

# CITY OF WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

**Plan Commission/Zoning Board of Appeals**  
**Tuesday, April 4, 2023**  
**7:00 p.m.**

**West Chicago City Hall**  
**Council Chambers**  
**475 Main Street**  
**West Chicago, IL 60185**

## A G E N D A

1. **Call to Order, Roll Call and Determination of a Quorum**
2. **Pledge of Allegiance**
3. **Chairperson's Comments**
4. **Public Comment**
5. **Approval of the Draft February 7, 2023 Plan Commission Meeting Minutes**
6. **Approval of the Draft March 21, 2023 Plan Commission Meeting Minutes**
7. **Public Hearing of Case PC 23-03 – Paradise Spa LLC – 956 North Neltnor Boulevard, Unit 318 – Request to approve a Special Use Permit for a Recreational Facility in the B-2 General Business District**  

Paradise Spa, LLC is requesting approval of a Special Use Permit to allow a Recreational Facility featuring therapeutic saunas, hot/cold tubs, steam rooms, and rain showers.
8. **Review and Recommendation of Case PC 23-03 – Paradise Spa LLC – 956 North Neltnor Boulevard, Unit 3118 – Request to approve a Special Use Permit for a Recreational Facility in the B-2 General Business District**
9. **Petition Updates/Staff Report**
10. **Adjournment – Next Meeting Tuesday, May 2, 2023**

The Rules of Procedure for the Plan Commission/Zoning Board of Appeals can be found on the City's website at <https://westchicago.org/community-development/>

cc: Plan Commission Members  
Mayor  
City Council  
M. Guttman  
T. Dabareiner  
M. Patel  
J. Sterrett

475 Main Street  
West Chicago, Illinois  
60185

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West Chicago Park District  
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Ruben Pineda  
MAYOR  
Nancy M. Smith  
CITY CLERK

Michael L. Guttman  
CITY ADMINISTRATOR

## **DRAFT MEETING MINUTES**

### **PLAN COMMISSION/ZONING BOARD OF APPEALS**

**February 7, 2023 7:00 P.M.**

#### **1. Call to Order, Roll Call and Establishment of a Quorum**

Chairperson Laimins called the meeting to order at 7:00 p.m. Roll call found Chairperson Laimins and Commissioners Slattery, Henkin, and Kasprak present. Commissioners Billingsley, Hale, and Banasiak were absent. With four members present, a quorum was established.

Staff in attendance included City Planner John Sterrett.

#### **2. Pledge of Allegiance**

Chairperson Laimins led the Commission in the Pledge of Allegiance.

#### **3. Chairperson's Comments**

None.

#### **4. Public Comment**

None.

#### **5. Approval of draft meeting minutes from November 1, 2022**

Commissioner Slattery made a motion, seconded by Commissioner Henkin, to approve the draft meeting minutes of the November 1, 2022 Plan Commission meeting. With a voice vote of all ayes, the motion carried.

#### **6. Public Hearing of Case PC 22-12 – Wheaton Academy – 900 N Prince Crossing Road – Request to approve a fifth amendment to the Final Planned Unit Development**

Commissioner Slattery made a motion, seconded by Commissioner Kasprak, to open the public hearing. With a voice vote of all ayes, the motion carried.

Mr. Sterrett was duly sworn in. Mr. Sterrett stated that this is a request from Wheaton Academy for approval of a fifth amendment to the Final Planned Unit Development for the Wheaton Academy campus at 900 North Prince Crossing Road. The subject property is located at the northwest corner of Prince Crossing Road and Hawthorne Lane in the R-5 Single-Family Residence District.

The proposed amendment to the Final PUD is for various campus improvements over the next five or so years. Phase I, which will be implemented now, includes the demolition of the existing Academy Hall and the construction of a 20,500 square foot addition to the north side of the existing Academic Building. Also included in this phase is the demolition of the existing train depot building on the far north side of the property along Prince Crossing Road.

Phase II improvements include demolishing the existing maintenance building on the northwest portion of the property and constructing a 5,000 square foot maintenance facility nearby with a reconfigured parking area adjacent to the new maintenance building. Phase II also includes the

installation of two freestanding signs that were previously approved as part of the third amendment. One sign will be located on Hawthorne Lane across from the existing recreational field on the south side of Hawthorne Lane, with the second at the intersection of Hawthorne Lane and Prince Crossing Road. A new green campus plaza between the Warrior Dome and academic building is also proposed. This phase is anticipated to be completed in 2025. Phase III improvements will include two new storage sheds, relocated batting cages, a new stadium plaza north of the football field and a new press box and bleachers. These will occur in 2028 or later.

The petitioner has completed all notification requirements, including sending notification to all property owners within 250 feet of the subject property of the public hearing, and placing public hearing signs on the property along Rosewood Drive, Hawthorne Lane, and Prince Crossing Road, at least 15 days prior to the hearing. A notice was published in the Daily Herald at least 15 days prior to the hearing as well.

Mr. Sterrett stated that staff recommends that the Plan Commission pass a motion recommending approval of the fifth amendment to the Final PUD. Mr. Sterrett pointed out that staff included conditions recommended to be included in the motion as well as findings of fact contained in the staff report.

Steve Karlson representing Wheaton Academy, Todd Palmer of AMDG Architects, and Hugh Loftus of Manhard Engineering, were all duly sworn in. Mr. Karlson provided background on Wheaton Academy and Messrs. Palmer and Loftus went over the site design and layout of the proposed additions.

Matt Garling, 937 Wild Ginger Trail, was duly sworn in. Mr. Garling stated that the gravel parking lot to the north of the site owned by Wheaton Academy should be paved with a hard surface to comply with Code requirements and landscaping should be installed once the train depot building is removed to provide screening from public view.

Louise Handel, 935 Knollwood Lane, was duly sworn in. Ms. Handel raised concerns related to parking requirements, noise amplification from events and other outdoor activities on site, landscaping removal, and vehicular traffic.

Philip Clark, 2N041 Prince Crossing Road, was duly sworn in. Mr. Clark brought up concerns related to the removal of the train depot and its historic value. Mr. Clark also had concerns with potential parking along Prince Crossing Road.

The Commission asked Mr. Karlson about the timing of removing the train depot. Mr. Karlson stated there is no definitive timetable for its removal but it is in poor shape and received approval for removal from the State Historic Preservation Office. Mr. Karlson also responded to questions regarding parking and that the school works to ensure parking is contained on the campus property or at an off-site location for high volume events.

With all members of the public having had the opportunity to speak, and with all Plan Commissioners having the opportunity to question the petitioner and staff, Commissioner Kasprak made a motion, seconded by Commissioner Henkin, to close the public hearing. With a voice vote of all ayes, the motion carried and the public hearing was closed.

**7. Review and Recommendation of Case PC 22-12 – Wheaton Academy – 900 N Prince Crossing Road – Request to approve a fifth amendment to the Final Planned Unit Development**

The Plan Commission deliberated the proposed amendment to the Final Planned Unit Development for Wheaton Academy. A condition was recommended that within six months of the demolition of the train depot building, a six foot privacy fence shall be installed along prince crossing road with landscaping including a mixture of deciduous and evergreen trees and shrubs.

Commissioner Slattery made a motion, seconded by Commissioner Henkin, to recommend approval of the proposed fifth amendment to the Final PUD with the following conditions:

1. The site shall be developed in substantial conformance with the following plans:
  - i. PUD Site Plan prepared by AMDG Architects consisting of one sheet dated December 5, 2022.
  - ii. Amended Final PUD Plat and Plan prepared by Manhard Consulting, Ltd consisting of one page (Sheet 1 of 1) dated October 20, 2022 with a final revision date of December 19, 2022.
  - iii. Overall Site Dimensional and Paving Plan prepared by Manhard Consulting, LTD consisting of one sheet (Sheet 3 of 20) dated October 3, 2022 with a final revision date of January 16, 2023.
  - iv. Exterior Elevations prepared by AMDG Architects consisting of one sheet (Sheet A5.1) dated October 12, 2022 with a final revision date of December 2, 2022.
  - v. Exterior Rendering and Sign Plan prepared by AMDG Architects consisting of one sheet (Sheet A5.2) dated October 12, 2022 with a final revision date of December 2, 2022.
  - vi. Landscape Plan prepared by AMDG Architects consisting of one sheet (Sheet L2.1) dated July 14, 2022 with a final revision date of December 2, 2022.
  - vii. Dumpster Enclosure Details prepared by AMDG Architects consisting of one sheet (Sheet L4.3) dated December 2, 2022.
  - viii. Maintenance Building Parking Plan prepared by Manhard Consulting, LTD consisting of one sheet (Sheet 2 of 2) dated February 25, 2022 with a final revision date of December 5, 2022.
2. Conditions 1 through 14, as set forth in Section 1 of Ordinance 18-O-0005 approving the fourth amendment to the Final PUD are hereby carried forward in their entirety and remain in full force and effect.
3. Within six months of the demolition of the train depot building, a six foot privacy fence shall be installed along prince crossing road with landscaping including a mixture of deciduous and evergreen trees and shrubs.

And that the following Finding of Fact shall be incorporated into this recommendation:

The proposed fifth amendment to the Final PUD is designed to improve the campus while addressing any potential negative aspects that may be associated with any of the proposed improvements or modifications to the existing PUD.

A roll call vote found Commissioners Slattery, Henkin, Kasprak, and Chairperson Laimins voting “aye” and no one voting “no”. With a roll call vote of four (4) “aye” and zero (0) “no”, the motion carried.

**8. Public Hearing of Case PC 23-01 – The Crusher – 629-651 W Washington Street – Request to approve an amendment to the Special Use Permit**

Commissioner Slattery made a motion, seconded by Commissioner Henkin, to open the public hearing. With a voice vote of all ayes, the motion carried and the public hearing was opened.

Mr. Sterrett was duly sworn in. Mr. Sterrett stated that the request is from The Crusher Inc. for approval of an amendment to their existing Special Use Permit at 629-651 West Washington Street. The subject property is located on the north side of Washington Street at the intersection with Town Road in the M Manufacturing District.

The petitioner received Special Use approval for the property in May of 2018 for an existing and expanded Salvage and Recycling Facility with Ancillary Outside Storage. Several improvements to the site were proposed to bring the property into compliance with the City's Zoning Code. To achieve these improvements, a phasing plan was approved as part of the Special Use approval. The site would be developed in two phases with the second phase to be completed by December 31, 2022. Neither phase began during this time period.

The petitioner has indicated they are prepared to begin the improvements to the site this year with Phase I to be completed by December 31, 2024 and Phase II to be completed by December 31, 2026. A request to renew the DuPage County Stormwater permit authorization was submitted this past December to DuPage County. The new County permit will expire at the end of 2026. The petitioner is not proposing any changes to the approved development plans. The only change to the phasing plan is the date of completion for each of the two phases.

To ensure that work begins in a timely manner and is completed with no delays, staff recommends a condition be placed that the petitioner be required to begin construction of the improvements to the site no later than May 1, 2023. Additionally, staff recommends a condition that the petitioner be required to submit a status report to the Community Development Department no later than November 30<sup>th</sup> of each calendar year.

The petitioner has completed all notification requirements, including sending notification to all property owners within 250 feet of the subject property of the public hearing, and placing public hearing signs on the property along Washington Street, at least 15 days prior to the hearing. A notice was published in the Daily Herald at least 15 days prior to the hearing as well.

Mr. Sterrett stated that staff recommends the Plan Commission pass a motion recommending approval of the amendment to the Special Use Permit with the following conditions:

Dave and Karen Neumaier representing The Crusher were duly sworn in. Mr. Neumaier stated that they intend to commence the work authorized in the original Special Use Permit.

No public comment was made. With all members of the public having had the opportunity to speak, and with all Plan Commissioners having the opportunity to question the petitioner and staff, Commissioner Slattery made a motion, seconded by Commissioner Kasprak, to close the public hearing. With a voice vote of all ayes, the motion carried and the public hearing was closed.

## **9. Review and Recommendation of Case PC 23-01 – The Crusher – 629-651 W Washington Street – Request to approve an amendment to the Special Use Permit**

The Plan Commission deliberated the request in Case PC 23-01.

Commissioner Kasprak made a motion, seconded by Commissioner Henkin, to recommend approval of the amendment to the Special Use Permit with the following conditions:

- i. Conditions 1 and 2, as set forth in Section 1 of Ordinance 18-O-0026 approving the Special Use Permit shall carry forward in their entirety and remain in full force and effect.
- ii. Condition 3, as set forth in Section 1 of Ordinance 18-O-0026 approving the Special Use Permit shall be deleted in its entirety.
- iii. The subject realty shall be developed in substantial conformance with the Phasing Plan C-2.1 prepared by Webster, McGrath & Ahlberg, dated October 30, 2013, with a last revision date of December 14, 2022.
- iv. The petitioner shall begin construction of the improvements to the site indicated on the approved plans no later than May 1, 2023 and the petitioner shall work diligently until completion of all improvements.
- v. The petitioner shall submit a status report to the Community Development Department indicating the progress of the work which shall include the work completed and the work to be performed. Such report shall be submitted no later than November 30<sup>th</sup> of each calendar year until all improvements have been completed, inspected, and found to be in compliance with all plans, codes, and ordinances of the City.
- vi. Failure to comply with these terms shall result in a notice of violation and may result in a revocation of the Special Use Permit.

A roll call vote found Commissioners Kasprak, Henkin, Slattery, and Chairperson Laimins voting “aye” and no one voting “no”. With a roll call vote of four (4) “aye” and zero (0) “no”, the motion carried.

## **10. Review and Recommendation of Case PC 23-02 – Approval of the 2023 Zoning Map**

The Plan Commission reviewed the draft 2023 Zoning Map.

Commissioner Slattery made a motion, seconded by Commissioner Henkin, to recommend approval of the 2023 Zoning Map. With a voice vote of all ayes, the motion carried.

## **11. Petition Updates/Staff Report**

Mr. Sterrett stated that there will be a Plan Commission meeting on Tuesday, March 21<sup>st</sup> for Plan Commissioner training.

## **12. Adjournment**

With no further business to discuss, Commissioner Kasprak made a motion, seconded by Commissioner Henkin to adjourn the meeting. With a voice vote of all ayes, the motion carried and the Plan Commission, at 8:41 p.m., adjourned.

Respectfully Submitted,  
John Sterrett, City Planner

## **DRAFT MEETING MINUTES**

### **PLAN COMMISSION/ZONING BOARD OF APPEALS**

**March 21, 2023 7:00 P.M.**

#### **1. Call to Order, Roll Call and Establishment of a Quorum**

Chairperson Laimins called the meeting to order at 7:00 p.m. Roll call found Chairperson Laimins and Commissioners Banasiak, Hale, Kasprak and Slattery present. Commissioners Billingsley and Henkin were absent. With five members present, a quorum was established.

Staff in attendance were City Planner John Sterrett and Community Development Director Tom Dabareiner. Guests included Tom Farace, Planning & Economic Development Manager for the Village of Carol Stream, Daniel Bolin, Attorney, Ancel Glink, P.C. and Paula Freeze, Executive Director, APA-IL.

#### **2. Public Comment – None.**

#### **3. Plan Commission/Zoning Board of Appeals Training Session**

Mr. Farace and Attorney Bolin conducted a training presentation on the role, functions, and process of the Plan Commission with a Q&A session following the presentation.

#### **4. Adjournment**

With no further business to discuss, Commissioner Kasprak made a motion, seconded by Commissioner Hale to adjourn the meeting. With a voice vote of all ayes, the motion carried and the Plan Commission, at 8:51 p.m., adjourned.

Respectfully Submitted,  
John Sterrett, City Planner

City of West Chicago  
 Community Development Department  
 Report for the Plan Commission/Zoning Board of Appeals  
 April 4, 2023



**Case:** PC 23-03

**Petitioner:** Paradise Spa, LLC represented by Attorney Daniel Shapiro

**Owner:** West Chicago Partnership

**Location:** 956 N Neltnor Boulevard, Unit 318 (Tower Station)

**Zoning:** B-2 General Business District

**Existing Use:** Vacant commercial space within the Tower Station commercial development

**Comp Plan:** Corridor Commercial

**Requests:** A Special Use Permit, in accordance with Section 5.5 of the Zoning Code, to permit the use of a *Recreational Facility, Private*, in accordance with Section 10.3-4(N) of the Zoning Code.

**Summary:** The proposed Special Use Permit, if approved, would allow the subject commercial space to be used for therapeutic sauna services known as “Paradise Spa”.

**Recommendation:** Staff recommends the Plan Commission pass a motion recommending **APPROVAL** of the proposed Special Use Permit, subject to the following conditions:

- i. The petitioner shall secure all necessary building permits prior to renovating the space.
- ii. The petitioner shall obtain a Certificate of Occupancy prior to commencing operations within the commercial space.
- iii. A sign permit shall be secured prior to the installation of signage on the building.

**Public Notice.**

All public notice requirements were completed including a notice of public hearing published in the Daily Herald on Monday, March 20, 2023, notification to all property owners within 250 feet of the subject property, and placement of a hearing sign on the property.

**Adjacent Property Zoning and Land Use Information**

<i>Location</i>	<i>Adjacent Zoning</i>	<i>Adjacent Land Use</i>	<i>Comprehensive Plan</i>
North	E-1 Estate Residence	Single-Family Residential	Single-Family Residential
South	B-2 General Business	Stormwater Management	Corridor Commercial
East	B-2 General Business	Commercial	Corridor Commercial
West	B-2 General Business	Commercial	Corridor Commercial

**Special Use Analysis.**

The petitioner has entered into a lease agreement for the subject commercial tenant space within the Tower Station commercial development. The subject space consists of 3,193 square feet and was most



recently used as a restaurant prior to becoming vacant for several years. The petitioner is proposing to renovate and use the space for therapeutic sauna/spa services known as “Paradise Spa”. The operation will consist of a wet, dry, and steam sauna, as well as hot tubs and cold tubs. Changing rooms and restrooms will be incorporated within the space. The hours of operation will be Monday through Thursday, 2:00 p.m. to 11:00 p.m. and Friday through Sunday 11:00 a.m. to 12:00 a.m. This type of use is considered a *Recreational Facility* and requires approval of a Special Use Permit in the B-2 General Business District. Please see attached business plan submitted by the petitioner for more details.

The petitioner is not proposing any site improvements nor significant changes to the exterior. The parking requirement for a *Recreational Facility*, such as the proposed use, of four (4) parking stalls per 1,000 square feet of floor area is typical for a commercial development, such as Tower Station. The proposed use will therefore not create a strain on the existing parking.

The petitioner also intends to operate a separate restaurant, to be called West Chicago Tavern, in a separate commercial space immediately adjacent to the subject commercial space. The use of a restaurant is a permitted use in the B-2 District and does not require approval of a Special Use Permit to operate.

#### **Special Use Findings of Fact**

As stated under Section 5.5-4 of the Zoning Code, the Plan Commission/Zoning Board of Appeals shall recommend a special use only if findings of fact have been established based upon evidence presented by the special use permit application. Staff has provided suggested findings of fact below and recommends the Plan Commission adopt these findings of fact with their recommendation:

- (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 *Recreational Facility*, which will include therapeutic saunas, hot/cold tubs and steam rooms, is best suited in a commercial area that accommodates both local and regional traffic, such as the Tower Station development.**

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

**The proposed use will be located within an existing commercial space in the Tower Station commercial development. The existing shopping center has sufficient access and parking to accommodate the proposed use while still meeting the needs of the existing uses. The type of use does not require additional parking above and beyond what is required for a typical commercial use. No site improvements are proposed nor needed to accommodate the proposed use. Renovations to the space will require approval of a building permit to ensure all building codes are complied with.**

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

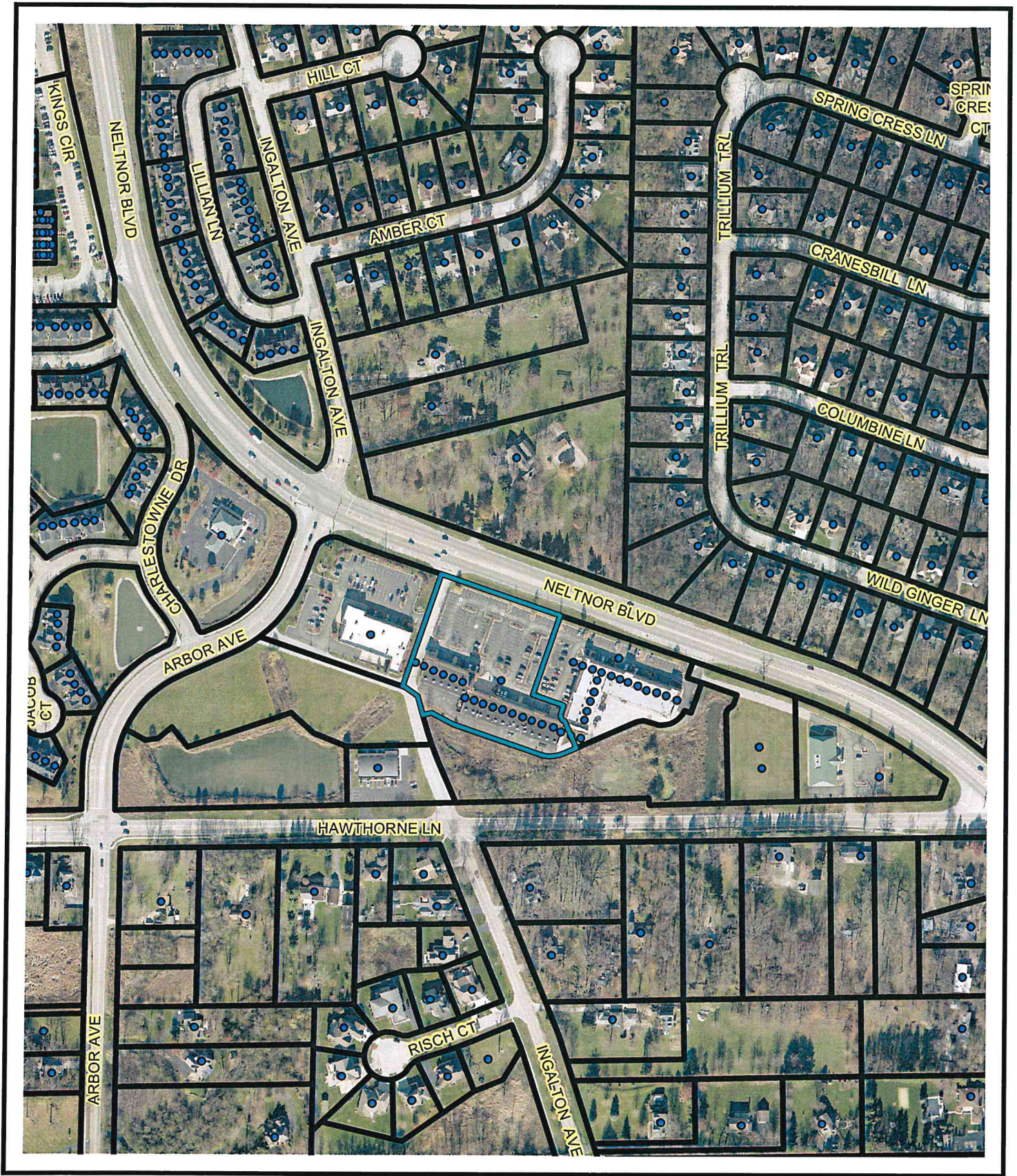
**The proposed use of a *Recreational Facility* will not cause substantial injury to the value of other property in the area in which it is located. The proposed use will be compatible with the other commercial uses in the Tower Station commercial development and will not impact surrounding properties.**

(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 subject property is located in the B-2 General Business District and a *Recreational Facility* is listed as a special use in the B-2 General Business District, per Section 10.3-4 (N) of the Zoning Code.**

**Exhibits.**

- Exhibit A      Location Map
- Exhibit B      Zoning Map
- Exhibit C      Aerial Photo
- Exhibit D      ALTA Survey
- Exhibit E      Petitioner Business Plan

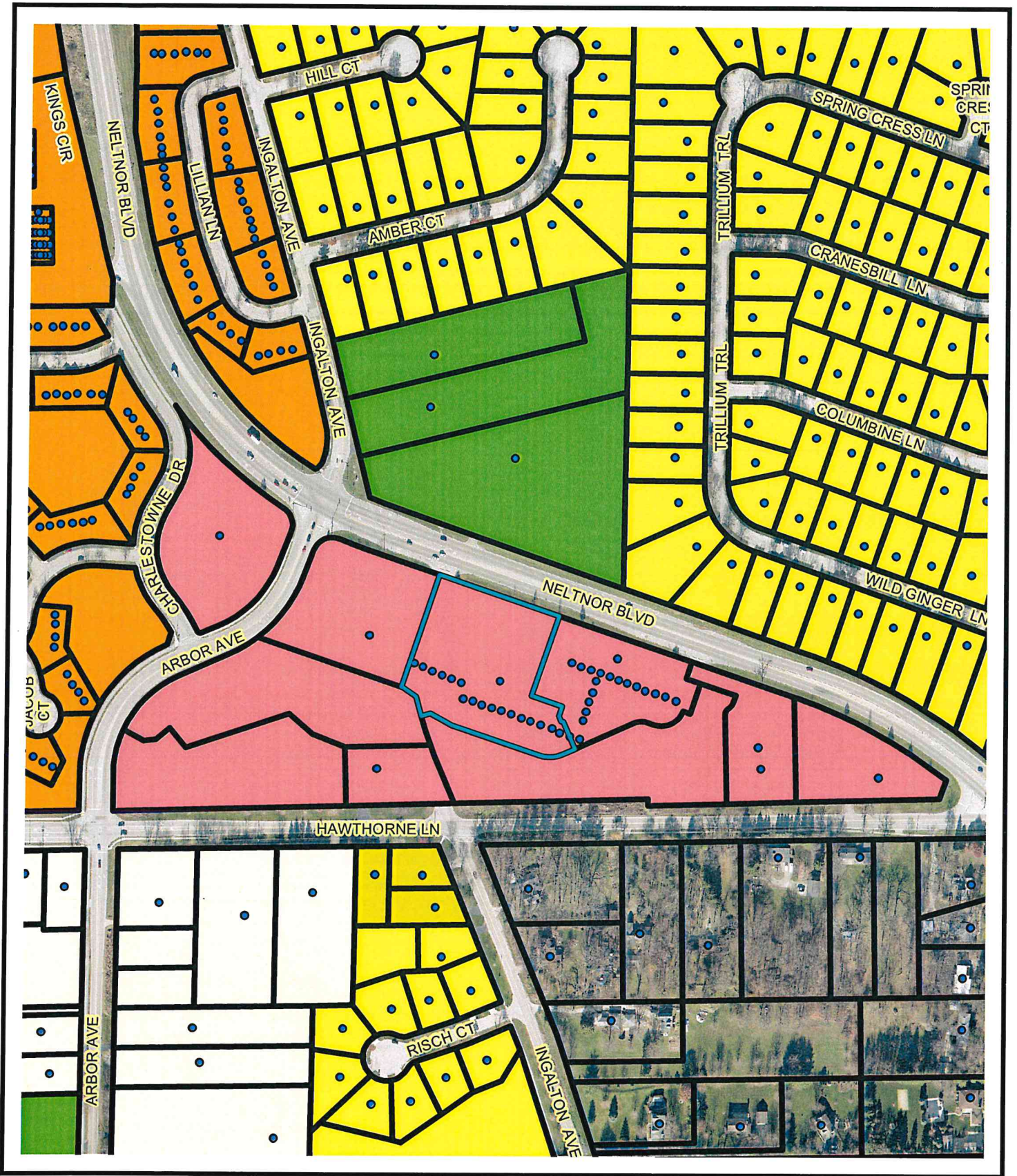


PC 23-03 - Paradise Spa, LLC  
956 Neltnor Boulevard, Unit 318

Exhibit "A" - Location Map



1 inch = 333 feet



PC 23-03 - Paradise Spa, LLC  
 956 Neltnor Boulevard, Unit 318

Exhibit "B" - Zoning Map



1 inch = 333 feet



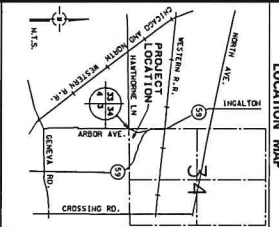
PC 23-03 - Paradise Spa, LLC  
956 Neltnor Boulevard, Unit 318

Exhibit "C" - Aerial Photo



1 inch = 83 feet

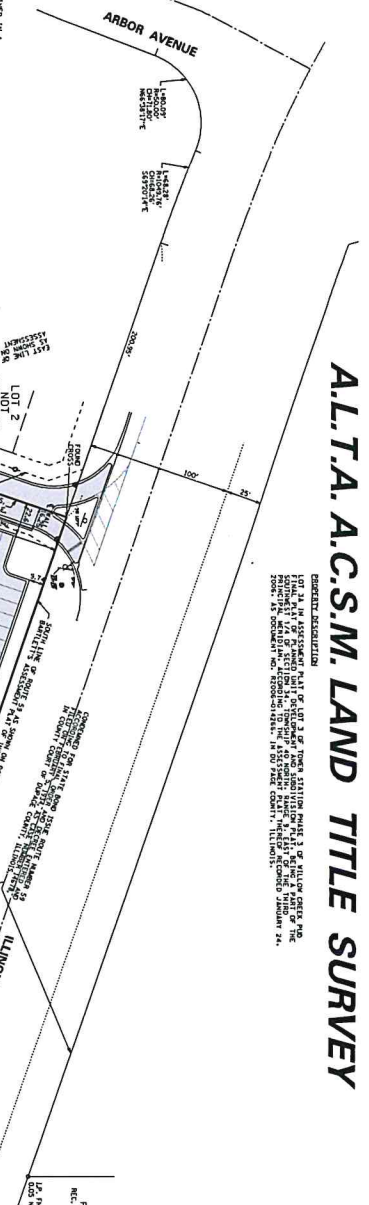
LOCATION MAP



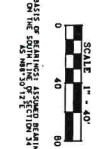
# A.L.T.A. A.C.S.M. LAND TITLE SURVEY

**SUBJECT DESCRIPTION**

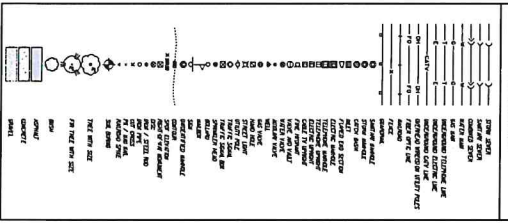
LOT 1A, A PORTION OF LOT 2 OF TOWER STATION PHASE 1 OF WILLOW CREEK AND WILLOW CREEK NORTH SUBDIVISION, TOWNSHIP 46 NORTH, RANGE 14 WEST, COUNTY OF HAMILTON, ILLINOIS. AS BOUNDARY RECORD NO. 2808-1485, IN 90 PAGE COUNTY, ILLINOIS.



CORNER TRAILS UNIT 3  
REC. 04/27/18 AS DOC. NO. 188-04861



**LEGEND**



NOTES:  
1. THIS SURVEY IS A REVISION OF THE SURVEY CONTAINED IN A PREVIOUS EDITION OF THE RECORDS OF THE COUNTY OF HAMILTON, ILLINOIS, AND IS SUBJECT TO ALL RECORDS ON FILE WITH THE COUNTY CLERK'S OFFICE, HAMILTON, ILLINOIS.  
2. THIS SURVEY IS BASED ON THE SURVEY OF THE WILLOW CREEK AND WILLOW CREEK NORTH SUBDIVISION, TOWNSHIP 46 NORTH, RANGE 14 WEST, COUNTY OF HAMILTON, ILLINOIS, AS BOUNDARY RECORD NO. 2808-1485, IN 90 PAGE COUNTY, ILLINOIS.  
3. THIS SURVEY IS BASED ON THE SURVEY OF TOWER STATION PHASE 1 OF WILLOW CREEK AND WILLOW CREEK NORTH SUBDIVISION, TOWNSHIP 46 NORTH, RANGE 14 WEST, COUNTY OF HAMILTON, ILLINOIS, AS BOUNDARY RECORD NO. 2808-1485, IN 90 PAGE COUNTY, ILLINOIS.  
4. THIS SURVEY IS BASED ON THE SURVEY OF LOT 1A, A PORTION OF LOT 2 OF TOWER STATION PHASE 1 OF WILLOW CREEK AND WILLOW CREEK NORTH SUBDIVISION, TOWNSHIP 46 NORTH, RANGE 14 WEST, COUNTY OF HAMILTON, ILLINOIS, AS BOUNDARY RECORD NO. 2808-1485, IN 90 PAGE COUNTY, ILLINOIS.  
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6. THIS SURVEY IS BASED ON THE SURVEY OF LOT 3A, LOT 3B, LOT 3C, LOT 3D, AND LOT 3E OF TOWER STATION PHASE 1 OF WILLOW CREEK AND WILLOW CREEK NORTH SUBDIVISION, TOWNSHIP 46 NORTH, RANGE 14 WEST, COUNTY OF HAMILTON, ILLINOIS, AS BOUNDARY RECORD NO. 2808-1485, IN 90 PAGE COUNTY, ILLINOIS.  
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NOT INCLUDED  
OWNER STATION /  
AT ILLINOIS LIMITED  
LIABILITY COMPANY

NOT INCLUDED  
OWNER STATION /  
TOWER STATION /  
MAINTENANCE ASSOCIATION  
/ COMPANY

NOT INCLUDED  
OWNER STATION /  
LOT 3A /  
ACCESS PLAZA /  
ACCESS PLAZA /

**PREPARED FOR:**  
**SPRACO INC.**  
THE AGENCY COMPANIES  
875 N. WICHITA AVE., STE. 1320  
CHICAGO, IL 60611  
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<b>RESPONSE:</b>	
<b>DATE:</b>	3/7/2018
<b>BY:</b>	3/7/2018
<b>REVISIONS:</b>	
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<b>DATE:</b>	3/7/2018
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<b>REVISIONS:</b>	

# Paradise Spa Soul Banya, LLC

Established March 22, 2022

956 N. Neltnor Blvd, 318-320, 400,  
West Chicago IL, 60185

**Ownership:**

Oleg Manole - 50%

Mihail Ninicu - 50%

## Business Plan for Paradise Spa

Prepared By:

Strategic Voyages Business Consultants



[www.StrategicVoyagesBusinessConsultants.com](http://www.StrategicVoyagesBusinessConsultants.com)  
**BUSINESS CONSULTANTS**

Business Plan Prepared January 16, 2023

- Confidential -



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# Executive Summary

Soul Banya is a small start-up business with a dream and a vision that aligns with many of our local friends and family to utilize a sauna with a nearby family restaurant. In August of 2022, a lease was signed for a new location at 956 N. Neltnor Blvd, West Chicago. Soul Banya is an umbrella company with two subsidiary companies, Paradise Spa & West Chicago Tavern. This business plan pertains to Paradise Spa, which seeks zoning approval from West Chicago to construct a sauna at 956 N. Neltnor Blvd.

One may ask, why build a Sauna in West Chicago and why build it at 956 N. Neltnor Blvd? The answer is simply because it is hyper-popular in Europe and we're marketing to Eastern Europeans. The sauna culture across Europe is said to have one facility for about every two people due to its popularity. It is actually proper etiquette to partake in a sauna and join friends and family afterward at the cafe within the sauna.

A sauna has many health benefits and can be found at many gymnasiums or sporting complexes. Across the world, saunas continue to be popular amenities in many neighborhoods and homes, however, West Chicago and its neighboring cities do not have a sauna. In fact, the closest sauna is 40 miles away from West Chicago.

Paradise Spa is headquartered in West Chicago, Illinois, and will aim to begin operations in October of 2023. Our dream is to build a sauna that a traditional American European restaurant as a neighboring unit would accompany. This will in turn complement the atmosphere and accomplish our ideal goal. We

want to enjoy the luxuries of a Sauna and its health benefits, as well as be able to relax and enjoy great food with any and all sports on the many televisions available at our neighboring restaurant. We have a perfect idea, we have the perfect location.

A Banya is an integral part of Eastern European culture which is a traditional bathhouse or spa. It is typical to have a steam room and wooden benches for seating. Luxury was not the only distinguished attribute of traditional bathhouses, but the social atmosphere and camaraderie of the communities flourished. A banya included many other attributes such as poetry, singing, and feasts. As we will not be incorporating these attributes into our business, we will still have an outlet at our neighboring unit, which will be a separate entity, and each trade will be separated and covered by Soul Banya as the umbrella company.

## Company Description

Soul Banya is a limited liability company owned by Oleg Manole and Mihail Ninicu. Soul Banya is the parent company to Paradise Spa & West Chicago Tavern, which will be complex in dynamic as Paradise Spa includes a SPA sauna and West Chicago Tavern is a restaurant. These activities are very popular among Eastern European community members that happen to live in the Chicago area, totaling over 80,000 people. Paradise Spa will occupy approximately 50 people. Our goal is to successfully launch the sauna to support the growth of our Eastern European culture for the area of West Chicago. Many of the surrounding saunas in the Northern Illinois area are not close to West Chicago and cause potential patrons to address a long drive and provide revenue for neighboring cities and towns. The whole neighborhood will be able to enjoy these amenities here in West Chicago and

hit closer to home for the Eastern European culture in the area, as well as provide family and friends with a social setting.

Our target customers are blue-collar, European families residing within a 20-minute drive of the location. We do expect to have families travel further than 20 minutes, however, our main marketing efforts will be to invite closer residents of the community. We expect to gather local traffic as well as non-resident traffic due to the traditional business model and ease of access to parking. Soul Banya will welcome family and friends of all ages as Paradise Spa will accompany the sauna to provide a family-friendly environment as well as accomplish desired health benefits such as detoxification and reduced stress. Paradise Spa will be offering a wet, dry, and steam sauna which is available for use, as well as a hot tub or cold tub selection if desired. We will supply the standard changing rooms and restrooms, as well as operate a laundry/storage facility in the back of the unit to ensure cleanliness and adequate organization/space. There will be no lifeguard on staff, however, there will be managers and staff present throughout the facility.

Our location's competitive advantage will be the sauna is located next to a restaurant, West Chicago Tavern. Even though the units will not be conjoined, they will be accessible through their main entrances that are located near one another. As we mentioned, no local saunas facilitate such a unique business model and are centrally located near a useful amenity such as an Eastern European family restaurant. The Sauna will operate Monday-Thursday 2 PM - 11 PM, and Friday - Sunday 11 AM - 12 AM which is convenient for the other local businesses as well.

This business model may seem a little out of the norm for West Chicago, but we assure you, this business model is used all across Europe and is very

popular and successful. Saunas in America have begun to rise in development and we want to take the opportunity to bring these health benefits to our doorstep. Forbes published an article, *Hot Box: How Minnesota Millennials are leading a Finnish Sauna Renaissance* in 2018, advising that the total sales of sauna equipment in the United States are about \$120 million per year, to which the sauna industry has grown 10% per year the last two years.

The two closest competitive entities are located more than 40 miles away in Down Town Chicago and the North Suburbs of Chicago. This is an uncomfortable trip for many who desire a sauna's benefits.

Soul Banya is headquartered in West Chicago, Illinois, and will aim to begin operations in October of 2023. The exact address for the two units occupied is 956 N. Neltnor Avenue, units 318-320 & 400, West Chicago, Illinois 60185. Paradise Spa will occupy units 318-320, and West Chicago Tavern will occupy units 400.

## Background & History

Soul Banya LLC was established in March of 2022 by Oleg Manole & Mihail Ninicu. In August of 2022, the lease was signed for the unit at 956 N Neltnor Blvd, and in January of 2023, Oleg and Mihail decided to add additional entities to ensure we capture the real benefits of Soul Banya and the different operating procedures that will be accomplished within Paradise Spa & West Chicago Tavern.



Oleg and Mihail have known each other for 20 years and have come to know and understand each other and their business dealings. Oleg Manole started his own construction company back in April of 2021 and has been successful in constructing all across Chicagoland. He currently holds his E - Project Ceiling License with the City of Chicago. Mihail Ninicu started his own transportation company back in August of 2015 and has been successful in the transportation industry.

Soul Banya has retained Strategic Voyages Business Consultants to support the upcoming business endeavors including daily bookkeeping as well as secure financing. Strategic Voyages is a proven consulting firm that provides strategic planning and advice for small-medium-sized businesses. A strategic plan aims to answer all the questions a business owner may be struggling to answer while developing a living document to demonstrate our goals. Paradise Spa will utilize the expertise of Strategic Voyages to further develop the business agenda for Paradise Spa.

Oleg and Mihail have teamed up to put their heads together to make Soul Banya, Paradise Spa come to life. Oleg and Mihail have a robust ethnic background for understanding and utilizing the Banya / Sauna. It is their dream to build this in West Chicago as there are no other local locations that currently offer the true European sense of a Sauna. Oleg and Mihail also understand the market and the return this investment can bring.

Soul Banya originates from Eastern European Culture. A room with hot steam is called banya, which was a special place and an integral part of the daily life of ancient Europeans. In the banya, purification happens, not only on the physical level but also on the spiritual level.

Some other benefits of using a banya/sauna are body detoxification, improved blood circulation, reduces tension, weight loss, relieves stress, improved brain function, strengthens immune system, and relieves muscle and joint pain.

## General List of Products and Services

We have developed a general list of apparel and essentials that will be sold on-site to support the spa's needs. We will be purchasing these items from rhobesNmore, a sauna apparel wholesaler. Robes are \$13.99 and slippers are \$2.99 each, leaving \$20.02 profit per set sold. Towels will be provided to sauna patrons, however, additional products and pricing is listed below:

Robe - \$25

Slippers - \$12

Aroma Oil Bottle \$8

Venik (Regular Oak Leaf or Birch Leaf) - \$25

Hat - \$20

## Market Analysis

The Sauna Industry has been around for thousands of years and is still quite popular today. A sauna is used as a form of therapy and has been included in most hotel, fitness, and household applications. The buying behavior of millennials has changed in the last few years due to the urbanization and lifestyle changes we see today. Working professionals and hectic schedules have become a major concern for health for physical and mental reasons. This has provided a rising adoption of sauna and spa services across the globe, let alone, in North America.

Our target market is the European community members who look to cleanse their souls, mind, and body with the therapeutic remedies of a sauna. After Covid-19, employers and standard citizens saw an uprising in mental health concerns. This can also include any age group as even children suffer from the stress of school from home or the drastic change in lifestyles. We plan to address our target market as they will be ideal candidates for everything Paradise Spa has to offer.

## Competition

There are four main competitors for Paradise Spa which are Sky Spa, Red Square, Chicago Sweat Lodge, and Imperial Sauna. These competitors operate under a similar business model, however, their location is an hour away from West Chicago. European residents within 20 minutes of Paradise Spa and West Chicago are unlikely going to travel over an hour to these other options making West Chicago a great location for this offering. The competition's offerings are similar. However, a study was completed on consumer behavior and travel choices, at Portland State University, which shows that the frequency and consistency of patrons are directly correlated to the distance traveled.

Furthermore, Chicago can offer many other disadvantages such as parking or towing fees for their undesirable parking options. Paradise Spa is located at a shopping center with plenty of parking and a more traditional parking strategy compared to its competitors. We are expecting the neighborhood to support us as well as non-residents due to our unique model and offerings.

We want to bring ease of access and close proximity to these benefits to our families and communities by opening our doors in West Chicago.

## Marketing Strategies

Paradise Spa's mission is to bring the sauna and relaxing activities for all to enjoy in the West Chicago neighborhood. Our key performance indicators (KPIs) will be tracked for each of the specific activities. For example, the hot sauna and wet sauna KPIs will be the average ticket size or patron count per transaction. The hot tub and cold tub KPIs will be the average ticket size or patron count per transaction. We will be able to track the revenue per client and our customer acquisition cost. We will be tracking the costs of goods sold to determine product line activity and be able to adjust accordingly for sales quotas on materials and products.

After a thoughtful assessment, our marketing budget will consist of email marketing, traditional marketing, and social media marketing. Email marketing is one of the most efficient ways to market Paradise Spa. It allows our patrons to have access to our content and purchase or order our services online. Email marketing allows us to stay on the radar while still offering value to our customers. We plan to budget approximately 5% of our operational funds for email marketing.

Traditional marketing will aid our marketing needs by addressing those local patrons who do not have access to online platforms. As with local establishments, traditional print ads will be utilized by flyers or newspapers/magazines. We plan to budget 5% of our funds for traditional marketing.



Social Media marketing will be utilized for more of an immediate response from our patrons. Social media is the strongest way to reach our client base. Through social media, we can also utilize our website and online ordering to maintain an at-your-fingertip relationship with our patrons. We plan to budget 5% of our funds to utilize social media marketing.

# Operational Plans

As we look to gain approval on permits and zoning, we have not hired any staff at this time. We will need to be further along in the construction of the business prior to hiring. However, we do have a fully functioning plan for the staff and operations needed to be successful. We will be hiring 6 people, which includes upper management personnel to oversee the business on a daily basis.

Position	Number of Employees	Salary / Pay Commission	Pay Frequency
Cleaning - Janitorial	2	FT - 2.5k - 3.5k	Monthly
Manager	1	FT - 4.5k - 6.5k	Monthly
Security	2	PT - 2k - 3k	Monthly
Sauna Supervisor	1	FT - 2.5k - 3.5k	Monthly

All hiring procedures will be handled via local job postings and online job postings. All candidates will follow a procedure that includes phone screening, interviews, and a selection process based on qualifications. All applicants will be subject to a background check prior to employment and no other licenses or certificates are required of the applicants.

Our hours of operation were strategically planned to capture the most return and satisfied customers. Paradise Spa will operate Monday-Thursday 2 PM - 11 PM, and Friday - Sunday 11 AM - 12 AM.

## Software

Paradise Spa has consulted with Strategic Voyages business Consultants and will be implementing the following software platforms:

### Harbortouch - Point of Sale System - \$89 per month per terminal

We will be purchasing a Harbortouch Point of Sale System (POS) through Netsuite. We chose the POS system due to the ability to not only process payments, but also print receipts, display information, and operate as a full-service station. The POS system is also capable of calculating payroll data as well as creating sales reports and taking note of cash in and out of a business. Currently, Harbortouch is our leading brand for the POS systems due to the unbeatable price.

### Waitlist Software - FREE

Based on our market analysis, we expect to have enough traffic to realistically be called "busy" and need to ensure we have an alternative for a waiting list. We have chosen Queupad to support our software needs in addressing waitlists. The best part of Queupad is that it integrates with all of our selected software and will continue to help support Paradise Spas's needs and goals.

### Accounting Software - \$30 per month

Accounting can be a hassle for many, especially with a unique business model like ours. Soul Banya will be the parent company to Paradise Spa & West Chicago Tavern with two different accounting aspects. NetSuite will

hold all of our accounting information as well as fill our payroll processing needs for Paradise Spa. Strategic Voyages will have the intent to address all of our bookkeeping and accounting needs once Soul Banya is operational.

#### Sauna Management Software - Booker - \$125 per month

Booker will be utilized to manage our patrons and the sauna. Booker will allow patrons to book appointment slots, purchase gift cards, partner with other marketing sites, such as yelp, track and report, as well as retain relationships with customers in a manageable sense. Due to our unique business model, booker has been chosen to address all our scheduling needs from booking appointments to maintaining those relationships and processing payments. Booker will be our one-stop shop for sauna management.

## Financial Plan

In August of 2022, a lease was signed for a new location at 956 N. Neltnor Blvd, West Chicago, in a high-traffic area, counting over 35,000 vehicles per day. The facility consists of 2 units, totaling 7,066 rentable square feet. To date, almost \$25,080 has been spent on the estimated \$650,000 project cost. We have attached a copy of our blueprints for the project as well. We are expecting to pay for the construction build-out of pocket which we have already begun addressing back in August. We are expecting to obtain financing for the final details of the project which include the software systems, furniture, and sauna equipment. We have hired Strategic Voyages to support our financing needs upon completion of the construction build to address securing financing.

# Forecasted Success

Not only is Paradise Spa expected to bring in new business for West Chicago, but it will also develop the community. Paradise Spa is expected to grow the relationships in the community as well as become a designated location for family and friends get-togethers. It should not matter if it is a Tuesday morning and your day off of work or if it is your son's wedding anniversary, Paradise Spa will be here to welcome patrons with open arms.

We also expect to be profitable within the first 3 years of operations. Based on our projections that will be reviewed momentarily, we are confident that Paradise Spa, is an all-around benefit to West Chicago and its community. According to Global Wellness Institute, the global sauna and spa market value is forecasted to reach \$52.9 Billion in 2028, growing at a CAGR of 12.1% for the period spanning from 2021 to 2028. Currently, the market value sits at \$47.5 Billion. Europe and Finland are leading the world with new innovations for spas and saunas as well as representing one of the largest markets that are already well-penetrated at developed market levels.

## Financials

Paradise Spa is a start-up business that has not opened its doors to the public yet but plans to open its doors by October of 2023. Accounting measures will be handled by a third-party entity, Strategic Voyages, when Paradise Spa is operational as mentioned with the previous software programs.

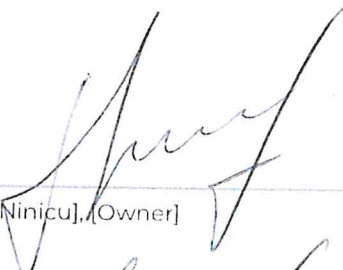
# Contingency Plans

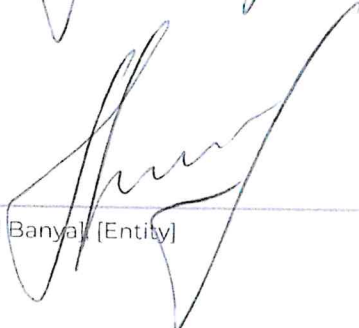
While careful planning was involved in setting the strategic goals for Paradise Spa, it may be that these goals are not met. Paradise Spa has decided to set a zone of acceptability for meeting sales and financial objectives. For both sales and financial objectives, a 10% negative deviation from expected sales and projected returns on assets will be accepted. However, if sales objectives and returns on investment are less than 90% of projections, certain actions will be taken. These actions include:

1. For unacceptable sales levels during the first year: Paradise Spa will combat this problem by doubling in-store promotions of a product item. The manager will personally arrange and carry out these promotions on weekends at peak traffic times. If sales do not increase within one month of the in-store promotions, Paradise Spa will increase advertising efforts in the weekly local ads for one month.
2. For unacceptable business liquidity: Paradise Spa will examine its cost of goods sold to ensure that payment periods are consistent with cash flow. Also, cash flow projections will be reviewed to determine if unforeseen cash layouts/expenses are undermining the financial health of the enterprise.
3. For unacceptable turns on equity: If returns on assets and owners' equity fall below acceptable levels, Paradise Spa will first examine and compare the per-unit costs and marketing with sales prices. If the margins are too thin, a price increase will be considered. Paradise Spa will therefore assess opportunities for minimizing costs and examine different marketing/distribution alternatives.

**Soul Banya, Paradise Spa**

  
\_\_\_\_\_  
[Oleg Manole], [Owner]                      02/17/2023  
DATE

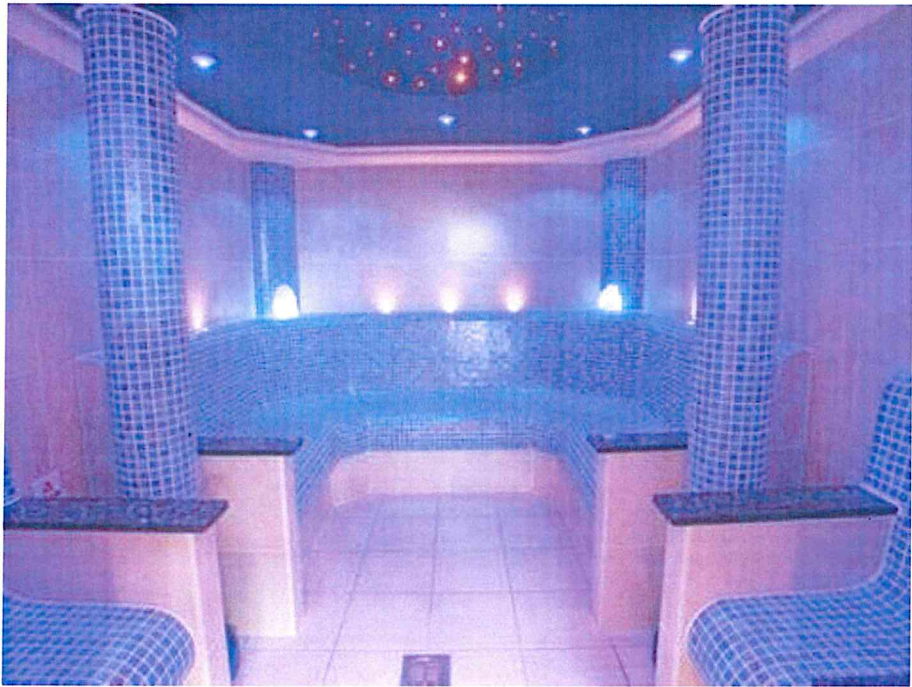
  
\_\_\_\_\_  
[Mihail Ninicu], [Owner]                      02/17/2023  
DATE

  
\_\_\_\_\_  
[Soul Banya], [Entity]                      02/17/2023  
DATE





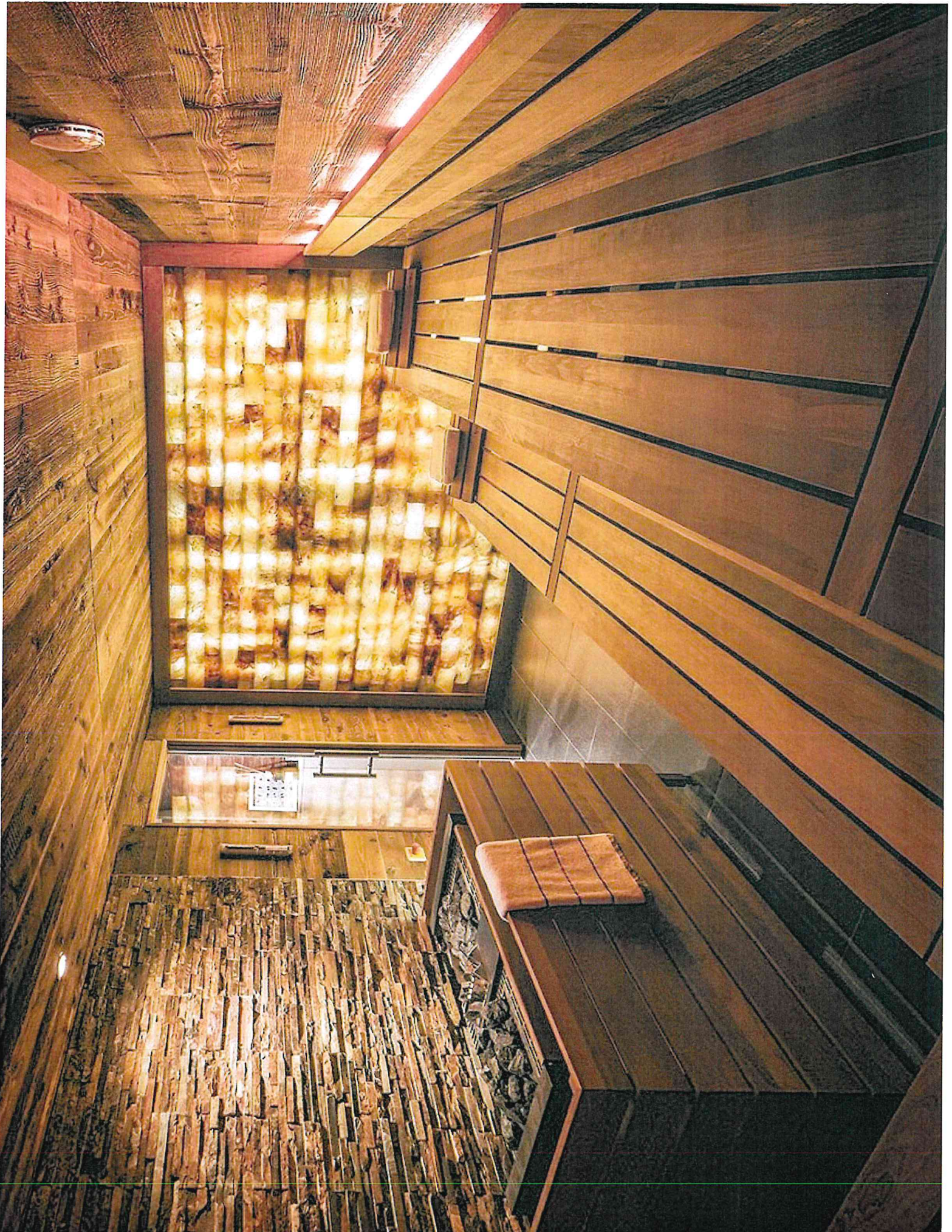






PLATZA	\$30
SOAP SCRUB	\$30
BOOY SCRUB	\$40
BOOY MUD	\$75
EXFOLIATING SEA SALT SCRUB	\$75
SIGNATURE RUSSIAN TURSHI PLATZA	\$55

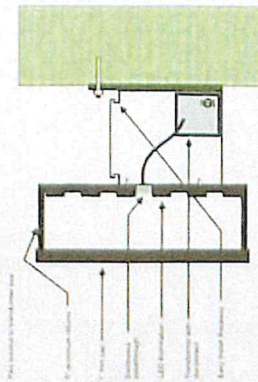
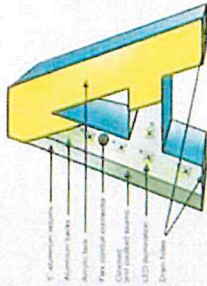
Third Floor Hot Tub



44.5 in  
**Paradise** 27.84 in  
 18.65 in  
**SPa** 45.19 in

# CHANNEL LETTERS raceway

## LED Raceway Mount



Job No.:	Date:
Order Date:	1/14/2015
Salesperson:	
Sign Dimensions:	Estimate:
0.000in x 0.000in	\$ \$0.00
Customer:	
Company:	
Address:	
City:	State/ZIP:
Phone:	
Fax:	

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**UL #e358236**

Qty. 1, Channel Letter  
 On Raceway: \_\_\_\_\_  
 Raceway color: \_\_\_\_\_  
 Trim cap color: \_\_\_\_\_  
 Return color: \_\_\_\_\_  
 Return size: 5"  
 Face color: \_\_\_\_\_

Electrical within 5'? \_\_\_\_\_  
 Site modifications necessary? \_\_\_\_\_  
 Remove existing? \_\_\_\_\_  
 LED color: \_\_\_\_\_  
 Access to rear of sign: \_\_\_\_\_  
 Special Notes: (city requirements, etc.) \_\_\_\_\_