

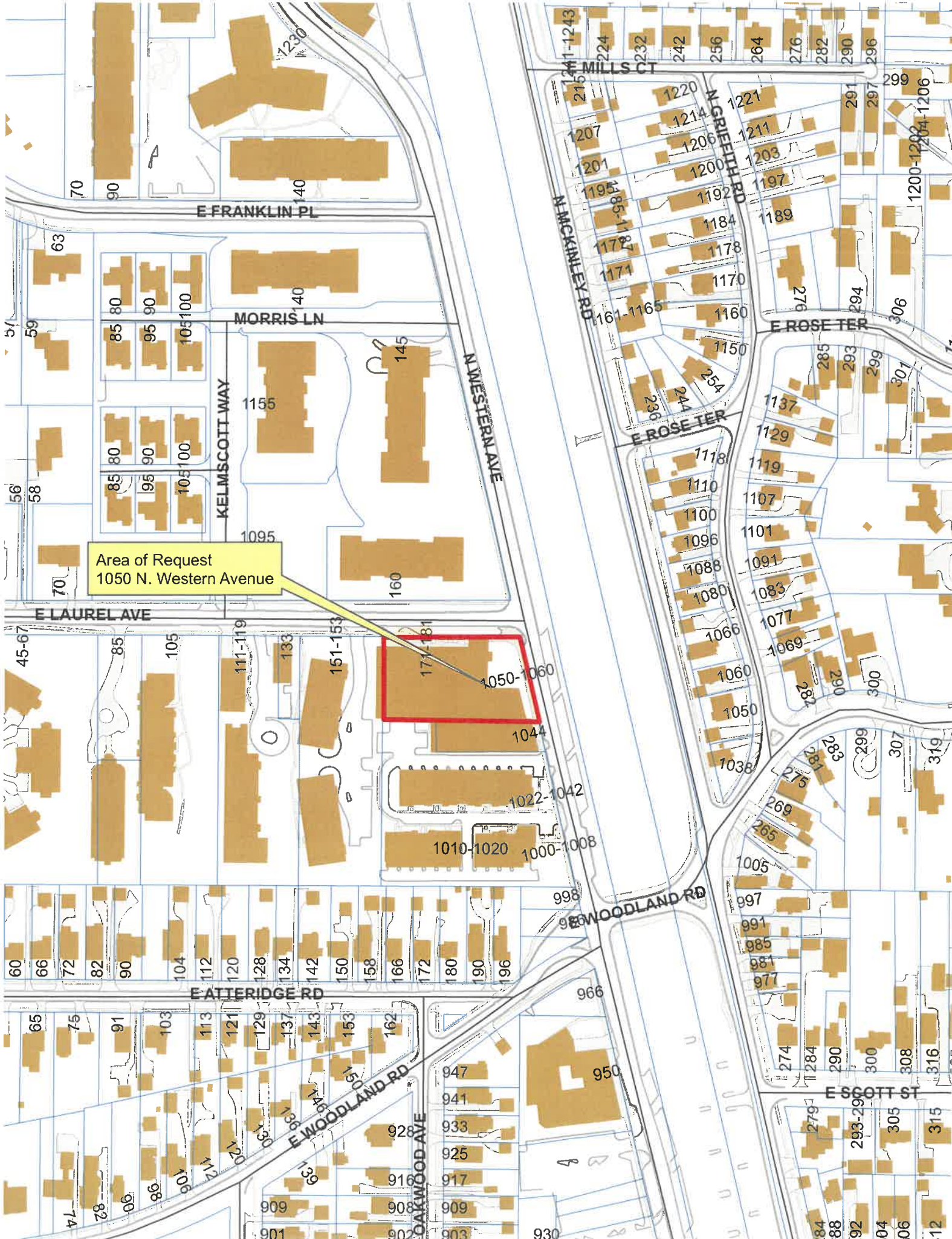
**Plan Commission Meeting – November 12, 2025**  
**Agenda Item 3**

**1050 N. Western Avenue**

Vicinity Map  
Air Photo  
Staff Report

*Materials Submitted by the Petitioner*  
Application  
Statement of Intent  
Site Plan – Proposed Commercial Use

Area of Request  
1050 N. Western Avenue





Area of Request  
1050 N. Western Avenue



**STAFF REPORT AND RECOMMENDATION- Revised**

TO:	Acting Chairman Pickus and members of the Plan Commission
DATE:	November 12, 2025
FROM:	Luis Prado, Assistant Planner
SUBJECT:	<i>Special Use Permit – Jameson Sotheby’s International Realty</i>

<b><u>BUILDING OWNER</u></b>	<b><u>PROPERTY LOCATION</u></b>	<b><u>ZONING DISTRICT</u></b>
Gershman Properties, LLC.	1050 N. Western Avenue	B-2 - Community Commercial Business District

Proposed Tenant: Jameson Sotheby’s International Realty  
Representative: Sarah Lynott, Director of Operations for Jameson Sotheby’s

**Summary of the Request**

This is a request for a Special Use Permit to allow a real estate office to occupy first floor space in the City’s B-2 Community Commercial Business District. Jameson Sotheby’s International Realty desires to open a small office in Lake Forest in a multi-tenant building at 1050 N. Western Avenue. Currently, they do not have a physical location in the community. The office will serve as an office and point of contact for residential home sellers and buyers, both local residents and those interested in moving into the community. The office is anticipated to be occupied by one full-time employee with two to four brokers visiting the space per day.

This request is before the Plan Commission because the Code classifies all real estate offices as special uses therefore, a public hearing and review by the Plan Commission based on the applicable criteria is required. The criteria are addressed below.

The proposed new office for Jameson Sotheby’s International Realty is on the first floor of a multi-tenant, commercial building. The space is 3,000 square feet and was most recently occupied by Orangetheory Fitness. The space fronts on the outdoor dining courtyard for Sophia Steak to the north and is adjacent to Limitless Beauty Salon and Spa to the south. There are no real estate offices located in the building or along this portion of Western Avenue.

Minimal interior alterations to change the use from a gym/fitness club use to a real estate office are planned. In the future, the space could easily be adapted to accommodate a retail use or could be occupied by some other type of office or service business.

Minimal signage is planned for the new office, likely signage on the street facing windows and wall above. The signage will be reviewed for compliance with the Code and permits will be required.

With only one full-time employee and a limited number of brokers and clients visiting the space, traffic and parking generated from the office will be minimal. Given that the hours of operation for the office will end at 5:00PM and the peak hours for Sophia Steak are early evening, the two uses are compatible from a parking demand standpoint.

This property is zoned B-2, Community Commercial Business. This zoning district is oriented toward retail, office uses, service businesses and multi-family residential development. The district is less oriented to pedestrians than in the B-3 and B-4 Districts however, this portion of Western Avenue sees a substantial amount of pedestrian activity. The B-2 District provides for a greater variety of goods and services than permitted in the B-3 and B-4 Districts.

As noted above, real estate offices are classified as special uses in the B-2 District and are permitted only if the Plan Commission and City Council determine that the applicable criteria are met. The applicable criteria are addressed with findings of fact later in this staff report.

### **Background**

In 2003, after instituting a 90-day moratorium on non-retail uses including banks and real estate offices in the City's Central Business District, the City Council adopted an amendment to the Zoning Code establishing banks, real estate offices and some other non-retail uses as special uses in the City's business and commercial zoning districts. This action by the Council was an effort to encourage and support predominantly retail uses in the Central Business District and to ensure that prime tenant spaces were available for retail uses at a time when banks and real estate offices seemed to be growing rapidly in numbers, and in size. The Code amendment established criteria to guide the City in responding to future requests for Special Use Permits for real estate offices as well as other non-retail uses. Since the amendment was adopted establishing real estate offices as special uses, several real estate offices have been authorized through this process. The approved locations for real estate offices have worked well and have not impeded the location of new retail businesses or restaurants in the Central Business District.

### **Key Points**

- The proposed office use is low volume and will primarily be used as a location for showcasing The City of Lake Forest to potential home buyers. Use of the space as proposed will not perceptibly alter traffic volumes, parking demands or activity levels in and around the Central Business District.
- Although the use of the space will not produce retail sales taxes, the sale of homes benefits the City in many ways including through the generation of Real Estate Transfer Tax revenues which are levied on the buyer at a rate of \$4.00 per \$1,000.

### **Findings in Support of a Special Use Permit**

The following findings of fact are offered in support of the request for a Special Use Permit to allow Jameson Sotheby's International Realty Jameson Sotheby's International Realty, a real estate office, to occupy first floor space in the existing building located at 1050 N. Western Avenue. The following findings address both the specific Special Use criteria applicable to non-retail uses in the B-2 zoning district and the general Special Use Permit criteria. The Zoning Code establishes criteria that must be considered prior to approving certain non-retail businesses in the B-2 zoning district but does not prohibit such uses. The applicable criteria are met as detailed in the following findings.

1. The Code encourages consolidating retail uses in and immediately around Market Square and promotes the location of office and service businesses outside of the immediate core area as a way to bring people in to support retail and restaurant businesses. This site is located outside of Market Square, the primary retail core. The proposed office will draw sales associates and customers, some of whom may be unfamiliar with the community and considering making Lake Forest their home.

2. Western Avenue can accommodate use of this space for a small real estate office. The proposed low intensity use, and limited occupancy will not significantly alter existing traffic patterns or negatively affect traffic volumes or the flow of traffic in the Central Business District.
3. On street parking and the on site garage are adequate to meet the limited demand generated by the proposed real estate office.
4. No exterior changes are proposed to the building other than the installation of new signage. Nothing will prevent this space from easily being used by a retail tenant in the future.
5. The location of this non-retail use in the Central Business District will not limit prime opportunities for retail tenants.
6. The proposed location will not be detrimental to surrounding businesses or the business district as a whole and the proposed use is located in a manner that enhances the core area by attracting employees and clients to the Central Business District.
7. The proposed special use will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare.
8. The proposed special use will not substantially diminish property values in the Central Business District.

### **STAFF RECOMMENDATION**

Based on the information presented by the petitioner, review of applicable sections in the City Code and based on the findings of fact detailed above, staff finds that the applicable special use criteria are satisfied. Staff recommends that the Plan Commission approve a motion in support of a Special Use Permit authorizing Jameson Sotheby's International Realty to occupy the first floor space at 1050 N. Western Avenue subject to the following conditions of approval.

1. All building and window signage shall be approved and permitted consistent with applicable Code requirements.
2. No exterior or interior alterations shall occur which limit the future re-use of this space for retail or restaurant uses.
3. The "store front" windows shall remain generally open to allow views into the space for the purpose of providing pedestrian friendly streetscape.



**Application for Plan Commission Review  
Special Use Permit - Central Business District - New Use**

**PROPERTY ADDRESS** 1050 N. Western Ave, LF **ZONING DISTRICT** \_\_\_\_\_

**EXISTING USE** gym/fitness club (Orange Theory)

**PROPOSED USE** real estate office

**EXPANSION OF EXISTING USE** YES  NO

**VARIANCE REQUIRED** YES  NO

**APPLICANT**

Name MARK PASQUETI

Address 1073 Old Colony Rd.

Lake Forest, IL 60045

Phone 847-400-7115

Relationship to Property Tenant  
(Owner/Tenant/Attorney)

**PROPERTY OWNER** (if different from applicant)

Name GERSHMAN PROPERTIES, LLC

Address 12300 WILSHIRE BLVD.

SUITE 310

Phone LOS ANGELES CA 90025

Attention: Valerie Bermudez

**BENEFICIAL INTERESTS**

- Corporation \_\_\_\_\_ (see exhibit A)
- Partnership \_\_\_\_\_ (see exhibit B)
- Trust, land or other \_\_\_\_\_ (see exhibit C)

I have read the complete application packet and understand the Special Use Permit process and criteria. I understand that this matter will be scheduled for a public hearing when a determination has been made that my application is complete.

**SIGNATURES**

[Signature] 10/16/25  
Owner Date  
By: Ken Schelberg, General Counsel

Owner \_\_\_\_\_ Date \_\_\_\_\_  
[Signature] \_\_\_\_\_  
Applicant Date 8/04

[Type here]

## **Statement of Intent**

Jameson Sotheby's International Realty respectfully submits this Statement of Intent in support of its application for a Special Use Permit to operate a luxury real estate brokerage office at 1050 N. Western Ave., Lake Forest, IL 60045. Our intent is to establish a high-quality, service-oriented real estate office that aligns with the character and values of the Lake Forest community.

## **Purpose and Operations**

The proposed use will serve as a full-service luxury real estate brokerage, providing residential real estate sales advisory services to local residents and prospective homeowners. The office will operate during standard business hours, 9am to 5pm Monday through Friday. Operations will be low-impact, consisting mainly of broker office activities, client consultations, and administrative functions. There will be no high-traffic commercial activity associated with this use.

## **Community Compatibility**

Jameson Sotheby's International Realty has a long-standing commitment to maintaining the aesthetic integrity and community values of the communities in which we operate. We currently have offices in Chicago, Hinsdale, Evanston and Barrington, with plans to open offices in Lake Forest and Winnetka. The company's professional and discreet operations will contribute positively to the surrounding business environment and uphold the high standards of appearance and conduct that define the City.

## **Traffic and Parking**

The office will generate minimal traffic relative to other commercial uses. Parking will be limited to Jameson Sotheby's brokers and employees, and occasional clients. This office will have only one full-time employee. While there are a total of 18 brokers affiliated with this office, the number of brokers that visit the office on any given day is minimal. On average, we see about 2 – 4 brokers per day in the office. There is ample street parking and minimal traffic during our hours of operation. And, our office works perfectly with our wonderful neighbor, Sophia Steak. Sophia Steak's hours of operation are 4:30pm – 10:30pm. There is practically no overlap in our street parking usage and traffic, ensuring no negative impact on neighboring properties.

## **Economic and Community Benefit**

Jameson Sotheby's International Realty is dedicated to contributing to the vitality of Lake Forest's business community. Our presence will bring professional employment opportunities, enhance the visibility of Lake Forest's real estate market, and support local

economic activity through partnerships with area businesses, service providers, and community organizations.

**Conclusion**

We believe this proposed use is consistent with the intent and purpose of the Lake Forest Zoning Code and the City's Comprehensive Plan. Jameson Sotheby's International Realty is committed to being a responsible and engaged community partner, maintaining a tasteful and professional presence that reflects positively on Lake Forest.

We respectfully request the Lake Forest Plan Commission's favorable consideration of this Special Use Permit application.

**Submitted by:**

*Jameson Sotheby's International Realty*

Mark A. Pasquesi

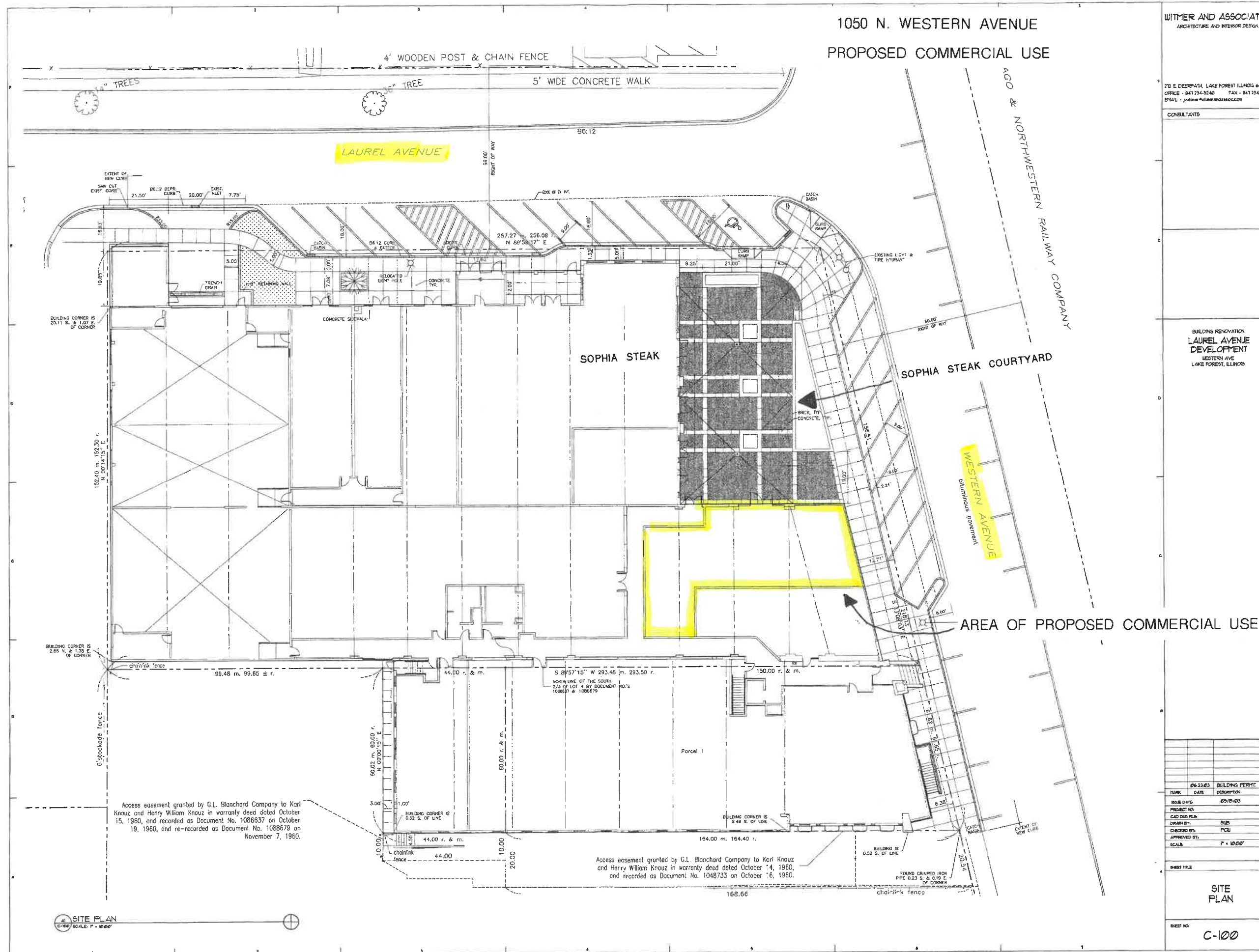
1050 N. WESTERN AVENUE  
PROPOSED COMMERCIAL USE

WITMER AND ASSOCIATES  
ARCHITECTURE AND INTERIOR DESIGN

272 E DEERPATH, LAKE FOREST, ILLINOIS 60045  
OFFICE - 847.234.5546 FAX - 847.234.5243  
EMAIL - jwitmer@witmerandassociates.com

CONSULTANTS

BUILDING RENOVATION  
LAUREL AVENUE  
DEVELOPMENT  
WESTERN AVE  
LAKE FOREST, ILLINOIS



**SITE PLAN**  
SCALE: 1" = 100'

MARK	DATE	DESCRIPTION
06-23-03		BUILDING PERMIT
05-15-03		

PROJECT NO. \_\_\_\_\_  
 CAD DED FILE \_\_\_\_\_  
 DRAWN BY: SUB  
 CHECKED BY: PCW  
 APPROVED BY: \_\_\_\_\_  
 SCALE: 1" = 100'

BEST TITLE

**SITE PLAN**

DRAWING NO. **C-100**