

# Cooper's Hawk Winery & Restaurant

St. Charles Planning and Development Committee Meeting

May 9<sup>th</sup>, 2016

# INTRODUCTIONS

- Cooper's Hawk Winery & Restaurant
  - Walter Fisher, VP of Design and Development
  - Jen Kaufmann, Director of Development Operations
- Aria Group Architects (CHWR's architect)
  - Dan Bernatek, Project Architect



# OVERVIEW

## Cooper's Hawk

- About
- Programs
- Values
- Community



## Site Impact

- Growth
- Site Impact
- Excitement



## Building

- General Design  
Aesthetic
- Exterior Elevations



# ABOUT

- Founded by Tim McEnery in 2005
- Lifestyle Brand and Category Creator
  - Redefining Modern, Casual Dining
  - Immersive Experience
    - Restaurant and Hand Crafted Wines
    - Winery and Wine Club
    - Napa-style Tasting Room with Artisanal Retail
  - 2010 – Named ‘Hot Concept’ and ‘Breakout Brand’ by *Nation’s Restaurant News*
  - 2014 – ‘Midwest Entrepreneur of the Year’ by Ernst and Young
  - 2015 – Profiled by Wall Street Journal



## PROGRAMS – FOOD

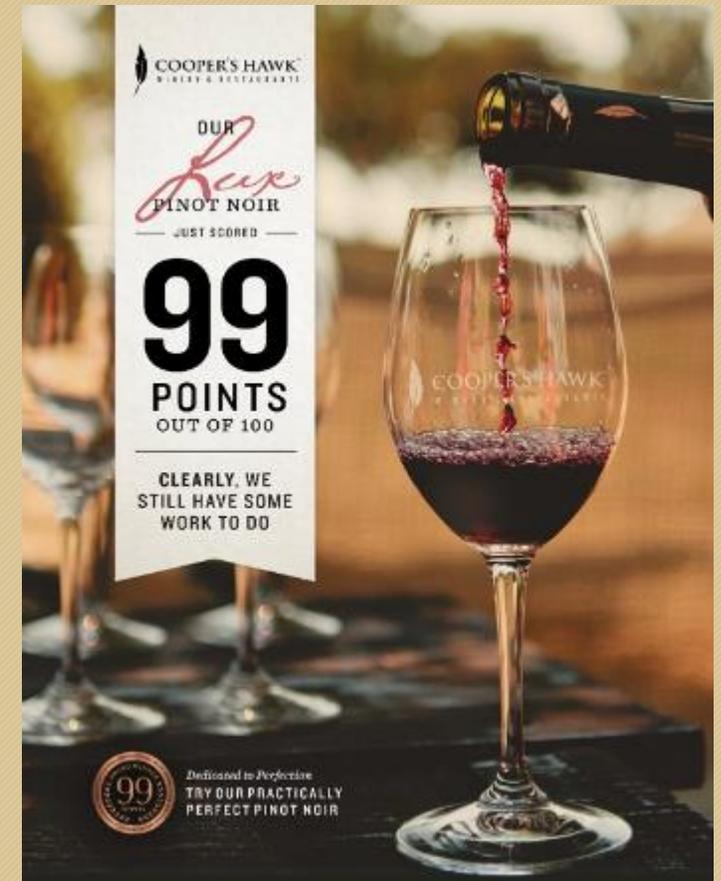
- Modern American Cuisine
- Unique Dishes
  - Life Balance (under 600 calories)
  - Gluten-Free
  - Seasonally Inspired
- Carefully Executed Pairings
- 2013 - 'Menu Trendsetter'
  - 'Menu Masters' *Nation's National Restaurant News*
- 'Best Restaurants in Chicago' in *Food Lovers Guide To Chicago: The Best Restaurants, Markets, & Local Culinary Offerings*



*Asian BBQ Pork Belly Tostados*

# PROGRAMS – WINE

- Handcrafted Wines
  - Grapes and Fruit from CA, OR, WA, and MI
  - Vineyard to Winery Door, Year Round
  - Around 40 Varietals
  - 12 Unique Blends for Wine Club Members
- Winery
  - 46,000 sq. ft. Production Facility
  - 300,000 Cases
  - 5<sup>th</sup> Largest Winery Outside of CA
- Accolades
  - Served at 2009 and 2013 Inaugural Ball
  - First Lady Toast in 2014
  - Over 300 Awards – Local, National, and International
  - 99-point Achievement at the Critics International Wine Competition
    - San Diego, CA



# PROGRAMS – WINE CLUB

- Exclusive Monthly Wine Club
  - Red, White, Variety, or Sweet
  - Pickup or Ship
  - Exclusive Blends - Wine of the Month
  - Discounts and Promotions
  - Member Only Events
  - Wine Club Trips – Sonoma, Napa, Italy, France, Spain
- Membership
  - Over 175,000 members – Largest in the Country



Napa Valley

# PROGRAMS – TASTING ROOM AND RETAIL

- Napa-Style Tasting Room with Artesian Retail
  - Wine Tastings
  - Shop
- Gourmet Foods
  - Sauces, Seasoning, Chutney's, Tapenades
  - Paired with Our Wine
- Unique Wine Related Items
  - Gift Sets and Baskets
  - Decanters
  - Accessories



# Cultural Cornerstones

We Create Community

We Care About People

We Are Different

We are Committed to Being the Best

We Have Fun and Celebrate



# Growth

- Growth
  - 23 High-Volume Locations in 8 States
    - IL, IN, WI, MO, OH, FL, MD, VA
  - Illinois
    - 8 locations
    - St. Charles #9
  - 2016 – *Crain's Fast Fifty* 'Fast Fifty'
    - Fifth year in a row



# Site Impact

- Employees
  - 150
- Local Vendors
  - Upwards of 12
- Sales
  - National Average 3-4 million
  - Northern Suburbs more than double
- Guests
  - 4000-5000 per week
- Wine Club Members
  - 60% in Illinois
  - Sales (10%) and Trips (4%)



# DESIGN

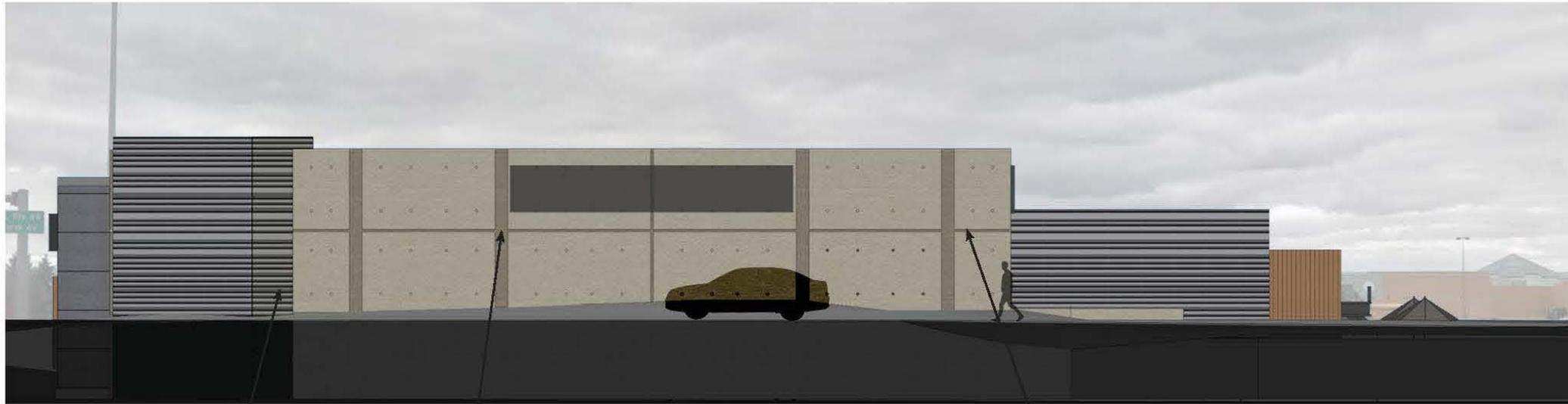
- Aesthetic

- Modern & Casual
- Sophisticated
- Distinctive
- Clean, Modern Contemporary



- Highlights

- West region winery
- Focal Areas: Wood Frame
- Dominant Materials:
  - Composite wood cladding
  - Corrugated metal panels
  - Fiber cement Panels
  - Concrete looking stucco finish.
- Two outdoor patio dining areas



STANDING SEAM METAL

15" W x 3" RECESSED  
VERTICAL REVEALS  
WITHIN CONCRETE  
LOOK STUCCO

2 SOUTH VIEW

3" W x 3" RECESSED HOR-  
IZONTAL REVEAL WITHIN  
CONCRETE-LOOK STUCCO

T/ PARAPET  
EL: 126'-0"

T/ PARAPET  
EL: 124'-6"

T/ PARAPET  
EL: 119'-0"

C/ REVEAL  
EL: 115'-3"

APPROX.  
T/ NORTH AVE  
EL: 109'-0"

T/ SLAB  
EL: 100'-0"

# SOUTH



ARCADIA OPERABLE  
LOUVERED ROOF CAN-  
OPY

"PUNCHED" WINDOW  
FRAMED WITH WARM  
WOOD-LOOK TRIM

AREA FOR SIGNAGE  
SHOWN SHADED

1 WEST VIEW

FIBER CEMENT BOARD

WARM CON-  
CRETE-LOOK STUCCO  
W/ EXPOSED TIE-BACK  
DETAIL ETC.

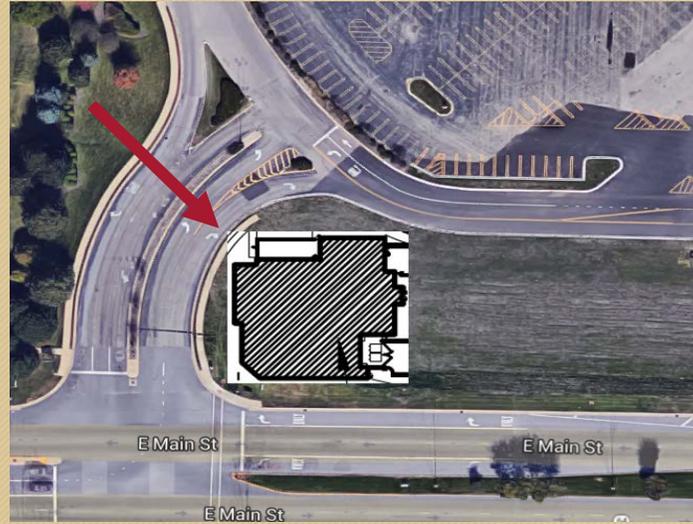
T/ PARAPET  
EL: 126'-0"  
T/ PARAPET  
EL: 124'-6"  
T/ PARAPET  
EL: 122'-0"

APROX.  
T/ NORTH AVE  
EL: 109'-0"

T/ SLAB  
EL: 100'-0"

# WEST

**NORTH  
EAST**



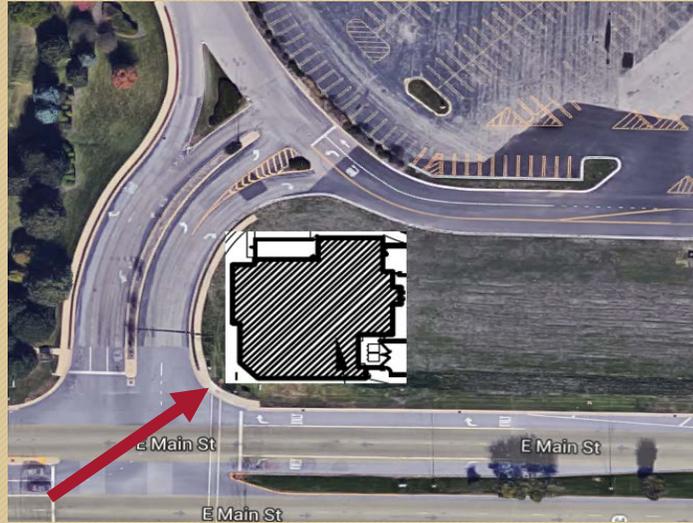
SOLID WALL RAILING WITH INTEGRATED PLANTERS

**1** NORTHEAST VIEW

FABRIC UMBERELLA AT THE BAR PATIO

"GLASS BOX" BAR FRAMED WITH WARM WOOD-LOOK TRIM TO WRAPT CORNER

SOUTH  
EAST



STANDING SEAM METAL

AREA FOR SIGNAGE  
SHOWN SHADED

COMPOSITE PANELS TO  
MATCH WARM STUCCO  
FINISH BEYOND

2 **SOUTHEAST VIEW**

SOLID METAL PANEL

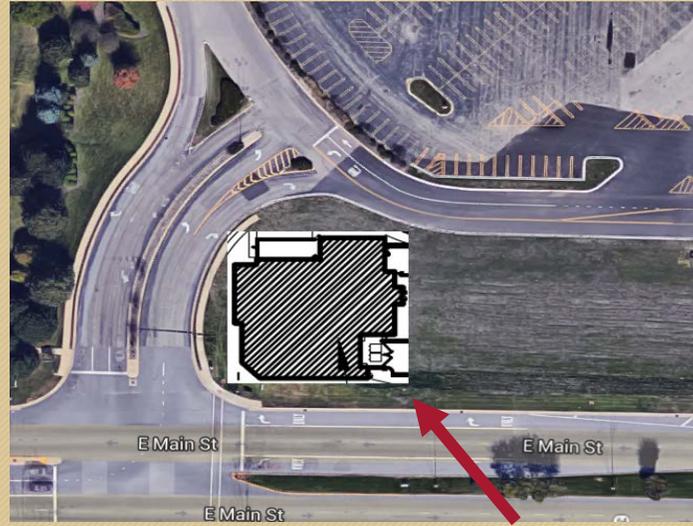


SOLID WALL RAILING  
WITH INTEGRATED  
PLANTERS

4 NORTHWEST VIEW

"PUNCHED" WINDOW  
FRAMED WITH WARM  
WOOD-LOOK TRIM

SOUTH  
WEST



WARM CON-  
CRETE-LOOK STUCCO  
W/ EXPOSED TIE-BACK  
DETAIL, TYP.

STANDING SEAM METAL

3 **SOUTHWEST VIEW**

15" W x 3" RECESSED  
VERTICAL REVEALS  
WITHIN CONCRETE  
LOOK STUCCO

3" W x 3" RECESSED HOR-  
IZONTAL REVEAL WITHIN  
CONCRETE-LOOK STUCCO