both personal and community events.

Operating Hours

Monday to Sunday: 8:00 AM to 2:00 AM

Flexible scheduling allows for daytime and late-night events, catering to a wide variety of client needs.

Services Offered

Small corporate events and small conferences

Private parties (birthdays, anniversaries, etc.)

Community events

Workshops, seminars, and educational programs

Fundraisers and charitable events

Facility Features

Main hall with flexible seating arrangements for up to 49 guests.

Ample on-site parking with sufficient spaces for guests.

Restroom facilities.

Design elements for noise control and energy efficiency.

Market Research and Analysis

The dimensions for the venue are 20x60 ft. We will have 6ft tables in the venue, one on each side of the wall, therefore the separation between the tables is going to be 8ft.

Target Market

The target market includes:

Residents looking to host family gatherings, and private parties.

Local businesses and corporations for meetings, conferences, and team-building events.

Non-profit organizations, schools, and community groups for fundraisers and cultural events.

Market Demand

Local Competition: While there are some event venues in the Palatine area, many are either too Big, or lack the versatility needed to accommodate several types of events. This event hall will cater to a wider range of small private parties' styles.

Community Growth: Palatine has seen steady population growth, increasing the demand for venues that can accommodate private parties, conferences, and social gatherings.

Competitive Advantage

Prime Location: Proximity to both residential and commercial areas, making it convenient for local and out-of-town clients.

Flexible Venue: Multiple configurations to suit different private events, like small meetings, small conferences, and small parties.

Focus on Health and Safety: Compliance with local health regulations, sanitation protocols, and adherence to safety guidelines.

Marketing and Sales Strategy

Branding and Positioning

Position the event hall as the premier small event space in the Palatine area, offering a versatile venue for various occasions.

Emphasize customer service.

Marketing Channels

Website and SEO: Create an optimized website that highlights the hall's features, services, pricing packages, and booking information. Invest in search engine optimization (SEO) to ensure visibility in online searches.

Social media: Use Instagram, Facebook, and LinkedIn to promote events, share client testimonials, and provide virtual tours of the venue.

Google and Facebook Ads: Use targeted ads to reach potential clients within a 25-mile radius, focusing on keywords related to event spaces, private parties, and corporate events.

Networking and Local Community Engagement: Attend local networking events and join business associations to build relationships and promote the venue for small corporate events. Also, offer discounted rates for non-profit community events to build goodwill.

Sales Strategy

Direct Outreach: Engage with local businesses through emails, phone calls, and face-to-face meetings to promote the venue.

Incentives for Early Bookings: Offer discounted pricing for clients who book events within the first year of operation.

Flexible Pricing Packages: Create tiered pricing packages (e.g., basic, premium, and deluxe) that can cater to various budget levels.

Operations Plan

Staffing

Event Manager: Oversees all event operations, schedules, and client relations.

Sales and Marketing Team: Responsible for client acquisition, marketing strategies, and maintaining relationships with local vendors.

Operations and Maintenance Staff: Ensures the venue is clean, well-maintained, and meets safety standards.

Supervising Personnel: The owner will personally supervise every event to ensure that operations run smoothly and that all client needs are met.

Security Plan: The event hall will be equipped with a security camera system covering all critical areas, including entrances, exits, and shared spaces, to ensure the safety of guests and prevent the use of alcohol in the premises.

Our Security Personnel will be hired, and 4 people will be dedicated only to security of the premises.

The security personnel will be in coordination with the Palatine Police Department following and complying with all and every guideline.

They will meet all schedules and will keep security 30 minutes after closing.

We are planning to have security at the venue and all the Shopping Plaza.

We will ensure sufficient staff are available according to the size of the event.

We will provide security personnel as needed at every event.

On site Management: A manager will remain onsite until the end of every event to monitor operations, aid and respond to any issues that may arise. This adds an additional layer of security and support to ensure smooth event execution.

Event Coordinators: Assist clients during events, ensuring everything runs smoothly.

Event Operations

Events will be scheduled within the operating hours of 8:00 am to 2:00 am, allowing flexibility for both daytime and evening functions.

Clients have the option of bringing their own sound equipment or hiring a DJ, providing cost-effective solutions for entertainment.

No food and/or beverages will be stored, prepared, packaged, served, or vended directly to consumers on the premises. Clients will be able to bring their own prepared food and non-alcoholic beverages to serve to their guests.

We will not have or allow any stoves, ovens, food warming equipment, refrigerators, or freezers in the premises.

No Live Entertainment: Live bands or similar forms of live entertainment will not be permitted in the venue.

Set-up and breakdown times will be built into the event schedule, ensuring that the hall is prepared for the next event without disrupting nearby residents or businesses.

Financial Plan

Revenue Projections

Event Fees: Income from bookings for small parties, conferences, and private events.

Partnerships and Sponsorships: Income from partnering with local businesses, offering sponsorships for small events, and promoting co-branded community events.

Projected Revenue:

Year 1: \$250,000

Year 2: \$275,000

Year 3: \$302,500

Startup Costs

Construction and Renovation: \$5,000 for remodeling.

Furniture, Fixtures, and Equipment (FF&E): \$10,000 for seating, tables, AV systems, and décor.

Operating Capital: \$20,000 to cover initial marketing, staffing, and utilities.

Break-even Analysis

The event hall is expected to break even within 18 months (about 1 and a half years) of operation, with profitability projected by the end of Year 1, based on achieving a 60-70% booking rate during peak event seasons.

Funding Requirements

Total Investment: \$50,000

Potential Sources of Funding: Bank Savings.

Risk Analysis

Market Saturation: Mitigate this by focusing on premium service and flexible event packages to attract a diverse clientele.

Economic Downturns: Offer discounts or flexible payment plans during economic slowdowns to maintain consistent bookings.

Regulatory Changes: Stay up to date on health, safety, and zoning regulations to ensure compliance and avoid penalties.

Conclusion

The event hall at 1185 Dundee Rd, Palatine, IL, has the potential to become a successful and profitable business by addressing the community's needs for an accessible venue for a wide range of events. With a strategic marketing plan, beautiful design, and a focus on safety, this venture is positioned for long-term success.

Revised 10/14/2024

CERTIFICATE OF PUBLICATION

DES PLAINES JOURNAL, INC., a corporation organized and existing under and by virtue of the laws of the State of Illinois, does hereby CERTIFY that it is the publisher of the:

**Journal & Topics Newspapers
AKA Des Plaines Journal, Inc.
622 Graceland Ave.
Des Plaines, IL 60016-4556**

and that said newspaper(s) is a secular newspaper of general circulation and has been published weekly in the

(Village) (Town) (City) (Township) of PALATINE 1185 E. DUNDEE RD.

 County of COOK

and State of Illinois, continuously for more than one year prior to date of the first publication of the notice attached hereto, and that said newspaper(s) complies with the requirements of Paragraphs 5 and 10, Chapter 100, of the Illinois Revised Statutes.

Further, that the notice, of which the attached is a true copy, was published ONE times in the said newspaper(s), namely once each week for ONE successive week(s) and that the first publication of said notice was made on the 24TH day of OCTOBER, A.D. 2024, and the last publication thereof was made on the 24TH day of OCTOBER, A.D. 2024.

Your Legal appeared in
the following Journal & Topics
Newspapers
(Des Plaines Journal, Inc.)

- ☐ Des Plaines Journal
- ☐ Elk Grove Village Journal
- ☐ Mt. Prospect Journal
- ☐ Niles Journal
- ☐ Park Ridge-Golf Mill Journal
- ☐ Prospect Heights Journal
- ☐ Rosemont Journal
- ☐ Arlington Heights Topics
- ☐ Buffalo Grove Topics
- ☒ Palatine Topics
- ☐ Rolling Meadows Topics
- ☐ Wheeling Topics
- ☐ Suburban Journal
- ☐ Northwest Journal
- ☐ Glenview Journal



Mary Alice Wenzl

IN WITNESS WHEREOF, THE **DES PLAINES JOURNAL, INC.**, has caused this certificate to be signed and its corporate seal affixed hereto at Des Plaines, Illinois this 24TH day of OCTOBER, A.D., 2024.

By Todd Wessel

President

Title of Corporate Officer

County of Cook
State of Illinois

Subscribed and sworn to before me this 24TH day of OCTOBER, A.D., 2024.

My commission expires the 15TH day of JULY, A.D., 2025.

Attachment: Public Notice (1185 E. Dundee Rd - SU Banquet Facility)