To the Council, Committee and Evanston Public:

It has been a great pleasure to serve on the Harley Clarke Citizen’s Committee for a cause I am very passionate about.

The past 4 months have enlightened me as to how important this landmark is to the Evanston Community. I’ve learned the concerns as well as desires of our people and have tried to take all into consideration when selecting my decision.

It is very difficult to hear all possibilities in a 10 minute presentation. I felt it advantageous to explore options of interest a bit further. Research has caused me to choose Option 4 utilizing Convexity Properties.

Convexity’s goal is to create a win-win scenario that will please Evanston residents and be financially feasible at no cost to the city. Their quote, “Tell us what Evanston wants… and we will do our best to make it happen”.

Listed are **pros** for decision:

- **Restore the building and keep its history at no cost to the city.**
- **City owns land**
- **Minimal green space utilized**
  - The existing analysis conducted assumed an “L” shaped building addition. This hypothetical plan was chosen because it did not require additional parking; allowed the addition to stay below the height of the mansion; and allowed unchanged pedestrian access to beachfront.
  - Please note: Underground parking, if desired, would increase costs. The offset would be more senior housing units (building upward) to keep green space. If Evanston approves, this action can be taken as well.
- **Public Use**
  - Configuration could allot for Concerts (NU music students), public boutique dining (coffee shop/cafe’, restaurant), educational seminars, workshops, game nights, etc.
  - Public events would take place on 1st floor and the grounds
- **More consistent occupancy** vs. “how many occupants can we house” for a hotel structure. Allows a senior living community to be smaller, less dense, and a significantly lower impact on traffic and parking than a hotel.
- **Job creation**
  - Dependant on size and housing unit number; the minimum of 20 full-time employees plus engagement of 3rd party local services (food, real estate, housing services, etc.) typically coming from the local community would assist in running the establishment.
- **Income to city**
- **Limited traffic**
- **Long Term Management**
  - Convexity would own the building and enter into a management agreement with a best-in-class senior living management company to operate it. These management agreements are very stable and customarily structured for terms of 10 years or more. The management company would operate under its brand, not Convexity’s.
- Convexity has already made contact with Mather Lifeways to determine interest in management. When timing is appropriate, Convexity would contact additional companies to find the best fit.

- **ADA Compliance**  
  - For the use of Senior Development, Convexity has factored into their feasibility analysis for an ADA compliant plan. Adding elevators, widening stairwells, renovating restrooms and improving wheelchair accessibility will bring the building to where it needs to be for such a plan.

- **Convexity is Ready to Go!**  
  - Convexity could close on the purchase of the building in as little as 30 days from City design and plan approval.

Listed **cons** for decision

- **Establishment would be a For-Profit business** possibly under the Cook County Class-L Tax Incentive. This reduction would return to regular assessment level in the 13th year of operation.  
  - This is not a total con, however, it is known that the city would receive limited taxes early on. Any private use, including hotel, would likely apply for this tax incentive, which is revenue generating vs. the alternative of a public use creating expense and not generating any revenue.

If there were a choice Option 3, Commercial/Hotel use would be a selection as well. However, inconsistency leads me to wonder if the building would be utilized enough for it’s worth... even with no cost to the city. A Senior residential plan seems to bring a bit more promise; as long as it entails a portion for public use. Understand, this is the only option I would chose for residential use.

Thank you all for your time and appreciated interest in our “Mansion on the Lake”.

Dawn Davis-Zeinemann  
Harley Clarke Citizen’s Committee Member