



NAPERVILLE LIQUOR COMMISSION MEETING

February 8, 2024



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 will not proceed 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





Yard House



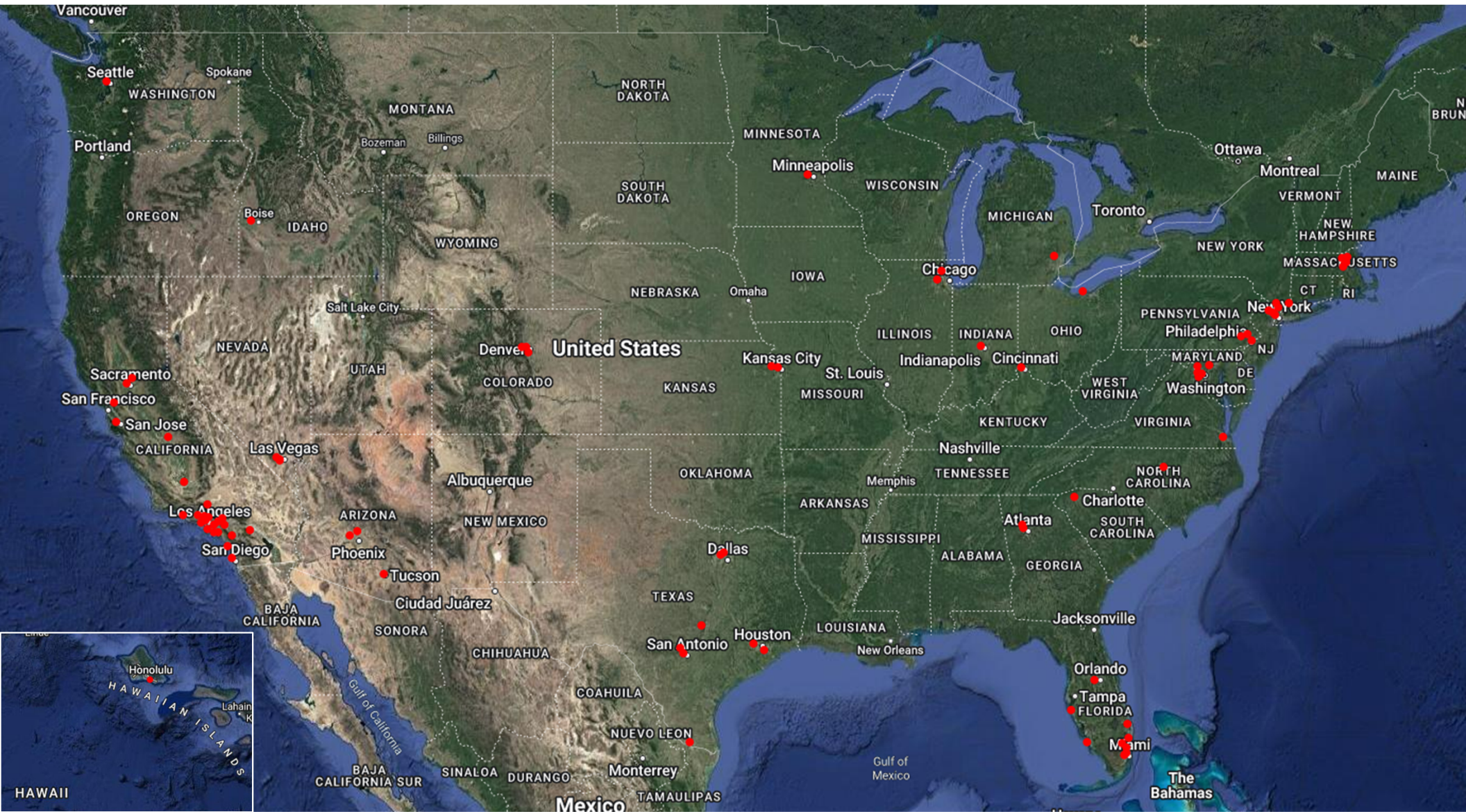


Yard House





Yard House Locations





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	OH
Bakersfield	CA	Atlanta	GA	Westlake	OH
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	CO	Troy	MI	Seattle	WA
Denver	CO	Saint Louis Park	MN		



Yard House Locations



Closely Comparable Locations

Yard House - 5-Mile Demographic Comparison								
Location Name	Address	City	State	Total Population	Seasonal Population	Visitor Population	Average Household Income	% College 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



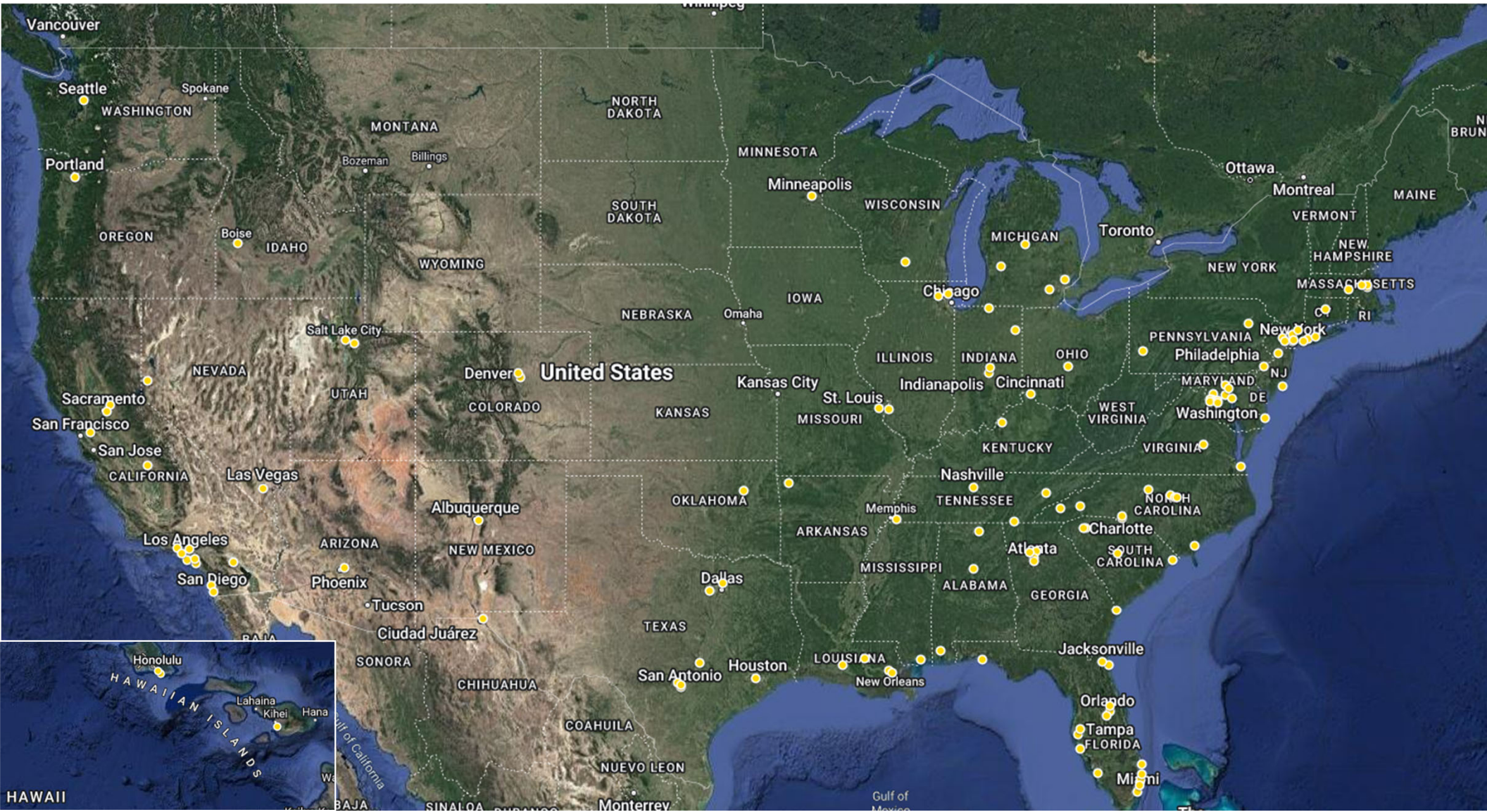


Ruth's Chris





Ruth's Chris Locations





Ruth's Chris Locations



Mobile	AL	Bonita Springs	FL	Gaithersburg	MD	Cincinnati	OH
Huntsville	AL	Destin	FL	Mount Pleasant	MI	Columbus	OH
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								
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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

