



At the Heart of Community

COMMUNITY DEVELOPMENT DEPARTMENT

505 Telser Road
Lake Zurich, Illinois 60047

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LakeZurich.org

APPLICATION PZC 2017-10
PZC Hearing Date: November 15, 2017

AGENDA ITEM 4.B

STAFF REPORT

To: Chairperson Stratman and Members of the Planning & Zoning Commission

From: Sarosh Saher, Community Development Director

CC: Katie Williams, Associate Planner
Mary Meyer, Building Services Supervisor

Date: November 15, 2017

Re: PZC 2017-10 – Zoning Application for 300 East Route 22 – Life Storage
Amendment to Special Use Permit Granted Through Ordinance # 2016-9-149

SUBJECT

Steve Schwartz of 300 Main Street LLC (the “Applicant”), requests an amendment to the Special Use Permit granted through Ordinance # 2016-9-149 entitled “An Ordinance Granting Special Use Permit to Life Storage at 200 East Route 22.” The applicant requests the amendment to allow for the visibility of display storage lockers from the right of way at the property commonly known as 300 East Route 22, and legally described in Exhibit A attached hereto (the “Subject Property”).

GENERAL INFORMATION

Requested Action: Special Use Permit Amendment of Ordinance # 2016-9-149

Current Zoning: I Industrial District

Existing Use Self-Storage Facility

Proposed Uses: No Change

Property Location: 300 East Route 22

Applicant and Owner: Steve Schwartz d/b/a 300 Main Street LZ LLC

Staff Coordinator: Katie Williams, Associate Planner

LIST OF EXHIBITS

- A. Legal Description
- B. Public Hearing Sign
- C. Site Photos
- D. Aerial Map
- E. Zoning Map
- F. Parcel Map
- G. Development Application and Attachments
- H. Development Review Comments

BACKGROUND

Steve Schwartz (the “Applicant”), is the Applicant for the proposed Special Use Permit Amendment at 300 East Route 22, and legally described in Exhibit A attached hereto (the “Subject Property”). The Applicant filed an application with the Village of Lake Zurich received October 16, 2017 (the “Application”) seeking:

- Special Use Permit Amendment to allow for the visibility of display storage lockers from the right-of-way

The Subject Property is located within the Village’s I Industrial Zoning District. Life Storage was initially presented and approved on September 6, 2016 with a condition prohibiting the visibility of storage lockers from a public right-of-way.

The project was presented as a two-phase project with Phase 1 consisting of the renovation of the southern half of the warehouse portion of the building with the current tenants, Ancient Graffiti, continuing to occupy the office portion of the building that fronts onto IL Route 22. Ancient Graffiti would be allowed to occupy the space for approximately two years. Following that period, and as part of Phase 2, Ancient Graffiti would be moved to the northern half of the building which was also proposed to be built out for additional self-storage areas and their offices. At that time, the front office portion of the building would be reconfigured with additional storage lockers.

During discussion at the September 6 meeting and prior to approval of the ordinance, members of the village board inquired about the exterior treatment of the office portion of the building that faced Route 22. Trustees asked what the applicant was going to do with the façade that was clad in floor to ceiling glass windows. Mr. Schwartz had indicated that Life Storage would either construct displays of the locker doors or install usable locker doors to rented storage units behind these windows. This raised a concern that the lockers would be clearly visible through the windows, which was something that members of the Village Board did not consider visually

appealing from the street. Acknowledging that the applicant considered their view from the street as a marketing tool, options were suggested for tinting the window glass, completely screening the view using opaque panels or spandrel glass, or using dimmer lighting to lower the visual impact on Route 22.

However, on close of discussion, the Village Board believed that any visibility of the storage lockers would detract from the character of the property as seen from Route 22 and therefore approved the ordinance with a condition (2.G) that stated... “No storage lockers shall be visible from the public right-of-way.” It was further suggested that the applicant could potentially come back in two years when Phase 2 was ready to be implemented to request changing the condition through an amendment of the ordinance.

However, the applicant has indicated that the implementation of the Phase 2 of the project has been accelerated with the moving of Ancient Graffiti to their location in the northern half of the building leaving the southern office portion available for construction. The applicant is therefore requesting that the issue be considered at this time.

Pursuant to public notice published on October 28, 2017, in the Daily Herald, a public hearing has been scheduled with the Lake Zurich Planning & Zoning Commission for November 15, 2017, to consider the Application. On October 19, 2017, the Village posted a public hearing sign on the Subject Property (Exhibit B).

Staff offers the following additional information:

- A. **Courtesy Review.** At the July 17, 2017 Village Board meeting, the applicant presented his proposal to the Board for the display storage doors. Village Board members had some concerns in regards to the visibility of the storage doors from adjacent residential properties, and indicated that they may be more open to the proposal if the area of display was reduced so that it was visible from the east and west elevations, but not from the southern elevation which is adjacent to the R-5 Single Family Residential homes across Route 22. The Applicant has since reduced the proposed storage door display so that no display doors will be immediately adjacent to Route 22.
The video recording from the meeting can be viewed via the following link:
<http://view.earthchannel.com/PlayerController.aspx?&PGD=lakezurichl&eID=349>
- B. **Zoning History.** The Special Use Permit for the Life Storage self-storage facility was approved for development and operation per Ordinance 2016-9-149. A condition was included within the approval ordinance stating that no storage lockers were permitted to be visible from the right of way, preventing the Applicant from utilizing the popular marketing technique of placing static storage doors behind a wall of display windows.
- C. **Surrounding Land Use and Zoning.** The subject property is located on the edge of the Industrial Park, at the northwest corner of Buesching Road and Route 22. The area to the south is zoned R-5 Single Family Residential, and is improved with older construction single family homes. The area to the west is zoned R-6 Multiple Family Residential and is improved with the newer apartment complex known as The Landings. To the north and

east, the land is zoned I Industrial and is improved with similar low impact industrial and manufacturing buildings.

- D. Trend of Development.** Self-storage facilities have been hurrying to fill a gap in the Chicagoland market, and such facilities utilize similar branding and marketing techniques. One of these techniques is the display of static storage unit doors which are incorporated either into the façade itself, or behind a wall of display windows. This type of display was recently approved for another self-storage facility in the Village located at 650 Church Street, on the basis that the property was on a more secluded location which lent itself to that display style better than the 300 East Route 22 location, which is on a major thoroughfare and entryway into the downtown area.
- E. Zoning District.** The I industrial district is intended to provide for a range of nuisance free manufacturing, warehousing, transportation, wholesaling, and industrial uses that are compatible with the suburban residential character of the village. The industrial district is also meant to accommodate certain professional offices and similar uses that may provide services to the industrial users and are compatible with the industrial character of the district. It is the goal of these regulations to provide and preserve an area within the village for industrial uses that create employment and economic benefits for the village and the industrial district.

GENERAL FINDINGS

As it relates to the proposed amendment of the Special Use Permit, Section 9-19-7 entitled “Amendments to Special Use Permits” provides for a special use permit to be amended, varied, or altered only pursuant to the procedures and subject to the standards and limitations provided in Chapter 19 for its original approval. The standards for special uses examine the location, design and operational characteristics of a use. Staff finds that with the exception of the design (which is the subject of this proposed amendment), the land use will continue to comply with the standards as originally approved.

As it relates to the proposed modification to the design of the elevations of the southerly portion of the building, staff offers the following findings on specific sections of the Code.

- A. General Standards. No special use permit shall be recommended or granted pursuant to this Chapter unless the applicant shall establish that:
1. Code and Plan Purposes. The proposed use and development will be in harmony with the general and specific purposes for which this Code was enacted and for which the regulations of the district in question were established and with the general purpose and intent of the official Comprehensive Plan.

Staff Response: Standard met. No change in the location and operation of the land use is proposed.

2. No Undue Adverse Impact. The proposed use and development will not have a substantial or undue adverse effect upon adjacent property, the character of the area, or the public health, safety, and general welfare.

Staff Response: Standard met. The display has been arranged so that it is only visible from the east and west elevations. This arrangement was designed to minimize the impact on property owners to the south across Route 22 in the Old Mill Grove neighborhood. Residents of the Landings apartments will also experience very minimal impact from the proposed Special Use Amendment, as shown in renderings provided by the Applicant and found within this packet.

3. No Interference with Surrounding Development. The proposed use and development will be constructed, arranged, and operated so as not to dominate the immediate vicinity or to interfere with the use and development of neighboring property in accordance with the applicable district regulations.

Staff Response: Standard Met. No change to the construction, arrangement or operation is proposed that will negatively dominate the immediate vicinity or use and development of adjacent property.

The proposed amendment is solely in relation to the modification of certain elements of the elevation design of the building, whose effect the Applicant has attempted to minimize from adjacent property.

4. Adequate Public Facilities. The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries, and schools, or the applicant will provide adequately for such services.

Staff Response: Standard met. No change in the location and operation of the land use is proposed.

5. No Traffic Congestion. The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through the surrounding streets.

Staff Response: Standard met. No change in the location and operation of the land use is proposed.

6. No Destruction of Significant Features. The proposed use and development will not result in the destruction, loss, or damage of any natural, scenic, or historic feature of significant importance.

Staff Response: Standard met. No change in the site plan related to the land use is proposed.

7. Compliance with Standards. The proposed use and development complies with all additional standards imposed on it by the particular provision of this Code authorizing such use.

Staff Response: Standard met. Staff has not identified any additional standards for self-storage uses that are imposed by the Code and that would relate to the proposal for display

storage lockers.

8. Positive Effect. The proposed special use creating a positive effect for the zoning district, its purpose, and adjacent properties shall be placed before the benefits of the petitioner.

Staff Response: Standard Partially Met. The applicant is requesting the removal of a condition that was included in the Special Use Ordinance for the purpose of preserving the positive effect of the use along the adjacent public rights-of-way.

While the amendment to the Special Use Permit to allow the visibility of display storage lockers on the east and west elevations of the building of will not create a positive effect for the zoning district or adjacent properties, the display has been proposed to the minimum extent possible so as to mitigate any potential negative impact on adjacent properties as much as possible.

- B. Special Standards for Specified Special Uses. When the district regulations authorizing any special use in a particular district impose special standards to be met by such use in such district, a permit for such use in such district shall not be recommended or granted unless the applicant shall establish compliance with such special standards.

Staff Response: Standard met. Staff has not identified any additional special standards required for the proposed Special Use amendment.

- C. Considerations. In determining whether the applicant's evidence establishes that the foregoing standards have been met, the Plan Commission and the Board of Trustees shall consider:

1. Benefit. Whether and to what extent the proposed use and development at the particular location requested is necessary or desirable to provide a service or a facility that is in the interest of the public convenience or that will contribute to the general welfare of the neighborhood or community.

Staff Response: Standard met. Self-storage services are a beneficiary service and currently an in-demand use within the suburban Lake Zurich community.

2. Alternative Locations. Whether the purposes of the zoning code can be met by the location of the proposed use and development in some other area or zoning district that may be more appropriate than the proposed site.

Staff Response: Standard met. No change in the location of the land use is proposed.

3. Mitigation of Adverse Impacts. Whether all steps possible have been taken to minimize any substantial or undue adverse effects of the proposed use and development on the immediate vicinity through building design, site design, landscaping, and screening.

Staff Response: Standard met. The display has been arranged so that it is only visible from the east and west elevations. This arrangement was created to minimize the impact on property owners to the south across Route 22 in the Old Mill Grove neighborhood. Residents of the Landings apartments will also experience very minimal impact from the proposed Special Use Amendment, as shown in renderings provided by the Applicant and found within this packet.

*** *** ***

RECOMMENDATION

The recommendation of the Planning and Zoning Commission should be based on the standards included in the following Sections of the Lake Zurich Municipal Code:

- 9-19-7: Amendments to Special Use Permits, pursuant to 9-19-3: Standards for Special Use Permits

With the exception of Standard A.8 – “Positive Effect,” the remaining standards for approval have been met. Staff recommends that the Planning and Zoning Commission make these standards a part of the official record of the Application, with or without a modification to standard A.8.

Based on the location of display storage lockers on the east and west elevations of the building, and the minimum extent to which they are designed so as to mitigate any potential negative impact on adjacent properties, Staff of the Community Development Department recommends the approval of Application PZC 2017-10, subject to the following conditions:

1. Substantial conformance with the following documentation submitted as part of the application subject to revisions required by Village Staff and applicable governmental agencies:
 - a. Zoning Application and Cover Letter dated October 13, 2017, and prepared by Mr. Steve Schwartz
 - b. Exhibit A: Legal Description
 - c. Elevations dated October 16, 2017 and prepared by Sullivan, Goulette & Wilson, LTD.
 - d. Aerial Site Plan, Sheet C2.2 dated October 16, 2017 and prepared by Sullivan, Goulette & Wilson, LTD.
2. Display Storage Lockers shall only be allowed on limited portions of the east and west elevations of the buildings as depicted in the building elevation drawings prepared by Sullivan, Goulette & Wilson, LTD dated October 16, 2017.
3. No display lockers shall be permitted to be located on the south elevation of the building.
4. The development shall be in compliance with all other applicable codes and ordinances of the Village of Lake Zurich.

Respectfully Submitted,

Katie Williams
Associate Planner

**LAKE ZURICH PLANNING & ZONING COMMISSION
FINAL FINDINGS & RECOMMENDATIONS**

**FOR 300 East Route 22
November 15, 2017**

The Planning & Zoning Commission recommends approval of Application PZC 2017-10, and the Planning & Zoning Commission adopts the findings as contained within the Staff Report dated **November 15, 2017** for this Application and subject to any changes or approval conditions as listed below:

1. Substantial conformance with the following documentation submitted as part of the application subject to revisions required by Village Staff and applicable governmental agencies:
 - a. Zoning Application and Cover Letter dated October 13, 2017, and prepared by Mr. Steve Schwartz
 - b. Exhibit A: Legal Description
 - c. Elevations dated October 16, 2017 and prepared by Sullivan, Goulette & Wilson, LTD.
 - d. Aerial Site Plan, Sheet C2.2 dated October 16, 2017 and prepared by Sullivan, Goulette & Wilson, LTD.
 2. Display Storage Lockers shall only be allowed on limited portions of the east and west elevations of the buildings as depicted in the building elevation drawings prepared by Sullivan, Goulette & Wilson, LTD dated October 16, 2017.
 3. No display lockers shall be permitted to be located on the south elevation of the building.
 4. The development shall be in compliance with all other applicable codes and ordinances of the Village of Lake Zurich.
- ☐ Without any further additions, changes, modifications and/or approval conditions.
- ☐ With the following additions, changes, modifications and/or approval conditions:

Planning & Zoning Commission Chairman

EXHIBIT A
LEGAL DESCRIPTION OF SUBJECT PROPERTY

THE WEST 724 FEET OF THE SOUTH ½ OF THE SOUTHWEST ¼ OF THE SOUTHWEST ¼ IN SECTION 16, TOWNSHIP 43 NORTH, RANGE 10, EAST OF THE THIRD PRINCIPAL MERIDIAN, (EXCEPT THE WEST 33.0 FEET THEREOF), (EX THE EAST 33.55 FEET THEREOF) AND (EXCEPT THAT PART CONVEYED TO THE STATE OF ILLINOIS FOR ROAD PURPOSES, BY DOCUMENT 4047637), IN LAKE COUNTY, ILLINOIS. THIS DESCRIPTION DESCRIBES THAT SAME PROPERTY AS IN CHICAGO TITLE INSURANCE COMPANY COMMITMENT NO. 16CB5900260NB DATED JULY 5, 2016

EXHIBIT B
PUBLIC HEARING SIGNS PRESENT AT SUBJECT PROPERTY



Exhibit C: Site Photos



Exhibit 1: Facing north from Route 22 towards the proposed display area. This particular facade will not have any display storage doors, and instead will be covered in an opaque film.



Exhibit 2: Facing northeast from Route 22 towards the proposed display area. This particular facade will not have any display storage doors, and instead will be covered in an opaque film.



Exhibit 3: Facing east from Buesching Road towards the proposed display area. This facade will contain several display storage doors.



Exhibit 4: Facing northwest from the westerly property line towards the proposed display area. This facade will contain several display storage doors.



Figure 5: Facing east from the proposed display area towards Route 22.



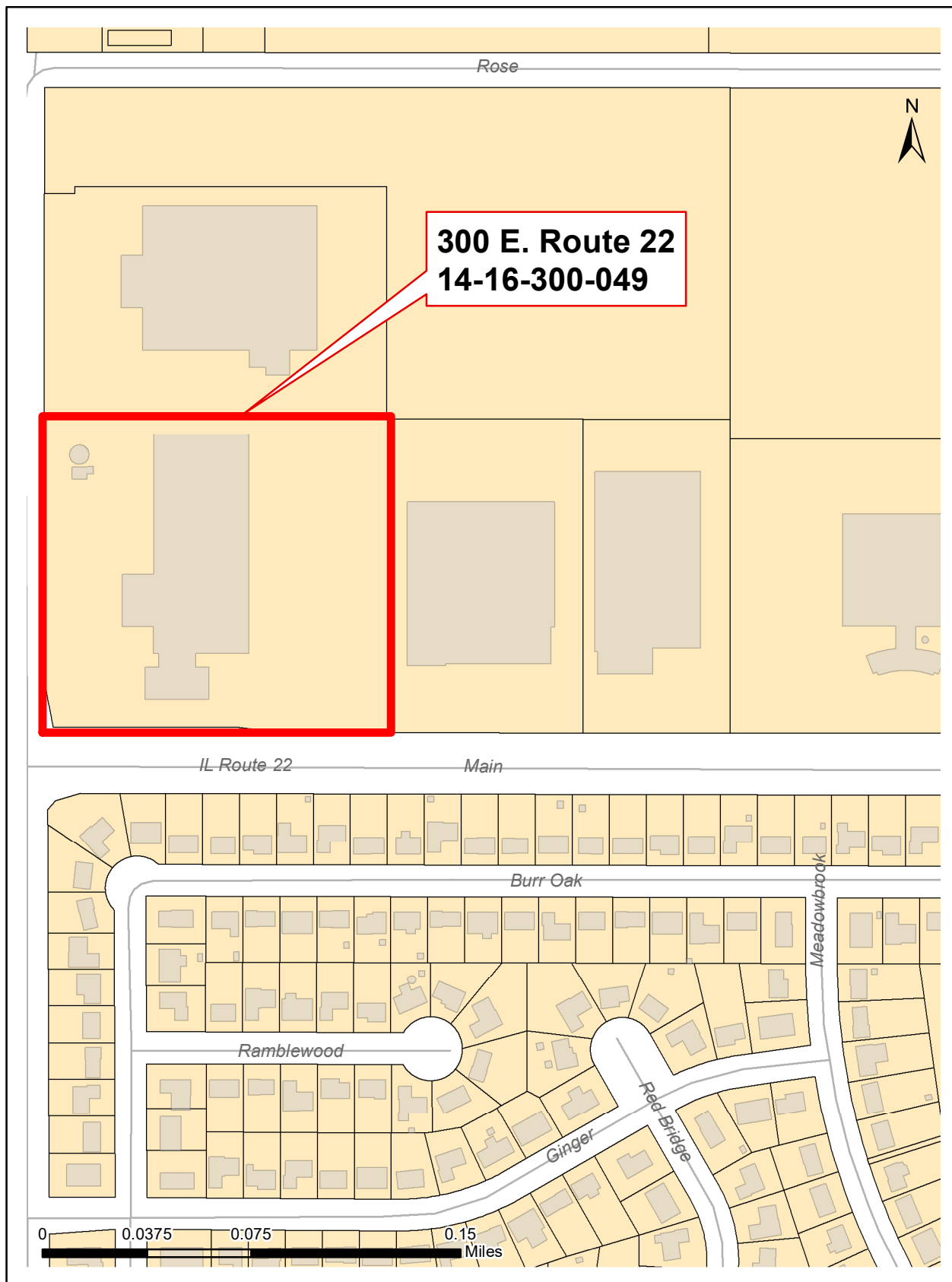
Figure 6: Facing southeast from the proposed display area towards Route 22.



Figure 7: Facing south from the proposed display area towards Route 22.
This particular facade will not contain any display storage doors.

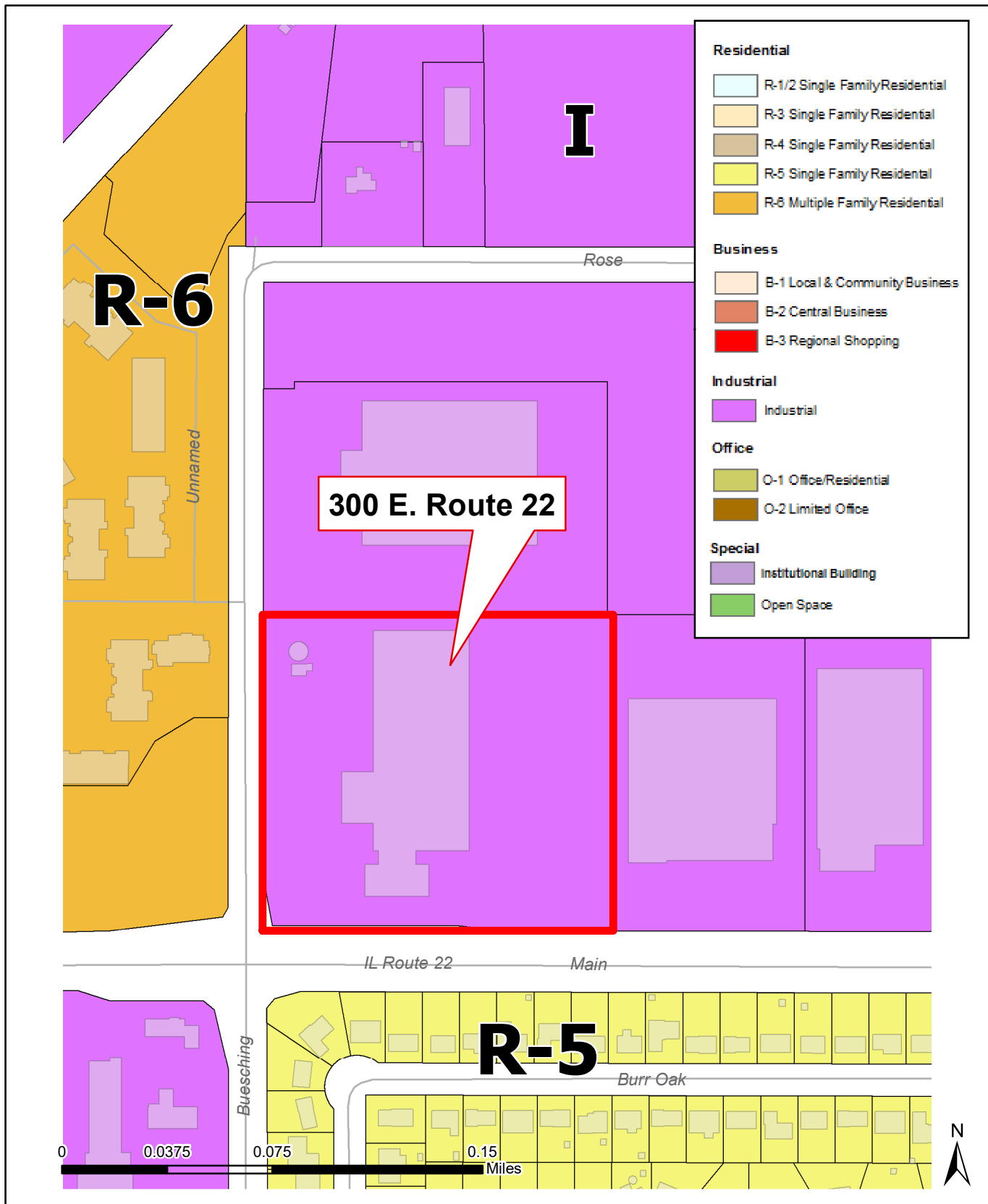


Figure 8: Facing west from the proposed display area towards Buesching Road
and the Landings apartments.



Parcel Map of 300 E Route 22, Lake Zurich





Zoning Map of 300 E Route 22, Lake Zurich



Aerial Map of 300 E Route 22





ANNEXATION AND ZONING APPLICATION

Community Development Department
505 Telser Rd.
Lake Zurich, IL 60047
Phone: (847) 540-1696
Fax: (847) 540-1769

(Please Type or Print)

1. Address of Subject Property: 300 East Route 22, Lake Zurich
2. Legal description: Lot _____ Block _____ Subdivision _____

Please attach complete legal description

Property dimensions are: 657.45 ft. by 577.46 ft. = 387,670 square feet

If more than two acres, then give area in acres: 8.90 Acres

3. Property Identification number(s): 14-16-300-049

4. Owner of record is: 300 Main Street LZ LLL Phone: 847-867-7200

Fax: 847-510-0454 E-Mail: stevenschwartz16@gmail.com

Address: 1804 N. Naperville Blvd, #420, Naperville IL 60563

4. Applicant is (if different from owner): _____ Phone: _____

Fax: _____ E-Mail: _____

Address: _____

6. Applicant's interest in the property: Owner

(owner, agent, contractor, Realtor, etc.)

7. **THE FOLLOWING ACTION IS REQUESTED:**

Please provide a detailed explanation in a separate cover letter, explaining each zoning standard as it relates to the following applications. For the Lake Zurich Zoning Code visit www.lakezurich.org and navigate to the link for the Municipal Code.

A. VILLAGE BOARD APPLICATION TO ANNEX CERTAIN TERRITORY

All land annexed to the Village is classified automatically after such annexation in the R-1½ Single Family Residential District. The owner must file an application for a Zoning Map amendment if he or she desires a different zoning classification for the Subject Property.

- ☐ Petition to Annex Certain Territory (Please complete attached petition)
☐ Application to Annex Certain Territory

B. PLANNING & ZONING COMMISSION APPLICATIONS

☐ Zoning Code **Map** Amendment for _____

Zoning Code **Text** Amendment for _____

(See Section 18-103 of the Lake Zurich Zoning Code for specific standards. In general, The Planning & Zoning Commission will evaluate the consistency of the proposed amendment with the purposes of the Zoning Code and the community need for the proposed amendment, uses, and development. If a specific parcel is the subject of this amendment, then provide the additional information listed in Section 18-103C.)

☒ Special Use Permit/Amendment for self storage display areas

(See Section 19-103 of the Lake Zurich Zoning Code for specific standards. The Planning & Zoning Commission also will consider whether the proposed special use is deemed necessary for the public convenience at the particular location and whether alternative locations have been evaluated.)

☐ Site Plan Approval/Major Adjustment/Amendment

(See Section 20-103 of the Lake Zurich Zoning Code for specific standards.)

☐ Exterior Appearance/Amendment

(See Section 21-103 of the Lake Zurich Zoning Code for specific standards.)

☐ Planned Unit Development/Major Adjustment/Amendment

(Planned Unit Developments are a distinct category of special use and are intended to create a more desirable environment than through strict application of the zoning and subdivision regulations. See Section 22-105 of the Lake Zurich Zoning Code for specific standards. Please list all the 'modifications' requested in the cover letter. Planned Unit Developments also require the provision of compensating amenities to the Village.)

☐ Preliminary and Final Plat of Subdivision/Amendment

(See Sections 10-5-2 and 10-5-9 of the Land Development Code for specific standards.)

☐ Modification to the Land Development Code (includes retaining walls more than 2 feet in height)

(See Section 10-6-18 of the Land Development Code for specific standards.)

☐ Variation for _____

(Illinois State Law requires that in order for a Variation to be granted a land-related hardship must be proven by a positive Finding of Fact for certain criteria. See Section 17-104 of the Lake Zurich Zoning Code for specific standards. Please indicate what your specific hardships are in the cover letter. Self-inflicted hardships are not eligible for a variance.)

C. COMPREHENSIVE PLAN APPLICATION

☐ Comprehensive Plan **Map** Amendment for _____

☐ Comprehensive Plan **Text** Amendment for _____

8. All existing uses and improvements on the property are: self storage and Industrial wholesaler (Ancient Graffiti)

9. The proposed uses on the property are: Self storage facility with drive-thru.

1 acre area of paved parking - subject to encapsulation and NFR Litter.

None

[illegible]

(if more space is needed, please attach a separate sheet of paper.)

THE APPLICANT'S SIGNATURE BELOW INDICATES THE INFORMATION CONTAINED IN THIS APPLICATION AND ON ANY ACCOMPANYING DOCUMENTS IS TRUE AND CORRECT.

THE APPLICANT ALSO ACKNOWLEDGES IF THE CONSULTANT EXPENSES EXCEED THE INITIAL ESCROW DEPOSIT, THE APPLICANT WILL REIMBURSE THE ACCOUNT IMMEDIATELY.

300 Main Street LZ LLC
(Name of applicant)

[Signature]
(Signature of applicant)

Subscribed and sworn to before me this 12th day of October, 2017.

[Signature]
(Notary Public)

My Commission Expires 2-11-19

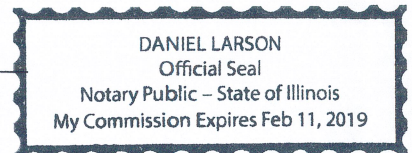
(Name of Owner, if different)

(Signature of Owner, if different)

Subscribed and sworn to before me this _____ day of _____, 2017.

(Notary Public)

My Commission Expires _____



Official Use Only

Zoning Case Number: _____ Date of Public Hearing: _____

Application Fees: _____ Annexation Fees: _____

Escrow Deposit for consultant fees: _____

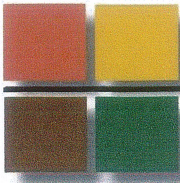
Is a Courtesy Review by the Village Board required? ☐ Yes ☐ No

Traffic study required? ☐ Yes ☐ No

Any impact fees/contributions required? ☐ Yes ☐ No

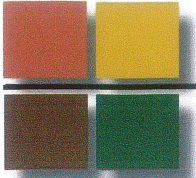
Compensation amenities required? ☐ Yes ☐ No

Application accepted by: _____ Date: _____



Special Use Amendment for Limited Display Areas-
300 Main Street LZ LLC & Life Storage of Lake Zurich
300 E. Route 22 (Main Street)
Lake Zurich, IL 60047





October 13, 2017,

To: Orlando Stratman- Chairperson of the Planning and Zoning Commission

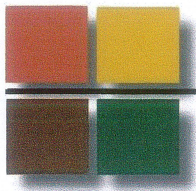
Re: Special Use Amendment for limited Self Storage Display Areas for 300 Route 22, Lake Zurich

On behalf of 300 Main Street LZ LLC and Life Storage, we are requesting an Amendment to the Special Use Ordinance No. 2016-149, passed on September 6, 2016, to allow for limited self-storage door display areas located in the old office portion of the 300 Route 22, as well as a limited section along the western portion of the former loading dock/drive-thru area for our Class A climate controlled self-storage facility off of Buesching Road.

When we were before the Village Board in September of 2016, we had not yet finalized our specific plans for the office portion of the building due to the existing tenant's (Ancient Graffiti's) use of this area for their offices for a period of time (up to two years) post-closing. At the Village Board hearing, my architect and I indicated in our presentation that when our plans were finalized with respect to this office area that we would come back before the Board to present specific plans related to use and design of this office area.

Recently, we secured our permits for Phase 1 and we have commenced demolition and construction. As part of our Phase 1 plans, we have also coordinated a relocation of Ancient Graffiti's offices to the north ½ of Phase 2 of the self-storage project. Based upon our design plans, we have incorporated the old office portion of the building as additional self-storage use into Phase 1 and modified a section of the loading dock area/drive-thru to limited display areas because of a required shifting of the drive-thru area to the north.

Prior to this request to the Planning and Zoning Commission to Amend the Special Use Ordinance, we prepared detailed plans of our limited display areas and presented them to the Village Board through a Courtesy review on July 17, 2017.



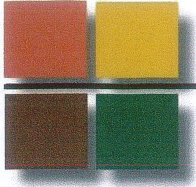
We listened carefully to all of the Trustees and Mayor's comments that evening and further refined, reduced and limited our display areas to make sure they would accomplish our important objective of letting the motoring public know of our particular self-storage use through well designed static display areas that would not be seen or impactful to the neighboring residential houses, which was a clear objective of the Trustees. We believe our revised plans and our specific request strike an important balance for informing the public of our use, while maintaining the quality of look and design along Route 22. Our revised plans are modest, informative and strike a balance between good design with no adverse impact to our small number of residential neighbors.

Our revised plans today limit the display areas in the old office area to a small area along the east and west portion of the office areas, not impacting the residential neighbors. The balance of the office area will be treated with a white 3-M film that does not allow visibility into any of the storage units. We also agreed and noted that our limited display areas would not be illuminated, except during access hours (6 a.m. – 10 p.m.), which would also limit any potential impact to the residential neighbors with respect to the limited display areas.

It is important to note again that our limited display area and design does not incorporate any tenant hallways or roll-up doors to actual customer storage units that would be visible to the motoring public or small number of residential neighbors.

Our retail display areas consists of clean white backgrounds with static storage doors to indicate our specific use as other retail users like Nordstrom's, Dick's or any other of a myriad of retail users (cellular, restaurants, general retail merchandise, etc.) would display and indicate their specific use to the motoring public.

We have created a very limited display area of approximately 90' lineal ft. within the office portion of our building that has over 1,582' lineal ft. (note- our proposed display area comprises less than 7% of the entire building perimeter). Our limited display area designed into a portion of the west and east elevation



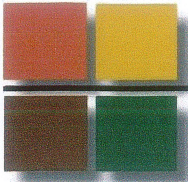
of the office area glass indicates to the marketplace our specific self-storage use and the services we offer. The remainder of the office area glass is screened and covered by a high quality 3-M film (see attached plans and color elevations).

The reason that this limited display area of 90' lineal ft. is so important is that we expect up to 50% of retail traffic directed to this location will come from those who drive through this Route 22 corridor regularly. When potential customers need a storage unit for storing their treasures, antiques, furniture and more, we expect their thoughts will turn to our convenient location based upon their recognition of our storage facility through both our signage and limited static and clean storage door display area.

As you may recall from our presentation, we hired Sovran, who is a major self-storage REIT, as our 3rd Party manager of our self-storage Class A property. Since they will operate our facility under the Life Storage brand, we have incorporated their new corporate colors of yellow and blue into our requested display area and sales office area/entrance. We have included several examples from other Class A climate controlled Life Storage (formerly Uncle Bob's) facilities that show the specific static door display area profiles along with our specific proposed color elevations to evidence the quality and importance of the retail display area with the proposed static storage door element into each design (see attached).

With the recently approved Macritchie Storage's Cubesmart location on Church Street and its' approved storage door display area, we think it is very important to treat storage facilities similarly with respect to a reasonable and well-designed static door display area. Because of the substantial re-development investment made for both locations to create similar Class A self-storage climate controlled facilities in Lake Zurich, we should be granted approval of a similar limited display area.

We do not think traffic is a distinguishable factor, but that the overall quality of design is what should be considered for each and every request made along commercial corridors like Rte. 22, Rte. 12 and Church Street. We think that the



recently built Cubesmart 3 story climate controlled expansion along Route 12, which is a similarly travelled traffic corridor as our site, evidences the importance of good design and need to incorporate a display area into any new project. We will be competing with this new Cubesmart expansion in Kildeer as well as the Maritchie facility and require a similar clean retail display area to promote our site.

We also think there are also some important and unique elements with respect to our 8.9-acre site and the existing 90,000 sq. ft. building based upon its' positioning along Route 22 and Buesching Road that make this request and your consideration important to the success of our Class A climate controlled self-storage project. Our frontage along Route 22 is limited compared to the depth of our existing site and building along Buesching Rd. Because our sales office is situated well off of Rte. 22 and is heavily screened due to existing mature trees, we respectfully request a limited display area to help identify our use to potential customers.

We appreciate the opportunity to present our request to Amend the Special Use Ordinance to allow limited display areas before the Planning and Zoning Commission on November 15th and Village Board on December 4th.

Respectfully,

Steven L. Schwartz- Manager



BUILDING PERSPECTIVE FROM ROUTE 22
LOOKING NORTHWEST

300 MAIN LZ, LLC
OWNER

AUGUST 08, 2017

300 E ROUTE 22
LAKE ZURICH, ILLINOIS 60047

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BUILDING PERSPECTIVE FROM ROUTE 22
LOOKING NORTH

300 MAIN LZ, LLC
OWNER

AUGUST 08, 2017

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LAKE ZURICH, ILLINOIS 60047

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BUILDING PERSPECTIVE FROM ROUTE 22
LOOKING NORTHEAST

300 MAIN LZ, LLC
OWNER

AUGUST 08, 2017

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LAKE ZURICH, ILLINOIS 60047

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BUILDING PERSPECTIVE FROM LANDINGS
OF LAKE ZURICH APARTMENTS

300 MAIN LZ, LLC
OWNER

AUGUST 08, 2017

300 E ROUTE 22
LAKE ZURICH, ILLINOIS 60047

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BRAND EXAMPLES
LIFE STORAGE

300 MAIN LZ, LLC
OWNER
JULY 10, 2017

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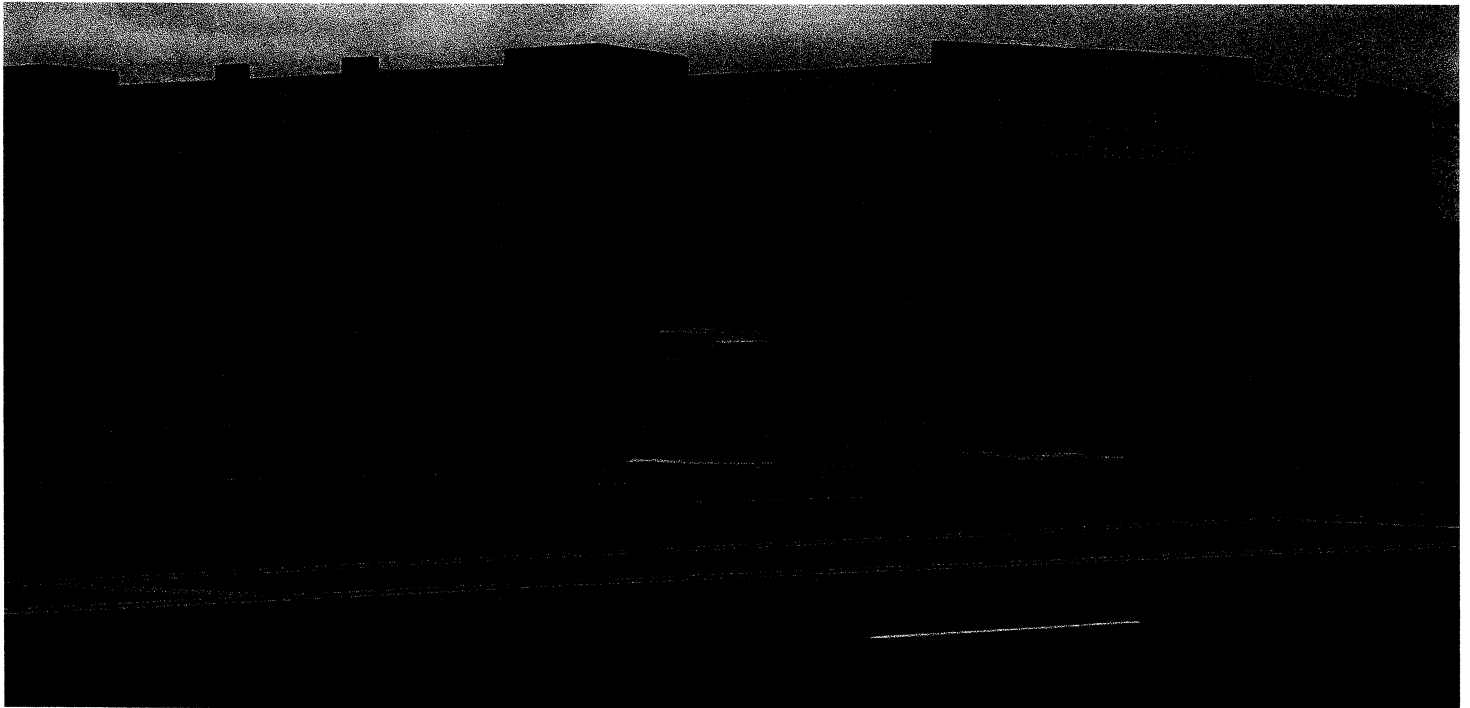


APPROVED DISPLAY AT 650 CHURCH ST.

300 MAIN LZ, LLC
OWNER
JULY 10, 2017

300 E ROUTE 22
LAKE ZURICH, ILLINOIS 60047

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BRAND EXAMPLE
CUBESMART

300 MAIN LZ, LLC
OWNER
JULY 10, 2017

300 E ROUTE 22
LAKE ZURICH, ILLINOIS 60047

