

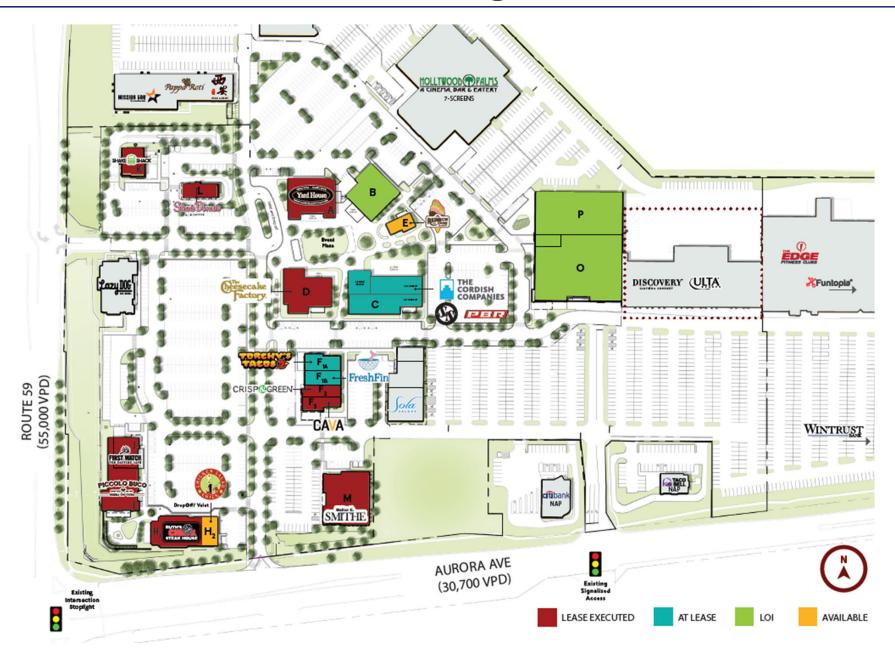
Block 59





Block 59 Merchandising Plan







Block 59



Request:

Relief from liquor license restrictions limiting the individual serving size for the sale of on premises consumption of beer, wine, and cider.

Current

Code:

It shall be unlawful for a licensee to sell, give away or permit to be sold, served or given away for consumption on the licensed premises any serving containing more than **twenty-four (24) fluid ounces of beer or cider**, **six (6) ounces of wine**, or three (3) ounces of spirits except wine by the bottle or carafe.

Proposed Change or Variance:

Allow for the serving size of thirty-two (32) fluid ounces of beer or cider, and nine (9) ounces of wine at Block 59 restaurants.



Block 59



Reason:

Two Block 59 tenants, Yard House and Ruth's Chris, require these serving sizes as part of their national program. The Yard House "Half Yard" (a 32 oz. serving) is part of their corporate brand identity. Both restaurants include the option of a 6 oz. or 9 oz. pour as part of their wine menu.

These restaurants <u>will not proceed</u> with the project under the current pour limitations.

Implications:

Block 59 has a carefully curated mix of first-class tenants. Many of the tenants have agreed to join the project with lease contingencies that other named tenants will open at the project. If Yard House and Ruth's Chris terminate their leases, it will trigger termination rights for more than 50% of the remaining tenants creating a snowball effect of terminations.

If this occurs, it is extremely likely that the entire project will not move forward upon their termination.





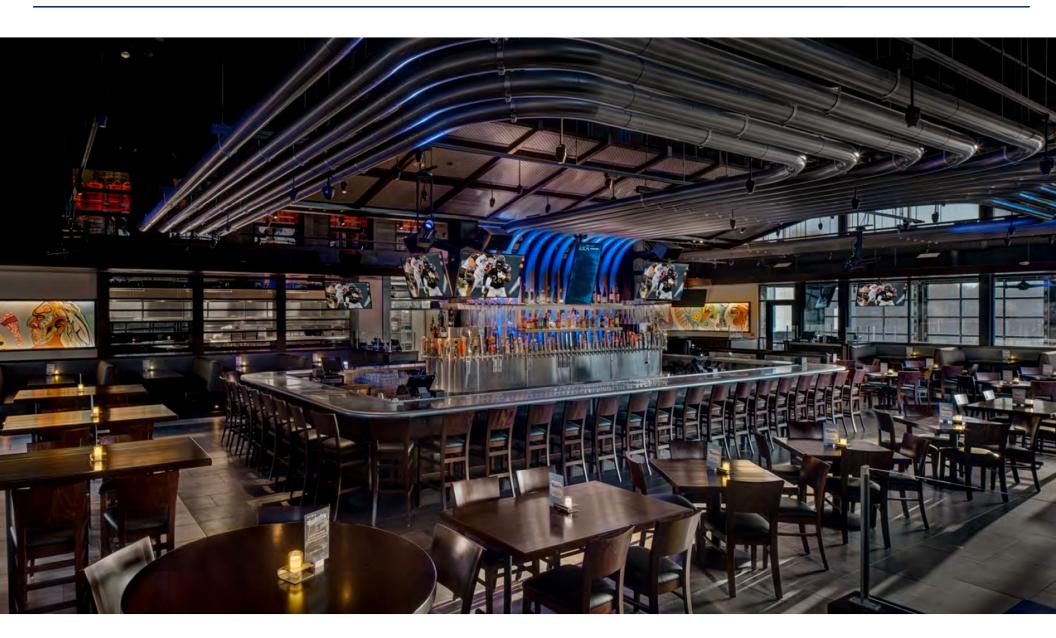










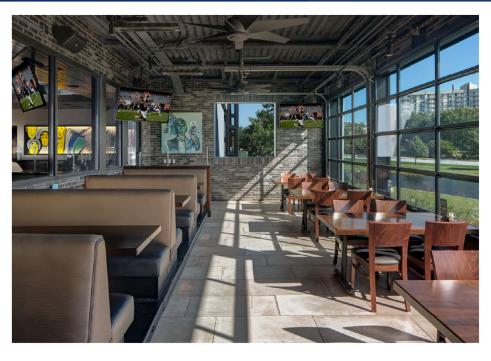












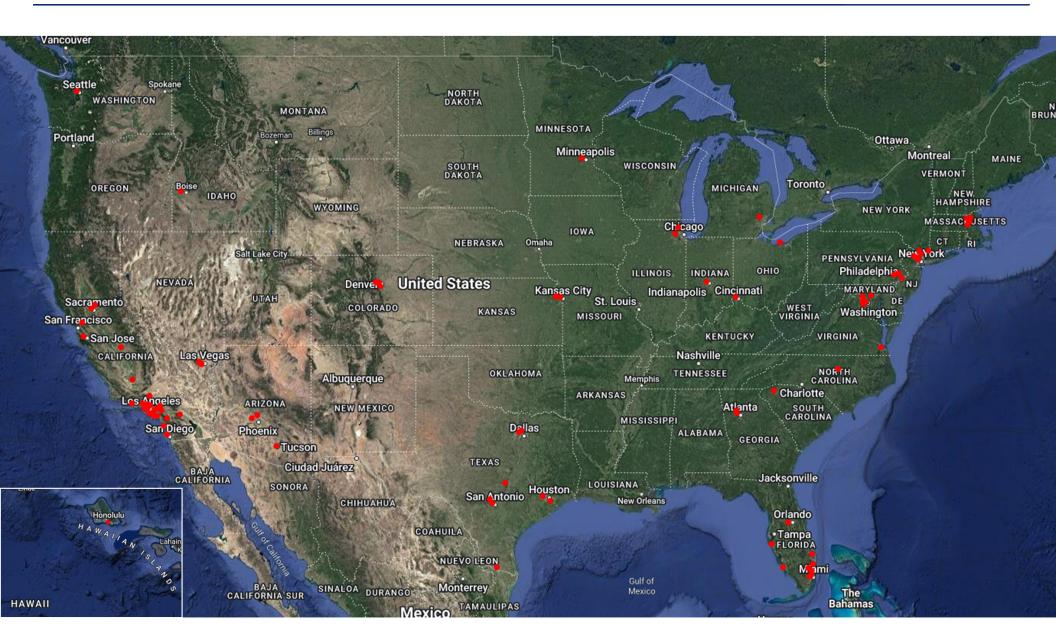






Yard House Locations









Yard House Yard House Locations



| Tucson | AZ | Lone Tree | CO | Kansas City | MO |
|------------------|----|--------------------|----|-----------------|----|
| Glendale | AZ | Norwalk | CT | Raleigh | NC |
| Phoenix | AZ | Washington | DC | East Rutherford | NJ |
| Los Angeles | CA | Hallandale Beach | FL | Moorestown | NJ |
| Palmdale | CA | Sunrise | FL | Wayne | NJ |
| Sacramento | CA | Orlando | FL | Las Vegas | NV |
| Long Beach | CA | Coral Gables | FL | Las Vegas | NV |
| Riverside | CA | Sarasota | FL | Las Vegas | NV |
| Fresno | CA | Miami Beach | FL | Yonkers | NY |
| Oxnard | CA | Boca Raton | FL | West Nyack | NY |
| Chino Hills | CA | Palm Beach Gardens | FL | New York | NY |
| San Diego | CA | Naples | FL | Cincinnati | ОН |
| Bakersfield | CA | Atlanta | GA | Westlake | ОН |
| Carlsbad | CA | Atlanta | GA | Willow Grove | PA |
| Burbank | CA | Honolulu | HI | King Of Prussia | PA |
| Rancho Cucamonga | CA | Meridian | ID | Greenville | SC |
| Northridge | CA | Lombard | IL | San Antonio | TX |
| Rancho Mirage | CA | Glenview | IL | McAllen | TX |
| Temecula | CA | Indianapolis | IN | Irving | TX |
| Brea | CA | Kansas City | KS | Austin | TX |
| Roseville | CA | Boston | MA | Houston | TX |
| Pasadena | CA | Lynnfield | MA | Friendswood | TX |
| Concord | CA | Boston | MA | Addison | TX |
| Irvine | CA | Dedham | MA | San Antonio | TX |
| Marina Del Rey | CA | Burlington | MA | Virginia Beach | VA |
| Costa Mesa | CA | Hanover | MD | Springfield | VA |
| San Jose | CA | Gaithersburg | MD | McLean | VA |
| Lakewood | СО | Troy | MI | Seattle | WA |
| Denver | CO | Saint Louis Park | MN | | |
| | | | | | |





Yard House Locations



Closely Comparable Locations

| Yard House - 5-Mile Demographic Comparison | | | | | | | | | |
|--|-----------------------------|--------------------|-------|------------|------------|------------|-----------|---------------|--|
| | | | | • | | | Average | | |
| | | | | Total | Seasonal | Visitor | Household | % College | |
| Location Name | Address | City | State | Population | Population | Population | Income | Educated (4+) | |
| Westridge Court | 204 South Route 59 | Naperville | IL | 249,551 | 2,237 | 12,945 | \$134,713 | 56.1% | |
| Palm Beach - Downtown at the Gardens | 11701 Lake Victoria Gardens | Palm Beach Gardens | FL | 163,056 | 29,940 | 6,988 | \$132,747 | 46.7% | |
| Concord - The Veranda | 2005 Diamond Blvd | Concord | CA | 254,344 | 1,932 | 9,887 | \$134,670 | 48.0% | |
| Naples - Park Shore Plaza | 4251 Tamiami Trail North | Naples | FL | 90,324 | 66,256 | 23,448 | \$152,100 | 49.0% | |
| Dedham - Legacy Place | 200 Legacy Place | Dedham | MA | 214,346 | 1,712 | 4,749 | \$140,934 | 54.1% | |
| Glenview - Glen Town Center | 1880 Tower Dr | Glenview | IL | 287,017 | 5,586 | 12,880 | \$146,250 | 56.0% | |
| Lombard - Fountain Square | 2301 Fountain Square Dr | Lombard | IL | 264,024 | 3,207 | 29,698 | \$140,093 | 56.0% | |
| Gaithersburg - Rio Washingtonian | 211 Rio Blvd | Gaithersburg | MD | 285,750 | 2,032 | 17,813 | \$139,902 | 57.1% | |
| Burlington - Middlesex Turnpike | 108 Middlesex Turnpike | Burlington | MA | 179,866 | 1,679 | 17,652 | \$171,119 | 63.1% | |
| | | | | | | | | | |
| Yard House Average* | | | | 352,559 | 11,298 | 52,259 | \$114,482 | 44.1% | |
| Yard House Median* | | | | 265,221 | 3,763 | 21,419 | \$111,510 | 45.7% | |

^{*}Based on all Yard House locations

Comparable Community Feedback

Village of Lombard – Yard House

 Bill Heniff, Director of Community Development: No issues with them in the +/-6 years they have been operating. "Great addition to Fountain Square". They are doing great business all week long. First class operator that the Village would recommend.

Village of Glenview – Yard House

Chris Clark, Special Projects Manager: No issues with them in the +/-15 years they
have been open. Yard House is "one of the best parts of Glen Town Center". He said
they are "a great corporate citizen" and he "highly recommends them"





Ruth's Chris



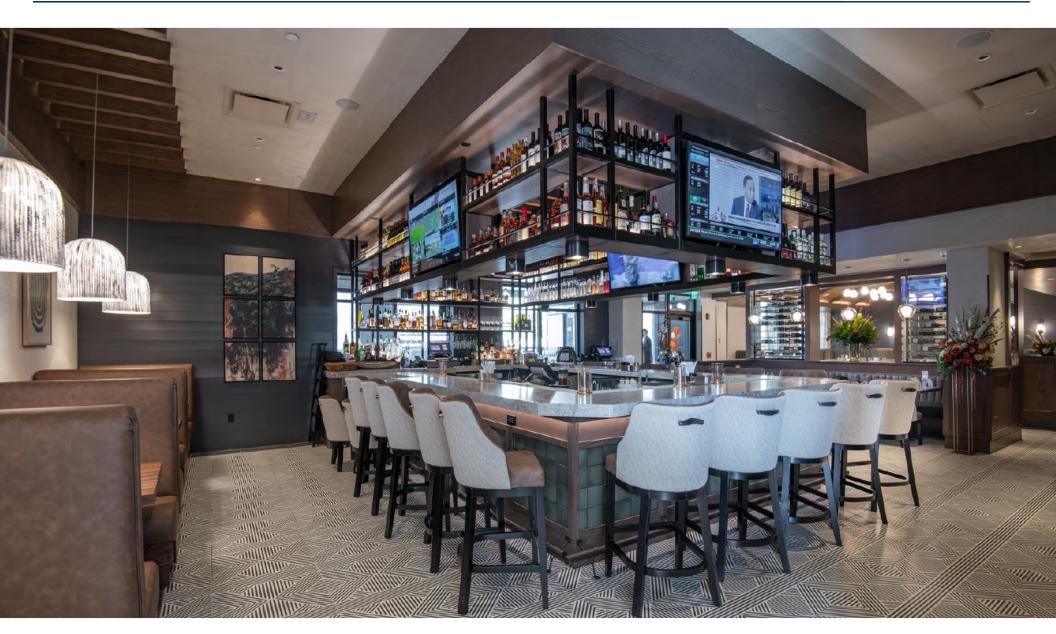






Ruth's Chris



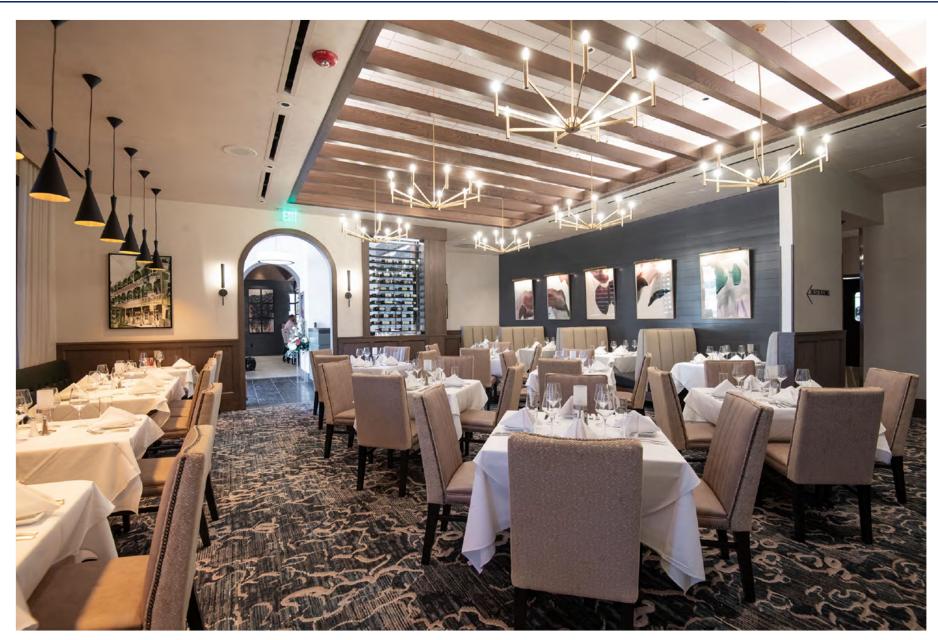






Ruth's Chris



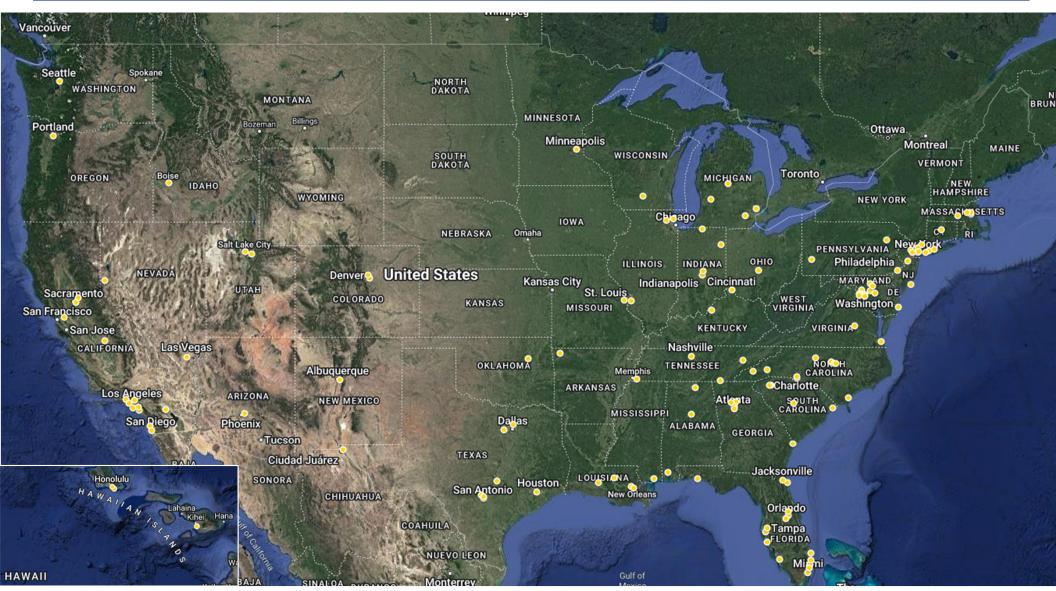






Ruth's Chris Locations









Ruth's Chris Locations



| Mobile | AL | Bonita Springs | FL | Gaithersburg | MD | Cincinnati | ОН |
|-----------------|----|-------------------|----|---------------------|----|----------------|----|
| Huntsville | AL | Destin | FL | Mount Pleasant | MI | Columbus | ОН |
| Birmingham | AL | Sarasota | FL | Grand Rapids | MI | Tulsa | OK |
| Rogers | AR | Ponte Vedra Beach | FL | Ann Arbor | MI | Portland | OR |
| Scottsdale | AZ | Savannah | GA | Troy | MI | Wilkes-Barre | PA |
| Sacramento | CA | Kennesaw | GA | Minneapolis | MN | Philadelphia | PA |
| Long Beach | CA | Atlanta | GA | St. Louis | MO | Pittsburgh | PA |
| Anaheim | CA | Atlanta | GA | Chesterfield | MO | Columbia | SC |
| Fresno | CA | Alpharetta | GA | Biloxi | MS | Greenville | SC |
| San Diego | CA | Honolulu | HI | Cherokee | NC | Myrtle Beach | SC |
| Palm Desert | CA | Waikiki | HI | Wilmington | NC | Greenville | SC |
| Roseville | CA | Wailea | HI | Greensboro | NC | Knoxville | TN |
| Woodland Hills | CA | West Des Moines | IA | Asheville | NC | Chattanooga | TN |
| Pasadena | CA | Boise | ID | Durham | NC | Memphis | TN |
| Irvine | CA | Northbrook | IL | Raleigh | NC | Nashville | TN |
| Marina Del Rey | CA | South Barrington | IL | Charlotte | NC | West El Paso | TX |
| Walnut Creek | CA | Fort Wayne | IN | Cary | NC | San Antonio | TX |
| Del Mar | CA | Granger | IN | Charlotte | NC | Fort Worth | TX |
| Denver | CO | Indianapolis | IN | Atlantic City | NJ | San Antonio | TX |
| Denver | CO | Indianapolis | IN | Paramus | NJ | Dallas | TX |
| Newington | CT | Louisville | KY | Parsippany | NJ | Austin | TX |
| Washington | DC | New Orleans | LA | Jersey City | NJ | San Antonio | TX |
| Jacksonville | FL | Lafayette | LA | Weehawken | NJ | Houston | TX |
| Aventura | FL | Baton Rouge | LA | Princeton | NJ | Salt Lake City | UT |
| St. Petersburg | FL | Metairie | LA | Short Hills | NJ | Park City | UT |
| West Palm Beach | FL | Worcester | MA | Albuquerque | NM | Virginia Beach | VA |
| Coral Gables | FL | Boston | MA | Las Vegas | NV | Rdmidlothian | VA |
| Winter Park | FL | Somerville | MA | Reno | NV | Arlington | VA |
| Orlando | FL | Waltham | MA | Albany | NY | Reston | VA |
| Ft. Lauderdale | FL | Baltimore | MD | Lake Grove | NY | Tysons Corner | VA |
| Tampa | FL | Berlin | MD | Garden City | NY | Fairfax | VA |
| Sarasota | FL | Pikesville | MD | Melville | NY | Seattle | WA |
| Lake Mary | FL | Odenton | MD | Tarrytown | NY | Middleton | WI |
| Boca Raton | FL | Annapolis | MD | | | | |





Ruth's Chris Locations



Closely Comparable Locations

| Ruth's Chris - 5-Mile Demographic Comparison | | | | | | | | |
|---|----------------------------|------------------|-------|------------|------------|------------|----------------------|---------------|
| | | | | Total | Seasonal | Visitor | Average Household | % College |
| Location Name | Address | City | State | Population | Population | Population | Income | Educated (4+) |
| Westridge Court | 204 South Route 59 | Naperville | IL | 249,551 | 2,237 | 12,945 | \$134,713 | 56.1% |
| Ruth's Chris Steak House Indianapolis - Northside | 2727 East 86th Street | Indianapolis | IN | 185,349 | 2,288 | 19,620 | \$101,114 | 58.2% |
| Ruth's Chris Steak House South Barrington | 100 W Higgins Road | South Barrington | IL | 163,678 | 1,301 | 6,396 | \$107,245 | 37.0% |
| Ruth's Chris Steak House Troy | 755 West Big Beaver Road | Troy | MI | 259,443 | 2,787 | 18,012 | \$123,402 | 56.3% |
| Ruth's Chris Steak House Charlotte - SouthPark | 6000 Fairview Road | Charlotte | NC | 249,364 | 2,115 | 29,305 | \$132,936 | 59.7% |
| Ruth's Chris Steak House Gaithersburg | 106 Crown Park Avenue | Gaithersburg | MD | 282,342 | 2,069 | 17,795 | \$141,131 | 57.3% |
| Ruth's Chris Steak House Alpharetta | 11655 Haynes Bridge Road | Alpharetta | GA | 196,060 | 1,294 | 16,928 | \$145,612 | 64.0% |
| Ruth's Chris Steak House Chesterfield | 16493 Wild Horse Creek Rd | Chesterfield | MO | 108,812 | 1,612 | 5,436 | \$159,069 | 64.9% |
| Ruth's Chris Steak House Fairfax | 4100 Monument Corner Drive | Fairfax | VA | 262,008 | 1,598 | 16,084 | \$166,028 | 66.5% |
| | | | | | | | | |
| Ruth's Chris Average* | | | | 288,099 | 10,222 | 44,825 | \$109,913 | 45.9% |
| Ruth's Chris Median* | | | | 221,577 | 3,431 | 20,408 | \$103,975 | 43.1% |

^{*}Based on all Ruth's Chris locations





BRIXMOR