	<b>AGENDA ITEM EXECUTIVE SUMMARY</b>					
	Title:		Presentation of a Concept Plan for Pheasant Run			
	Presenter:		Russell Colby			
<i>Please check appropriate box:</i>						
	Government Operations				Government Services	
X	Planning & Development (10/12/15)				City Council	
Estimated Cost:			Budgeted:	YES		NO
If NO, please explain how item will be funded:						
<b>Executive Summary:</b>						
<p>The subject property is the Pheasant Run Resort, a 149 acre site located at the southwest corner of Main St./IL Route 64 and Kautz Road. The property is located on the eastern end of St. Charles in DuPage County, bordering the DuPage County Airport in the City of West Chicago to the east and south.</p> <p>The principal use of the property is a hotel/resort with a number of ancillary facilities, including a golf course, restaurants and entertainment uses, and meeting and convention spaces. The property is zoned BR Regional Business District, with a Special Use for a Golf Course. In 2014, the property was purchased by St. Charles Resort LLC, and the property is being operated and managed by the Hostmark Hospitality Group.</p> <p>St. Charles Resort LLC is proposing land use changes for the site, which contemplate new retail/office and residential uses on the property. At this stage, the applicant is seeking input on the proposed land uses before further developing a more detailed site plan for the property. In addition to the Concept Plan, the applicant has provided a detailed “Statement of Development Summary”.</p>						
<b>Plan Commission Review:</b>						
<p>The Plan Commission reviewed the Concept Plan on 10/6/15. Commissioners’ comments were as follows:</p> <ul style="list-style-type: none"> <li>• Support for the retail and office components as proposed.</li> <li>• Enthusiasm for the renovation of the hotel.</li> <li>• Representatives from the DuPage Airport spoke in opposition to residential development on the site due to the potential for noise complaints from future residents. Plan Commissioners felt the potential noise impact needs to be considered in any the future planning for residential uses.</li> <li>• Regarding residential use, most commissioners felt that a conventional single-family or townhome residential subdivision may not be appropriate, but a development within a club/resort environment may be appropriate.</li> </ul>						
<b>Attachments:</b> <i>(please list)</i>						
Staff Memo, Application for Concept Plan, Concept Plan						
<b>Recommendation / Suggested Action</b> <i>(briefly explain):</i>						
Provide feedback on the Concept Plan. The staff memo lists a number of questions the Committee may consider when providing feedback.						
<i>For office use only:</i>		Agenda Item Number: 4a				

Community & Economic Development  
 Planning Division

Phone: (630) 377-4443  
 Fax: (630) 377-4062



**Staff Report**

**TO:** Chairman Todd Bancroft  
 And Members of the Planning & Development Committee

**FROM:** Russell Colby, Planning Division Manager

**RE:** Pheasant Run - Concept Plan for Redevelopment

**DATE:** October 2, 2015

**APPLICATION INFORMATION:**

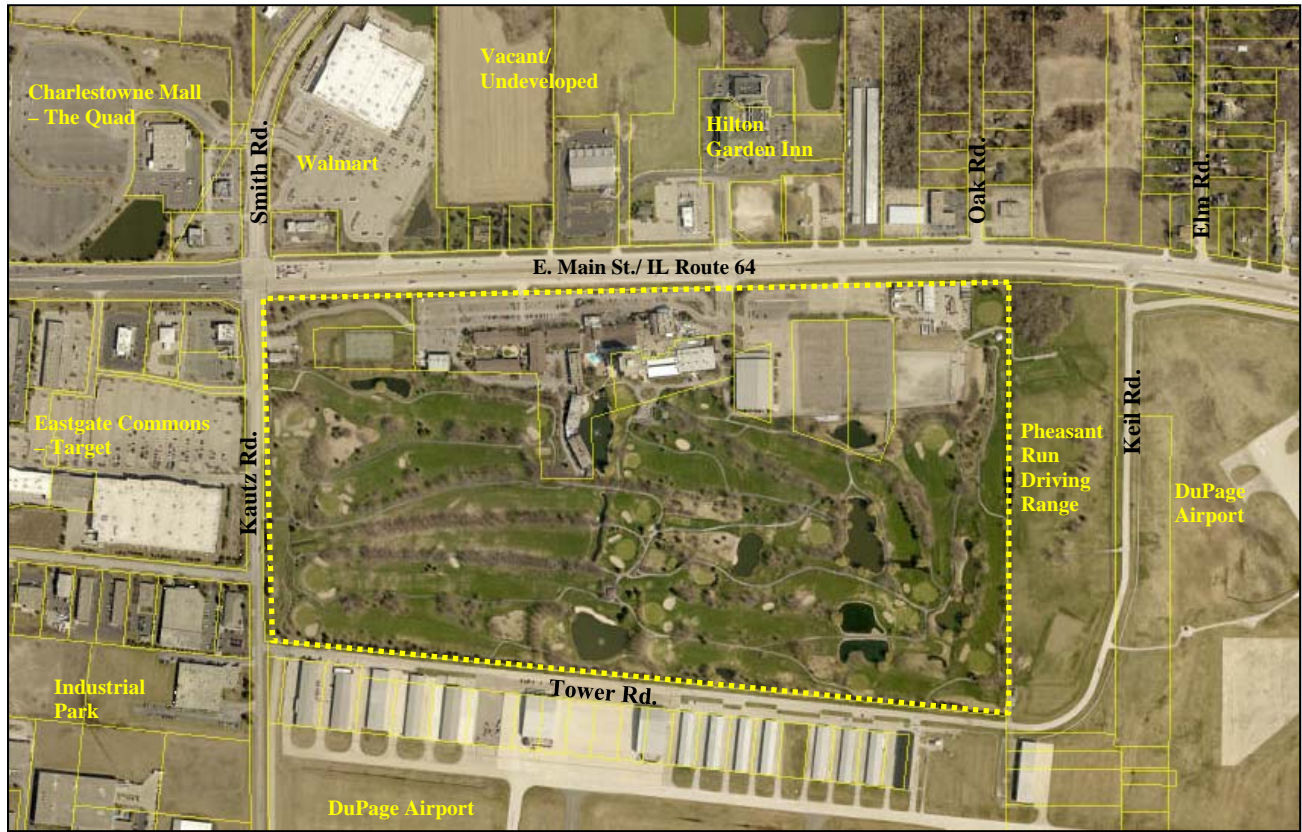
**Project Name:** Pheasant Run Concept Plan

**Applicant:** St. Charles Resort LLC / Hostmark Hospitality

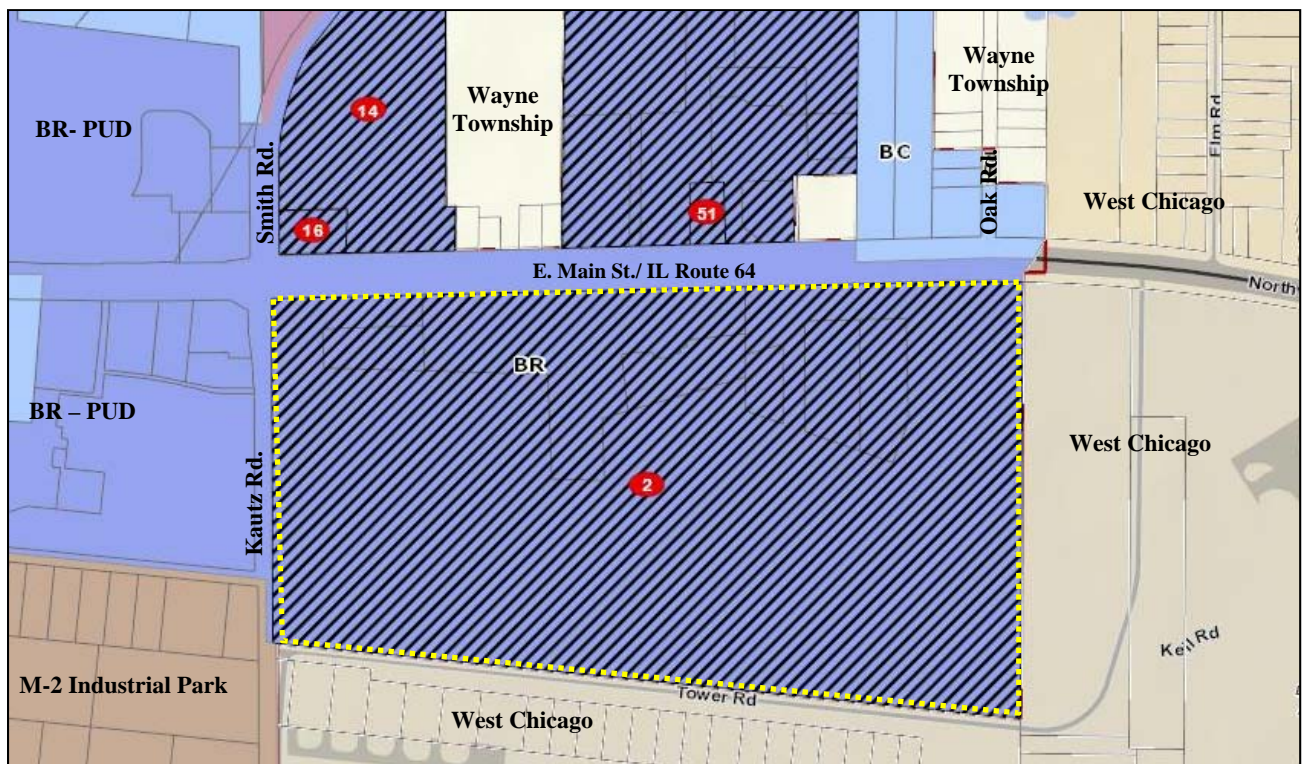
**Purpose:** Feedback on land use changes to include retail, office and residential land uses on existing resort and golf course property

<b>General Information:</b>		
<b>Site Information</b>		
Location	Pheasant Run Resort, 4051 E. Main St.	
Acres	149 acres	
Application:	Concept Plan	
Applicable City Code Sections	Title 17, Chapter 17.14 – Business and Mixed Use Districts Title 17, Chapter 17.12 - Residential Districts	
<b>Existing Conditions</b>		
Land Use	Hotel/resort, golf course, exposition center	
Zoning	BR Regional Business District, Special Use for Golf Course	
<b>Zoning Summary</b>		
North	BR Regional Business District Unincorporated Wayne Township property	McDonalds, Walmart, DuPage Expo, Culver's, Hilton Garden Inn Residential houses, farm land
East	City of West Chicago	Pheasant Run driving range on Dupage Airport Authority property
South	City of West Chicago	DuPage Airport
West	BR Regional Business District - PUD	Eastgate Commons shopping center- Target and Portillo's
<b>Comprehensive Plan Designation</b>		
Hotel Property: Corridor and Regional Commercial; Golf Course property: Open Space		

### Aerial Photo



### Zoning Map



## II. OVERVIEW

### Background

The subject property is the Pheasant Run Resort, a 149 acre site located at the southwest corner of Main St./IL Route 64 and Kautz Road. The property is located on the eastern end of St. Charles in DuPage County, bordering the DuPage County Airport in the City of West Chicago to the east and south.

The principal use of the property is a hotel/resort with a number of ancillary facilities, including a golf course, restaurants and entertainment uses, and meeting and convention spaces. The resort first opened in 1963. The property was annexed into the City of St. Charles in 1965.

The resort was expanded incrementally through the early 2000s. Major additions include the 16-story hotel tower in 1980; the 35,000 square foot Mega Center convention space in 1985; and the expansion of the theater and reconfiguration of the Main St. entrance to the property in 2002.

In 2014, the property was purchased by St. Charles Resort LLC, and the property is being operated and managed by the Hostmark Hospitality Group.

The property is zoned BR Regional Business District, with a Special Use for a Golf Course.

### Proposal

St. Charles Resort LLC is proposing land use changes for the site, which contemplate the following:

- Downsizing the hotel to reduce the number of hotel rooms, including demolition of an older western wing of the hotel.
- Reconfiguring the hotel entrance and lobby areas, including changes to the parking lots fronting on Main St.
- New retail/commercial land uses along Route 64, with a larger retail area at the northwest corner of the site (corner of Kautz Rd. and Main St.) and a smaller retail/office area at northeast corner of the site.
- Potential elimination or reduction in size of the golf course.
- Residential land uses and open space in the area currently occupied by the golf course.

At this stage, the applicant is seeking input on the proposed land uses before further developing a more detailed site plan for the property.

The applicant has provided a detailed “Statement of Development Summary” addressing the current state of Pheasant Run and discussing each land use component of the proposal.

### Review Process

The purpose of the Concept Plan review is to enable the developer to obtain informal input on a concept prior to spending considerable time and expense in the preparation of detailed plans and drawings. The Concept Plan process also serves as a forum for citizens and owners of neighboring property to ask questions and express their concerns and views regarding the potential development. Following the conclusion of the Concept Plan review, the developer can decide whether to formally pursue the project.



### III. STAFF ANALYSIS

#### A. COMPREHENSIVE PLAN

The 2013 Comprehensive Plan Land Use Map identifies the site with two land use areas:

##### **Parks/Open Space (Golf Course)**

##### **Corridor/Regional Commercial (Developed portion of the property)**

*“Areas designated as Corridor/Regional Commercial are intended to accommodate larger shopping centers and developments that serve a more regional function, drawing a customer base that extends beyond the City limits. These areas often have a mix of “big box” stores, national retailers, and a “critical mass” of multiple stores and large shared parking areas. Areas designated for Corridor/Regional Commercial are located primarily in larger consolidated areas along the City’s heavily traveled corridors and intersections. Commercial service uses can also have an appropriate place in regional commercial areas, but must be compatible with adjacent and nearby retail and commercial shopping areas and be located as to not occupy prime retail locations.”*

Pheasant Run is located in the East Gateway Sub Area, which lists the following goals and objectives:

##### ***Subarea Goals***

*The East Gateway subarea represents a unique opportunity for economic development, revitalization and stabilization with for a specific context within the City of St. Charles. The overall vision for the subarea includes the following:*

- *Revitalization of the Subarea’s retail areas that maximizes the locational assets within this area of the City.*
- *Improved connectivity and circulation within the Subarea providing logical and efficient connections between compatible uses.*
- *Better separation of incompatible land uses to protect residential neighborhoods while at the same time help define the City’s business areas.*
- *Attractive streets and sites to distinguish this Subarea and key corridors from neighboring communities.*
- *A mix of uses that that help diversify the City’s economy and provide places to live, work, and shop.*

##### ***Subarea Objectives***

- *Improve the appearance of the Kirk Road and Main Street Corridors to assist in strengthening the community’s identity and appearance through installation of streetscaping, wayfinding and gateway elements.*
- *Use landscaping appropriately to enhance commercial areas, screen unsightly areas, and provide an attractive streetscape and overall setting for the area.*
- *Improve the overall connectivity and mobility within the Subarea through both public streets and internal connection to provide a predictable and navigable environment.*
- *Preserve surrounding neighborhoods through the use of screening, buffering, and better separation from commercial development.*
- *Create market-responsive development parcels that can accommodate projects of an appropriate scale and phasing over time.*

- *Take advantage of proximity to DuPage Airport and Pheasant Run as activity generators.*
- *Reposition the Charlestowne Mall site to foster its renaissance or its redevelopment.*
- *Enhance the character of both existing and new development through site improvements, facade enhancements, consistent signage regulation, and attractive building design and materials.*

## B. ZONING

The property is currently located in the BR Regional Business zoning district. The purpose statement of the BR District:

*“The purpose of the BR Regional Business District is to provide locations along Strategic Regional Arterial corridors for shopping centers and business uses that draw patrons from St. Charles, surrounding communities and the broader region. The BR District consists primarily of large-scale development that has the potential to generate significant automobile traffic. It should be designed in a coordinated manner with an interconnected street network that is consistent with the City’s Comprehensive Plan. Uncoordinated, piecemeal development of small parcels that do not fit into a larger context are discouraged in the BR District. Compatible land uses, access, traffic circulation, stormwater management and natural features, all should be integrated into an overall development plan. Because this district is primarily at highvisibility locations, quality building architecture, landscaping and other site improvements are required to ensure superior aesthetic and functional quality.”*

### Proposed Land Use

The Concept Plan identifies four land use areas.

The current BR zoning will permit all of the non-residential development phases:

- Hotel Phase, 22 acres
- Retail Phase, 16 acres
- Retail-Office Phase, 7 acres

Residential development is not permitted within the BR district. The residential portion of the plan would need to be rezoned to a zoning district that permits multi-family residential development, such as the RM-3 zoning district.

### Zoning Approval Process:

Development of the property per the Concept Plan could be approved by:

- Rezoning the residential portion of the Concept Plan to a residential zoning district

And either:

- Subdivision only: Approving an overall Subdivision Preliminary Plat, followed by one or more Final Plats of Subdivision to create building lots as each area of the site is proposed for development.

- Subdivision and partial PUD: Approving an overall Subdivision Preliminary Plat, followed by one or more Final Plats of Subdivision to create building lots as each area of the site is proposed for development. A PUD could be requested for a portion of the property if needed (such as the residential portion only).
- Overall PUD: Approving an overall PUD plan for the entire site, followed by approving PUD Preliminary Plans as each portion of the property is proposed for development, followed by Final Plats of Subdivision to create building lots as each area of the site is proposed for development.

At this stage, given the limited information available, staff has not identified a need for a PUD for this project, other than potential building heights in excess of the maximum allowed in the RM-3 district (45 feet or 4 stories).

#### PUD vs. Subdivision and “straight zoning”

With a PUD, the Plan Commission and City Council will review site, engineering, building architecture, and landscaping plans for each building lot.

With only a Subdivision, the Plan Commission and City Council review will be limited to the overall lot layout, access and street network design, and any required public infrastructure improvements.

### C. SITE LAYOUT AND ACCESS

Access to the property is limited to IL Route 64/Main St. and Kautz Rd. No access is available through the DuPage Airport property. Both adjacent roads through the Airport (Tower Rd. and Keil Rd.) are private roads for use of the airport.

- Route 64 is under IDOT jurisdiction. Full access from Route 64 is currently limited to the existing signalized intersection at the main entrance to the hotel. Due to IDOT intersection and traffic signal spacing requirements, a second full access may not be feasible. Two right-in/right-out access points also exist on the property. Relocation of access points or additional access points into the site will require further input from IDOT based on the proposed roadway layout.
- Kautz Road is under City jurisdiction. The City would require all new access points to align with existing access points to the west (including the two Eastgate Commons access drives and Illinois Ave.) The existing access to Kautz Road near Route 64 would need to be removed as it is too close to the Route 64 intersection.
- A potential street network design would likely include:
  - A private commercial frontage road running from Kautz Rd. through the hotel property.
  - A collector street looping through and providing primary access to the residential area, connecting Kautz Rd. to Route 64. This road could be public or private depending on the land use and site design.
- A pedestrian network could connect each of the land use areas within the site, allowing for the residents to access the open space and retail uses and utilize the hotel amenities.

#### D. BUILDING DESIGN

Architectural elevations were not submitted as part of the Concept Plan. However, given the size of the site, the location and the existing development, there is the potential to incorporate buildings of varying heights and sizes within the project.

#### E. ENGINEERING REVIEW

Assessment of the following will be required should the project move forward:

- Stormwater detention: A series of man-made ponds on the site serve some stormwater function, but this system would need to be reassessed based on the development plans.
- Utility service: The site is currently partially served by City utilities, but generally the systems are inadequate to service the proposed development. Due to the location at the eastern end of the City, the City's utilities systems terminate at this property. Further development of the site will require system extensions and looping through the site.
- A traffic study will be required. Since Route 64 has been recently widened, further improvements may not be needed. The southern portion of Kautz Road adjacent to the site may require improvement based on the road network design.

#### F. INCLUSIONARY HOUSING

Currently, the requirement to provide affordable units within a residential development does not apply. However, the City is in the process of updating the Inclusionary Housing Ordinance, which could result in the requirement being reactivated in some form. The project would be subject to the requirements in effect at the time of the development approval by the City (in the case of a PUD) or at the time of building permit (in the case of a non-PUD development).

#### G. SCHOOL AND PARK DISTRICT REVIEW

The Concept Plan has been forwarded to the School and Park Districts for information. Based upon the limited information regarding the residential uses, staff did not request formal comments.

### IV. **SUGGESTED ACTION**

Review the Concept Plan and provide comments to the developer. Staff is recommending the Committee provide feedback on the following:

- ✓ The land use vision for the property.
- ✓ Proposed residential land uses.
- ✓ Potential building height.
- ✓ Other comments from the Committee regarding how they would like to see the property redeveloped.



**CITY OF ST. CHARLES**  
 TWO EAST MAIN STREET  
 ST. CHARLES, ILLINOIS 60174-1984

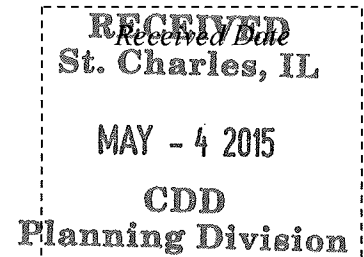


COMMUNITY & ECONOMIC DEV./PLANNING DIVISION

PHONE: (630) 377-4443 FAX: (630) 377-4062

**CONCEPT PLAN APPLICATION**

<b>CITYVIEW</b>	
Project Name:	Pheasant Run
Project Number:	2015 -PR- 009
Application Number:	2015 -AP- 014



*To request review of a Concept Plan for a property, complete this application and submit it with all required attachments to the Planning Division.*

*When the application is complete and has been reviewed by City staff, we will schedule a Plan Commission review, as well as a review by the Planning and Development Committee of the City Council. While these are not formal public hearings, property owners within 250 ft. of the property are invited to attend and offer comments.*

*The information you provide must be complete and accurate. If you have a question please call the Planning Division and we will be happy to assist you.*

<b>1. Property Information:</b>	Location: 4051 E. Main Street; south side of North Avenue (Route 64); East of Kautz Road; North of Tower Road; and west of Kiel Road	
	Parcel Number (s): 01-30-300-015 thru 019 01-30-300-048; 01-30-400-005	
	Proposed Project Name: Pheasant Run	
<b>2. Applicant Information:</b>	Name St. Charles Resort LLC - Attn: Peter Connolly c/o Hostmark Hospitality Group	Phone 847-517-9100
	Address 1300 E. Woodfield Road, Suite 400 Schaumburg, IL 60173	Fax 847-517-9797
		Email pconnolly@hostmark.com
<b>3. Record Owner Information:</b>	Name St. Charles Resort LLC c/o Hostmark Hospitality Group	Phone 847-517-9100
	Address 1300 E. Woodfield Road, Suite 400 Schaumburg, IL 60173	Fax 847-517-9797
		Email pconnolly@hostmark.com

**Please check the type of application:**

- PUD Concept Plan:** Proposed Name: Pheasant Run Resort
- Subdivision Concept Plan** Proposed Name: \_\_\_\_\_
- Other Concept Plan** \_\_\_\_\_

**Zoning and Use Information:**

Current zoning of the property: B-R Regional Business

Is the property a designated Landmark or in a Historic District? No

Current use of the property: Pheasant Run Resort

Proposed zoning of the property: B-R PUD? Yes

Proposed use of the property: Mixed Use Residential, Retail, Office and Hotel

Comprehensive Plan Designation: Corridor Regional Commercial and Parks Open Space

**Attachment Checklist**

**REIMBURSEMENT OF FEES AGREEMENT:**

An original, executed Reimbursement of Fees Agreement and deposit of funds in escrow with the City, as provided by Appendix B of the Zoning Ordinance.

**REIMBURSEMENT OF FEES INITIAL DEPOSIT:**

Deposit of funds in escrow with the City. Required deposit is based on review items (number of applications filed) and the size of the site:

Number of Review Items	Under 5 Acres	5-15 Acres	16-75 Acres	Over 75 Acres
1	\$1,000	\$2,000	\$3,000	\$4,000
2 or 3	\$2,000	\$4,000	\$5,000	\$7,000
4 or more	\$3,000	\$5,000	\$7,000	\$10,000

**PROOF OF OWNERSHIP and DISCLOSURE:**

- a) a current title policy report; or
- b) a deed** and a current title search.

If the owner is not the applicant, an original letter of authorization from the owner permitting the applicant to act on his/her behalf is required. If the owner or applicant is a Trust, a disclosure of all beneficiaries; if the owner or applicant is a Partnership, a disclosure of all partners; if the owner or applicant is a Corporation, a disclosure of all owners with an interest of at least ten percent (10%).

*NOTE: Private covenants and deed restrictions can limit private property rights with respect to the use of land even though the City's Zoning Ordinance may authorize the use or a less restrictive use. We strongly advise that*

*you perform a title search on the property to determine if there any private covenants containing use restrictions or other deed restrictions. As those private covenants and deed restrictions may conflict with the City's Zoning Ordinance, it is further recommended that you consult with an attorney to obtain an opinion with respect to whether your intended use is compatible with those restrictions.*

☒ **LEGAL DESCRIPTION:** For entire subject property, on 8 ½ x 11 inch paper

☒ **PLAT OF SURVEY:**

A current plat of survey for the Subject Realty showing all existing improvements on the property, prepared by a registered Illinois Professional Land Surveyor.

☒ **AERIAL PHOTOGRAPH:**

Aerial photograph of the site and surrounding property at a scale of not less than 1"=400', preferably at the same scale as the concept plan.

☒ **PLANS:**

All required plans shall be drawn on sheets no larger than 24" x 36", unless the Director of Community Development permits a larger size when necessary to show a more comprehensive view of the project. All required plans shall show north arrow and scale, and shall be drawn at the same scale (except that a different scale may be used to show details or specific features). All plans shall include the name of the project, developer or owner of site, person or firm preparing the plan, and the date of plan preparation and all revisions. A pdf document file or files of all plans shall be required with each submittal. The number of paper plans required shall be as determined by the Director of Community Development, based upon the number of copies needed for review.

#### **Copies of Plans:**

Initial Submittal - Ten (10) full size copies for non-residential projects OR Twelve (12) full size copies for residential projects; Three (3) 11" by 17"; and a PDF electronic file (On a CD-ROM or may be emailed to the Project Manager). For subsequent submittals, please contact the Project Manager to determine how many copies are required.

#### **Concept Plans shall show:**

##### 1. Existing Features:

- Name of project, north arrow, scale, date
- Boundaries of property with approximate dimensions and acreage
- Existing streets on and adjacent to the tract
- Natural features including topography, high and low points, wooded areas, wetlands, other vegetative cover, streams, and drainage ways.
- General utility locations or brief explanation providing information on existing sanitary sewer, storm sewer, water, and other utilities necessary to service the development.

##### 2. Proposed Features:

- Name of project, north arrow, scale, date
- Boundaries of property with approximate dimensions and acreage
- Site plan showing proposed buildings, pedestrian and vehicular circulation, proposed overall land use pattern, open space, parking, and other major features.
- Architectural elevations showing building design, color and materials (if available)
- General utility locations or brief explanation providing information on existing sanitary sewer, storm sewer, water, and other utilities necessary to service the development

❑ **SUMMARY OF DEVELOPMENT:**

Written information including:

- List of the proposed types and quantities of land use, number and types of residential units, building coverage, floor area for nonresidential uses and height of proposed buildings, in feet and number of stories.
- Statement of the planning objectives to be achieved and public purposes to be served by the development, including the rationale behind the assumptions and choices of the applicant
- List of anticipated exceptions or departures from zoning and subdivision requirements, if any

❑ **PARK AND SCHOOL LAND/CASH WORKSHEETS**


For residential developments, Park and School land/cash worksheets in accordance with Title 16 of the St. Charles Municipal Code with population projections establishing anticipated population and student yields.

- ❑ **INCLUSIONARY HOUSING SUMMARY:** For residential developments, submit information describing how the development will comply with the requirements of Chapter 17.18, Inclusionary Housing.

❑ **LIST OF PROPERTY OWNERS WITHIN 250 FT.**

Fill out the attached form or submit on a separate sheet. The form or the list must be signed and notarized.

**I (we) certify that this application and the documents submitted with it are true and correct to the best of my (our) knowledge and belief.**

Record Owner	Date
	5/1/15
Applicant or Authorized Agent	Date

**OWNERSHIP DISCLOSURE FORM  
LIMITED LIABILITY COMPANY (L.L.C.)**

STATE OF ILLINOIS   )  
  ) SS.

COOK COUNTY            )

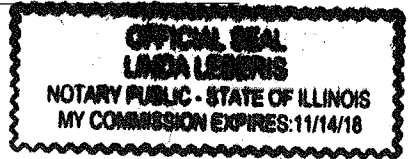
I, PETER D. CONNOLLY, being first duly sworn on oath depose and say that I am  
an <sup>Agent</sup> Officer of Saint Charles Resort, LLC, a Delaware Limited  
Liability Company (L.L.C.), and that the following persons are all of the members of the said

L.L.C.:	<u>Saint Charles Resort Holdings, LLC</u>	<u>100%</u>
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____

By: [Signature], ~~Manager~~ <sup>Authorized Agent</sup>

Subscribed and Sworn before me this 1<sup>st</sup> day of  
May, 20 15.

[Signature]  
Notary Public



## **PHEASANT RUN – CONCEPT PLAN**

### **STATEMENT OF DEVELOPMENT SUMMARY**

#### **Serious Issues Facing Pheasant Run.**

The 149 acre Pheasant Run property has fallen on hard times. In order to return the property to its position of prominence in the St. Charles community, it is necessary for ownership and the City to understand the dynamics and market conditions that played a part in its downturn. These factors include:

- 1) In today's western suburban hotel market demand for a 480 hotel room facility no longer exists. Pheasant Run enjoyed prominence in the 1960 and 1970's. Arthur Anderson's Q Center in St. Charles was a great benefactor for Pheasant Run and was the principal driver for the development of much of the hotel room inventory in the area, providing a great resource for filling hotel rooms and creating demand for the golf course. Following the demise of Anderson when the Q Center closed, the demand at Pheasant Run and the other hotels in the market dropped precipitously. In addition new hotel facilities in the trade area have significantly impacted the occupancy of the hotel.
- 2) Opening of the Q Center as a public conference facility created new competition for large meetings in an already struggling market. Pheasant Run lost over One Million dollars in revenue a year over the past several years.
- 3) In addition to the general decline in the number of people playing golf there have been a number of modern and very good golf courses built in the immediate area of the property, resulting in fewer players with numerous course options, of which Pheasant Run is one of the least desirable.
- 4) The lack of reinvestment in the facility by its prior ownership exacerbated the decline of Pheasant Run as a premier facility in this area. During recent years, Pheasant Run was allowed to limp along without any reinvestment into the facility and without any apparent plan on how to compete effectively in the market place. The current owner, St Charles Resort, LLC, acquired the property out of foreclosure with an eye towards returning Pheasant Run back to its historical prominence.

As a result of these factors, ownership has been forced to rethink not only the existing and future uses of the property but also the basic business model upon which Pheasant Run was planned and built. Ownership hopes that with the insight and financial assistance of the City, Pheasant Run can retake its place as a gem of which the City can be proud.

#### **Road to Recovery**

The first step towards bringing Pheasant Run back into prominence is to reduce the number of hotel rooms to a number more consistent with market requirements. The main hotel tower and the three closest hotel wings (running north and south just west of the hotel tower) with a total of 300 rooms will remain and be renovated. The 180 hotel rooms located in the three oldest hotel buildings to the west of the hotel tower will be demolished. Given the amount of meeting space in the hotel, the average group size in the market, and a renewed focus on corporate transient guests with a renovated hotel and



meeting facility, operating the property at the lower key count should greatly improve the operating results and get the hotel on the road towards breaking even.

However given the costs involved with providing the necessary public utility infrastructure adequate to service the entire property, mere renovation of the hotel into a facility capable of competing in the marketplace will not be sufficient for long term survival. Additional work is required and the land adjacent to the hotel tower must be redeveloped to further support the infrastructure costs and bring this entire property back into a useful, viable and vibrant part of the St. Charles community.

Ownership has made inquiry into the market place, talked with commercial and residential developers in order to discern what land uses are most likely to be embraced by the market and development community. Ownership has been encouraged by the generally positive responses and expressions of interest. Among the conclusions reached based on those informal discussions is that ownership must demonstrate its commitment to the existing Hotel Tower and the hotel amenities that support the hotel complex. At the same time it is clear that rethinking the benefits of maintaining a golf course is not only appropriate but required if the entire property is to be embraced by the market.

#### **Elements of Proposed Concept Plan.**

The Concept Plan presented identifies 4 principal areas of development on the property. The actual acreage of each of the four development areas of the property is not yet finalized. The Concept Site Plan is intended as a concept that will undergo refinement as the market demands become more clear.

- 1) **Main Hotel Complex (approximately 22 acres).** The hotel tower will be renovated to address a number of the existing facility's shortcomings. Given the current cash flow from the hotel, renovation possibilities are limited. However a higher degree of amenities in the hotel tower are needed in order to bring the hotel back into prominence.

The first priority is to downsize the hotel to a more realistic room count which can properly serve the market without being too large to financially survive. To accommodate this, 3 obsolete buildings consisting of 180 rooms will be demolished. The remaining hotel buildings will be remodeled and brought up to modern day standards. The extent, breadth, and depth of the hotel renovations will be determined as part of an overall financial plan, which will be discussed with the City as part of an economic incentive request. It is anticipated that the Hotel Parcel will consist of approximately 22 acres.

The extent of the renovation will depend upon the City's willingness to provide financial support. Ownership has prepared a renovation plan that will address issues such as:

- i. bringing the hotel rooms up to more current standards;
- ii. upgrading the insufficient check-in and lobby area,
- iii. addressing the conflicting design schemes and outdated décor, furniture and soft goods; and
- iv. addressing the inefficient interior space and layout for conferences, meetings and related food services.

With financial assistance, ownership can provide more structural renovations to eliminate the internal circulation maze, create a new entrance to the hotel centering on the main lobby, create a lounge area and private bar with new food service opportunities. In addition the retail areas will be modernized to attract smaller retailers and other community organizations to

connect the hotel with the larger St. Charles community. A new ballroom will be created, and major renovations will be made to the indoor/outdoor pool area. These more costly “structural” improvements cannot be made without financial assistance from St. Charles.

**2) Commercial parcel at the northwest corner of the property (SEC of Kautz Road and North Avenue (approximately 10 to 20 acres)).**

We envision retail/commercial development along North Avenue at Kautz Road. Conversations with residential, retail and commercial developers revealed that the parcel at the southeast corner of Kautz Road and North Avenue is desirable for retail purposes. Based on those conversations, the Concept Plan will consist of approximately 10 to 20 acres of commercial property with frontage on both Kautz Road and North Avenue. The parcel will have more frontage on North Avenue and will extend from Kautz Road to the hotel parcel.

Plans call for the demolition of the hotel laundry building at the northwest corner of the property at Kautz Road and North Avenue. Demolition of the outdated hotel wings along North Avenue will also take place.

**3) Retail/office and/or multiple family use for the parcel of property at the northeast corner of the property on North Avenue (approximately 7 acres).**

We envision development along North Avenue east of the Hotel Parcel to be approximately 7 acres in size and could be retail, office, multiple family or some combination of those uses. At this stage, it is anticipated that this parcel might see redevelopment activity after the Retail Parcel at the corner of North Avenue and Kautz Road is developed.

Plans would include the demolition and possible relocation of the golf maintenance building from the northeast corner of the property.

**4) Residential development south of the above three phases that front North Avenue (approximately 104 acres).**

The balance of the property, located south of the above three parcels that front on North Avenue is anticipated to be multiple family residential. Details of how this parcel will be developed are not yet finalized. Discussions in the market place indicate that the location of this parcel is highly desirable for a combination of single family (detached and attached), townhomes and multiple family residential units. Ownership has also heard from residential developers that multiple family units consisting of from 300 to up to 600 units in a luxury apartment product could be very successful.

It is not clear what height developers would be interested in at this time. Depending on the developer, it is anticipated that the height of the building(s) could be from 3 to 5 stories. Even if the golf course is deemed not to be an amenity worth keeping, there is sufficient land area to provide significant open space. The decision to retain any part of the golf course will be driven by the market.

**High Infrastructure Costs.**

The electric and public utilities and public improvement costs required to develop these four phases of the property are higher than for most properties since the City's electrical system has not been extended south of North Avenue in sufficient capacity to adequately serve even the existing hotel facility. These costs are so high that ownership is compelled to request that St Charles consider providing economic assistance. The property itself cannot support those infrastructure costs.

**Conclusion**

It is the desire of ownership to create a premier hotel and conference center with commercial uses that will augment the hotel complex and serve to enhance the City's retail sales tax base. The residential component will benefit from the amenities of the hotel and commercial development to be built on the property and existing adjacent to the property.

We appreciate the opportunity to bring you this exciting Concept Plan.

St Charles Resort, LLC.

June 3, 2015

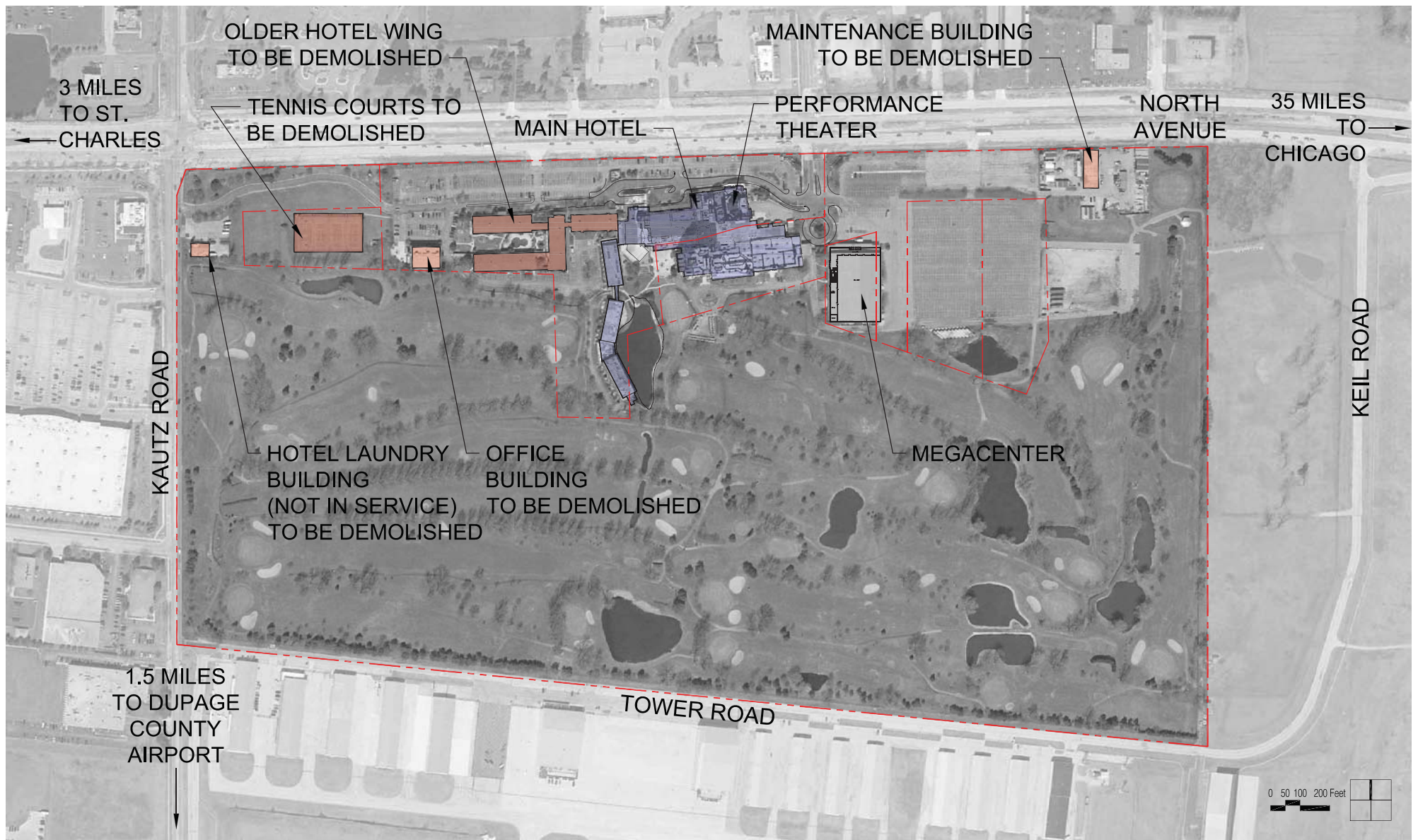


# PHEASANT RUN RESORT

## CONCEPT PLAN PRESENTATION



PRESENTED BY VOA ASSOCIATES  
JULY 2015



current site plan



