



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
November 12, 2018
7:00 PM**

1. Call to Order
2. Roll Call
3. Small Business Saturday November 24th
4. Opportunity Site E marketing plan
5. New Business/Public Comment
6. Adjournment

Minutes

Village of Bartlett Economic Development Commission October 8th, 2018

1) Call to Order

G. Kubazko called the meeting to order at 7:00 pm.

2) Roll Call

Present: S. Gandsey, C. Green, D. Gunsteen, G. Kubaszko, J. LaPorte, A. Lewensky, R. Miskiewicz (Chamber)

Absent: T. Smodilla, R. Perri

Also Present: T. Fradin, Economic Development Coordinator;
J. Dienberg, Administrative Intern;

3) Approval of Minutes

A motion was made to approve the minutes from the September 10th meeting.

Motioned by: C. Green

Seconded by: S. Gandsey

4) Public Comment

Resident Terry Witt, who resides at 471 S. Western Avenue, addressed the EDC about bike paths in the Village. Mr. Witt passed out a handout for the commissioners outlining his main points. Mr. Witt stated that there is an opportunity to bring outside money into Bartlett by completing the county's plan to complete a Bike Path along Stearns road from Rt. 59 to the State Park. Mr. Witt asked the EDC to tell the Village Board that this project would be an economic driver and opportunity to the community, and to move it up from the "to-do list" that it has been on for the past 10 years. He stated that he has brought this to the Bike and Run Committee, the Village Board, and has plans to visit the Plan Commission. Mr. Witt stated that currently the only way to get in-town Bartlett to many of the businesses is on the Stearns road trail that is not desirable for many cyclists.

Mr. Witt also cited ridership numbers of nearby paths, adding that at "Mile 0" in downtown Wheaton has 190,000 riders per year. Mr. Witt emphasized that the completion of this path would create a "Bartlett Oasis" for riders. He asked that commissioners support this project to the Village board and also mentioned his Change.com petition titled "Build the Brewster Creek Trail" and added that it currently has 350 signatures. Mr. Witt also stated that the Village could receive a congestion mitigation air quality grant that will pay for 80% of the project if there is a commitment by other parties to pay the other 20%, adding that the entire project is \$3.1 Million.

D. Gunsteen applauded Mr. Witt's passion, and stated that he would be happy to support his cause to the Village Board. Commissioner Gunsteen asked why this has not moved forward. He added that there are many people in town relying on the bike path system.

T. Witt stated that these processes take time, especially with so many taxing bodies involved, adding that there isn't anybody on the Bike & Run Committee or the Village Board that is pushing this project.

S. Gandsey asked about the overall cost of a project of this scale, and who has verified that cost.

T. Witt replied that the cost came through a plan put together by the Elgin-O'Hare Plan commission as a recommended path, and that the overall cost is approximately \$1.6 million per mile. Mr. Witt stated that he took that information and did his own math to come up with the total \$3.1 million. Mr. Witt added that the Village needs a plan to figure the actual costs, stating that engineers will determine the cost.

A. Lewensky stated that it looks like many of these figures seem to be rough estimate. He said that he would be much more compelled to get behind this with more accurate and legitimate numbers and data for the EDC to get behind

T. Witt stated that the trail count numbers came from the Illinois Prairie Path, and that he could supply Mr. Fradin with those numbers.

T. Fradin added that he would be happy to pass the information onto the EDC.

S. Gandsey asked Mr. Witt to clarify what he would like done by the EDC.

T. Witt stated that he would like the EDC to forward a recommendation to the board to prioritize this project and to reach out to the county to work on this project.

C. Green asked Mr. Witt to clarify who's "to-do" list this project is on.

T. Witt stated that it is a dashed line on both the county and Village's Bike maps, and that it should be an asphalt trail not a stone path.

A. Lewensky reiterated that he likes the plan, but that the EDC needs a more complete package to bring anything to the board.

T. Fradin stepped in adding that with an expenditure of this magnitude and this long term in terms of planning, the Commission would need much more information, and stated that the Bike and Run Committee is also more suited to deal with this type of issue. Mr. Fradin also added that for the EDC to make any kind of recommendation, there needs to be a documented economic benefit to the community for this commission to handle the issue as opposed to the Bike and Run Committee. He also added that a project of this magnitude is something that the Village would need to plan for on its capital budget. Mr. Fradin also added that much of the development occurring for Brewster Creek is paid for through the TIF.

T. Witt concluded by saying that the Village Board is worrying about the new police department, the transition to Lake Michigan Water which has pushed the trail down the priority list, and that he believes it should be higher. He also added that the Bike and Run Committee is buried in trying to repair the existing bike path system, stating that it is important to get the new trail built.

Mr. Witt also asked the commissioners to sign his online petition.

D. Gunsteen thanked Mr. Witt for his passion, and stated that the EDC will need more information and data to move forward.

C. Green asked if the Bike and Run Committee meets regularly and if this project falls on their shoulders.

T. Fradin stated that they meet four times per year and that this committee should be the primary advocate for a project of this nature.

G. Kubaszko thanked Mr. Witt for coming.

5) TOD Zoning Overlay Status

T. Fradin updated the EDC on the TOD Zoning overlay status, sharing that throughout most of 2016, staff worked with planning consultants from Solomon Cordwell Buenz (SCB), Village residents and a Downtown Transit Oriented Development (TOD) steering committee as a result of a \$100,000 grant from the RTA (Village matched \$25,000) to plan for the future of Downtown Bartlett with the Metra station as the focal point.

TOD Plans, in general, focus on district improvements that encourage the creation of sustainable and walkable communities with reduced automobile dependency and identifying ways to pair economic development with transportation improvements. Plans include strategies for business attraction, creating a safer walking environment, encouraging active ground floor uses, expanding housing options and increasing downtown event programming.

Bartlett's project resulted in several documents including a report on the existing conditions, a streetscape analysis, a market analysis and ultimately the Downtown Bartlett TOD Plan.

The Village Board and staff have taken several steps to implement transportation recommendations from the TOD Plan including adopting a Complete Streets Policy, improving pedestrian safety via an Invest in Cook Grant, receiving a grant for a bike shelter at the Metra station and, most recently, lowering the speed limit from 30 to 25 on Main Street, Oak, Railroad and North Avenues.

The Village also issued a Request for Proposals for a 1.87-acre Village owned parcel identified as Site E and received a proposal to construct a 41-unit building. That particular project is not currently moving forward; however Staff is presently engaging with another interested party who did not submit a proposal but has maintained strong interest in the site.

The first new commercial building constructed since the TOD Plan was adopted is Balance Family Chiropractic's new location at 366 S. Main Street, which was built close to the property line to create a more walkable, urban feel, and also features two upstairs apartments, making it a mixed-use building.

The Village is currently working on attracting a viable business user to the former Lucky Jack's site on Railroad Avenue and will also be encouraging whoever develops the site to construct a building that fits into the recommendations of the TOD Plan.

To continue developing the downtown area in accordance with the TOD Plan, staff sought and obtained another grant in the amount of \$25,000 to create an overlay district in the downtown.

The Village, along with the RTA and Metra, has convened a Steering Committee including commissioner LaPorte and members of the Plan Commission and the Zoning Board of Appeals, Village staff, public members, Dr. Robin Ackerman and Trustee Deyne, as a first step toward implementing a zoning overlay district to enhance the redevelopment of the downtown.

The Steering Committee will be discussing form-based codes at upcoming meetings, including one public outreach presentation.

Attached is a portion of the information about form-based codes as presented to the Steering Committee on September 13th.

Staff will keep the EDC apprised of the progress and efforts on this project and how it can enhance the future economic development of downtown Bartlett.

T. Fradin next went through a slideshow presentation that was included in the commissioner's packets. The slideshow illustrated the differences between form based and conventional zoning. After the slideshow, Mr. Fradin opened up the floor for questions.

S. Gandsey asked what the timeframe would be to make any of the conceived changes.

T. Fradin said that they were estimated at 3-4 months, but he believes it may take longer.

S. Gandsey asked what type of arguments exist against form-based zoning.

T. Fradin stated that people can run into issues with parking, adding that there are some places where you may have to park a few blocks from your destination. He also added that the downtown has ample downtown parking with the Metra Lot being free on evenings and weekends.

C. Green asked if a parking garage was discussed as a part of the TOD plan.

T. Fradin stated that it was discussed, in the long term plans to possibly address. He added that it is a massive expenditure, adding that they are usually funded by TIF's.

6) New Business

T. Fradin reminded commissioners that there is an upcoming "Economic Development Bootcamp" on Thursday through Choose DuPage, adding that Commissioner Gandsey was planning on attending. Mr. Fradin spoke highly of Choose DuPage, stating that they have been a very active partner for Bartlett's economic development, really helping to build Bartlett's food cluster.

Mr. Fradin also added that staff will be attending the ICSC show in Chicago next Wednesday and Thursday with the Access O'Hare West group. He expressed excitement in the opportunity to talk with potential prospects.

S. Gandsey asked if there is a record kept of everyone that visits the booth, in the event Bartlett staff isn't manning it at that time.

T. Fradin confirmed that they will.

C. Green asked what the Village is doing for Small Business Saturday, adding that it is always great for Arts in Bartlett. She stated that it is the Saturday after Thanksgiving.

T. Fradin stated that he was planning to share that with the EDC in November, but added that the Village receives a number of giveaways that they give to smaller retailers in town to help promote it. He added that in past years the Village has run a cable TV commercial, and staff is ready for a heavy commercial blast. Mr. Fradin added that the village's Administrative Intern, Joey Dienberg, has created a number of Bartlett Business Spotlight videos, and he will put videos together for that commercial. He also added that there will be a declaration as will by the Village President. Mr. Fradin also stated that he makes a point to always buy some gifts every holiday season from a small business.

7) Adjournment

A motion was made to adjourn the meeting.

Motioned by: S. Gandsey

Seconded by: J. LaPorte

Motion Carried. The Meeting Adjourned at 8:02 PM

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 5, 2018
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Small Business Saturday

BACKGROUND:

Small Business Saturday is an American shopping holiday held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. This year, Small Business Saturday will be on November 24th.

In 2010, the holiday was promoted by American Express via a nationwide radio and television advertising campaign. That year Amex bought advertising inventory on Facebook, which it in turn gave to its small merchant account holders, and also gave rebates to new customers to promote the event.

American Express publicized the initiative using social media, advertising, and public relations. Many local politicians and small business groups in the United States issued proclamations concerning the campaign, which generated more than one million Facebook "like" registrations and nearly 30,000 tweets under the Twitter hashtags #smallbusinesssaturday and #smallbizsaturday. (Wikipedia)

SMALL BUSINESS SATURDAY IN BARTLETT:

Unlike several surrounding municipalities, Bartlett does not have big-box retailers like Target, Wal-Mart, Meijer or Costco, nor does the Village have a major shopping mall like Woodfield Mall, Stratford Square or Charlestown Mall.

What Bartlett does have is an interesting mix of small businesses, many of them sole proprietorships, and several of which have opened in the past few years. With that in mind, Staff requested and received promotional items from Small Business Saturday at American Express to distribute to small businesses in the downtown area and has distributed tote bags, stickers, banners, buttons and door mats for them to display between now and Small Business Saturday.

Additionally, Staff will be promoting Small Business Saturday via cable television commercials and multiple posts on the Discover Bartlett Facebook page and the Village's Twitter account, website and cable station.

We have added live footage this year with multiple businesses inviting shoppers to visit their locations.

Staff will show the cable advertisement at the November EDC meeting.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 5, 2018
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Site E Marketing Plan

In the Downtown TOD Plan that was worked on for approximately one year and then adopted by the Village Board in October of 2016, one of the prime residential sites was identified as Opportunity Site E.

Site E is owned by the Village and is a 1.87-acre parcel at the southwest corner of East Railroad Avenue and South Berteau Avenue. It was originally planned to be two additional residential condominium buildings to complete the Bartlett Town Center development.

The Village Board directed Staff to issue a Solicitation of Bids and Statement of Qualifications late last year, and the document was released on December 20th with a due date of February 23rd. One submittal was received; however, it was a strong submittal by developer Foxford Communities, who proposed a three-story forty-one unit apartment building designed to appear as row houses.

The minimum price was set at \$660,000, which is eighty percent of the latest appraised value of the land, \$825,000.

Due to a variety of reasons, Foxford has since withdrawn its bid to purchase and develop Site E.

Staff has since received interest from several parties, however at this time the Village has not received a formal Letter of Intent to purchase it.

With the suburban apartment construction market still in play late this year, Staff will begin a marketing effort for this property including placing a sign on the site, placing it on CoStar and LoopNet and sending it out to several active developers of Transit-Oriented Development multifamily housing projects.

We will provide members of the EDC with marketing materials at an upcoming meeting and both welcome your suggestions and input as well as assistance with sending the information out to contacts you may have in the industry.

Some information on Opportunity Site E is attached for your reference.

Opportunity Site E

Existing Conditions

Site E is currently vacant, but was originally planned to become multi-family condominium buildings as the next phase of the Town Center development. Because of changing demand, a rental apartment development is more feasible on this site today.

Development Considerations

- This site will be very attractive to potential residential developers because it is vacant, cleared and within close proximity to the Metra station
- This site one of the most viable Downtown development sites and should be a marking priority for the Village
- Many Downtown amenities are within walking distance of the site including Leiseberg and Bartlett Parks, restaurants, and Village Hall
- The size and dimensions of the site are suitable to many layouts of apartment building floor plates



Existing photos of Site E



Existing aerial of Site E, source: ESRI

Opportunity Site E

Near Term Strategies

Because Site E is development ready, it should be the focus of attracting new residential development to Downtown Bartlett.

The concept to the right shows a potential site layout including an “L-shaped” residential building that defines the corner of Railroad and Berneau Avenues. A surface parking lot to serve the building is located away from the street frontage, behind the proposed building.

To accommodate future right of way connections to the south, the western portion of the site should be reserved through a setback or easement. This reserved space would not inhibit the property’s development potential, as it has a substantial size, and would greatly improve the connectivity for new residential Downtown.

The existing natural buffer at the southern edge of the site should be maintained to provide separation between the existing apartments and any new development.

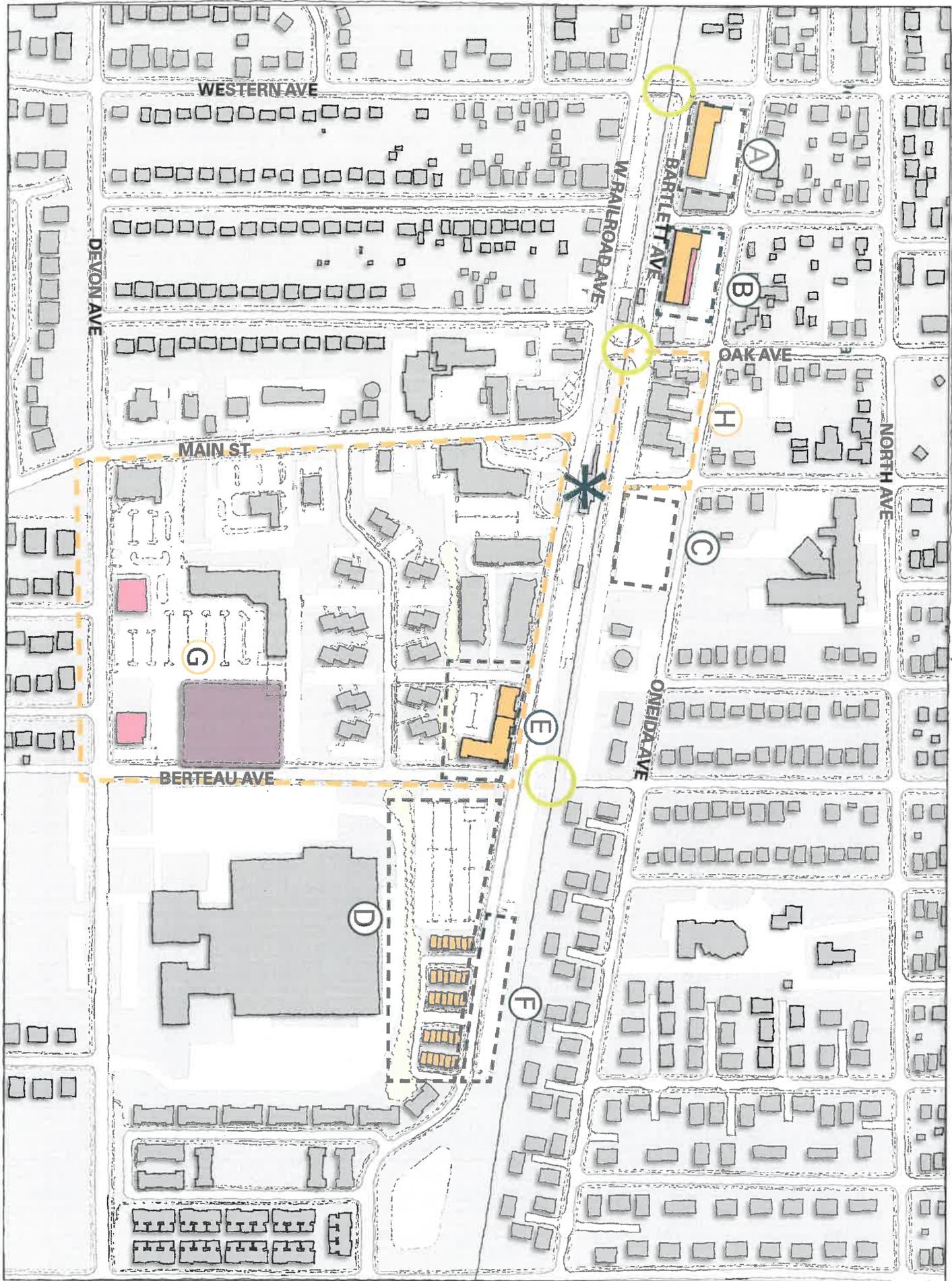


Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
E	Residential - Multifamily	3	50,000	38	57

Site Area (Square Feet)	Site Area (Acres)	Proposed FAR	Estimated Density
69,500	1.6	0.7	24 units/acre



Development Phasing Strategies : Mid Term (4-6 Years)

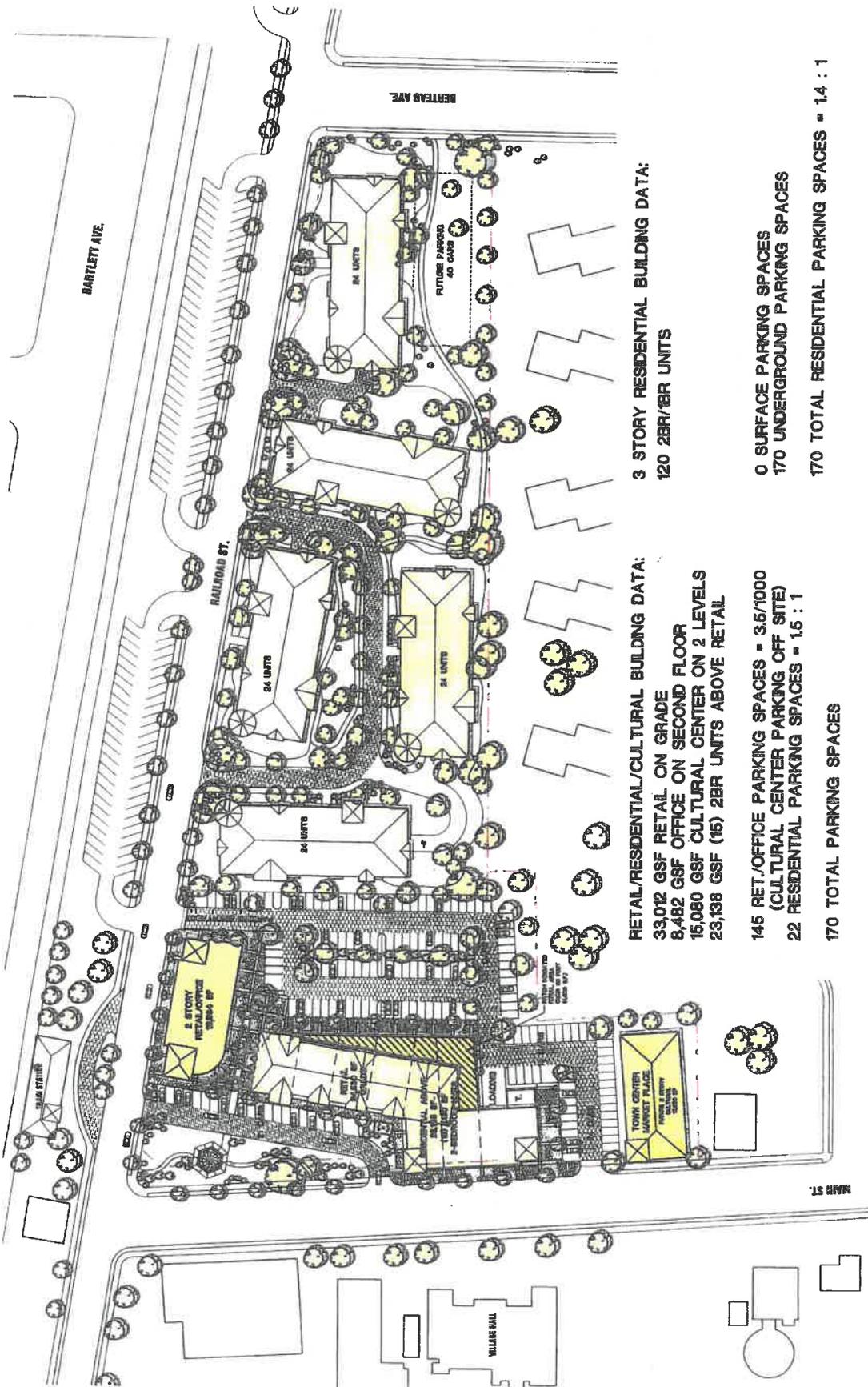


Town Center - E. Railroad Ave.

PINS: 06-35-31-506-800, 06-35-31-506-700,
06-35-31-506-500, & 06-35-31-600



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, IGP, swisstopo, GIS User Community



3 STORY RESIDENTIAL BUILDING DATA:
 120 2BR/1BR UNITS

0 SURFACE PARKING SPACES
 170 UNDERGROUND PARKING SPACES
 170 TOTAL RESIDENTIAL PARKING SPACES = 1.4 : 1

RETAIL/RESIDENTIAL/CULTURAL BUILDING DATA:
 33,012 GSF RETAIL ON GRADE
 8,482 GSF OFFICE ON SECOND FLOOR
 15,080 GSF CULTURAL CENTER ON 2 LEVELS
 23,138 GSF (15) 2BR UNITS ABOVE RETAIL

145 RET./OFFICE PARKING SPACES = 3.5/1000
 (CULTURAL CENTER PARKING OFF SITE)
 22 RESIDENTIAL PARKING SPACES = 1.5 : 1
 170 TOTAL PARKING SPACES