

Varsity

JON VOIGHT
"COMING HOME"
MAZINGRACE PRESENTS
MAY 20 DOC WATSON

the benamy group



dma

G|R|E|C Architects



Varsity



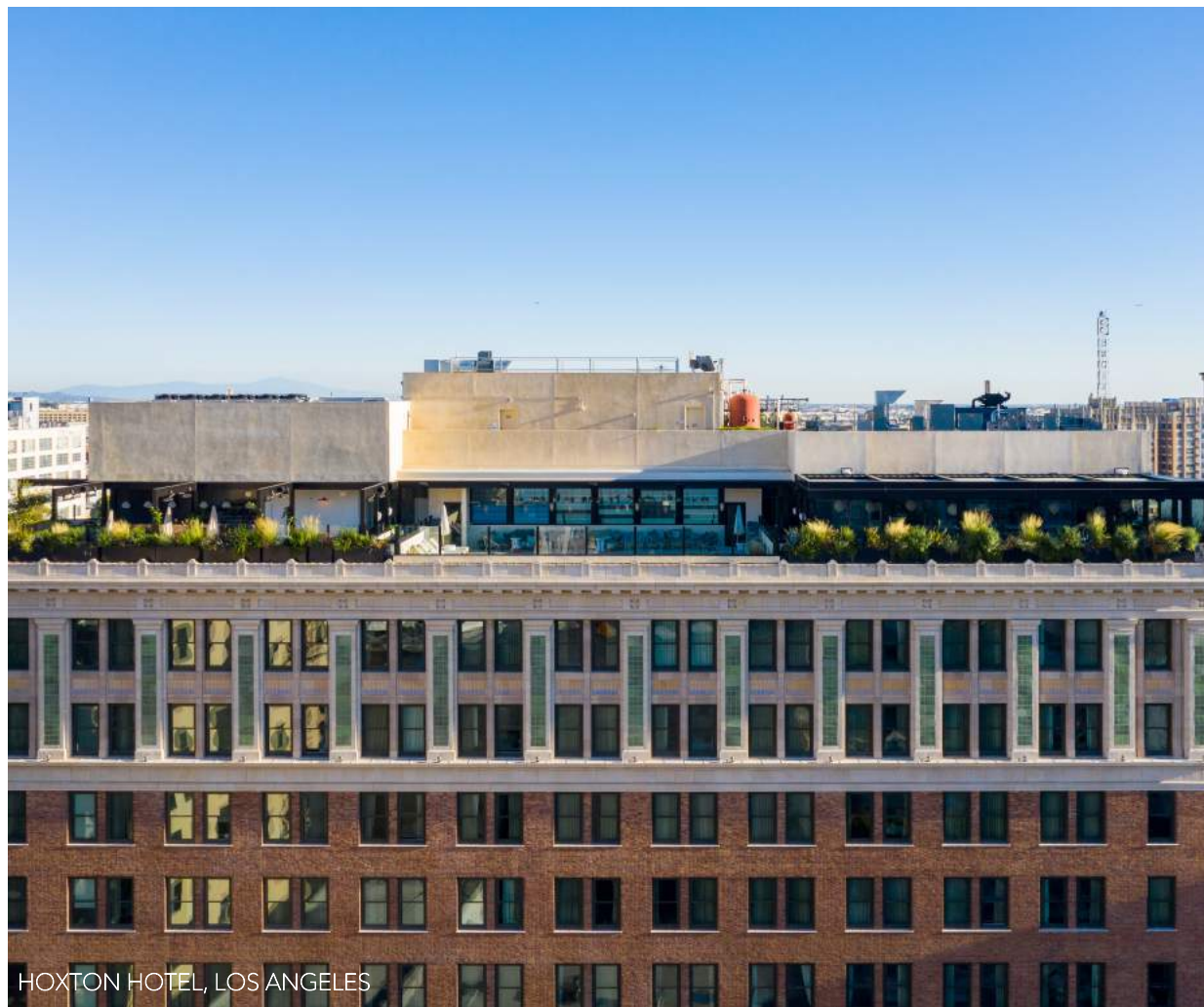
DISTRICT HOUSE, OAK PARK



PALMER LODGE, LOGAN SQUARE, CHICAGO

SOPHY

MESLER



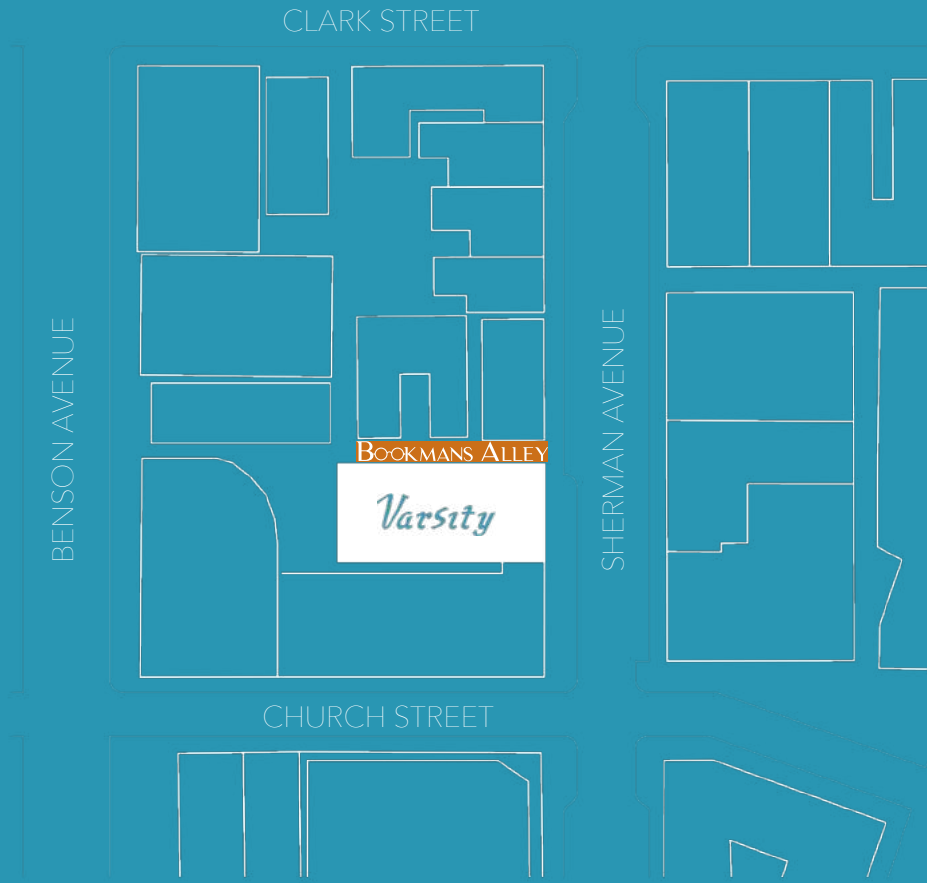
HOXTON HOTEL, LOS ANGELES





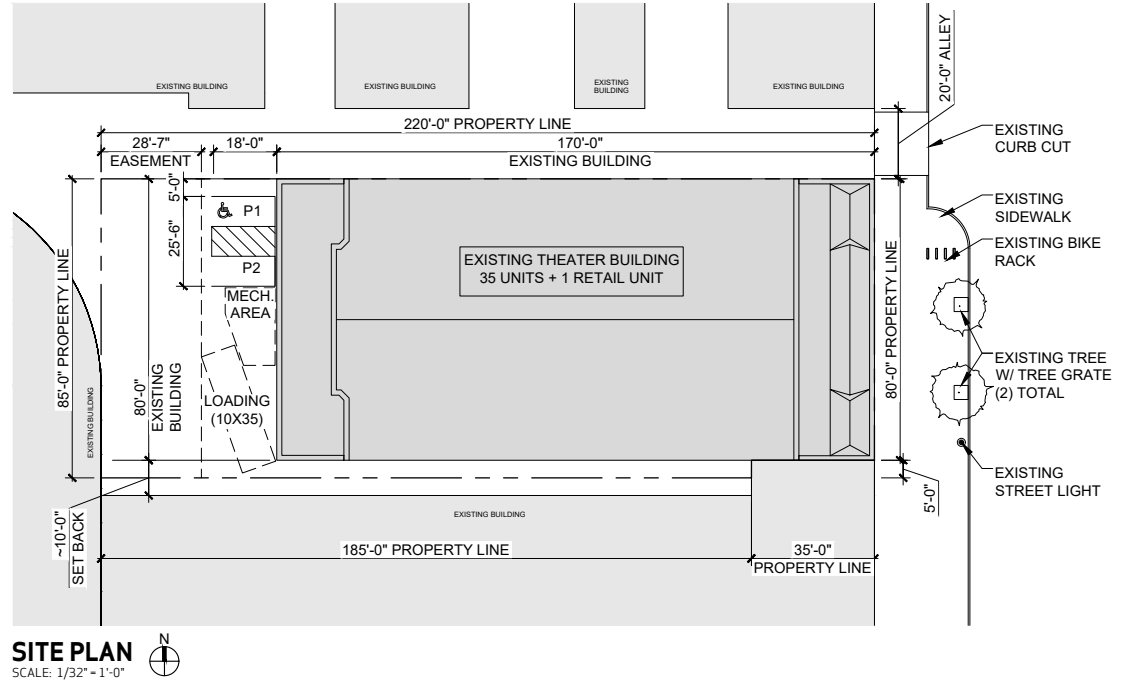
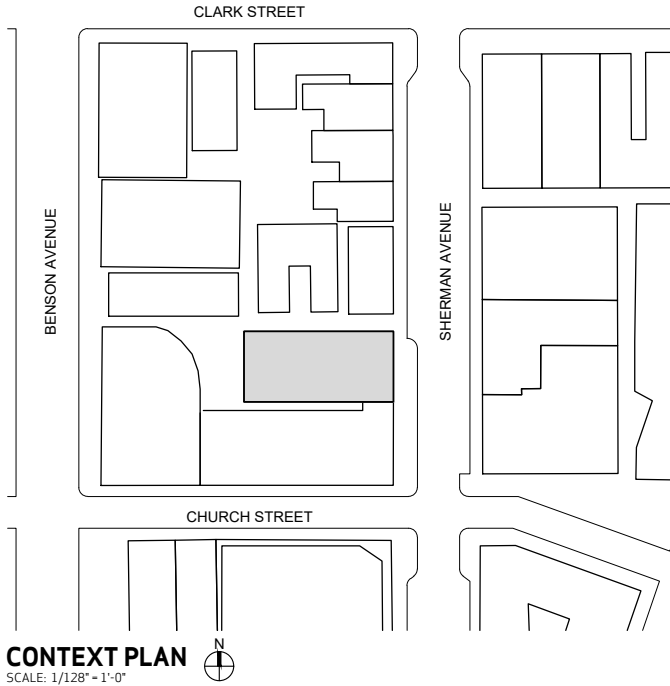
Varsity

BOOKMANS ALLEY



CONTEXT PLAN
SCALE: 1/128" = 1'-0"





Varsity



HAIR CUTTERY

1706

Vanille
Flowers

Varsity



ALLEY GALLERY
contemporary
artwork

EXCLUSIVE MANAGEMENT
SCHERMEHORN
EST. 1988
869-4200

BOOKMANS ALLEY

BOOKMANS ALLEY

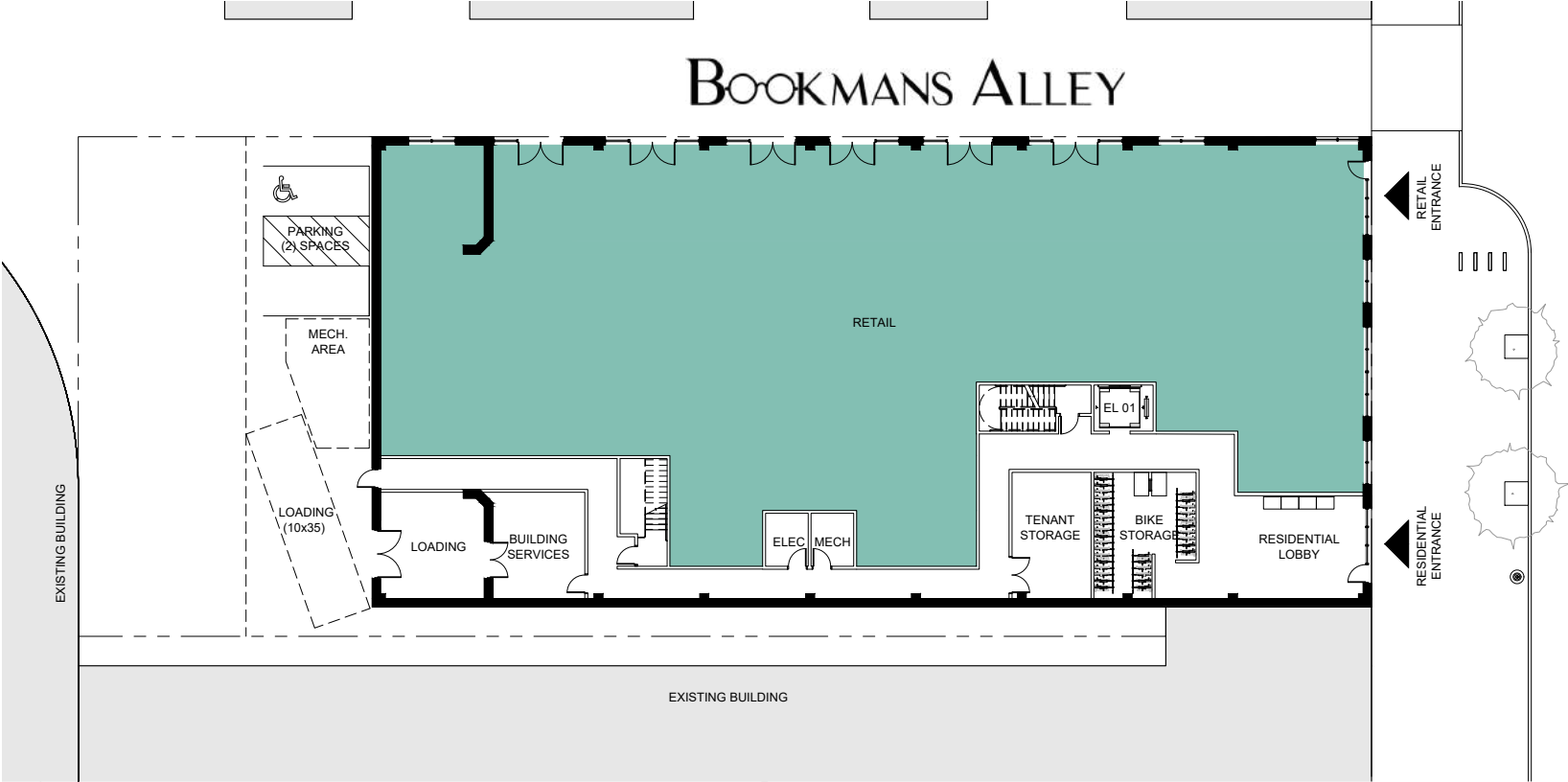
10,000 SF of urban storefront retail

Oriented to both Sherman Avenue
and Bookmans Alley

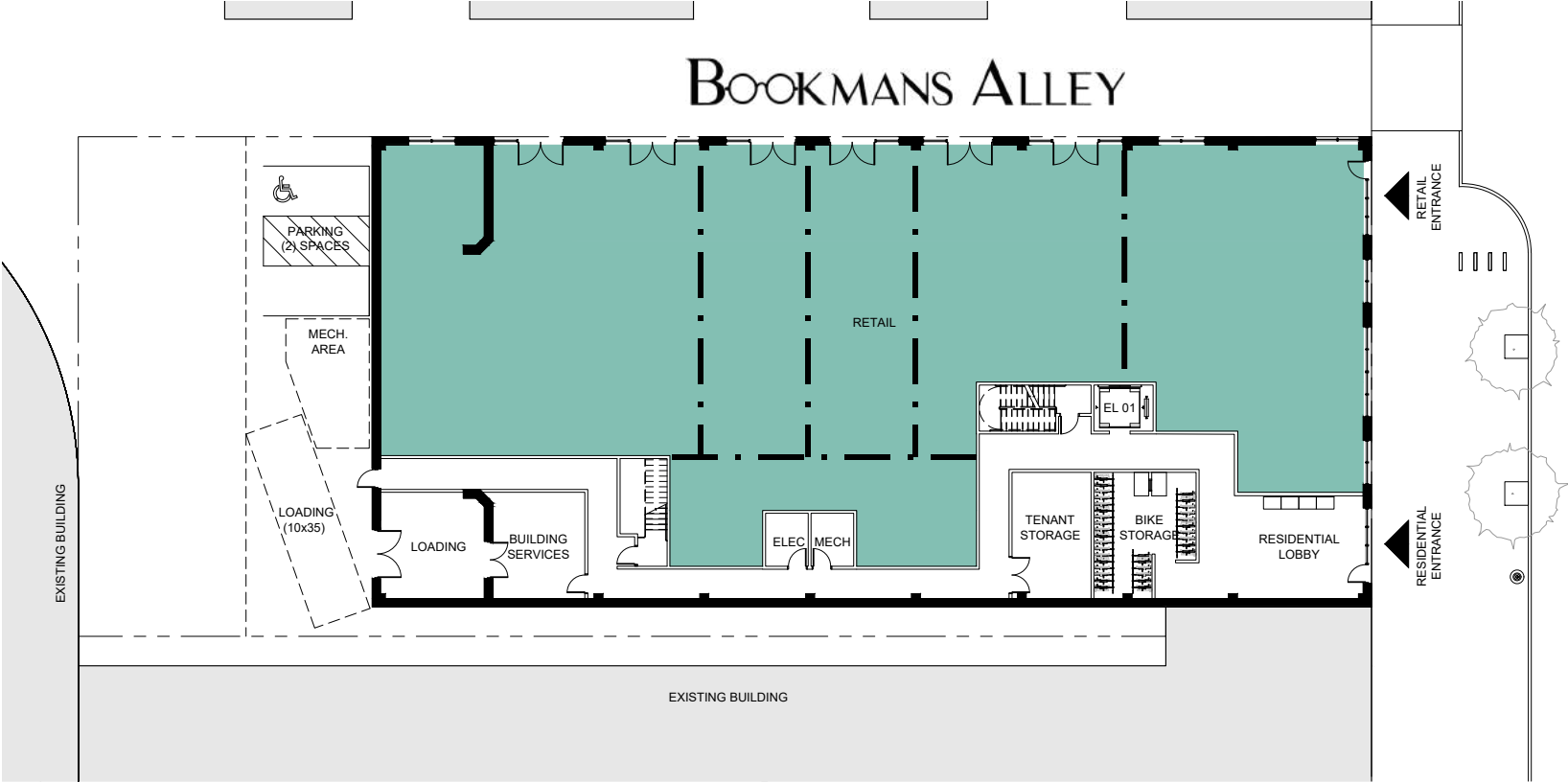
A beloved space activated as a new
downtown destination

BOOKMANS ALLEY

BOOKMANS ALLEY



BOOKMANS ALLEY



BOOKMANS
ALLEY



EVANSTON

BOOKMANS ALLEY



Varsity

VARSITY ADAPTIVE REUSE

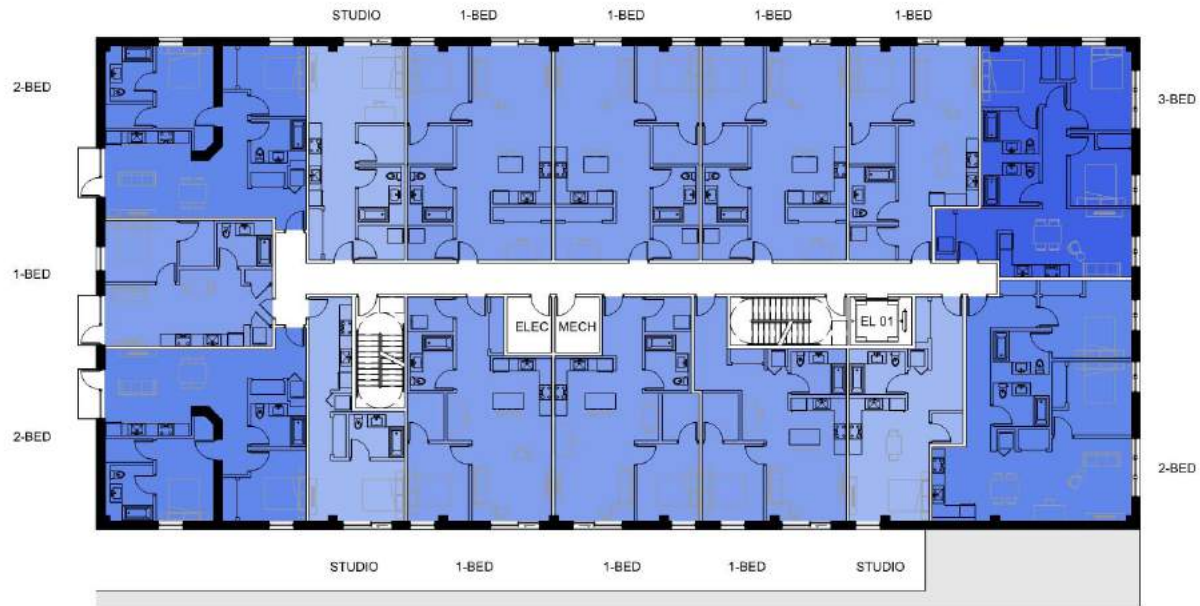
35 urban apartments

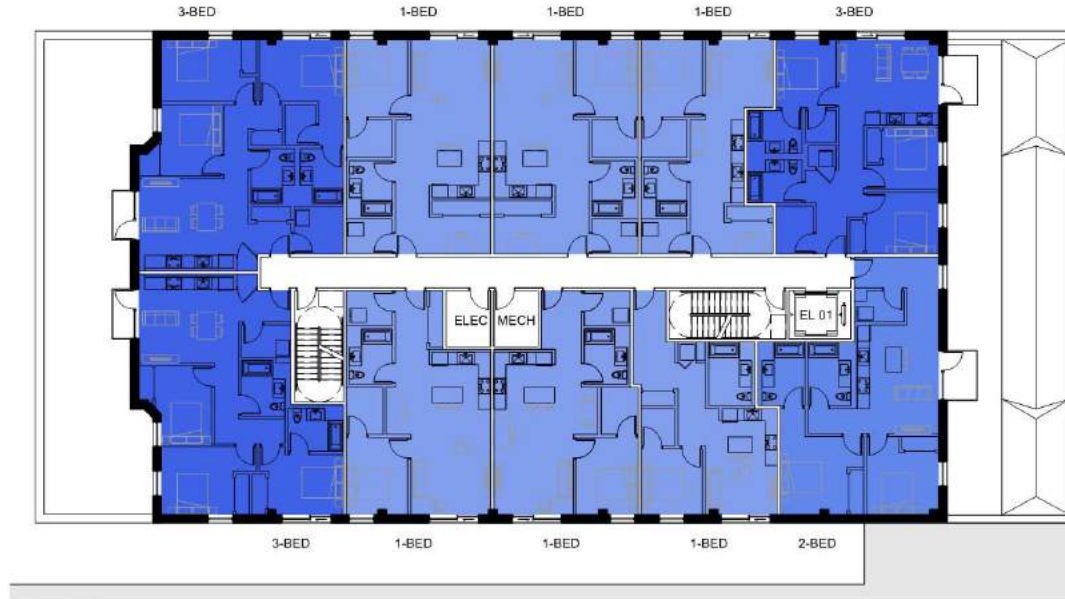
Studios, 1-beds, 2-beds and 3-beds –
approximately 450-1,300 SF¹

Three on-site affordable units

Work from home functionality

- 1 Studios: 3 units, 8.6%
- 1-beds: 20 units, 57.1% (2 units affordable)
- 2-beds: 5 units, 14.3% (1 unit affordable)
- 3-beds: 7 units, 20%







Varsity



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EXISTING WINDOWS

EXISTING TILE ROOF



EXISTING FACE BRICK AND TERRACOTTA



EXISTING COMMON BRICK

NEW WINDOWS



NEW METAL ACCENTS





Varsity



REISS
LONDON

Varsity



Varsity





Varsity

VARIATION REQUEST

28 parking spaces required

2 on-site parking spaces (one ADA)¹

16 off-site leased parking spaces, as proposed

0.5 parking spaces per unit, as proposed

¹ Additional parking spaces may be accommodated on-site as design advances, reducing off-site requirement

PARKING CONSIDERATIONS

Proximate projects range between 0.1-0.3 parking spaces per unit

Potential for inducing unnecessary vehicular demand and traffic

Misalignment with project values and decarbonization goals

PUBLIC IMPACT

Adaptive reuse of the Varsity

180%+ increase in real estate taxes

On-site affordable housing (three units)

A reimagined Bookmans Alley as a destination for downtown Evanston

Varsity

Varsity

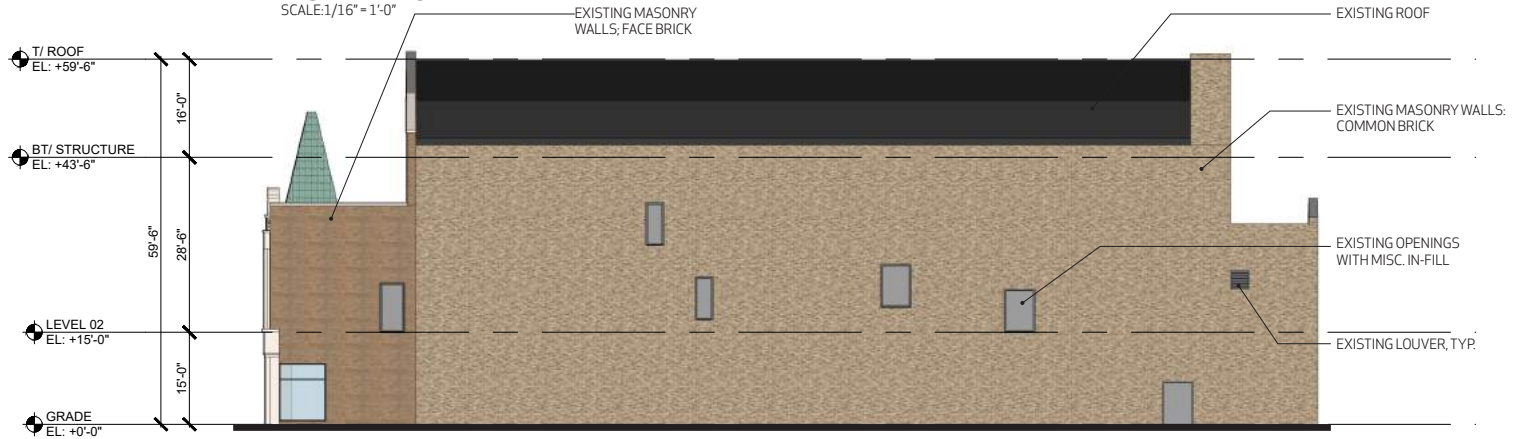
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EAST ELEVATION - EXISTING

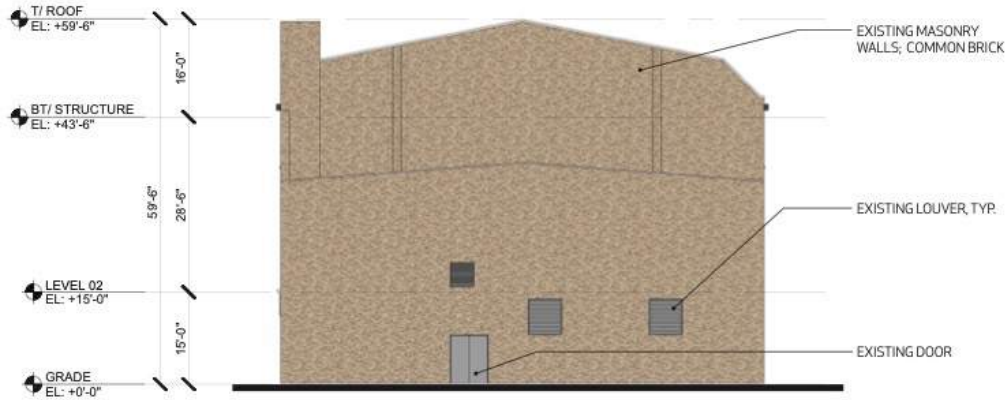
SCALE: 1/16" = 1'-0"



NORTH ELEVATION - EXISTING

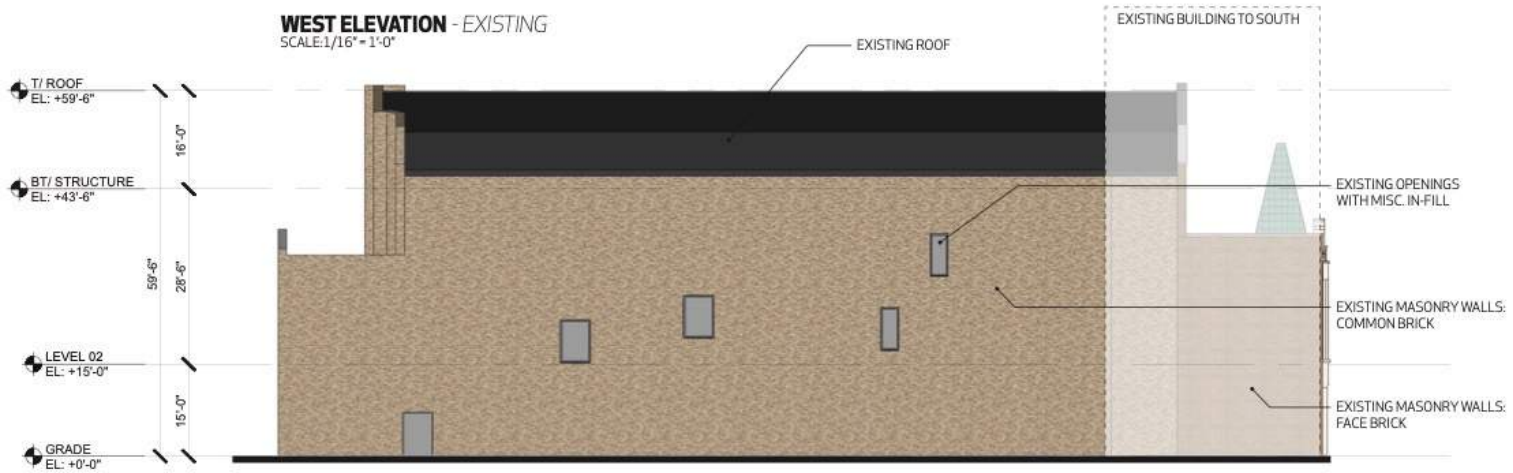
SCALE: 1/16" = 1'-0"

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WEST ELEVATION - EXISTING

SCALE: 1/16" = 1'-0"



SOUTH ELEVATION - EXISTING

SCALE: 1/16" = 1'-0"



EAST ELEVATION
SCALE: 1/16" = 1'-0"



NORTH ELEVATION
SCALE: 1/16" = 1'-0"

Varsity



WEST ELEVATION
SCALE: 1/16" = 1'-0"



SOUTH ELEVATION
SCALE: 1/16" = 1'-0"