

**VILLAGE OF BARTLETT**

**COMMITTEE AGENDA**

**FEBRUARY 7, 2023**

**COMMUNITY & ECONOMIC DEVELOPMENT, CHAIRMAN GANDSEY**

Taylor Street Pizza BEDA Application



# Agenda Item Executive Summary

Item Name      Taylor Street Pizza BEDA Application      Committee or Board      Committee

<b>BUDGET IMPACT</b>			
<i>Amount:</i>	\$3,085.10	<i>Budgeted</i>	Yes
<i>List what fund</i>	Incentives		

**EXECUTIVE SUMMARY**

Taylor Street Pizza has been located in the Brewster Creek shopping center for twenty-seven years. The applicant, Shaun Kanchwala of Scarlett Enterprises, has owned it for the past seven.

Mr. Kanchwala’s BEDA application is for installation of a new exterior LED sign to improve visibility of his business. This application is the first one from this major shopping center in town and the estimate is from Bartlett-based Mark Your Space in the amount of \$6,345.21.

Due to the longevity of this business, the small nature of the improvement, and being the first applicant from Brewster Creek shopping center, staff recommends the maximum BEDA grant amount of fifty percent, or \$3,085.10.

The EDC reviewed the application at its January 9<sup>th</sup> meeting, at which time it unanimously recommended in favor of the fifty percent grant in the amount of **\$3,085.10**.

**ATTACHMENTS (PLEASE LIST)**

Staff Memo, Taylor Street Pizza Bartlett Economic Development Assistance application including rendering and quote, Draft minutes from the January 9, 2023 Economic Development Commission meeting

**ACTION REQUESTED**

- To forward this request for a \$3,085.10 BEDA grant for Taylor Street Pizza for a final vote at an upcoming Village Board meeting.
- Resolution
- Ordinance
- Motion

Staff:      Tony Fradin, Economic Development Coordinator

Date:      January 30, 2023

## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** January 30, 2023  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator *TF*  
**RE:** Taylor Street Pizza BEDA application

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**APPLICANT:** Scarlett Enterprises DBA Taylor Street Pizza of Bartlett

**BACKGROUND:** Taylor Street Pizza of Bartlett is located at 843 S. IL Route 59 in the Brewster Creek shopping center located at the northeast corner of Route 59 and Stearns Road.

The business, itself, has been located in the center for twenty-seven years. Prior to that, it was another pizzeria for seven years. The owner and applicant Shaun Kanchwala has owned it for the past seven years.

### **BEDA APPLICATION:**

Mr. Kanchwala's BEDA application is for installation of a new exterior LED sign to improve visibility of his business and compete with national pizza brands.

This application is the first from a business located in this shopping center.

The rendering from Bartlett-based Mark Your Space is attached as well as an estimate totaling \$6,345.21, which could potentially change as the project is completed.

Because permit fees are *not* considered BEDA-eligible, the sign cost for this project is \$6,170.21.

The petitioner and his contractor are working with PDS staff to ensure this sign meets applicable Code requirements.

### **RECOMMENDATION:**

Staff is recommending a maximum fifty percent grant in the amount of **\$3,085.10** due to the small nature of this project as well as it being the first applicant from a tenant of the Brewster Creek shopping center.

We want to continue encouraging sales-tax producing businesses to upgrade their exteriors, including signage, and are pleased to work with this long-term tenant.

### **JANUARY 9, 2023 EDC MEETING:**

This application was presented to the Economic Development Commission at its January 9, 2023 meeting. The EDC unanimously recommended in favor of a 50% grant in the amount of \$3,085.10.

Village of Bartlett Economic Development Assistance Application Taylor Street

**Applicant Information:**

Applicant(s) Name Scarlett Enterprises DBA Pizza of Bartlett

Applicant(s) Address: 843 S IL 59 Bartlett IL

E-Mail Address: elginpizza@gmail.com

Primary Contact for Project: Shawn Kanchwala

Cell Phone Number and/or Home Number: 847

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

Number of Years in Business: 7 Number of Years in Bartlett: 7

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

Mark your Space - Sign Company

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

**Property Information:**

Project Property Location/Address: 843 S IL 59 -

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

Other  (explain)

Number of Businesses on Site: Strip Center

Names of Other Businesses on Site: (Brewster Creek)

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

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

Last Real Estate Taxes Paid: \_\_\_\_\_

Property Tax Index Number(s) (PIN): \_\_\_\_\_

County: Cook  DuPage  Kane

**Project Information:**

Total Anticipated Project Cost: \$ 6,345.21

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

New Exterior LED Signage. Intent: Greater visibility and improved ability to compete with National Pizza Brands

If approved, estimated project completion date: ~ Feb-28, 2023

**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

[REDACTED]

**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.

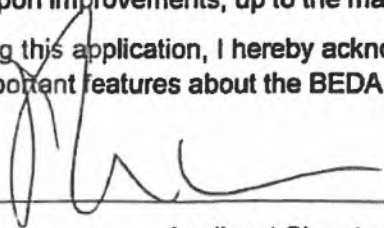
I understand that all improvements made through the help of BEDA must be in accordance with all Village plans and codes. Moreover, as a condition of approval, I understand the Village may require changes to the scope of work I am proposing. I further understand that any work started or completed prior 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.



Applicant Signature

12/28/22

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-9187

www.MarkYourSpaceInc.com

Payment Terms: Cash Customer

Created Date: 12/1/2022

**DESCRIPTION:** Exterior LED Sign - Front & Halo Lit Channel Letters - UL Listed Parts - Installed

**Bill To:** Taylor Street Pizza  
 843 Illinois Rte 59  
 Bartlett, IL 60103  
 US

**Installed:** Taylor Street Pizza  
 843 Illinois Rte 59  
 Bartlett, IL 60103  
 US

**Requested By:** Shaun Kanchwala  
 Email: \_\_\_\_\_@\_\_\_\_\_.com  
 Work Phone: (847) \_\_\_\_\_

**Salesperson:** Diana Cusumano

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Exterior LED Sign - Front & Halo Lit Channel Letters on a 2" deep Pan (Overall 92.5" x 31") - UL Listed Parts - Installed	1	\$6,300.00	\$6,300.00
2	Permit Acquisition	1	\$175.00	\$175.00
3	Actual Permit Fees/Bonds/Licenses - TBD	1	\$0.00	\$0.00

You are welcome to accept this estimate and submit your 50% deposit via the Customer Portal. If you have any questions please don't hesitate to contact us.

The balance of your invoice will be due upon completion of your order. 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.

<b>Base Subtotal:</b>	\$6,475.00
<b>Discount:</b>	(\$400.00)
<b>Subtotal:</b>	\$6,075.00
<b>Taxes:</b>	\$270.21
<b>Grand Total:</b>	\$6,345.21

Client: Taylor Street Pizza

Project: Exterior Sign

Revision: 4

Address: 843 Illinois Rte 59, Bartlett IL, 60103

Date: 11/30/2022

Mockup

**Dimensions**

Allowance: 20SF  
Overall Size: 92.5"W x 31"H  
Taylor: 17"H  
ST: 7.3"H  
Pizza: 17"H

**Removal Required**




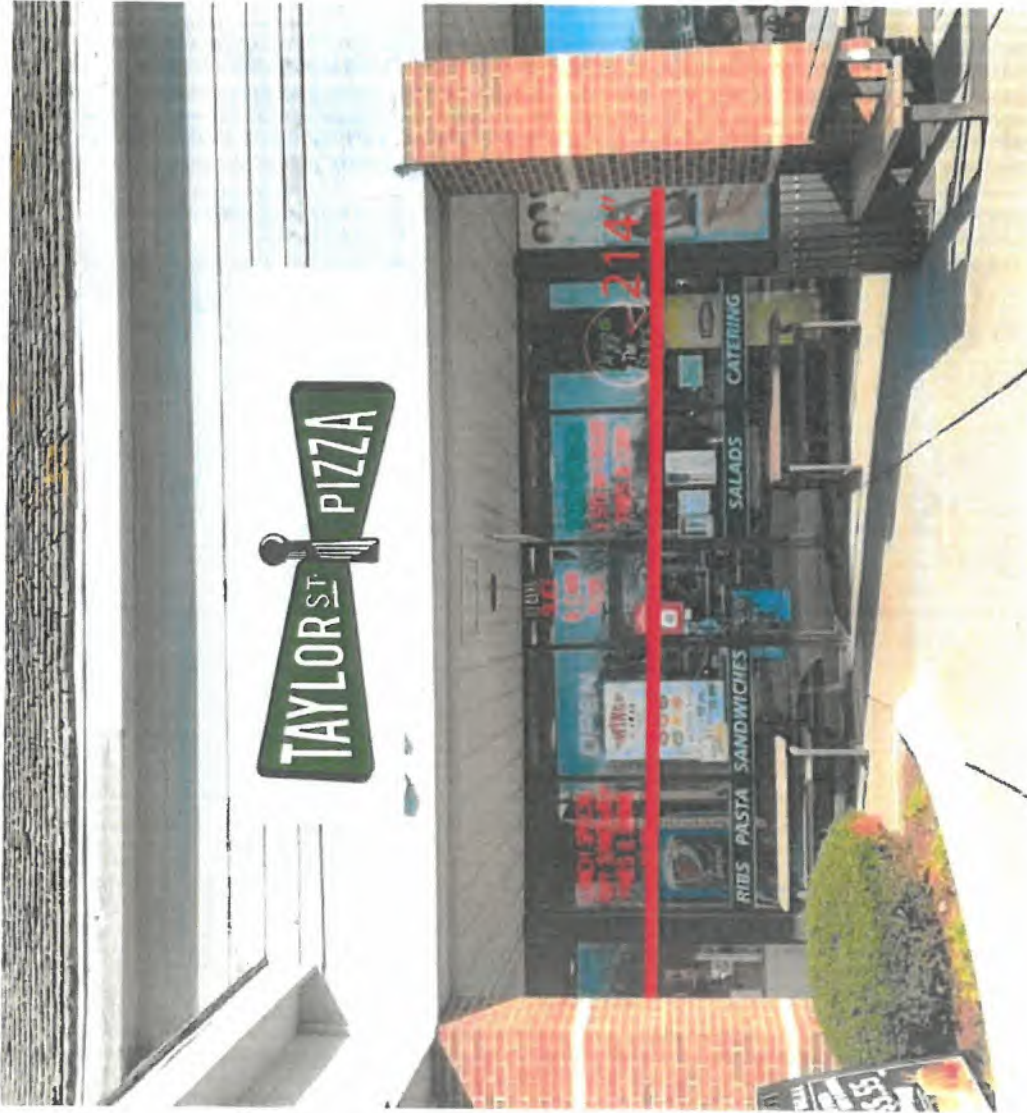
**Sign Description**

Sided: Single-Sided  
Illumination: Front and Halo Lit  
Fabrication: Painted Aluminum pan with Channel letters  
Pan: 2" ■ Black

**Channel Letters**

Return: 3"  White  
Trimcap: 1"  White  
Facecolor:  White

Electric w/in 5ft: Yes  
Site Modifications: No  
Remove Existing: Yes  
LED Color: White   
UL Listed Parts: Yes  
Access to Rear: Yes  
Notes:



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

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Client: Taylor Street Pizza

Project: Exterior Sign

Revision: 4

Address: 843 Illinois Rte 59, Bartlett IL, 60103

Date: 11/30/2022

**Artwork**



**Dimensional 1**

**Dimensions**

Allowance: **20SF**  
 Overall Size: 92.5"W x 31"H  
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**Removal Required**



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**Channel Letters**

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 Trimcap: 1" □ White  
 Facecolor: □ White

Electric w/in 5ft: Yes

Site Modifications: No

Remove Existing: Yes

LED Color: White 

UL Listed Parts: Yes

Access to Rear: Yes

Notes:

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Client: Taylor Street Pizza

Project: Exterior Sign

Revision: 4

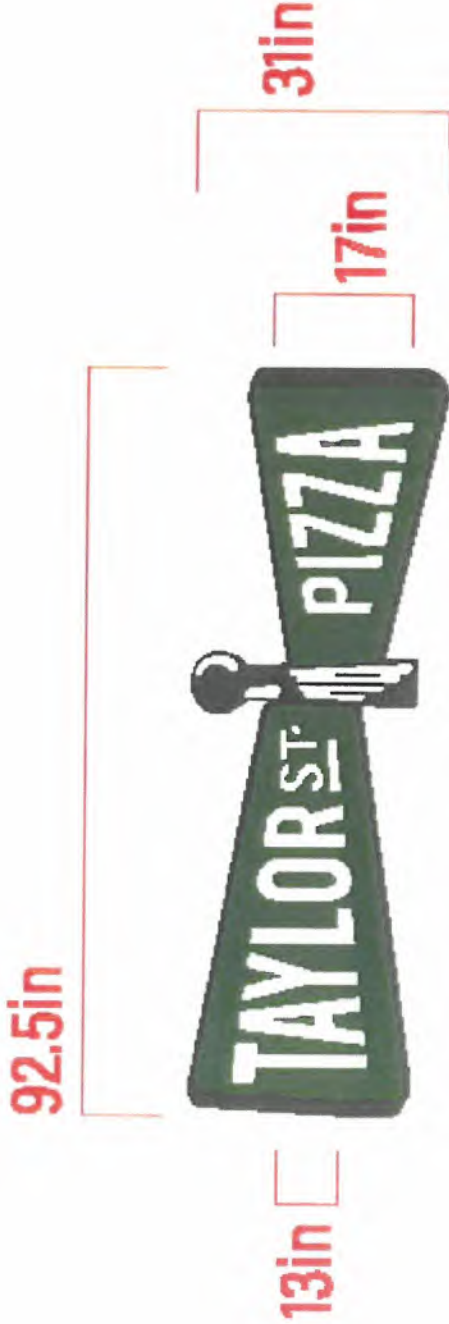
Address: 843 Illinois Rte 59, Bartlett IL, 60103

Date: 11/30/2022

**Measurements**

**Dimensions**

Allowance: 20SF  
Overall Size: 92.5"W x 31"H  
Taylor: 17"H  
ST: 73"H  
Pizza: 17"H



**Removal Required**




**Sign Description**

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## **FROM DRAFT OF JANUARY 9, 2023 EDC MINUTES:**

### **TAYLOR STREET PIZZA BEDA APPLICATION**

Mr. Fradin stated that Taylor Street Pizza of Bartlett is located at 843 S. IL Route 59 in the Brewster Creek shopping center located at the northeast corner of Route 59 and Stearns Road.

The business, itself, has been located in the center for twenty-seven years. Prior to that, it was another pizzeria for seven years. The owner and applicant Shaun Kanchwala has owned it for the past seven years.

Mr. Kanchwala's BEDA application is for installation of a new exterior LED sign to improve visibility of his business and compete with national pizza brands.

This application is the first from a business located in this shopping center.

The rendering from Bartlett-based Mark Your Space is attached as well as an estimate totaling \$6,345.21, which could potentially change as the project is completed. Because permit fees are not considered BEDA-eligible, the sign cost for this project is \$6,170.21. The petitioner and his contractor are working closely with PDS staff to ensure this sign meets applicable Code requirements.

Mr. Fradin added that staff is recommending a maximum fifty percent grant in the amount of \$3,085.10 due to the small nature of this project as well as it being the first applicant from a tenant of the Brewster Creek shopping center. We want to continue encouraging sales-tax producing businesses to upgrade their exteriors, including signage, and are pleased to work with this long-term tenant.

Mr. Fradin asked the commissioners if they had any questions.

Commissioner Perri asked the petitioner to clarify the differences in signs.

Mr. Kanchwala stated that their current sign is a channel-letter sign, and the new sign is about 10% larger. It is within the required size, but we went smaller to blend well with the signs within the center already. He stated that this sign will also upgrade to LED, and will be much brighter than the old one.

Commissioner Smodilla stated that it is important for business to do a refresh to stay relevant and current, especially in the older shopping centers. Is Taylor Street a franchise? Is this sign congruent with other locations and are there any trademark issues with the logo?

Mr. Kanchwala stated that it used to be a franchise, but they are on their own now. I own another one in Carpentersville, and we are doing really well here in Bartlett, but all of the

locations are independently owned. This is the original logo they sent us in 2015, there would be no trademark issues, and we use this current logo now.

Commissioner Hughes asked staff to clarify the 50% vs the amount.

Mr. Skrycki stated that the commission has an estimate before them, and it could fluctuate \$100 or so, and staff anticipates the 50%, based on the final price, so the adjustments will be made. We will try and make that clearer so that there isn't confusion on further grants.

Commissioner Smodilla added that it is important when setting a precedent. I think it's important that we set an amount, and that it is "not to exceed" a dollar amount. It's important that we are conscious of the taxpayer, and not set a precedent.

Mr. Skrycki stated that any changes in the amount would be noted when it goes to the village board for approval.

Commissioner Erickson took issue with the "not to exceed" language being added. Because unfortunately given the supply chain, prices could change by the time it is installed. I think that is on staff to work with the petitioner, not on us as a commission to predict the supply chain. These supply chain changes are real, and they could escalate quickly in the next few months.

Commissioner Smodilla agreed, and stated that these requests should come closer to installation. What's the threshold for a price change? \$100, \$1,000? I am grateful that you are using a local Bartlett business for the sign, and his prices are fair but I still have to stick to the issue of precedent, without setting a policy.

Mr. Kanchwala stated that he had a quote, but was given a \$400 discount as an absolute "best price", but there could be changes before installation, and has no opposition to a cap.

Commissioner Gudenkauf asked if it really matters if there is a change in price? If that's what the sign costs, then we will give him 50% regardless.

Commissioner Lewensky agreed.

Commissioner Smodilla stated that it is about precedent.

Commissioner Hughes stated that is why she brought it up. It is about setting a standard and following that standard.

Commissioner Erickson stated that is on village staff, we have paid staff for a reason. If he drags his feet and its on his own becoming that this project goes up, then that's when staff needs to look at it. We have always done 50% of signs, as long as the dimensions fit within the code, that's where I sit.

Commissioner Smodilla stated that when you are coming to the commission with any improvements that fit within the BEDA program, it needs to be at a stage where they are really close. Tekkie's, for example, applied about a year ago, is their grant still open?

Mr. Fradin stated that it is no longer open, and they never moved forward with their sign.

Commissioner Smodilla stated that there is no indication that they need to reapply, if they come to us and say our sign now costs more, are we prepared to extend additional funds to that project.

Mr. Fradin stated in that example we would bring it back before the commission.

Mr. Skrycki agreed with the commissioners that we do need consistency. However, if a sign comes back a few hundred more, and its in the budget and code, staff does have the latitude to bring that to the village board, who does have the ultimate authority on the expenditure.

Commissioner Smodilla stated if that is a policy, then it is one that she is not aware of.

Mr. Skrycki stated that staff will clear that up.

Commissioner Perri asked if staff has a company that they use that could get a quote to see if the petitioner's quote is representative of the cost.

Mr. Fradin stated that the village uses the same company as the petitioner's quote, and this is in line with other sign grants the village has received. He added that this will be a good, well made sign. It's not going to be the cheapest, but the investment may get more years out of the sign.

Commissioner Gudenkauf moved to recommend a BEDA grant reimbursement of fifty percent of the sign, which amounts to \$3,085.10 to Taylor Street Pizza, Seconded by Commissioner Perri.

AYES: Commissioners Erickson, Gudenkauf Hughes, Lewensky, Kubaszko, Perri, Smodilla

NAY: None

ABSENT: Commissioner Gorski

#### MOTION CARRIES

Mr. Kanchwala thanked the commission, and stated that he wanted to wait until after the vote to state that amongst all of the villages that he works with, Bartlett is the best. Not every town is committed to private business, and working with owners. Our entire shopping center is full. You guys are the best.