



**VILLAGE OF BARTLETT  
ECONOMIC DEVELOPMENT COMMISSION**

**MEETING AGENDA**

**Meeting to be held at:  
BARTLETT VILLAGE HALL  
228 South Main Street, Bartlett, IL  
October 11, 2021 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the September 13, 2021 meeting minutes
4. Public Comment
5. Hoelterhoff's Nursery BEDA Application
6. New Business
7. Adjournment



**VILLAGE OF BARTLETT**  
**ECONOMIC DEVELOPMENT COMMISSION MINUTES**  
**September 13, 2021**

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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of September 13, 2021 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 5:30 p.m.

2. ROLL CALL

PRESENT: Commissioners Gudenkauf, Gorski, Hughes, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

ABSENT: Commissioners Erickson, Hughes

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Management Analyst Joey Dienberg

3. APPROVAL OF MINUTES

Commissioner Lewensky moved to approve the Economic Development Commission Minutes from July 12, 2021 and that motion was seconded by Commissioner Gorski.

PRESENT: Commissioners Gudenkauf, Gorski, Hughes, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

NAYS: None

ABSENT: Commissioners Erickson, Hughes

ABSTAIN: Commissioners Gorski, Smodilla

MOTION CARRIED

4. PUBLIC COMMENT

NONE

5. BUSINESS PARKS TOUR

Mr. Fradin stated that one of the most important facets of economic development is to build a diversified and resilient tax base, not too dependent upon any one company or industry.

Over the past two decades, the village has adopted two Tax Increment Finance (TIF) districts on land that was formerly quarries. The Bartlett Quarry TIF, aka the Brewster



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Creek Business Park, was adopted in 1999 in partnership with Elmhurst-Chicago Stone Company. The Bluff City TIF, including the Blue Heron Business Park, was adopted in 1999.

Both business parks have different zoning requirements, with Bluff City allowing for more heavy land-intensive uses and outdoor storage. Brewster Creek Business Park was created to host light manufacturing, warehouse and distribution, and is home to many high-technology companies. Brewster Creek is home to three distinctive clusters – food companies, those in the auto supply chain, and several German high-precision manufacturing firms.

The two recently-built buildings by Logistics Property Company at the corner of Stearns and Munger are not within Brewster Creek Business Park, and both have been leased within the past year.

I regularly report on projects in both business parks to the Economic Development Commission, including recent large-scale projects in the Cook County portion of Brewster Creek. We spent years competing for the McKesson project, which will gain occupancy later this year, and more recently worked with Conor Globe Commercial on the largest project in the village, a 436,500 SF speculative building for which a lease was recently signed.

Elmhurst-Chicago Stone Company, the many developers, investors, and brokers who have done deals in the business parks, the Mayor and Village Board, the EDC and staff can all be proud of what the village has accomplished in these business parks.

Although not yet completed, Brewster Creek Business Park is within the final stages of development. Bluff City and Blue Heron still have another ten years to complete development, but appear to be on the path to complete development sooner.

***The Commissioners then joined staff for a bus tour of the Business Park***

There being no further business to discuss, Commissioner Gudenkaud moved to adjourn the EDC meeting and that motion was seconded by Commissioner Smodilla.

**ROLL CALL VOTE TO ADJOURN**

**PRESENT:** Commissioners Gudenkauf, Gorski, Hughes, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

**NAYS:** None



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ABSENT: Commissioners Hughes, Erickson

MOTION CARRIED

The meeting was adjourned at 7:00 p.m.

Joseph Dienberg  
Management Analyst

## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** October 4, 2021  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator   
**RE:** Hoelterhoff's Nursery BEDA application

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**APPLICANTS:** Keith & Sally Hoelterhoff

**BACKGROUND:** Hoelterhoff's Nursery has been in business for fifty-six years. The business is located at 5591 County Farm Road on the easternmost edge of the village.

Hoelterhoff's has been in town for many decades as a family-run multigenerational business. As more landscaping supplies are purchased at big box home improvement stores, small, family-run plant nursery businesses have had to work that much harder to remain viable.

Please note that the business is within Bartlett's municipal boundaries, having been annexed into the village in 1971. Some of the documentation mistakenly indicates the business being located in Hanover Park.

The business owners and the village believe that enhanced signage will directly boost their business's profits. Studies have shown that monument signage can increase sales by 9.3%, pole signage can add up to 15.6% to your bottom line and larger storefront signage may boost sales by up to 7.7% (American Marking, Inc.).

The average storefront sign is seen 50-60 times per month by anyone living within five miles of a business location, which should result in a greater amount of sales.

### **BEDA APPLICATION:**

The Hoelterhoffs are planning to remove two existing signs and replacing them with the attached renderings for a 20.4" X 26.2" sign along the roadway and a larger 21"X27" sign on the building.

The attached estimate from Bartlett-based Mark Your Space amounts to \$5,747.81.

They are aware that permits must be issued prior to installation of the signs.

### **RECOMMENDATION:**

With five months elapsed and only two BEDA grants totaling \$3,000 having been approved this fiscal year, staff is recommending a grant of **\$2,873.90** upon completion and installation of the new signs.

This amounts to a percentage of fifty percent, the highest percentage allowed in the BEDA program, both as a testament to the Hoelterhoff's longevity in the village and a strong show of support for a sales tax generating business to upgrade its signage.

The petitioners will be out of town on October 11<sup>th</sup>, but will be available for questions via the phone.

**Village of Bartlett Economic Development Assistance Application**

**Applicant Information:**

Applicant(s) Name Hoelterhoffs Nursery - Keith + Sally Hoelterhoff

Applicant(s) Address: 5591 County Farm Road, Bartlett 60103

E-Mail Address: hoelterhoffs @ att.net

Primary Contact for Project: Sally Hoelterhoff

Cell Phone Number and/or Home Number: 630-

Applicant is or will be (check all that apply)  Tenant  Property Owner

Number of Years in Business: 56 Number of Years in Bartlett: 56

Contact Name and Information for Applicant's Agent or Architect (if any):

(Note: if applicant is a tenant, attach a letter from the property owner granting permission for project)

**Property Information:**

Project Property Location/Address: 5591 County Farm Road, Bartlett

This Property is (check all that apply): Retail  Restaurant  Office

Other  (explain)

Number of Businesses on Site: 1

Names of Other Businesses on Site: \_\_\_\_\_

Size of Building (dimensions or total square feet) \_\_\_\_\_

Stories in building: 1 Parking spaces on property: \_\_\_\_\_

Last Real Estate Taxes Paid: 2020

Property Tax Index Number(s) (PIN): 01-01-410-034 01-01-410-033

County: Cook  DuPage  Kane

**Project Information:**

Total Anticipated Project Cost: \$ 6000

Project Scope: Describe and identify all exterior/interior improvements proposed (Use additional paper if necessary to fully describe proposed project)

replace road sign and replace sign above greenhouse door.

If approved, estimated project completion date: target date <sup>before</sup> end of 2021

**Business Plan:** For new business ventures, please include a two- to five-page business plan. Contact Tony Fradin with questions about the seven elements of a strong plan.

**Please Attach:** Contractor Estimates, Receipts; Copies of both sides of cancelled checks, credit card statements or bank accounts from which materials were purchased and contractors paid; Waivers of Lien

**Application Statement (Read and Sign Below)**

I hereby make application to participate in the Bartlett Economic Development Assistance (BEDA) program. In making this application I understand that the purpose of BEDA is to help encourage and leverage private investment in the Village's business community and help my business bring an underperforming property into more productive use.

I understand that prior to commencing any work, the Village must first approve both my participation and proposed scope of work for the project. Applicants must meet with Economic Development staff prior to paying for improvements in order to review how much, if any, the Village may reimburse for the project.

I understand that all improvements made through the help of BEDA must be in accordance with all Village plans and codes. Moreover, as a condition of approval, I understand the Village may require changes to the scope of work I am proposing. I further understand that any work started or completed prior to approval of the project and my participation in the BEDA program is not eligible for reimbursement.

In making this application, I understand that the BEDA program is competitive, funds are limited and selection for participation is at the sole discretion of the Village of Bartlett. I understand that the Village will review my application and at the Village's discretion may reject or approve my participation in the program. I recognize that a project that enhances the Village's business climate by returning an underutilized property into economic productivity, increases local employment opportunities and includes a larger percentage of private investment than public stands a greater chance of being funded by the Village.

I also understand that if selected for this program, the Village will establish a maximum grant award for the project

I further acknowledge that BEDA operates as a rebate program and, therefore, if selected for participation, Village funds will be disbursed to me at the conclusion of the work, after submittals by me of copies of all bills and satisfactory evidence of their payment, either by lien waivers or bills stamped "Paid" by all contractors. I understand that the actual rebate amount will be calculated at some percentage as recommended by staff in relation to the documented actual costs by me for eligible expenses to complete the agreed upon improvements, up to the maximum grant amount awarded by the Village for the project.

By signing this application, I hereby acknowledge that I have read the above statement and understand these important features about the BEDA Program.

*Anthony Bellini*

Applicant Signature

9-2-21

Date



**Return this completed application with attachments to:  
Tony Fradin, Economic Development Coordinator  
Village of Bartlett  
228 S. Main Street  
Bartlett, IL 60103**





1235 Humbracht Circle  
 Bartlett, IL 60103  
 (630) 289-7082

# ESTIMATE

## EST-7444

www.MarkYourSpaceInc.com

Payment Terms: Cash Customer

Created Date: 8/31/2021

**DESCRIPTION:** Post/Panel Sign & Panel sign with Acrylic lettering - Installed

**Bill To:** Hoelterhoffs Nursery  
 5591 County Farm Road  
 Bartlett, IL 60103  
 US

**Installed:** Hoelterhoffs Nursery  
 5591 County Farm Road  
 Bartlett, IL 60103  
 US

**Requested By:** Sally .  
 Email: hoelterhoffs@att.net  
 Work Phone: (630) 289-1380

**Salesperson:** Diana Cusumano

NO.	Product Summary	QTY	UNIT PRICE	UNIT PRICE	AMOUNT
1	Exterior - Non-Lit Aluminum pan with Acrylic lettering mounted above Front door (removal of old sign included)	1		\$1,806.00	\$1,806.00
2	Exterior - Aluminum Post and Panel sign - Installed (removal included)	1		\$3,526.00	\$3,526.00
3	Permit Acquisition	1		\$175.00	\$175.00
4	Actual Permit Fees/Bonds/Licenses - TBD	1		\$0.00	\$0.00

<b>Subtotal:</b>	\$5,507.00
<b>Taxes:</b>	\$240.81
<b>Grand Total:</b>	\$5,747.81

I agree to pay a finance charge of 1.5% per month (18% per annum), or \$2.00 minimum per month, whichever is greater, on the unpaid balance over 30 days. In the event of default of any or all of the agreed upon credit terms as set forth, the undersigned agrees to pay such additional sum as and for collection agency fees of 35%, attorney's fees and court costs as the same are incurred in collecting the undersigned's past due amount.

Please provide a signed copy or acknowledgement through email along with a 50% deposit to begin work. Deposits can be made online through your customer portal. If you have any questions please don't hesitate to contact us.

Client: Hoelterhoff's Nursery

Project: Post & Panel Sign

Revision: 5

Date: 08/30/2021

Address: 5591 County Farm Rd, Hanover Park, IL 60133

**Dimensions**

Allowance: --

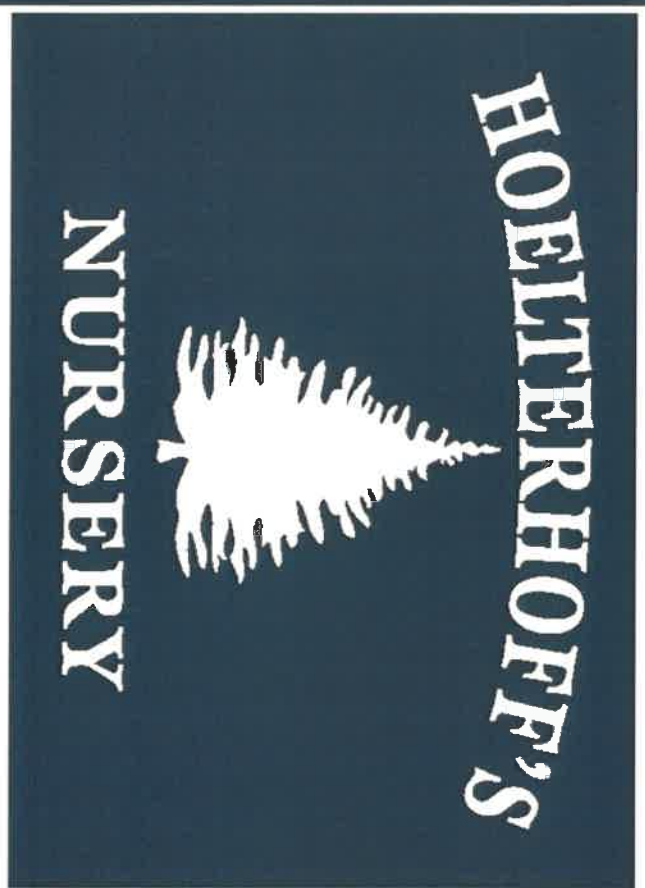
Overall Size: 67"W x 48"H

Text : 4.75"H

Tree : 20.4"W x 26.2"H

Posts: 3" Sq. x 84"H [Above Grade]

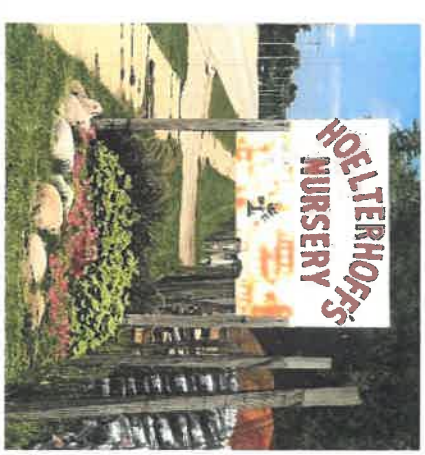
**Removal Required**



FRONT

SIDE

TOP



**Sign Description**

- Double-Sided
- Non-Lit
- Aluminum Cabinet Sign
  - Pantone 2767
- Aluminum Posts w/ Triangle Cap
  - Pantone 2767
- Applied 1/2" White Acrylic Text
  - White

MARK YOUR SPACE  
1235 Humbrecht Circle  
Unit J  
Bartlett, IL 60103  
(630) 289-7082

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Client: Hoelterhoff's Nursery

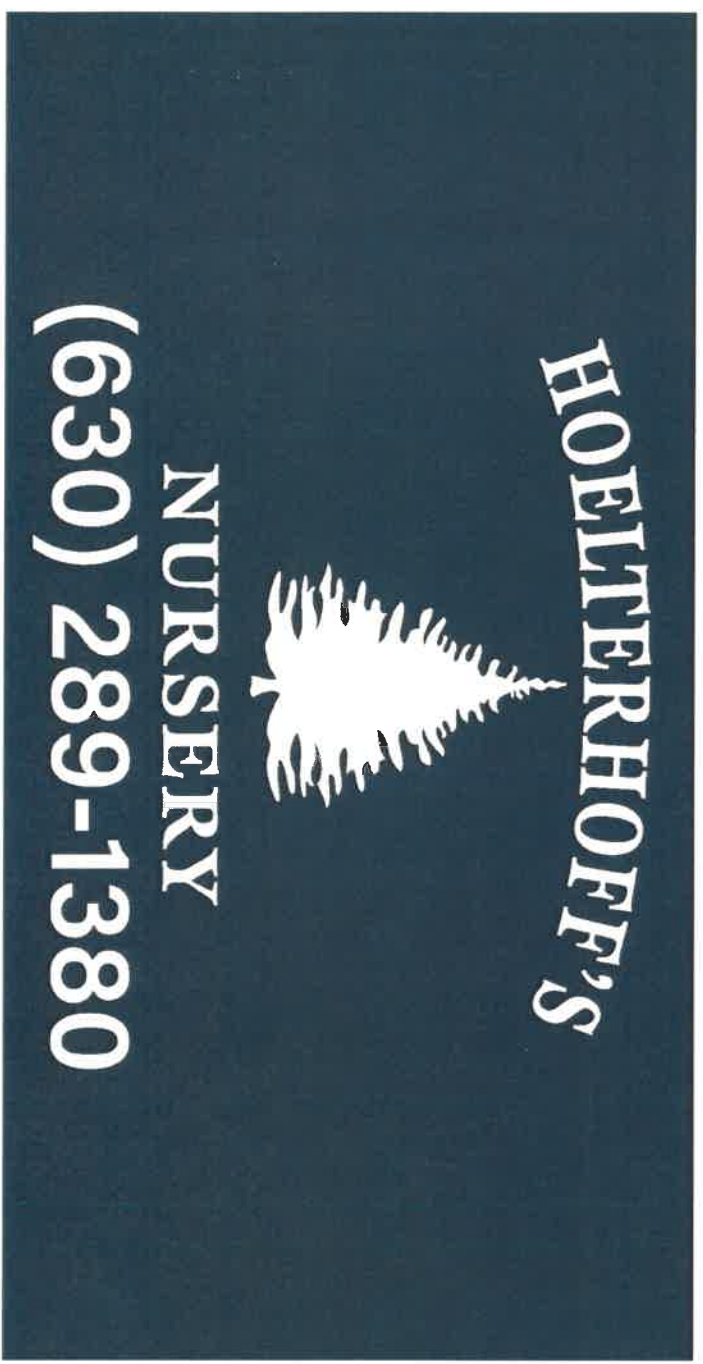
Project: Exterior Sign

Address: 5591 County Farm Rd, Hanover Park, IL 60133

Revision: 3

Date: 09/02/2021

### Lit Pan Sign w/ Push-Thru Acrylic



#### Dimensions

Allowance: --

Overall Size: 94"W x 48"H

Text : 5"H

Tree : 21"W x 27"H

#### Removal Needed



#### Push-Thru Acrylic on Pan

Pan: 2"  Pantone 2767

Push-Thru Acrylic: 1/2"  White

Electrical within 5ft? Yes

Site Modifications? No

Remove Existing: Yes

LED Color: White

UL Listed Parts: Yes

Access to Rear of Sign: Yes

Notes: Front-Lit Push-Thru on a Pan



**MARK YOUR SPACE**  
 1235 Humbrecht Circle  
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