

**VentureMark, Inc.**

**COMMUNITY PRESENTATION**

**1415 WEST MORSE AVENUE**

## Developer Background

- Mark Falanga, CEO and Founder of Venture Mark, Inc.
- Owner of 1415 W. Morse
- Hands-on Owner/Manager
- Undertaken numerous residential and commercial development
- Focused on retaining and improving architecturally significant properties
- Attracts community members to occupy his buildings
- Created and managed Andersonville Galleria, LLC containing 110 artisan-vendors in a single storefront
- Prior to establishing Venture Mark, Inc. spent 20 years with Vornado Realty Trust, including as President of its Merchandise Mart Division
- Northwestern University, Kellogg Graduate School of Management, Adjunct Professor
- Ph.D. in Urban Planning from University of Michigan



Mark Falanga is well-liked by people who occupy his buildings

"You are a patient man and a kind man. That is very rare these days."

— Rotonyz Brigham

"You are the best landlord I've ever had and I sincerely appreciate everything you do."

— Jeff Van Der Tuuk

"Thank you again for being so accommodating in trying to come up with a solution. I really appreciate it!"

— Ana Majid

*"I have enjoyed living here and you have been a great landlord!"*

— Emily Maynard

"You are an incredible landlord and we appreciate you! Stay healthy and safe :)"

— Carolyn Fiori

"It's been really wonderful living here for the last year and you've been an exemplary landlord. Sad to leave this place but excited to be homeowners."

— Lindsey Liese

"You are easily the best landlord I have had so far."

— Kai Karlstrom

"I have never had a landlord who cares so much about his tenants. We are going on 3 years of living here and are so happy with that choice. We feel very lucky to have you as our landlord and appreciate your work and dedication!"

— Fariha Newaz

"You helped a co-worker of mine (Jeff MacDonald) and his fiancé find a beautiful apartment, and they constantly sing your praises."

— Charles Weichselbaum

"Hey Mark! We definitely want to stay on for another year. We love the place and location, and also really enjoy having you as our landlord."

— Dom Vespo

"It has been ten months since we met you and it has been a blessing to work with you."

— Edna Jackeline Vazquez

"You have been an amazing landlord these past 3 1/2 years and appreciate your understanding."

— Chris Zelis and Bobby Georgiou



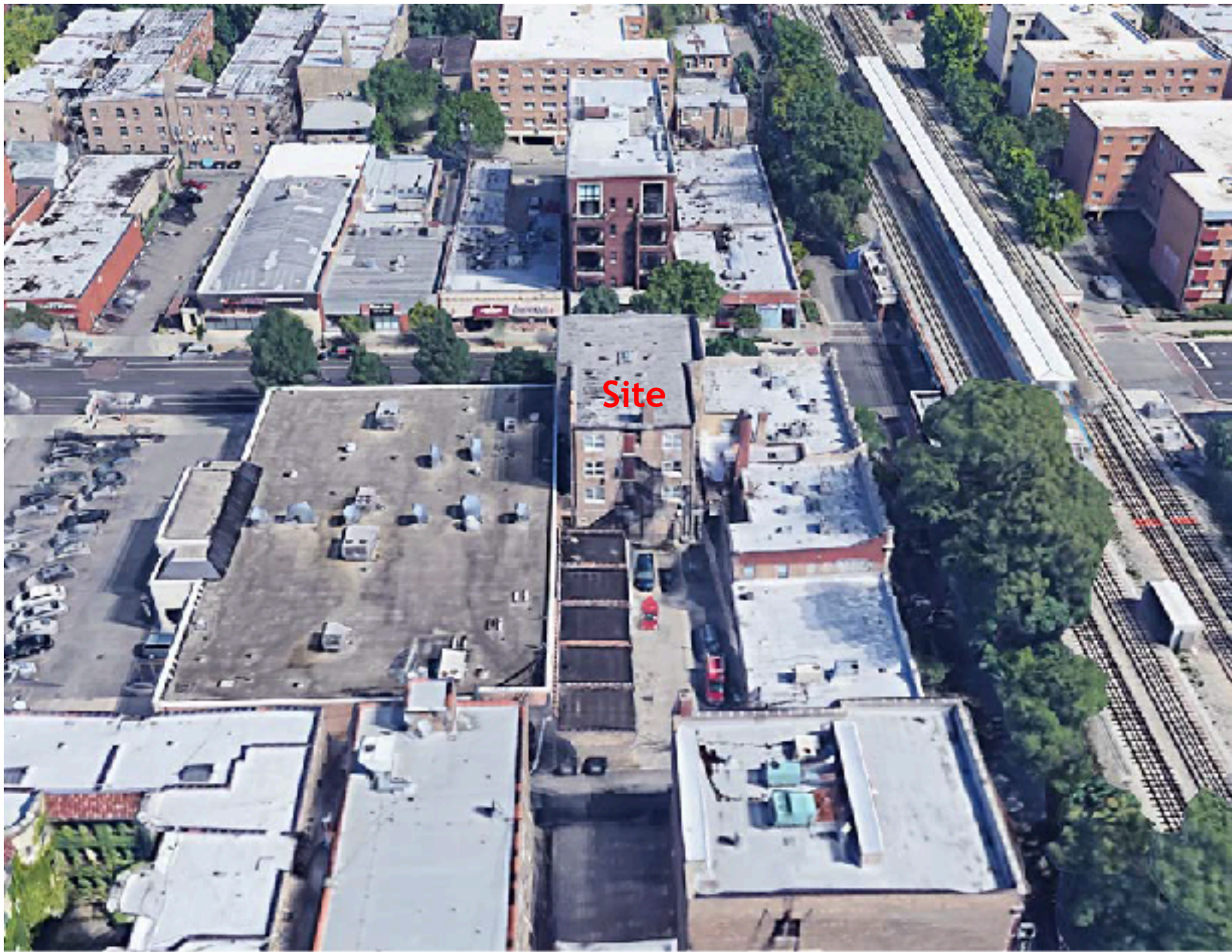
Front View of Existing Building



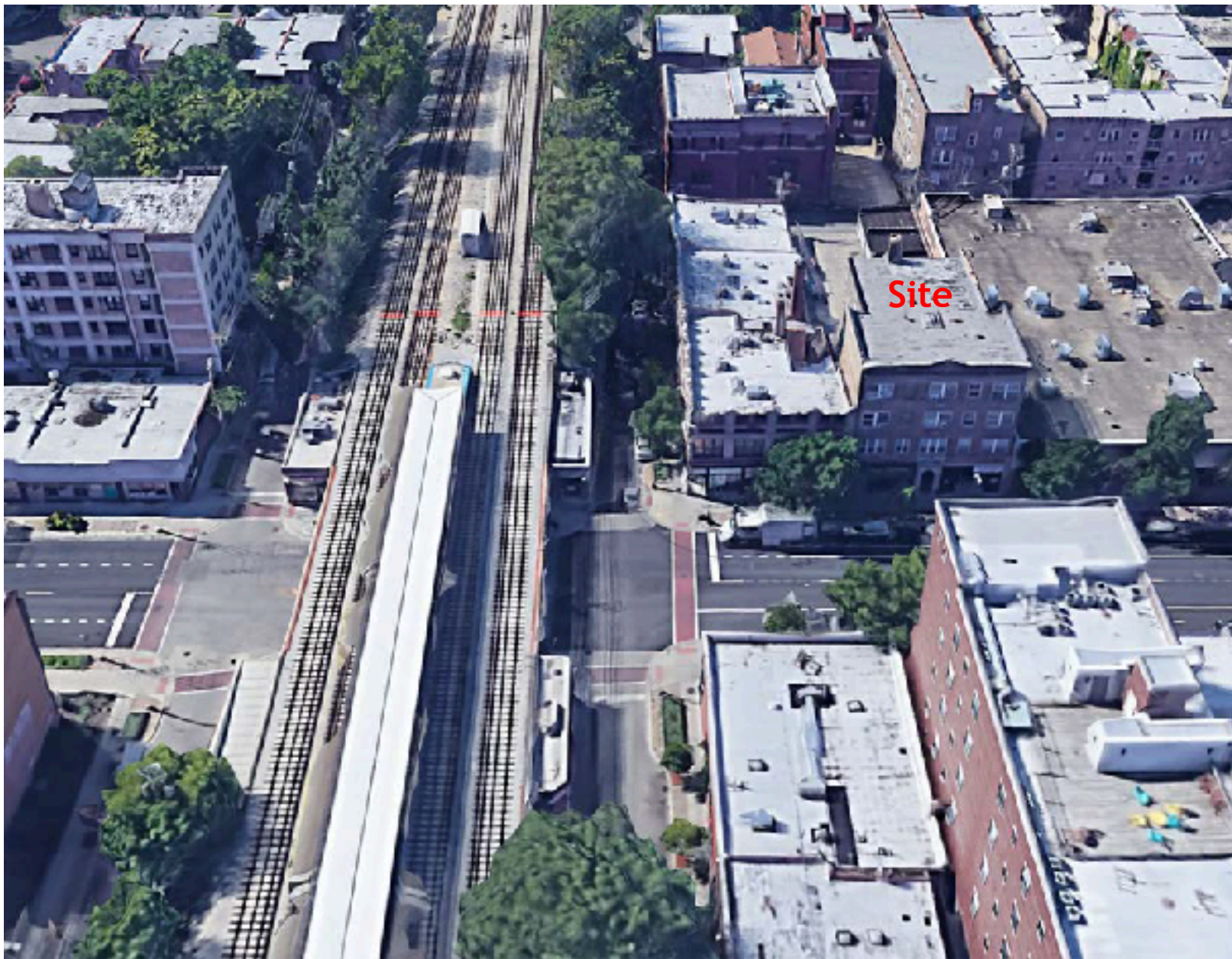
Alley View of Existing Conditions



Looking West along Alley from Site

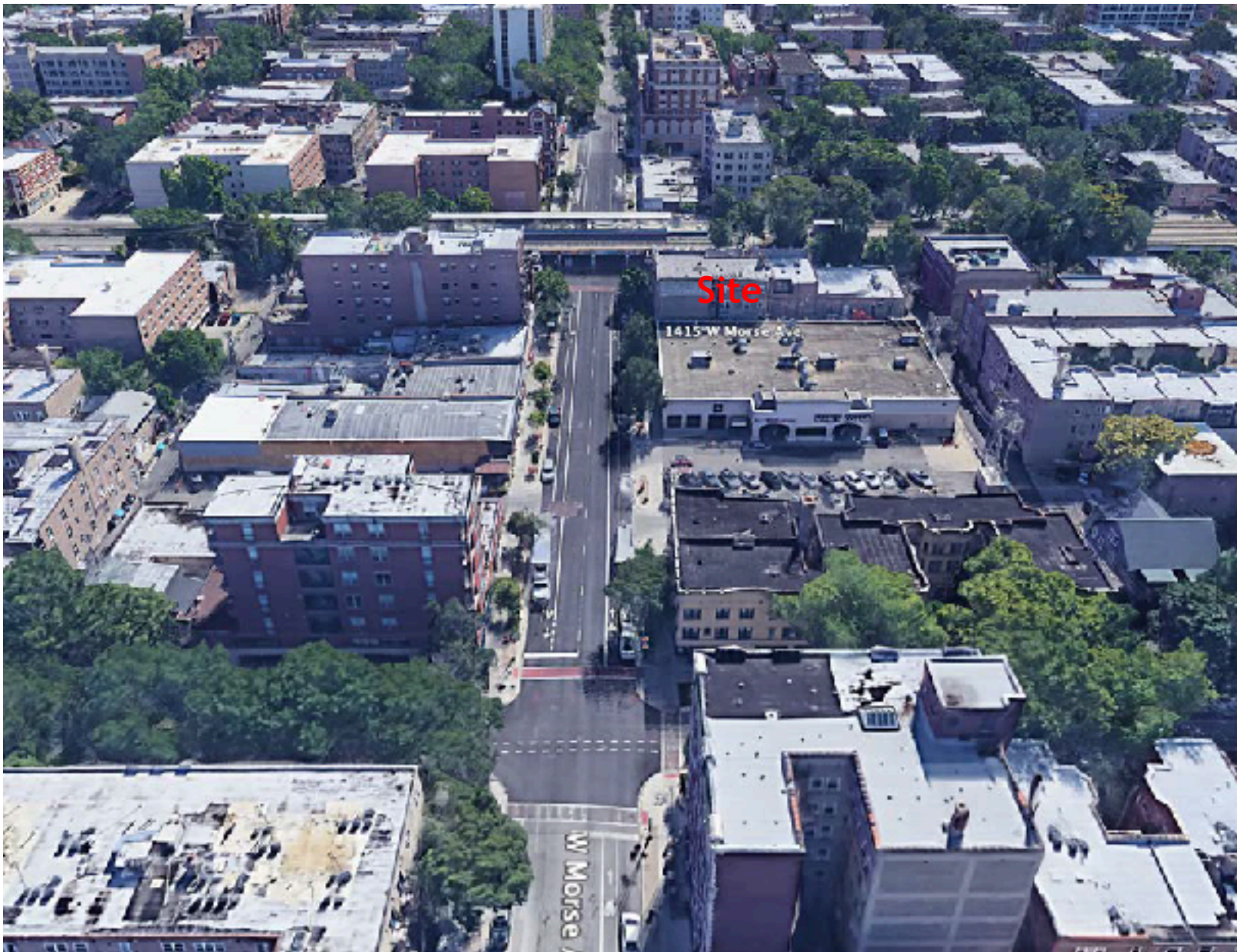


Looking North at Site and Surround Area

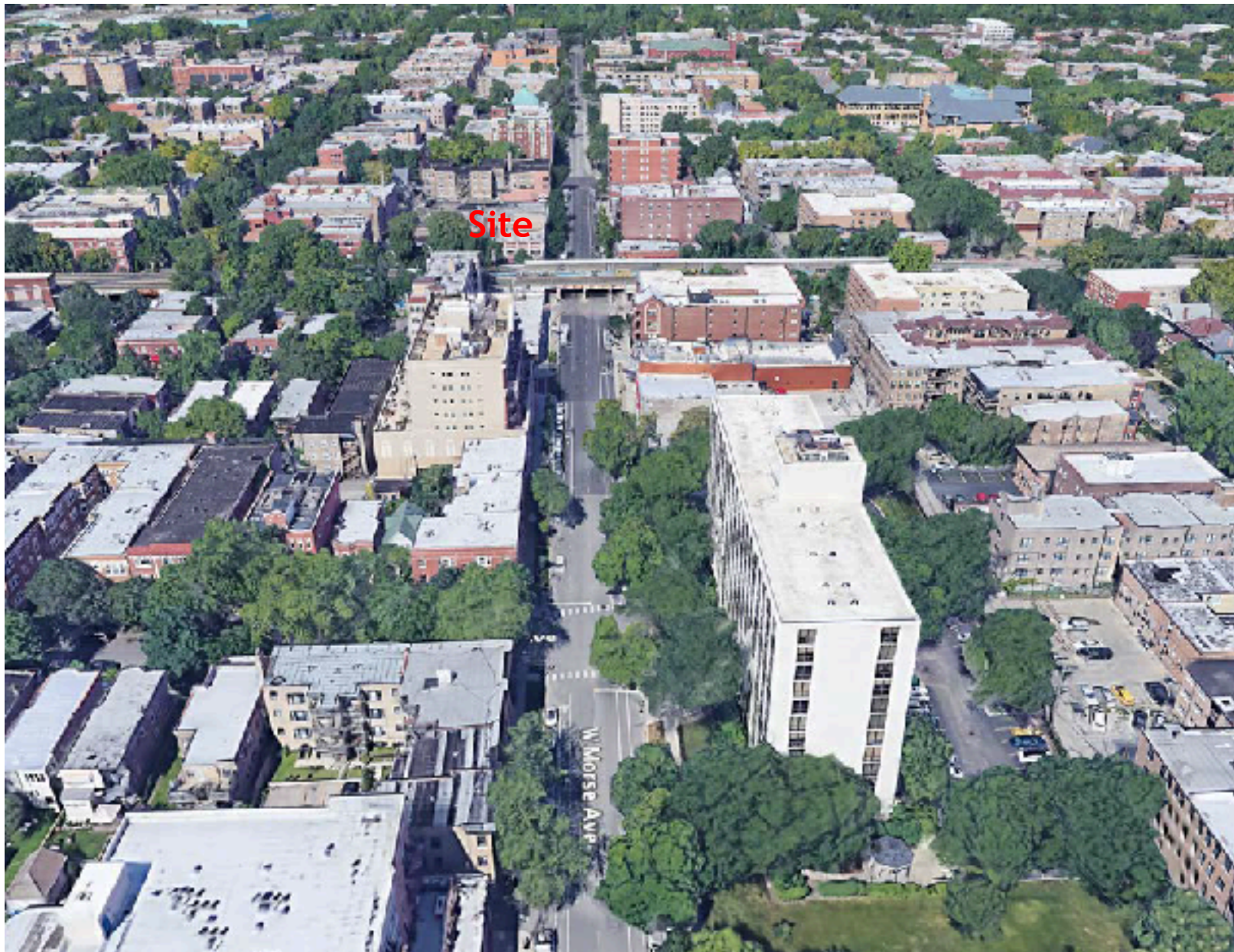


Looking South along CTA Line





Looking East along Morse Avenue



Looking West along Morse Avenue

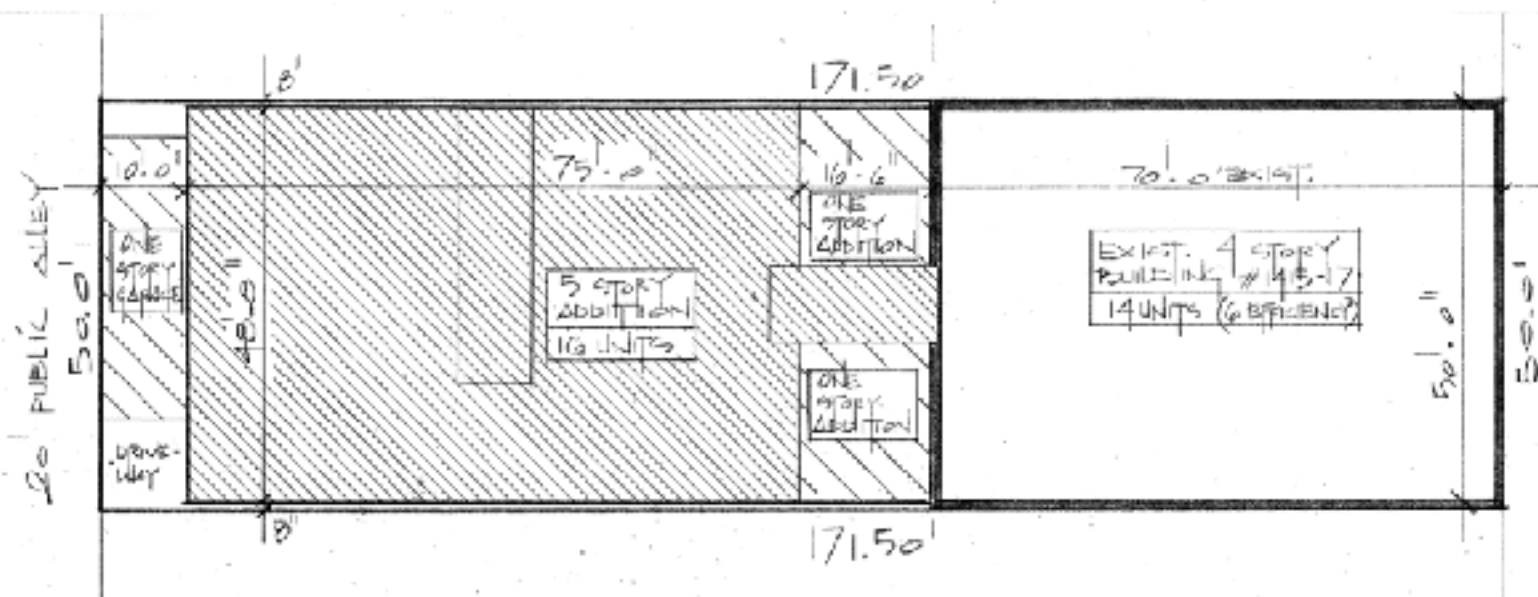




# 1415 West Morse Ave.

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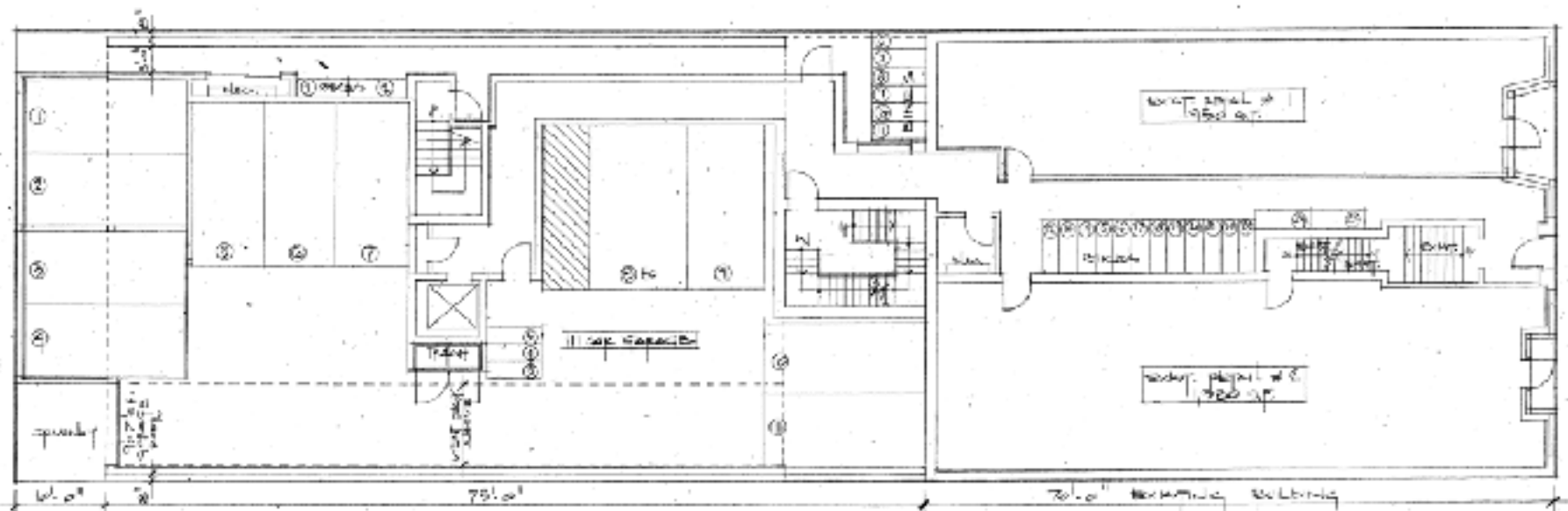




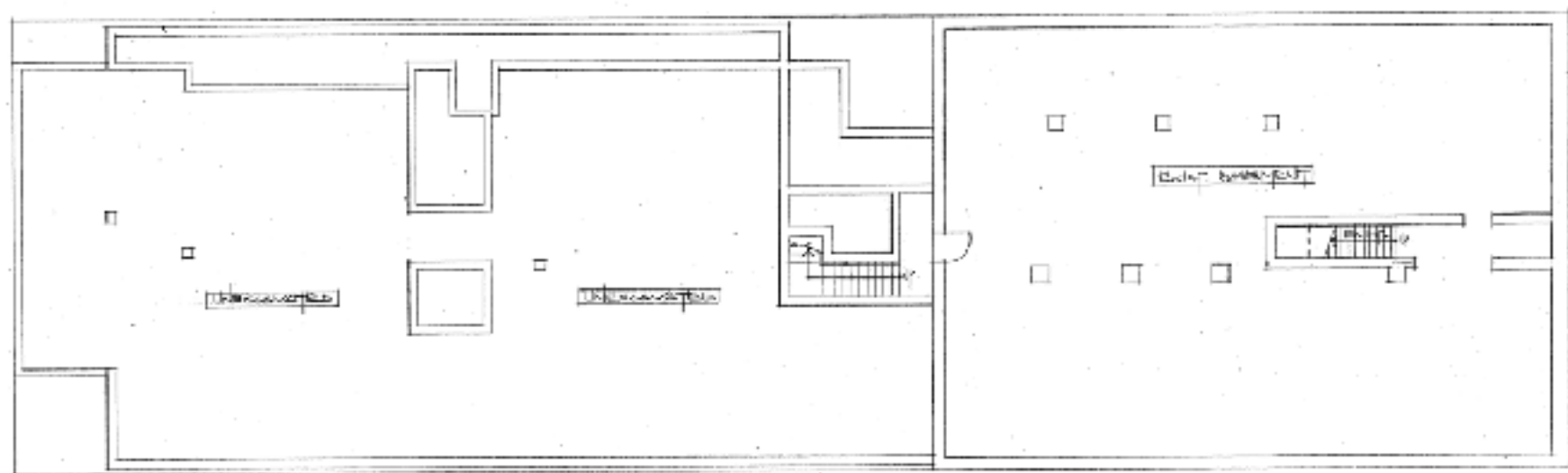
W. MORGAN AVE.

⊕ SITE PLAN  
1/8" = 1'-0"

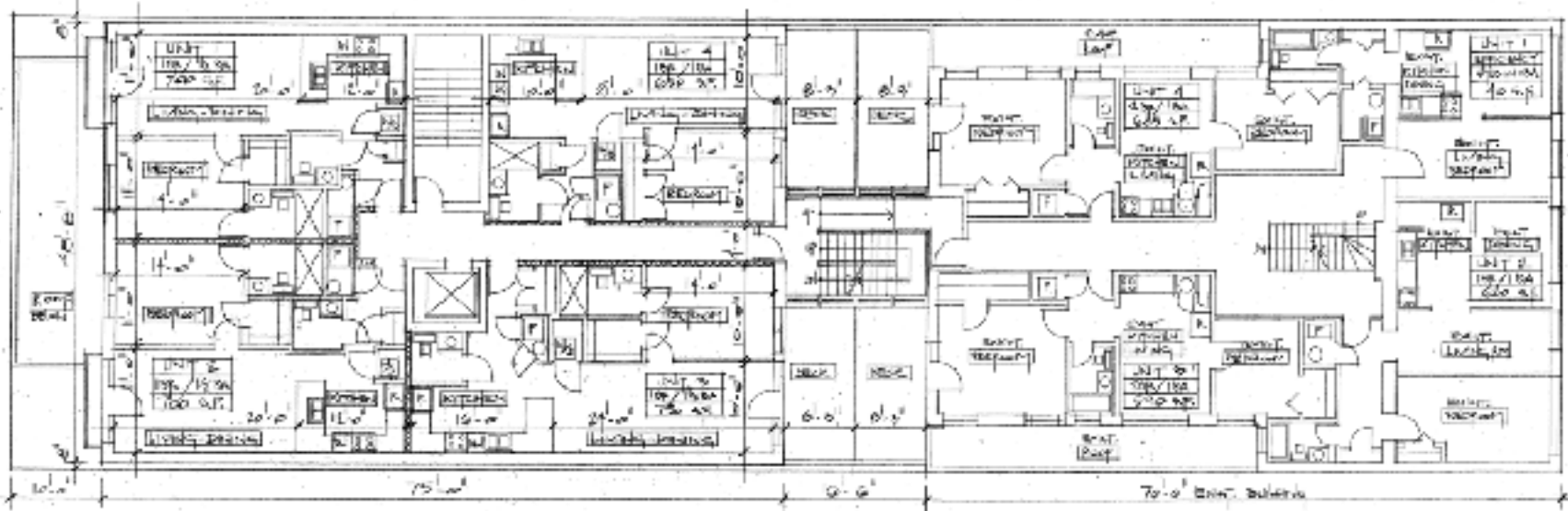
ZONING INFORMATION	
LOT AREA	50 x 171.50 = 8575 S.F.
F.A.R.	B2-3 T.O.D. 9.0
MAX. GROSS	34,900 G.F.
FLOOR	
1ST FLOOR	3,500 EXIST. + 1,500 ADDITION = 5,000
2ND FLOOR	3,120 EXIST. + 3,880 ADDITION = 7,000
3RD FLOOR	3,120 EXIST. + 3,880 ADDITION = 7,000
4TH FLOOR	3,120 EXIST. + 3,880 ADDITION = 7,000
5TH FLOOR	0 EXIST. + 3,900 ADDITION = 3,900
TOTAL	28,900 S.F.



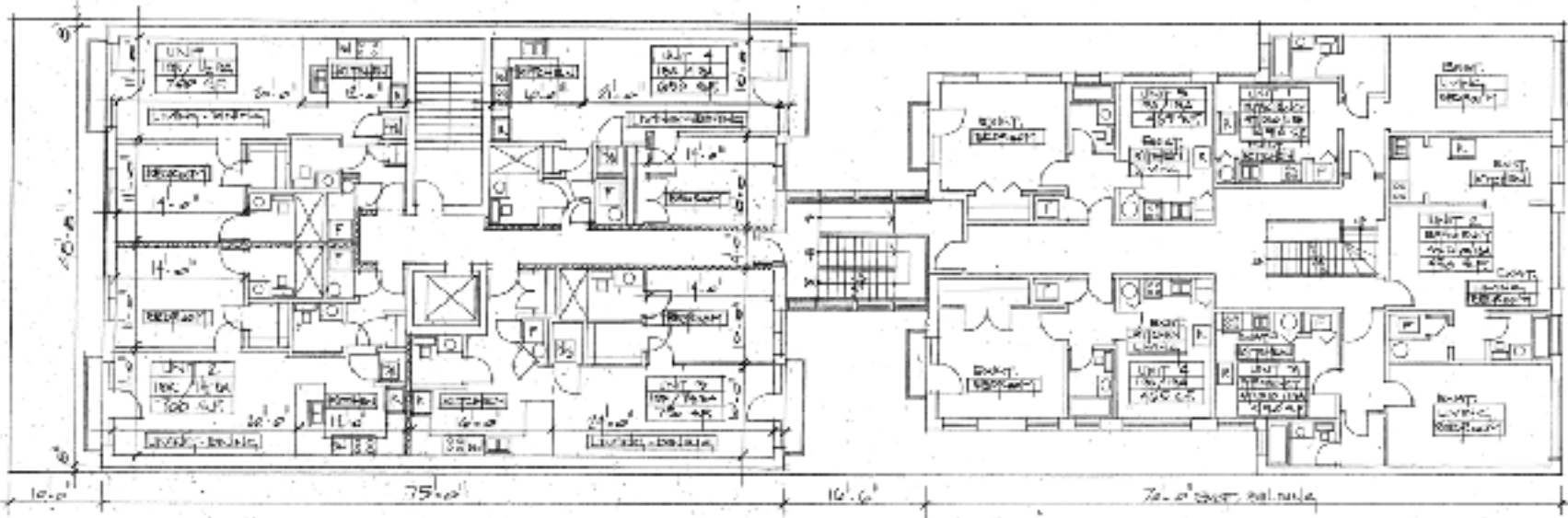
1st floor PLAN 7500 sq. EXIST. + 1500 sq. addition = 9,000 sq. ft.



Basement floor PLAN

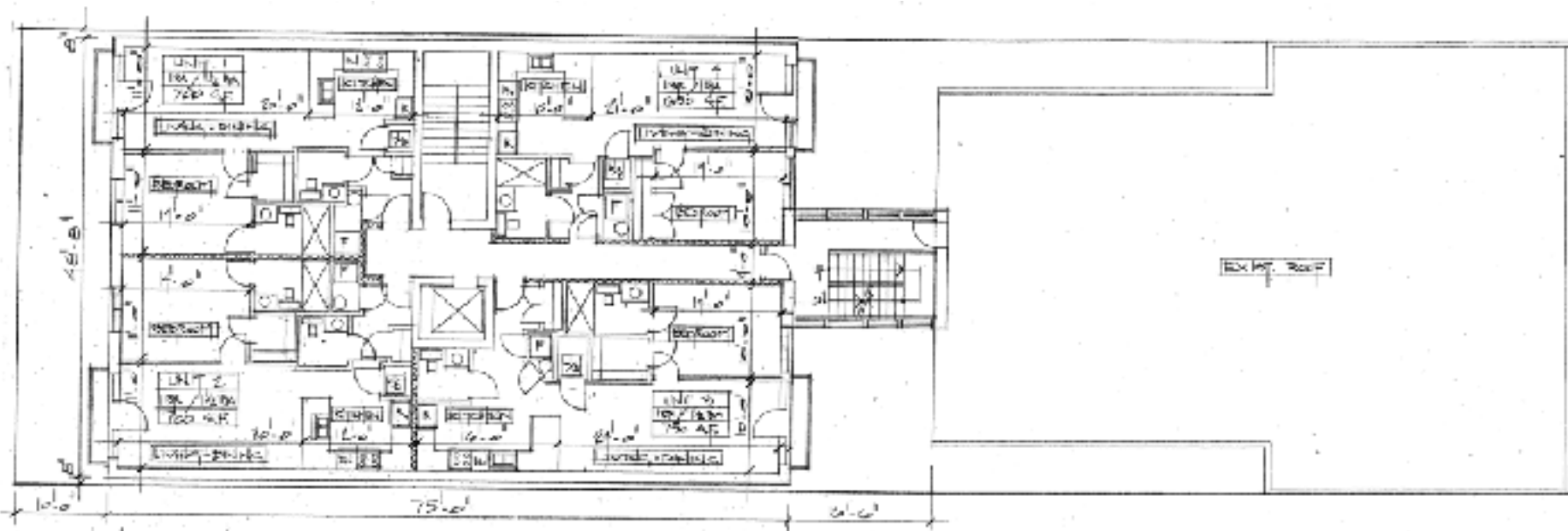


1st Floor Plan 3,800 sq. common + 3,180 sq. unit = 7,000 sq.

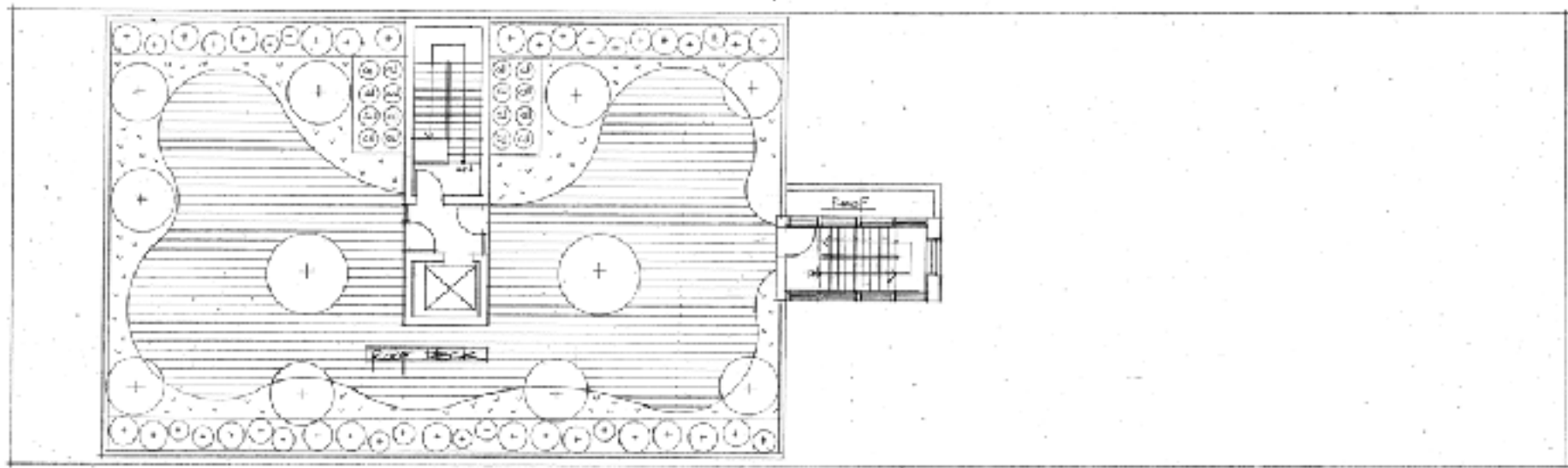


2nd Floor Plan 3,800 sq. common + 3,180 sq. unit = 7,000 sq.

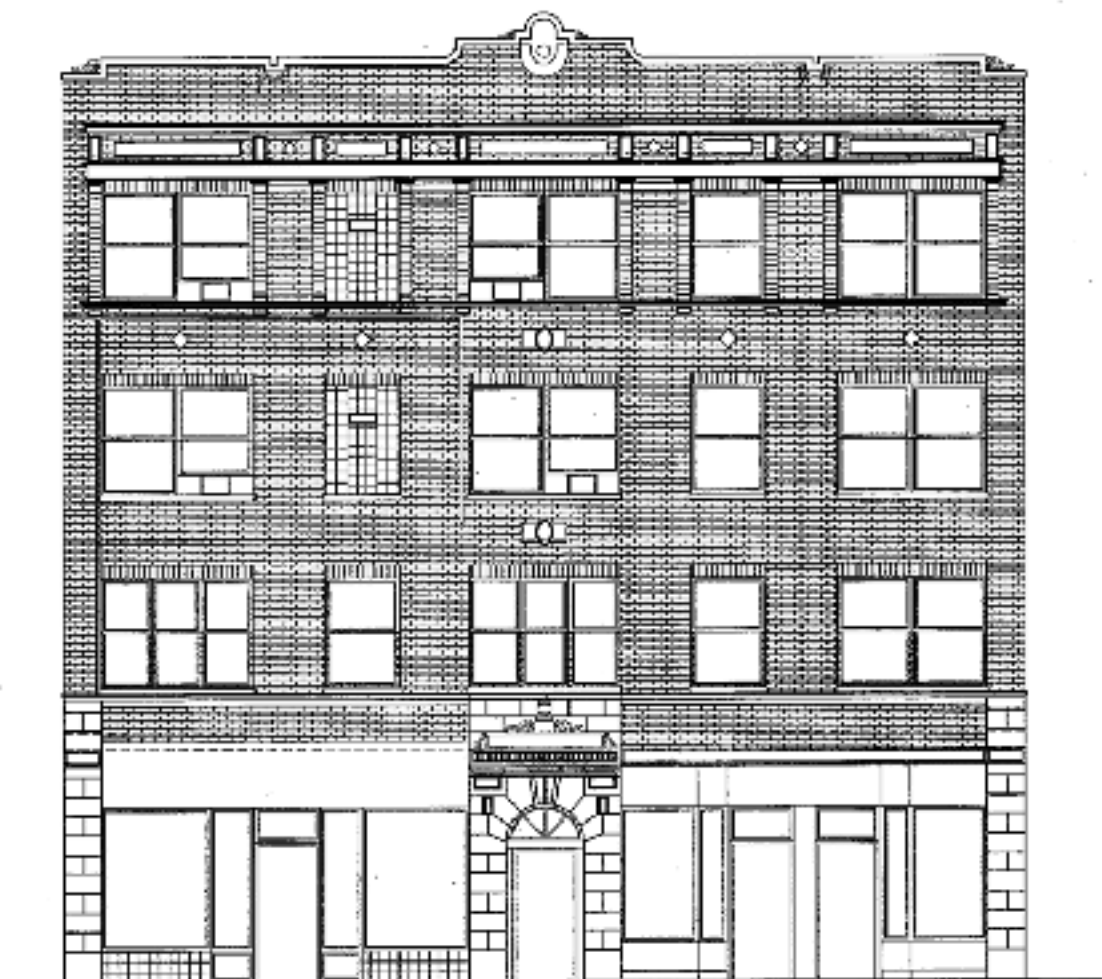




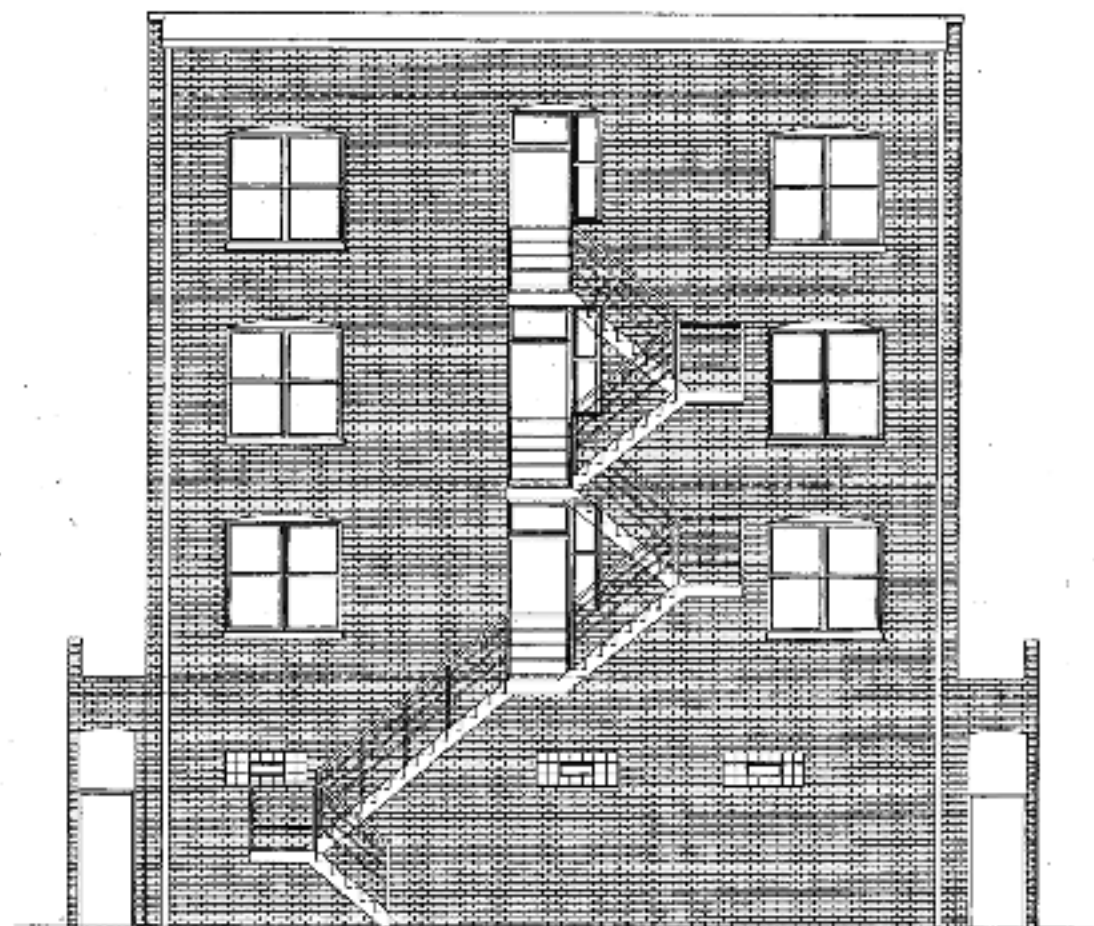
5th floor plan 3,900 sq ft  
1/8" = 1'-0"



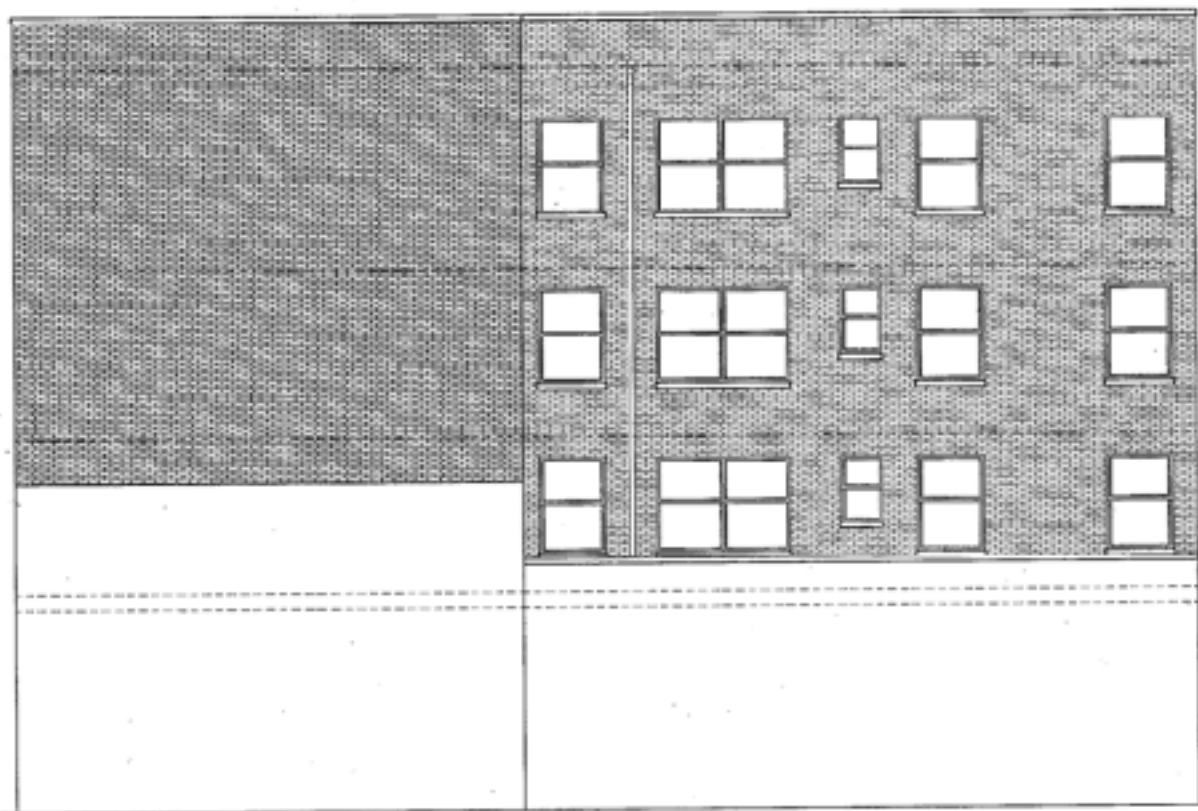
Roof plan  
1/8" = 1'-0"



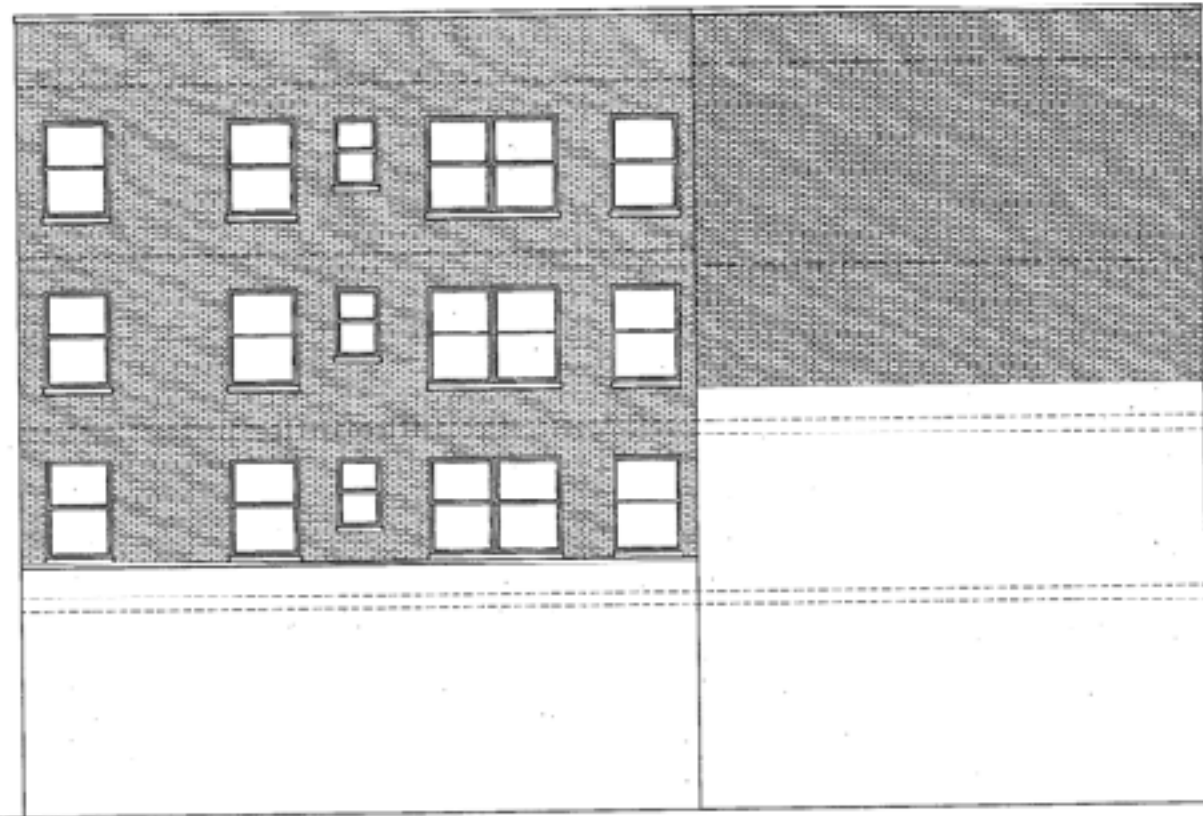
EXIST. NORTH ELEVATION  
SCALE: 3/16" = 1'-0"



EXIST. SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"




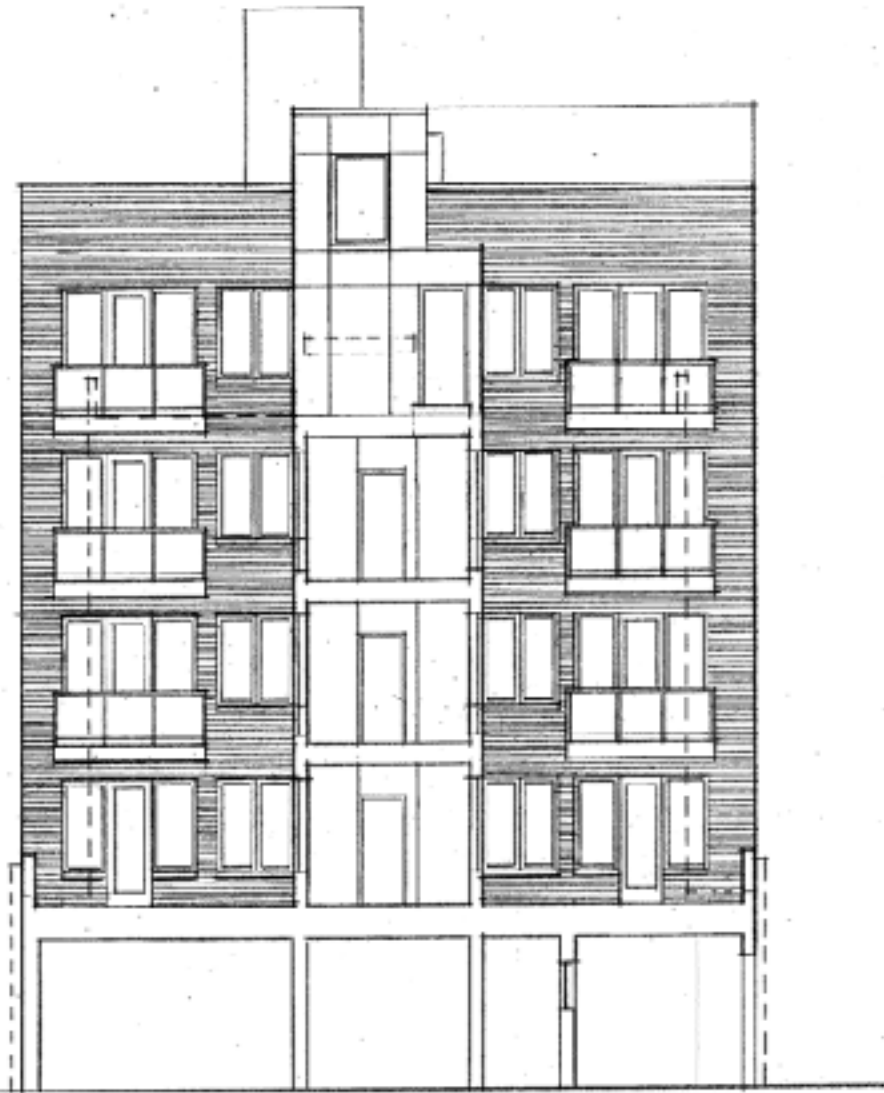
EXIST. WEST ELEVATION  
SCALE: 1/8" = 1'-0"



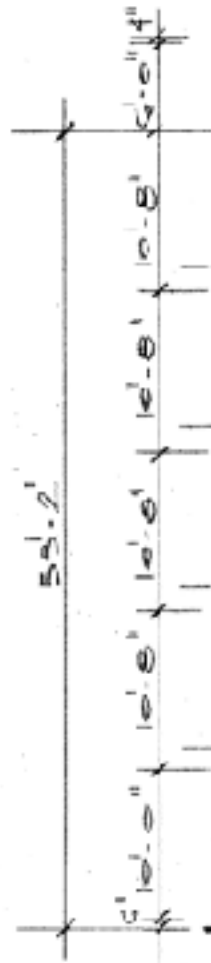
EXIST. EAST ELEVATION  
SCALE: 1/8" = 1'-0"



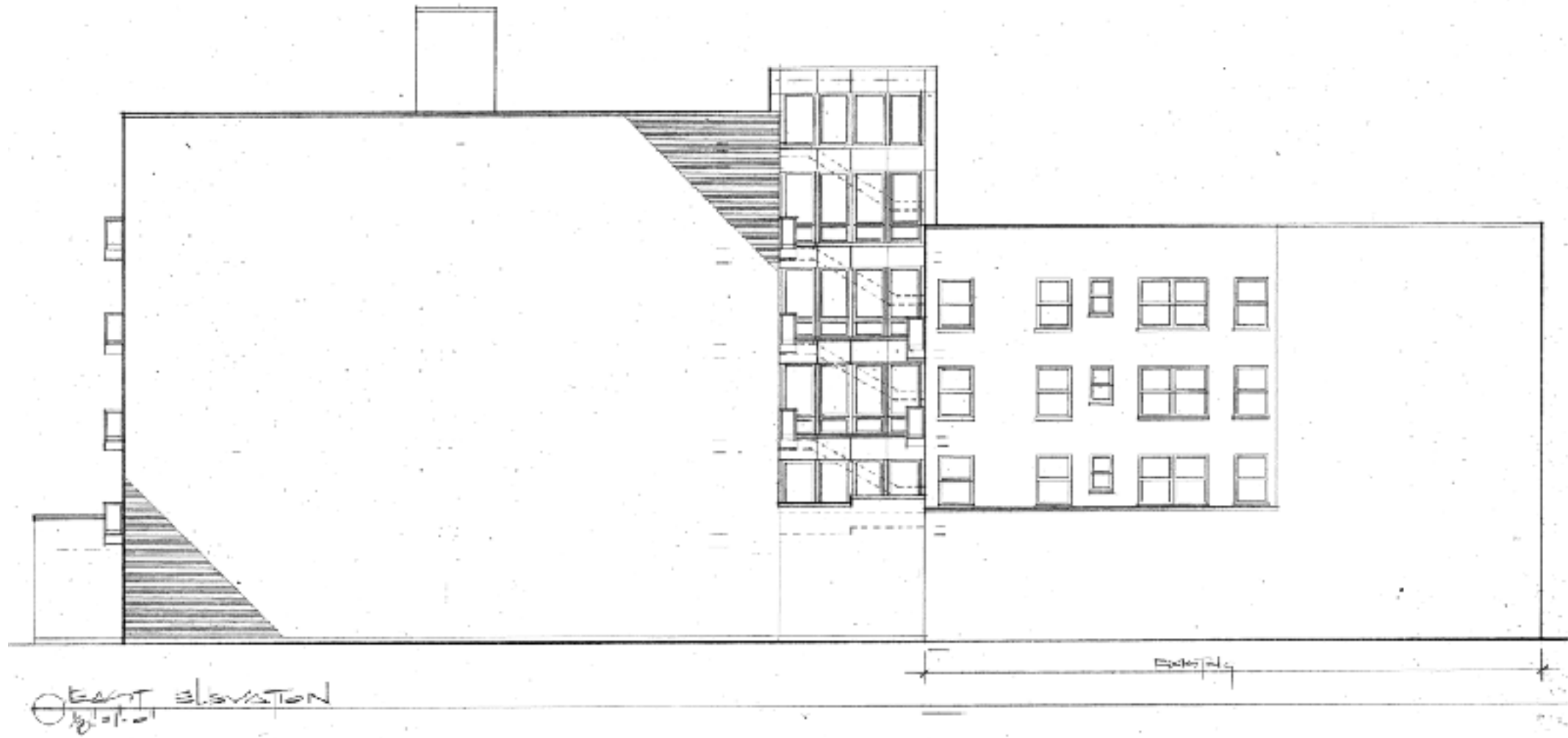

**PROPOSED NORTH ELEVATION**  
 SCALE: 1/8" = 1'-0"



⊙ NORTH ELEVATION AT ADDITION



⊙ SOUTH ELEVATION  
1/8" = 1'-0"



# Benefits/Community Scorecard

- Two on-site Affordable Units
- Existing building rents currently about \$700/month
- Proposed building rents targeted at \$1,000 - \$1,100/month
- Proposed 1BR units facilitate inter-building moves from studios, which are mostly occupied by singles, to large 1BR units which can accommodate singles or couples
- Market conditions will dictate more affordable rents in back building because it does not have street-front visibility
- Commitment to hire locally and MBE/WBE firms
- Commitment to retain/seek local business for retail
- TOD development with new bicycle storage
- Additional Units will help bring additional support for area businesses
- ADA accessibility improved with elevator in addition
- Environmentally friendly by retaining existing building
- Roof deck with plantings that provides open space for occupants and reduces stormwater runoff and the urban heat island