

old and unappealing to the seniors of today. There is practically speaking little to no attractive assisted living in town and nearby.

The developer and legal counsel enjoy excellent relations with the West Chicago city government and surrounding suburbs. We are starting the short process of getting the property re-entitled for its new use. Since the land is already owned by a non-profit, a Hindu temple in fact, the city is only gaining revenues by allowing the facility on this land. Furthermore, having the Hindu temple next door, with its nondescript architecture, makes the assisted living facility particularly attractive to that community, which is well represented in the market area. It is a community with among the highest, if not the highest, per capita incomes in the region. There is also a known need for such facilities catering to that community. While the marketing plan is not focused on a single community, location would suggest an obvious market for the facility.

There is strong public support for this project. West Chicago is bisected North-South by Highway 59 and is a short driving distance from several major, well-established and growing cities in Western DuPage and Will Counties, including Naperville, Aurora, Warrenville, Lisle, Wheaton, Glenn Ellyn and Glendale Heights, as well as Streamwood and its surrounding towns.

Construction may commence construction within a month of financial close or 3 months which is the time needed for city approval, and project completion within 18 months.

For further information:

SeaSpire Advisors, LLC

+1 630 561 4266

[sjhasnain@seaspireadvisors.com](mailto:sjhasnain@seaspireadvisors.com)

[www.seaspireadvisors.com](http://www.seaspireadvisors.com)

## OVERVIEW

**Newhaven Management, LLC** (the “General Partner”) formed to develop, construct, own and operate a new facility in the community of West Chicago, Illinois, that will offer health care services and housing for older adults (the “Project”).

The Project shall be owned by the Special Purpose Entity, Newhaven West Chicago, LLC (“Project SPE”). The General Partner shall be the General Partner of the Project SPE.

Additional information about Newhaven Management, LLC, including biographical information of management, is included in the Management Section of this document.

**Project Costs.** The total costs to develop and construct the Facility (the “Project”) are estimated to be \$20.8 million which will be funded by:

- An investment of \$1.375 million from the General Partner, LLC into the Project SPE;
- The prepaid fees and expenses of \$120,000 (representing the payment by Sponsors of fees and expenses on behalf of the General Partner, including interest expense, state agency fees, permitting expenses, survey expenses, architects’ fees, consulting fees, legal fees and site development and utility easement expenses) (collectively, the “**Contributed Paid Expenses**”);
- An investment of up to \$4 million from external sources (“External Investors”) into the Project SPE. These External Investors shall be the Limited Partners of the Project SPE.
- A construction loan and then a mortgage in the amount of approximately \$15.6 million from a reputable banking institution operating in Chicago and its suburbs (the “**Lender**”) secured by a priority security interest in the real estate and assets of the General Partner to be negotiated by the parties (the “**Mortgage**”). Within five (5) years of operations the Facility will refinance the mortgage using a nonrecourse loan insured by the U.S. Department of Housing and Urban Development (HUD). HUD refinancing has not been explicitly considered in the financial outlook of the project but should enhance returns to the partners as HUD financing comes with higher leverage and typically a very attractive interest rate.

## **Facility Scope**

The General Partner has determined that there is a total need for 15 new senior/pre-assisted, 75 assisted living units and 60 residential dementia / memory care units in the primary market area. The target population for these independent living and assisted living facility services are individuals aged 75 and older who require assistance with the activities of daily living but have not reached the acuity level of nursing care, as well as seniors who still live independently but desire services such as meals, housekeeping, maintenance, etc. The goal of the Facility is to provide hospitality and convenience services, room and board, as well as needed assistance, supervision, and care.

Based on the favorable demand, market growth, and accessibility, the Facility will provide unparalleled service to the independent living and assisted living demographic.

The Facility will offer the following unit and community amenities

- Private carpeted suites
- Furnished (if needed)
- Individual heating and air conditioning controls
- All utilities included except phone and television
- Medical exam room
- Spa
- Snack Bar
- Living Room
- Dining Room
- Salon
- Discovery Room
- TV Room
- Activity Room

The Facility will also offer the following:

- Tailor services to individual circumstances.
- Encourage residents and family members to participate with professionals on staff to develop a comprehensive care plan.

## **Property Location and Description**

The Facility will be located on 5.5 Acres of undeveloped land located south of 700 and 732 Hillview Avenue, West Chicago, Illinois, 60185 (the “Site”) situated in DuPage county. The legal address for the Facility will be 732 Hillview Avenue, West Chicago, Illinois, 60185. The site is an irregular shaped parcel consisting of approximately 5.5 acres. The parcel is south of 700 Hillview Avenue and 732 Hillview Avenue with no frontage on Hillview Avenue. At 700 Hillview Avenue is a well-established and flourishing Hindu temple named Arya Samaj Chicago.

The site has access from Hillview Avenue through access shared with 700 Hillview Avenue. It has characteristics, both external and internal, which are functional and marketable in



the local market area. Exposure, ingress, and egress are functional for use as an assisted living and memory care community.

### **Development and Construction of the Facility**

***Project Development.*** The General Partner, Newhaven Management, LLC will be responsible for the development of the Facility.

The General Partner is in the process of completing the zoning and entitlement process for the Project to begin construction, working with legal counsel in West Chicago, Illinois.

***Project Construction Overview; Timeline.*** The Construction Manager hired by the General Partner will be responsible for the construction of the Facility.

Following some preliminary site work (e.g., grading and utility work) to be completed, the Facility will require construction of a new building and related landscaping and parking lot paving. The Facility on completion will consist of:

- 15 senior independent living units
- 75 standard assisted living units
- 60 specialized memory care assisted living units

The Construction Manager has projected that construction of the Facility can be completed by early 2019. It is expected that the Facility will break ground in the second half of 2017 and will be complete by the 1<sup>st</sup> quarter of 2019.

The General Partner may decide, to mitigate construction and execution risk, to build the Facility in stages, with half complete in the first phase, made operational and then the rest of the Facility completed in the second phase. This may be the prudent path to building the entire Facility while generating cash flows sooner than if the entire facility were completed. The construction timeline would be unaffected by the phased approach to developing the Facility as construction activity would continue after the first phase, while operations launch on the first half of the Facility.

### **Capital Requirements**

The total cost of the Project is budgeted as \$20.8 million. Of this amount, (i) the Developer has already expended \$120,000 in Contributed Prepaid Expenses, (ii) \$1,375,000 will be provided from the capital contributions made by the General Partner through the purchase of land for the Project, (iii) Limited Partners of the Project would contribute \$4 million. The remaining \$15.6 of Project costs will be obtained through a construction loan and then a mortgage from a reputable financial institution.

### **Loans Intended to be Used to Finance Project**

The General Partner intends to obtain one or more loans in the aggregate amount of \$15.6 million to finance the construction of the Project, including a to-be-negotiated nonrecourse loan obtained through a reputable financial institution, secured by the assets of the General Partner. It is anticipated that once occupancy requirements are met, the General Partner will

refinance this loan into a new loan with the U. S. Housing and Urban Development (the “**U.S. HUD Loan**”), also secured by the assets of the General Partner. The General Partner has not yet obtained the initial construction loan / mortgage from a financial institution nor U.S. HUD Loan, but it has conducted preliminary negotiations for such a loan.

The total development budget is estimated at \$20.8 million. Of this amount, \$17.2 million represents hard construction costs EXCLUDING fees, \$1.2 million is for architectural and engineering fees, purchases of FF&E, and marketing. The remaining \$2.4 million includes land, financing charges, permits, fees, and contingencies.

### **The Operation of the Facility**

The Facility will provide health care services and housing serving older adults who need said services. The day-to-day operations of the Facility will be managed by the Operational Team of the Facility. That Operational Team is identified in the section on Management Team. The Operational Team has managed numerous similar facilities. Their clients presently include hospitals, not-for-profit agencies and church groups that provide senior housing and long-term care to special populations, as well as experience working with all levels of local, state and federal governments. Highlights of the operational resume include:

- Almost three (3) decades of service
- More than \$100,000,000 in project development and financial oversight in the assisted living space
- Full-service management and marketing services to more than 1,000 units

***Manage and Operate.*** The Operations Team shall manage all aspects of operating the facility except for the actual medical procedures. They shall implement standardized operating procedures, coding and billing, and management information systems. This ensures operational uniformity and efficiency and provides a consistently high level of care for patients.

***Quality Assurance (“QA”).*** The Operations Team ensure that the Facility sets the highest standards. The team has a proven QA program to both verify operations and patient treatment.

***Continuous Improvement & Best Practices.*** The Operations Team would work to constantly refine processes throughout the Facility, including business development, finance, design, construction, training and operations. They would analyze and benchmark every aspect of the business to identify and implement best practices throughout the Facility.

***Marketing.*** The relationship of trust and confidence established between the Facility and the client served is of paramount importance. The Operations Team will work with the client to ensure that the marketing program facilitates the client’s intent but with the goal of also meeting the need of the market being served by the Project. Further details are in the section of this document titled Market Analysis and Marketing Strategy.



**Targeted Clients.** Populations benefited by the Facility will include older adults requiring assistance with activities of daily living and/or behavioral care and supervision, those who can live independently or are not capable of living independently, and individuals with Alzheimer's or related dementia diseases. Individuals would mostly be age 75 and older with qualifying annual income.

**Comprehensive Service Package.** The Facility will combine health care services and housing serving all individuals who need our services.

The assisted living will offer housing with services such as 3 meals per day in a central dining room, weekly housekeeping and linen service in each unit, emergency nursing care and emergency call system monitored 24-hours a day, scheduled exercise and fitness classes, daily activities program, and social services. Concierge service will be available to make reservations and appointments, arrange transportation, etc. Residents will be at least 75 years of age and will benefit from the available services designed to help them with daily living activities. Units will have wall-to-wall carpeting, individually controlled HVAC, large closets, handicap accessible bathrooms, and window treatments.

Services will include, directly or through third party contracts, but will not be limited to:

- Rental Housing
- Evaluation prior to admission
- Formulation of a care plan within 30 days of admission
- Occupational, physical, recreational and speech therapy
- Social Services Work
- Social activities and programs
- Nursing Oversight
- Nutritional services
- Spiritual therapy
- Pharmacy
- Memory care secure unit
- Family Counseling
- Medical Referrals
- Case Management
- Wellness/Nutritional Programs

Standard Assisted Living services will also include:

- Assistance with activities of daily living (ADLs): walking, eating, dressing, bathing, toileting and transfer between bed and chair.
- Assistance with instrumental activities of daily living (IADLs): doing laundry, cleaning of living areas, food preparation, managing money and conducting business affairs, using public transportation, writing letters, obtaining appointments, using the telephone, and engaging in recreational or leisure activities.
- Medication assistance and management.
- Emergency response systems that residents can activate.
- Health promotion and monitoring, such as blood pressure, pulse rate and weight checks.
- A variety of social, educational and recreational activities that include opportunities for

socialization and wellness - including exercise - offered both within and outside the assisted living residence.

- Coordination, arrangement and ongoing evaluation of service provision.
- Transportation services that are either provided, arranged or coordinated by the assisted living program.

Memory care services include all the above services, with additional oversight specific to memory care residents including additional medical, security and general well-being related services.

***Services Will be Reimbursed Through Multiple Reimbursement Vehicles.*** The General Partner anticipates that it will receive payment for the services provided at the Facility from multiple reimbursement sources, including:

- Private Pay
- Insurance

***Affiliations.*** The General Partner will also leverage its relationships with other institutions, including:

- Life Services Network (Providers)
- Alzheimer's Associations
- Local Hospitals and Nursing Facilities
- Church Organizations
- Social Welfare Organizations
- Better Business Bureau

## **MANAGEMENT, ADVISORS AND CONSULTANTS**

The Project Team consists of experts in Development and Project Management, Operations, and Architectural, Design and Construction Teams, all of whom collaborate to ensure the success of the Project at each stage.

### ***Development and Project Management***

#### **Sponsor/Developer/General Partner**

Newhaven Management LLC,  
Chicago, IL

#### **Financial Advisor**

SeaSpire Advisors, LLC  
310 S Michigan Avenue, Ste. 1303,  
Chicago, IL 60604  
(630) 561-4266

#### **Legal Counsel**

Michael R. Konewko, Esq.  
29W204 Roosevelt Road,  
West Chicago, IL 60185  
(630) 231-5500

### ***Operations***

#### **CEO / COO**

Brent L. Fitzgerald, MPA, 773-972-6229

Brent possesses broad cross-functional leadership experience across core business functions in the assisted living space with an emphasis on business development and community relations, sales and marketing, physician relations and risk management, multi-site operations and performance improvement through calculated project management. He is a known healthcare leader consistently successful in resetting and turning around healthcare facilities impacted by severe service failures and underperformance.

Brent and his team of operators and health professionals have maintained a watchful eye on the growing number of seniors, aging veterans, individuals with disabilities, young adults with autism, and other special populations and their increasing need for quality, attractive, affordable housing. They have responded to the growing, changing, and complex needs, challenges and expenditures faced by senior housing and long-term care providers for



the elderly.

Today's populations look for all the comforts of home with the perks of a five-star hotel. The provider's challenge is to offer more amenities and services while maintaining affordability. The team has studied various means to provide comfortable, quality living units at an affordable price. They have devised an affordable process allowing one to create an affordable project for residents.

Between 2014 and 2017, Brent was Director of Corporate Business Development with iCare Consulting Services of Skokie, Illinois. Working directly with the CEO and CFO of the organization, he was responsible for census development across **5 facilities** under corporate ownership and management, developing the strategy to improve company and facility presence. This included developing employee satisfaction initiatives in all facilities through customer service trainings. Brent worked closely with elected officials in several communities throughout the Chicagoland area to enhance community relations. He revamped marketing collateral for rebranding of several facilities within group. He improved company relations with hospitals through aggressive marketing and community outreach initiatives and developed website presence for all five facilities to include designing new marketing brochures for each facility.

Prior to iCare, for four years, Brent was the Interim administrator of **NuCare Corporation (Renaissance Park South)** of Chicago. He was responsible for day to day operation of a 265-bed facility, managed 12 department heads and 250+ indirect reports and worked directly with CEO and executive leadership of the parent company to maintain and surpass facility performance goals. These performance goals included increased census from 217 to 242 (11.6%), improved customer service models that impacted overall facility performance, sustained rapid growth through strong and decisive leadership and rebranded facility image through calculated marketing efforts. Brent maintained and controlled the facility budget per executive leadership. He boosted employee morale through targeted team building exercises and was responsible for recruiting, interviewing, training, conducting performance management evaluations, and approving schedules/FMLA. He decreased Public Health complaints and patient complaints by 75%, expanded Medicare census by 60%, decreased overall new litigation against facility by 50%, delivered comprehensive balanced budgets for direct supervised departments and consistently implemented compliance policies and procedures to improve operational effectiveness.

For nine years between 2000 and 2009, Brent was the Assistant Administrator for Business Development with the same firm, NuCare Corporation (Renaissance South Shore). He managed a 248 bed long term care and short term care rehabilitation facility, developed strategic alliances and joint project agreements with local area hospitals, collaborated with leading hospital organizations to advance relationships, identified problematic areas through data collection and analysis, processed reports for executive leadership, increased physician association through aggressive marketing to accelerate business growth and was responsible for compliance with Illinois Department of Public Health requirements. Brent initiated application and completed JCAHO Accreditation (Joint Commission on Accreditation of Healthcare Organizations), improved patient satisfaction with an average of 89% overall satisfaction with facility performance annually and assured facility maintained adequate supplies for daily operations.

Between 1998 and 2000, Brent was Assistant Administrator at the South Shore Nursing and Rehabilitation Center in Chicago. He managed several departments within the facility to



assure compliance, assisted in day to day operations of a 244 long term care and short term care rehabilitation center, conceptualized overall marketing initiatives to expand market presence of the newly constructed building, sustained rapid growth through strong and decisive leadership, increased census 55% in 12 months from 105 to 236 to total occupancy of 95%, completed and assisted with implementation of new policies and procedures directed from corporate office, analyzed and compared competition within the marketplace, devised a strategy to attain notable recognition as a healthcare leader in quality by applying for JCAHO (Joint Commission on Accreditation of Healthcare Organizations), assured facility compliance with Illinois Department of Public Health guidelines

Brent has an MPA, Healthcare Administration, from Roosevelt University, 1998 and a BS, Microbiology & Chemistry from Howard University.

### **Operations and Marketing Consultant**

The Sponsor proposes to utilize, as needed, the services of Jadwiga Stoklosa of Chicago, Illinois, an experienced health care operations consultant with a multicultural and multidecade experience in health care delivery.

<https://www.linkedin.com/in/jadwiga-stoklosa-18b96928/>

### **Medical Advisors**

The Project essentially needs a medical advisor to supervise any medical aspects of the Facility and service delivery. The Sponsor proposes to utilize the services of Dr. Khurram A. Khan (Internal Medicine) of Chicago, Illinois as medical advisor. As needed, Dr. Soni (Radiation Oncology) of Chicago, Illinois and Dr. A. Ghani (Cardiology) of Oak Lawn, Illinois may also advise the Project on medical operations and health care delivery.

### ***Architectural, Design and Construction***

#### **Construction Manager**

The Sponsor proposes to appoint as Construction Manager the Path Construction Corporation of Arlington Heights, Illinois. ([www.parkcc.com](http://www.parkcc.com)).

Park Construction has a strong track record of managing, building and delivering on a diverse range of construction projects including substantial experience in assisted living. Path Construction has successfully delivered on over ten facilities providing assisted living and have experience with construction of such facilities in a timely and cost-effective manner.

Park Construction has the demonstrated ability to deliver on the Project in a timely manner, on-budget in a cost-efficient manner, with the added advantage of green construction technologies that lower the running costs of the Project without a material impact on upfront building costs.

The Sponsor engages Path Construction Corporation to execute the construction of the



Facility. Path Construction strives to offer the highest level of service to every project and deliver value by completing our projects on time and on budget. This tradition of success moves forward through an efficient management team. Path Construction has earned a solid reputation for excellence as one of the leading commercial and industrial construction companies in the Chicagoland area.

Path Construction has committed to guaranteeing that the development of the Facility will be delivered on time and within budget. Path Construction will be responsible for any construction cost overruns and will be penalized financially if they deliver the project behind schedule.

### **Architectural and Engineering Design Services**

The Sponsors have selected HHF Design of New York, New York, as architects and engineering managers, working closely with Path Construction. HHF Design has designed similar projects in other geographies. Their proposed design has been adjusted for local land conditions at the Facility location however the design itself has already been successfully developed, built and is operational on the East Coast. This allows derisking of the design and architectural phase of the Facility's development as the design and drawings are proven and effective as assisted living facilities.

## **DEVELOPMENT, DESIGN AND CONSTRUCTION PROCESS**

### **Construction Management**

The Construction Manager is responsible (with financial penalties for non-performance) for the management of the construction process. The Sponsor shall be responsible for ensuring that all individuals and entities involved with the development, design and construction process are acting in the best interest of the Project.

### **Construction Schedule**

A construction schedule for the Project is included at the end of this document.

### **Architectural and Engineering Services**

The Sponsor has engaged HHF Design of New York, New York to provide architectural and engineering services for the Project.

### **Permits**

Initial permits will need to be obtained to proceed with site work and other preliminary tasks.

The permits for the subcontractors will be the responsibility of the Construction Manager and will be applied for on an as-needed basis when appropriate.

### **Zoning**

The Legal Counsel, working with the Sponsor, is completing the zoning and entitlement process for the project to begin construction. This process is anticipated to proceed smoothly as similar zoning for another non-commercial use of similar land was granted recently. Since this Facility will generate revenues for the city of West Chicago, and bring outside visitors to it, we anticipate a smooth process. To lower any risk of delay the Sponsors have selected the most knowledgeable, and well-respected by the City of West Chicago, of legal experts in the area.

### **Materials Required / Supply Sources**

The following table depicts the typical contractor classes to be hired in the development and construction of the Facility. These various contractors and suppliers will be engaged for quotes and hiring once the project is underway.

<b>Component Description</b>	<b>Contractor Type</b>
Demolition	Demolition Contractors
Termite Treatment	Pest Contractors
Earthwork & Site Utilities	Site and Utility Contractors
Asphalt Paving	



Chain Link Fences and Gates	Fencing Contractors/Rental Companies
Sitescaping	Sitescaping Contractors/Suppliers
Cast-in-Place Concrete	Precast Manufacturers
Precast Concrete	
Masonry	Masonry Contractors Tilt Up Contractors
Structural and Misc. Steel	Steel Fabricators Steel Erectors
Rough Carpentry	Carpentry Contractors
Finish Carpentry / Casework	Cabinetry Contractors
Damp proofing and Waterproofing	Waterproofing Specialists
Portland Cement Plastering	Ready Mix Suppliers Foundation / Cement Contractors Plastering Contractors Stucco Contractors Roofing Contractors
Roofing	
Caulking and Sealants	
Doors, Frames and Hardware	
Overhead Doors	Overhead Door Suppliers
Aluminum Entrances and Storefront	Glazing Contractors
Drywall and Acoustical Ceilings	Drywall Contractors Ceiling Contractors Carpet Suppliers and Installers Tiling Contractors Flooring Contractors Painting Contractors
Flooring	
Painting	
Fire Extinguishers and Cabinets	Fire Equipment Suppliers
Toilet Accessories	Specialty Suppliers
Signage	Signage Contractors
Dock Equipment	Loading Equipment Suppliers
Miscellaneous Equipment	
Blinds	Drapery Suppliers
Furnishings	
Special Construction	Specialized Healthcare Equipment Suppliers Imaging Equipment Suppliers
Elevators	Elevator Manufacturers
Fire Protection	Fire Sprinkler Contractors
Plumbing	Plumbing Contractors
HVAC	HVAC Contractors
Mechanical Combo	
Electric	Electrical Contractors

The logo of the National Institute of Standards and Technology (NIST) is located in the top right corner. It consists of a circular emblem with a stylized 'N' inside, and a scale bar below it with markings for 17, 27, and 30.

PARCELS 41:  
LOT 3 (EXCEPT THE EAST 53.08 FEET OF THE NORTH 132.3 FEET THEREOF)  
AND LOT 4 (EXCEPT THE NORTH 132.3 FEET AND THE EAST 41.58  
FEET THEREOF) IN BLOCK 11 IN LUPINE & ADDITION TO TOWN OF TURNER,  
BEING A SUBDIVISION OF PART OF THE SOUTHWEST 3/4 OF SECTION 3 AND  
THE NORTHWEST 1/4 AND THE NORTHEAST 1/4 OF RANGE 11N, TOWNSHIP 23N,  
RANGE 6E, EAST OF THE THIRD PRINCIPAL MERIDIAN, ACCORDING TO  
THE PLAT THEREOF RECORDED JULY 23, 1979 AS DOCUMENT 1472, IN  
DENVER COUNTY, COLORADO.

**PARCEL 3:**  
THE WEST 13.0 FEET OF PART OF THE NORTHEAST 1/4 OF SECTION 12,  
TOWNSHIP 38 NORTH, RANGE 8, EAST OF THE THIRD PRINCIPAL MERIDIAN,  
DESCRIBED AS FOLLOWS:

beginning at the quarter section line, 15.56 CHAINS (30.11 FEET)  
MORE OR LESS EAST OF THE CORNER OF SAID SECTION 16 AT THE  
EASTMOST CORNER OF LAND CONVEYED BY MARTHA A. BRIDGES AND  
MAYBANK DATED SEPTEMBER 18, 1963 AS DOCUMENT 38733, THENCE WEST  
ON THE QUARTER SECTION LINE, 28.49 CHAINS (56.97 FEET) MORE OR LESS TO  
THE POINT OF BEGINNING, (EXCEPT THE PART THEREIN CONVEYED TO THE  
CHICAGO AND NORTHWESTERN RAILROAD COMPANY BY DEED DATED  
AND RECORDED MARCH 22, 1917 AS DOCUMENT 15370, IN 3/4-20-20-10-10  
EAST.

KNOWN AS THE 6 THE HOLY IN FIVE HE WEST CHICAGO, ILLINOIS

PERMANENT INDEX NUMBERS:  
04-10-205-227 (PARCEL 1)  
04-10-205-248 (PARCEL 2)

AREA = 162,798 SQ. FT. ON 3.75M ACRES

TYPE OF SPACE	TOTAL QUANTITIES
STANDARD	80
COMPACT	7
BIKE	25

#### LOCATION MAP



STATE OF ILLINOIS )  
COUNTY OF COOK ) ss.

I, ROY G. LAWICZAK, DO HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DEACON HILL PROPERTY AND THAT THE PLAT HEREON DRAWN IS A CORRECT REPRESENTATION OF SAID SURVEY.

THIS PROFESSIONAL SERVICE CONFORMS TO THE CURRENT  
ILLINOIS MINIMUM STANDARDS FOR A BOUNDARY SURVEY.  
DIMENSIONS ARE SHOWN IN FEET AND DECIMALS AND ARE  
CORRECTED TO A TEMPERATURE OF 64° FAHRENHEIT.

NEUROBE PARK, ELIJAH, MAY 2, A.D. 2014

ROY G. LAWRENCE, REGISTERED LAND SURVEYOR NO. 15-2292  
LICENSE EXPIRES: NOVEMBER 26, 2014  
PROFESSIONAL DESIGN FIRM LICENSE NO.: 194-004875  
LICENSE EXPIRES: APRIL 23, 2015

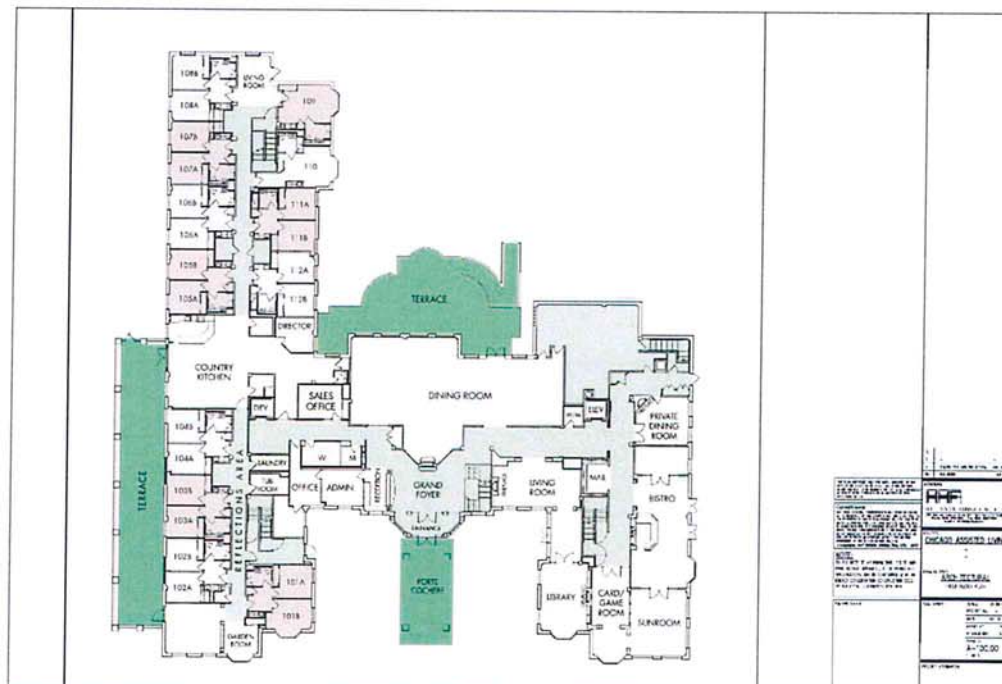


ORDERED BY: TARIQUE ARYA SAMAJ		
SCALE : 1" = 30'		
DATE : MAY 3, 2014		
FILE No.:		
2014 - 21468	DATE	REVISION

LEGEND	ABBREVIATIONS
	ONSET
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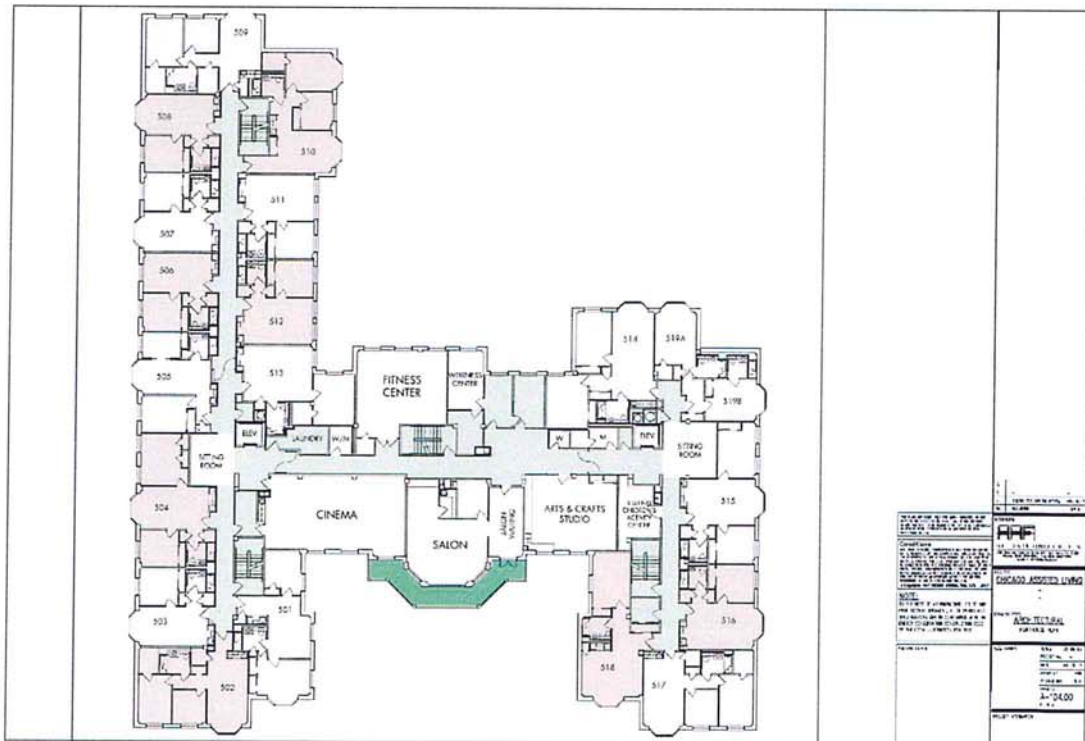
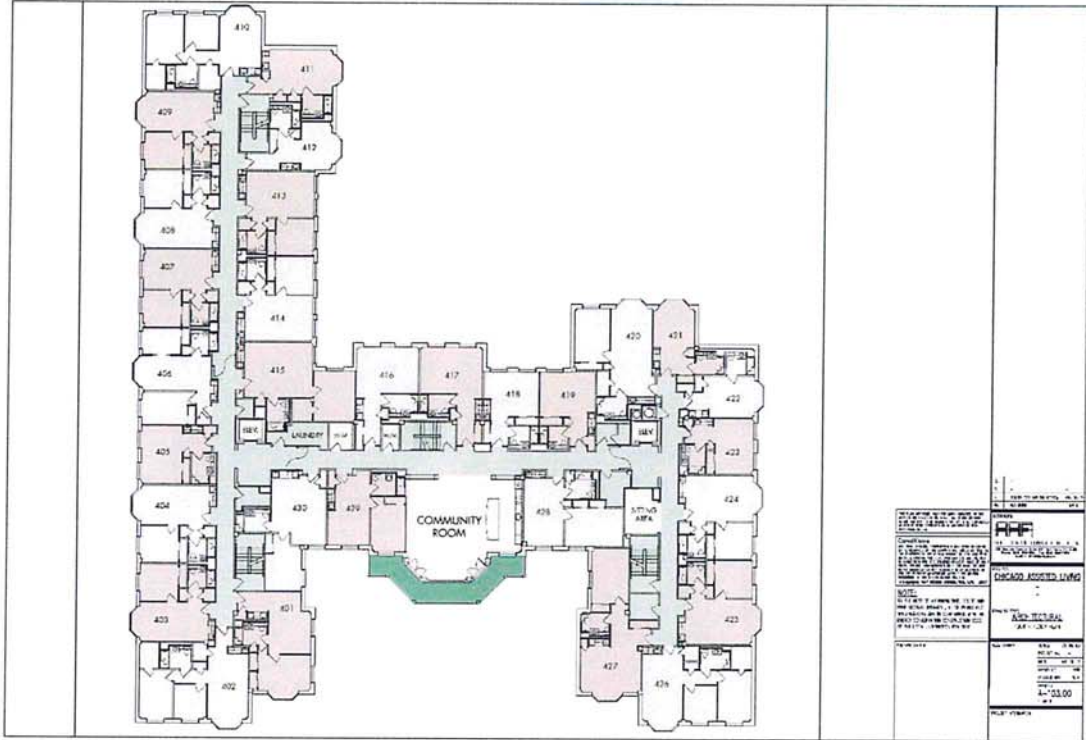


## Architectural Drawings and Facility Plan











EXTERIOR ELEVATION



LOBBY ENTRY



LIVING ROOM AREA



DINING ROOM AREA



BAR AREA



FORMAL DINING



LOUNGE

<p>PROPERTY: 1000 N. LAKE ST. CHICAGO, IL 60610</p> <p>DATE: 10/10/10</p> <p>BY: [Signature]</p>	
<p>PROJECT: 1000 N. LAKE ST. CHICAGO, IL 60610</p> <p>DATE: 10/10/10</p> <p>BY: [Signature]</p>	
<p>REVISIONS:</p> <p>1. 10/10/10: [Description]</p> <p>2. 10/10/10: [Description]</p>	
<p>APPROVED:</p> <p>DATE: 10/10/10</p> <p>BY: [Signature]</p>	

## **MARKET ANALYSIS AND MARKETING STRATEGY**

### **Marketing Goals**

Quantifiable goals have been established to provide benchmarks for the proposed Newhaven project:

- Lead Generation: Generate a minimum of 32 new age and income qualified leads per month.
- Sales: Convert at least eight percent (8%) of leads into sales.
- Conversion: Achieve an average conversion time of one to six months from the date of the initial inquiry to the receipt of the reservation deposit.
- Absorption: Achieve an absorption rate of 3 units per month.

### **Market Analysis and Marketing Strategy**

Based on industry experience, the General Partner has developed the following aggressive marketing approach for the proposed Newhaven project.

### **Market Area Definition**

The primary market area is defined as the communities comprising DuPage County, Illinois. The primary market draw is estimated to be 90% of total residents, with the remaining 10% originating from the secondary market area. The secondary market is defined as West suburban Chicago, which includes portions of Cook County, Will County and Kane County, Illinois.

### **Target Market Segmentation**

Newhaven identifies target market segments by defining characteristics. The target market is defined as older adults age 75 years or more who need assistance with activities of daily living (ADLs). In 2010, there were over 45,000 qualified individuals, of whom over 13,600 were 85 or over and 17,500 qualified households in the primary market area, of whom over 7,000 were led by 85 years or older individuals. Secondly, a market of influencers is defined as the adult children of older adults. The characteristics of this market are ages 45 to 75 years residing in the primary and secondary market areas, which has an equally sizeable demographic.

The location has unique proximity and adjacency to a well-established, well run Hindu Temple. The sub-segment of the market that would find this location appealing is affluent and fast growing. The demographics of the first wave of primarily immigrant families is highly favorable to the Facility. The shift in attitudes, from home based care for the elderly parents, to a more professional, nursing home based solution, are causing the expected amount of family stress. The Facility is ideally situated to allow for professional care while helping the elderly in this market sub-segment to achieve a comfortable measure of social and institutional



support outside their immediate family.

Immigrants from all parts of Asia, particularly India and South Central Asia, have become the Chicago region's and nation's fastest growing immigrant group. Metropolitan Chicago added approximately 100,000 residents from Asia between 2005-14. DuPage County's proportion of Asian population rose from 10.1% in 2010 to 11.6% by 2015.

A majority of the 25 townships with the highest proportion of seniors in region are concentrated in north and west areas of the region. As of 2015, 13.9% of the population of DuPage County was 65 years or over.

DuPage County has 337,132 households, of which 8.7% are led by someone 65 years or older, of which 11,848 are 65-74 years old, 10,492 are 75-84 years old and 7,099 are 85 years or older.

Females outnumber males in the 65+ demographic. Of the population of DuPage County, as of 2010, where detailed demographic data is available, the 75+ year demographic was just over 5% of the population, with close to 14,000 or 1.5% 85 years or older.

### **Image/Message**

The full marketing plan details the competitive advantages that differentiate Newhaven from the marketplace. The plan includes discussion of an overarching message tailored to each target group and designed to communicate these competitive advantages. The image of Newhaven will be communicated through design, artwork, and style of collaterals and electronic media.

### **Communications Strategies**

The desired exchange between client and target market is in the sales office. All communication strategies are designed to generate an optimal number of in person visits to the sales office. The communication strategies are organized by category as follows:

- Public relations
- Advertising
- Other promotion
- Direct marketing
- Third-party marketing, managing referrals
- Internal marketing

These communication strategies are detailed in the full marketing plan.

### **Network Marketing Emphasis**

The philosophy of this marketing plan is to emphasize network marketing as the core strategy. Network marketing is the process of building relationships with key individuals and organizations that advise individuals on health care services or retirement living options. This type of marketing is particularly effective for marketing senior housing and assisted living/dementia care. The operations team recommends staff participating in area civic, social, and church organizations. The Executive Director and Marketing Director will identify, contact, and engage in relationship building with these key individuals and organizations.

A related strategy is conducting a series of informational programs. The programs are helpful in increasing awareness about a product such as the proposed Newhaven project. Programs focus on the lifestyle and services to be offered at Newhaven are typically targeted at surrounding communities within the market area. Some individuals feel more comfortable in a group setting than in a one-on-one meeting, and these programs offer a forum for questions and comments from attendees that may be helpful to an individual exploring an independent and assisted living. Each program is preceded by an invitation.

Programs could be provided in conjunction with other financial services providers, such as long-term care insurance brokers, financial planners, and lawyers, which would reduce the cost of promotion and broaden appeal.



**FINANCIAL INFORMATION AND PROJECTIONS**

**---PLEASE SEE ATTACHED---**

## CITY OF WEST CHICAGO

### DEVELOPMENT COMMITTEE AGENDA ITEM SUMMARY

**ITEM TITLE:**

Site Improvement Progress Report  
1200 N. Prince Crossing Road  
Forming America

**AGENDA ITEM NUMBER:** 5.D.**FILE NUMBER:** \_\_\_\_\_**COMMITTEE AGENDA DATE:** Jan. 8, 2018**COUNCIL AGENDA DATE:** \_\_\_\_\_**STAFF REVIEW:** Tom Dabareiner AICP**SIGNATURE** \_\_\_\_\_**APPROVED BY CITY ADMINISTRATOR:** Michael Guttman**SIGNATURE** \_\_\_\_\_**ITEM SUMMARY:**

The owner of Forming America, LTD., James Langkamp, received approval of his original special use permit for an outside storage yard in August of 2007. That special use permit approval entailed several site improvements to be completed by specific dates. Mr. Langkamp did not meet many of those original completion deadlines, mostly relating to paving the existing gravel storage yard, which necessitated a first amendment to the special use permit to adopt new completion deadlines. The first amendment was approved in December of 2011. Mr. Langkamp failed to meet the revised site improvement completion deadlines established in the first amendment to his special use permit, and a second amendment was approved in July of 2014 establishing a revised set of compliance deadlines. Mr. Langkamp failed to meet the revised site improvement completion deadlines established in the second amendment to his special use permit, and a third amendment was approved in August of 2016 establishing a revised set of compliance deadlines. The third amendment ordinance with the revised completion deadlines is attached for your review (Ordinance 16-O-0019). All of the special use ordinances require the owner to provide bi-annual progress reports to the Development Committee. The last progress report was presented to the Development Committee in May.

Mr. Langkamp is currently non-compliant with the most recently approved site improvement completion deadlines. Specifically, paving zones 1-5 are complete as required. However, paving zones 6 and 7 are not fully complete; both of which were required to be completed by October 31, 2017. Mr. Langkamp had indicated to City staff that his desire is to complete the remaining balance of paving zone 6 and the eastern portions of paving zones 7 and 8 in 2018. Mr. Langkamp anticipates completing paving zone 6 utilizing concrete during the impending winter months and paving zones 7 and 8 utilizing hybrid asphalt during the 2018 construction season. Per the conditions of the current special use permit Mr. Langkamp must have the zone 8 paving completed by September 30, 2018.

Several clusters of bushes located on the outside of the storage yard fence along Prince Crossing Road died off during the winter of 2017. In order to remain in compliance with the approved landscape plan Mr. Langkamp replaced the dead landscaping during the 2017 growing season.

Mr. Langkamp has one minor non-compliant item with respect to the conditions established in the special use permit that he has been made aware of by City staff and will correct immediately. Specifically, the non-compliant item is a failure to maintain adequate fire lanes throughout the storage yard.



Mr. Langkamp has acquired the 3.5 acre undeveloped parcel immediately to the north of his facility. His short term intentions are to use this land to spread out the clay stockpile currently situated on the west half of paving zone 8 that was created from the construction of his stormwater detention basin on-site, so that all of zone 8 can eventually be paved as required. His long term intentions, once all of the conditions are met with the current special use permit, are to apply for a fourth amendment to his special use permit to expand his storage yard and business operations onto this parcel.

**ACTIONS PROPOSED:**

Review of Forming America's current site improvement completion status.

**COMMITTEE RECOMMENDATION:**

**CITY OF WEST CHICAGO**

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**ORDINANCE NO. 16-O-0019**

**AN ORDINANCE APPROVING A THIRD AMENDMENT TO THE  
OUTSIDE STORAGE SPECIAL USE FOR 1200 N. PRINCE CROSSING ROAD -  
FORMING AMERICA, LTD.**

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**ADOPTED BY THE  
CITY COUNCIL  
OF THE  
CITY OF WEST CHICAGO  
April 18, 2016**

Published in pamphlet form by the authority of the City Council of the City of West Chicago,  
DuPage County, Illinois, on the 19<sup>th</sup> day of April 2016.



## **ORDINANCE NO. 16-O-0019**

### **AN ORDINANCE APPROVING A THIRD AMENDMENT TO THE OUTSIDE STORAGE SPECIAL USE FOR 1200 N. PRINCE CROSSING ROAD - FORMING AMERICA, LTD.**

WHEREAS, on or about March 16, 2016, James Langkamp of Forming America, LTD. (the "APPLICANT"), filed an application for a third amendment to the previously approved special use permit for an outside storage yard, with respect to the property legally described on Exhibit "A" attached hereto and incorporated herein (the "SUBJECT REALTY"); and,

WHEREAS, the corporate authorities of the City of West Chicago granted the original special use by Ordinance 07-O-0049 on August 20, 2007; and,

WHEREAS, the corporate authorities of the City of West Chicago granted a first amendment to the special use by Ordinance 11-O-0069 on December 19, 2011; and,

WHEREAS, the corporate authorities of the City of West Chicago granted a second amendment to the special use by Ordinance 14-O-0023 on July 21, 2014; and,

WHEREAS, Notice of Public Hearing on said application was published in the Daily Herald on or about March 21, 2016, all as required by the ordinances of the City of West Chicago and the statutes of the State of Illinois; and,

WHEREAS, a Public Hearing was conducted by the Plan Commission/Zoning Board of Appeals of the City of West Chicago, commencing on April 5, 2016, pursuant to said Notice; and,

WHEREAS, at the Public Hearing, the APPLICANT provided testimony in support of its application, and all interested parties had an opportunity to be heard; and,

WHEREAS, the corporate authorities of the City of West Chicago have received the recommendation of the Plan Commission/Zoning Board of Appeals which contains specific findings of fact, pursuant to Recommendation No.16-RC-0007, a copy of which is attached hereto as Exhibit "B" which is, by this reference, incorporated herein.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of West Chicago, DuPage County, Illinois, in regular session assembled, as follows:

Section 1. That a third amendment to the special use permit for an outside storage yard in conformance with Section 5.5 and Section 11.2-4 (T) of the Zoning Ordinance is hereby granted on the SUBJECT REALTY, subject to the following conditions:

1. The APPLICANT shall only utilize those areas of the SUBJECT REALTY for outside storage that have been improved according to the approved Site and Engineering Plans.

2. The buildings and the storage yard on the SUBJECT REALTY shall only be utilized by Forming America, LTD. or its successors.
3. The storage yard shall only contain items that are directly related to the operation of the business occupying the SUBJECT REALTY.
4. No items stored within the storage yard on the SUBJECT REALTY, other than vehicles, shall exceed the height of the storage yard fence such that they are visible from Prince Crossing Road.
5. No outside storage on the SUBJECT REALTY shall block, hinder, restrict, or render unusable any required parking spaces or fire lanes.
6. The landscaping on the SUBJECT REALTY shall be installed and maintained in compliance with the Landscape Plan prepared by Flamingo Landscape, Inc., consisting of one (1) sheet dated July 25, 2007, attached as Exhibit "C" of Ordinance 07-O-0049. All landscaping on the SUBJECT REALTY located within ten (10') feet of the perimeter of any proposed parking lot or storage yard pavement improvements shall be installed within thirty (30) days after the installation of the adjacent parking lot or storage yard pavement improvements.
7. The APPLICANT shall submit revised as-built plans within three (3) months of the completion of each phase of the paving and City staff approval shall be obtained within eight (8) months of the revised submittal.
8. The APPLICANT shall have all outside storage on the SUBJECT REALTY on a paved surface within one (1) year of the completion of the Phase I and II paving.
9. The SUBJECT REALTY shall be developed in substantial compliance with the Paving & Layout Plan prepared by Webster, McGrath & Ahlberg, LTD., dated September 29, 2014, consisting of a final revision date of January 14, 2015 and in compliance with the pavement improvement completion deadlines identified on the 2016 Paving Plan - Yearly Completion Dates chart, copies of which are attached hereto as Exhibit "C", which is, by this reference, incorporated herein.
10. The APPLICANT shall provide bi-annual progress reports in person to the City's Development Committee verifying the status of the SUBJECT REALTY compliance with the 10 conditions and restrictions set forth herein. The APPLICANT shall provide said progress reports until such time that all conditions have been satisfactorily met and the SUBJECT REALTY has been brought into compliance.
11. Within ninety (90) days of the approval of this Ordinance, the APPLICANT shall provide a letter of credit or other financial guarantee acceptable to the City in the amount of no less than one-hundred and fifty thousand dollars and no cents (\$100,000.00) for not less than two (2) years, or until all phases of paving are completed and approved by the City for the SUBJECT REALTY, whichever occurs last.



Section 2. That all ordinances and resolutions, or parts thereof, shall, to the extent not expressly modified by the terms and conditions of this Ordinance, remain in full force and effect as therein provided.

Section 3. That this Ordinance shall be in full force and effect ten (10) days from and after its passage, approval and publication in pamphlet form as provided by law.

PASSED this 18<sup>th</sup> day of April 2016.

Alderman L. Chassee	<u>aye</u>	Alderman J. Beifuss	<u>absent</u>
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VACANT – Ward 2		Alderman J. Sheahan	<u>aye</u>
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Alderman L. Grodoski	<u>aye</u>	Alderman A. Hallett	<u>aye</u>
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Alderman S. Dimas	<u>aye</u>	Alderman M. Ferguson	<u>aye</u>
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Alderman J.C. Smith, Jr.	<u>aye</u>	Alderman K. Meissner	<u>absent</u>
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Alderman M. Edwalds	<u>aye</u>	Alderman R. Stout	<u>aye</u>
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Alderman J.F. Banas	<u>aye</u>	Alderman N. Ligino-Kubinski	<u>aye</u>
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APPROVED as to form:   
City Attorney

APPROVED this 18<sup>th</sup> day of April 2016.

  
Mayor, Ruben Pineda

ATTEST:

  
City Clerk, Nancy M. Smith

PUBLISHED: 4/19/16

## **EXHIBIT "A"**

### LEGAL DESCRIPTION

THAT PART OF THE SOUTHEAST QUARTER OF SECTION 34, TOWNSHIP 40 NORTH, RANGE 9, EAST OF THE THIRD PRINCIPAL MERIDIAN, DESCRIBED BY BEGINNING AT THE NORTHWEST CORNER OF SAID SOUTHEAST QUARTER AND RUNNING THENCE SOUTH 00°21'51" EAST ON THE EAST LINE THEREOF, 870.30 FEET TO THE NORTHERLY LINE OF PROPERTY CONVEYED TO COMMONWEALTH EDISON COMPANY BY DOCUMENT R62-27934; THENCE NORTH 83°57'05" WEST ON SAID NORTHERLY LINE (BEING A LINE DRAWN PARALLEL WITH AND 50 FEET NORTHERLY OF THE NORTHERLY LINE OF THE FORMER CHICAGO GREAT WESTERN RAILROAD RIGHT OF WAY), 1317.39 FEET TO THE WEST LINE OF THE EAST HALF OF SAID SOUTHEAST QUARTER OF SECTION 34; THENCE NORTH 00°05'22" EAST ON SAID WEST LINE, 702.05 FEET TO THE NORTH LINE OF SAID SOUTHEAST QUARTER; THENCE NORTH 88°42'25" EAST ON SAID NORTH LINE, 1303.76 FEET TO THE PLACE OF BEGINNING, IN DUPAGE COUNTY, ILLINOIS.

P.I.N.: 01-34-403-003.

## **EXHIBIT "B"**

### **RECOMMENDATION # 16-RC-0007**

TO: The Honorable Mayor and City Council

SUBJECT: PC 16-07  
Special use amendment for an outside storage yard  
1200 N. Prince Crossing Road  
Forming America, LTD.

DATE: April 5, 2016

DECISION: The motion to approve the request unanimously passed (5-0).

#### **RECOMMENDATION**

After review of the requested third amendment to the special use, the Plan Commission/Zoning Board of Appeals (PC/ZBA) recommended approval, subject to the following conditions:

1. The applicant shall only utilize those areas of the subject realty for outside storage that have been improved according to the approved Site and Engineering Plans.
2. The buildings and the storage yard on the subject realty shall only be utilized by Forming America, LTD. or its successors.
3. The storage yard shall only contain items that are directly related to the operation of the business occupying the subject realty.
4. No items stored within the storage yard on the subject realty, other than vehicles, shall exceed the height of the storage yard fence such that they are visible from Prince Crossing Road.
5. No outside storage on the subject realty shall block, hinder, restrict, or render unusable any required parking spaces or fire lanes.
6. The landscaping on the subject realty shall be installed and maintained in compliance with the Landscape Plan prepared by Flamingo Landscape, Inc., consisting of one (1) sheet dated July 25, 2007, attached as Exhibit "C" of Ordinance 07-O-0049. All landscaping on the subject realty located within ten (10') feet of the perimeter of any proposed parking lot or storage yard pavement improvements shall be installed within thirty (30) days after the installation of the adjacent parking lot or storage yard pavement improvements.
7. The applicant shall submit revised as-built plans within three (3) months of the completion of each phase of the paving and City staff approval shall be obtained within eight (8) months of the revised submittal.



8. The applicant shall have all outside storage on the subject realty on a paved surface within one (1) year of the completion of the Phase I and II paving.
9. The subject realty shall be developed in substantial compliance with the Paving & Layout Plan prepared by Webster, McGrath & Ahlberg, LTD., dated September 29, 2014, consisting of a final revision date of January 14, 2015 and in compliance with the pavement improvement completion deadlines identified on the 2016 Paving Plan - Yearly Completion Dates chart.
10. The petitioner shall provide bi-annual progress reports in person to the City's Development Committee verifying the status of the subject realty's compliance with the 10 conditions and restrictions set forth herein. The petitioner shall provide said progress reports until such time that all conditions have been satisfactorily met and the subject realty has been brought into compliance.

The recommendation is based on the following standards stated under Section 5.5-4: The Plan Commission/Zoning Board of Appeals shall recommend a special use only if it shall make findings of fact based upon evidence presented that the special use:

- (1) Is necessary for the public convenience at that location or, the case of existing nonconforming uses, a special use permit will make the use more compatible with its surroundings:*

(This standard should be interpreted as indicating whether or not the proposed use is good for the public at that particular physical location, and not whether or not the use itself is *needed* there).

The proposed site improvements associated with the special use amendment request are designed to bring the subject property and the operation of business into compliance with current City regulations.

- (2) Is so designed, located and proposed to be operated that the public health, safety and welfare will be protected:*

The proposed storage yard is designed to protect the public's health, safety and welfare by containing and screening the items within the yard from the adjacent properties.

- (3) Will not cause substantial injury to the value of other property in the neighborhood in which it is located:*

The proposed use should not have a negative impact on the surrounding neighborhood in which it is located given that the site is currently being operated as such a use, however the site does have environmentally sensitive areas on-site that necessitate the required site restrictions to be followed.

- (4) The proposed special use is designated by this code as a listed special use in the zoning district in which the property in question is located:*

The proposed storage yard is listed as a special use, per the M, Manufacturing District regulations established in Section 11.2-4 (T) of the Zoning Code.