



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
November 13, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the September 11, 2023 meeting minutes
4. Public Comment
5. Sign Code Discussion
6. Merry & Bright
7. New Business
8. Adjournment



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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of September 11th, 2023, of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:00 PM

2. ROLL CALL

PRESENT: Commissioners Densford, Erickson, Gorski, Gudenkauf, Kubaszko, Lewensky, Suffern

ABSENT: Commissioner Perri

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Management Analyst Joey Dienberg, John Harris President of a5

3. APPROVAL OF AUGUST 14, 2023, MEETING MINUTES

Commissioner Erickson moved to approve the August 14th, 2023, meeting minutes, seconded by Commissioner Densford.

ROLL CALL VOTE

AYES: Commissioners Densford, Erickson, Gorski, Gudenkauf, Lewensky, Suffern

NAYS: None

ABSENT: Commissioner Perri

MOTION CARRIED

4. PUBLIC COMMENT

NONE

5. Branding Discussion

Mr. Skrycki stated that this branding discussion arose from the strategic planning of the village board, which encompasses 26 different tenants. It's an integral part of our strategic plan, as you've seen in Mr. Harris's presentation. Many communities find significant benefits in branding discussions. To be candid, when I first started working here, I was skeptical about such meetings. However, looking back a decade, those discussions revolved around car dealerships, downtown grocery stores, and maintaining the safety provided by our nationally recognized police department. It's these discussions and



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individuals like yourselves that help shape the village's future. We appreciate your presence here, and now I'll hand it over to Mr. Harris

Mr. Harris began the meeting by expressing his gratitude to all attendees, stating, "Thank you all for doing this. It's an honor and pleasure to be working here in the Village of Bartlett, and I'm grateful to be with you tonight." He mentioned that one of his teammates, Matt Robbie, was absent because he needed to sign a lease in Valparaiso for his son, who is going to school there.

Mr. Harris highlighted the importance of the meeting, emphasizing their intent to listen to the community and the board. He described the focus of the meeting as being on economic development and the creation of a brand campaign for Bartlett.

He acknowledged that economic development encompasses both attraction and retention and stressed the long-term impact of their decisions. Mr. Harris recognized the existing strengths of Bartlett and its opportunities for growth, such as the new TIF and development opportunities.

The key points to be addressed during the meeting were outlined:

1. Defining economic development and how a brand campaign can support it.
2. Strategies for retaining current residents and attracting new ones.
3. Building a stronger sense of community.
4. Addressing potential divides within the community.
5. Welcoming and integrating new demographics into Bartlett.

Mr. Harris highlighted the importance of crafting Bartlett's narrative and story through the brand campaign. He emphasized the significance of controlling the narrative to avoid others shaping Bartlett's image.

He also mentioned the need to establish measurable success criteria, including both soft metrics (e.g., website traffic, social media engagement) and hard metrics (e.g., population growth, sales tax revenue). Mr. Harris clarified that these metrics are part of the broader strategic plan and should align with it.

In conclusion, Mr. Harris invited questions, comments, and concerns from the attendees before proceeding with the discussion.

Commissioner Suffern stated that he is happy to hear that. You're coming to the public and business community. The fact that you are looking for feedback is encouraging.

Mr. Harris stated yes, one of the key aspects we need to focus on is gathering feedback from all of you, as well as a diverse cross-section of our community. We can send emails and attend events, but a significant part of our approach will involve meeting people where



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they are in the community and listening to what makes Bartlett special and unique to them. Now, another important aspect to note is the budget, which spans over a three-year period.

Typically, we work on a project for one year and then move on, but in this case, it's divided into phases. To ensure it aligns with the village's needs, we're starting with engagement this fall, followed by campaign creation in the winter, and finally rolling it out in the spring. This will extend into the next fiscal year, which is crucial for our timeline. Does that make sense? Great. Before I delve into the details, let me ask a simple question to each of you. Do all of you live in Bartlett? Let's go around the table and briefly share what initially brought you to Bartlett. It doesn't have to be a lengthy answer, but what was the reason that led you here?

Mr. Fradin stated that he does not live in the town but has been working for the town for 18 years. When I first considered my options, I had other communities to choose from. What drew me to Bartlett, specifically, was the downtown area. Many neighboring communities lack this feature, but Bartlett's traditional downtown has the potential for success, especially around the train station. As you mentioned, not a lengthy answer, but it was the downtown area that caught my attention in the village.

Commissioner Gudenkauf stated that in all honesty, I initially lived in Carol Stream, and I learned about a job opportunity here in Bartlett through my work connections in Carol Stream. I was living just two minutes from Bartlett's border, and prior to that, my only exposure to Bartlett was when I attended classes at Banbury Fair. However, over the past eight years of being part of this community, I've become incredibly impressed. The people are friendly, it's a safe place, and the village goes out of its way to support businesses. Whenever we've interacted with the police or any other aspect of the village, they've been approachable, helpful, and friendly. I can't praise Bartlett enough now, despite not having it on my radar before. It's a fantastic town, and that's not just because of my involvement with the chamber; it genuinely is a great place to be.

Mr. Skrycki stated that he has been with the village for over 20 years, working at village hall for 15 of those, and I've lived in Bartlett on and off for about 25 years. Currently, I reside in a different community, but I can imagine returning here at some point. Truth be told, my parents brought me here, so I didn't initially choose to live in Bartlett. I was born and raised here, and one thing I deeply appreciate about this community, which is unfortunately increasingly rare these days, is the sense of safety. Parents can allow their children to ride bikes through town, and that's a testament to our excellent police department. Similar to what Tony mentioned, I have a genuine fondness for our downtown area. It's quite exciting to have been a resident for so long and now work here, witnessing the substantial growth that has occurred. Sometimes it may not seem quick enough for some, but when you look back a decade, the transformation of Bartlett is truly remarkable. I like to describe it as mature, methodical growth, and it's a pleasure to contribute to it. I



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feel fortunate and genuinely love Bartlett. I'm eagerly looking forward to what the future holds for our community.

Commissioner Erickson stated that she grew up in Wisconsin, and her ex-husband had a job in Chicago, commuting from Kenosha. We knew we wanted to move closer to the city, but we weren't sure where. We were renting an apartment for \$1,800 a month in 1990, and that pushed us to find a house quickly. We were building a house in Elgin, but I wasn't happy with the location we had chosen. One day, as we were leaving, we saw a billboard for Westridge in Bartlett on Route 59, on the other side of town. There's a bit of a divide in Bartlett, and you can't easily get from one side to the other on bicycles. So, I saw the billboard and told my husband, "We're building a house already," but we had a two-week window to back out. We ended up backing out and building our house in Westridge. When we pulled into Westridge, I thought, "This is where we're going to settle."

Commissioner Densford stated I grew up in Carol Stream, and before I got married, my wife and I purchased a house there. However, the housing market crashed shortly after our marriage, so we decided to look for an affordable house. That's when we stumbled upon Bartlett. At the time, my wife didn't know much about Bartlett, and I had similar experiences when I worked in Naperville. People often thought Bartlett was Barrington, which led to confusion.

Now, I have a genuine appreciation for this town. It's like a hidden gem that many overlook as they drive down Route 59. I used to hear stories about Bartlett being a town for "the rich kids," but now that I live here, I find it to be an amazing community. I'm actively involved in coaching sports, and I might be one of the few on this committee with young children, alongside Adam. I hear a lot from families looking to move or upgrade their homes, and they all want to stay here. In our household, we joke that when we decide to move, it's because we want to change our status from one house to another within Bartlett.

The sense of community here is undeniable. I consider myself the town barber—I'm around, I know what's happening, and I see people walking up and down Bartlett Road. I coach wrestling and baseball, and it's incredible how tight knit the community is. We talk about local businesses like the Venezuelan restaurant and Boss's Signature, and it's all interconnected. It's not just six degrees of separation; it's more like two degrees, like the Kevin Bacon game. Bartlett is a small community within a larger town, and there's a unique joy and connection that we've found here.

Commissioner Gorski stated that he moved down here in 1991. My wife is from the city, and I moved to the city when I was in high school. When we came back out to the suburbs, we were kind of in the Villa Park area. We had a townhouse and were looking to find a single-family home as our family started growing. We considered Glendale Heights, but it was unaffordable. Our agent showed us a house in the Apple Orchard subdivision, offering more space and land for the money. That's what convinced us to move here –



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affordability. Interestingly, as our kids entered the school system, they qualified for the gifted program, and that was a big plus. It gave us confidence in the school system, which isn't the norm for everyone.

Mr. Harris inquired about the current state of the schools.

Commissioner Erickson responded that she only had dogs and wasn't sure if she would send her children to the U-46 schools.

Mr. Skrycki shared that the Bartlett schools are highly rated and addressed the previous stigma surrounding the district.

Commissioner Densford talked about the school district's issues, including school boundary lines, and how some kids don't attend Bartlett High School despite living in Bartlett.

Commissioner Gorski mentioned his past battles with the school system but expressed satisfaction with his kids having gone through the gifted program.

Mr. Skrycki explained that Bartlett High School was built in 1998, improving the educational landscape.

Commissioner Erickson praised the school's athletic facilities.

Commissioner Gorski discussed his reasons for staying, which included the desire to be near grandkids. He emphasized his strong community ties due to coaching sports and being actively involved in various town activities.

Commissioner Kubaszko stated that he was born and raised in Chicago and served in the army before returning from Germany. In 1972, my wife and I decided to start a family, and that's when we bought a new home in Bartlett, mainly because of its convenient train access to Franklin Park, where I worked in engineering. Five years later, we purchased a newer house in a different part of Bartlett, specifically DuPage. We chose Bartlett due to its affordable housing options and the ease of commuting. What really kept us in Bartlett was our genuine fondness for the community. Back then, the population was just under 4,000, and it had that small, friendly atmosphere we appreciated. Over the years, we watched Bartlett grow and change, but our attachment to the town and its sense of community remained strong.

Commissioner Suffern stated that his first job was in Arlington Heights. I'm originally from the south side of Chicago. After graduating, we stumbled upon newly opened apartments on Lake Street, known as Bartlett Lakes. They allowed dogs, and since we had two, it was a perfect fit. At the time, we didn't know much about Bartlett.



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You were asking about my wife's career. She was a sales manager, and I was an epidemiologist. We decided to change our direction and shifted away from pursuing more money. We had saved up \$15,000, which we thought would give us a shot at something new. Initially, I planned to return to the corporate world once that money was exhausted, but I found a new passion in marketing, particularly marketing to women. They respond well to how products are presented and priced, and I didn't want to go back to my old career.

We started our venture by renting the upstairs of Lucky Jack's bar, which is now where More Brewing is located. It was essentially a condemned apartment, but the owner gave us the keys, and we worked to bring it up to code. Two years later, we rented the basement of the same bar. However, when the building was sold to the first Illinois lottery winner, they informed us that we had to move when our lease was up. We didn't want to leave Bartlett but wanted to stay downtown. Across the street from the bar, there was a run-down house with high property taxes that no one else wanted, except for my wife and me. We bought that house in 1987.

Mr. Dienberg stated that he was in the NIU MPA program, and NIU arranged several internship interviews for us with different towns. I interviewed with Scott and our administrator, Paula, during my visit to Bartlett. I had a few different offers, including one in DeKalb, where I was already attending school. However, my wife was working in Hoffman Estates, and I enjoyed the small-town feel that Bartlett offered. So, I decided to choose Bartlett, I was fortunate enough to stay on full-time after my internship. Six years later, my wife and I recently moved back to our hometown, but we still make the choice to commute over an hour every day because of the strong sense of community that Bartlett provides and the great place it is to work.

Officer Anderson stated that she initially lived in Bartlett and then moved to apartment buildings on Taylor. Once I got hired, I bought a house in St. Charles, and I've been with this department for almost 18 years. I agree with pretty much everything everybody is saying, with the exception that if I leave, I'm leaving when I retire. Bartlett has a very small-town feel and a close-knit community. I was not in charge of it this year, but I was in charge of National Night Out for many years. We received positive feedback about how approachable we were at community events. The uniform might intimidate kids at first, but once they get to know us, it's different. Community events are significant for us, and we are nationally recognized for National Night Out because we know how to engage not only our community but others from outside.

Agencies from other departments asked to come to our National Night Out, and they keep asking us how we get so many people to attend without serving alcohol. Our NNO committee never serves alcohol because it's about community safety and inclusion. We even have a neighborhood watch for dog walkers. We want people in our town to feel safe and comfortable.



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Commissioner Suffern stated that we're also engaged with the Halloween parade, with our police officers helping the kids. We do school supply drives, collect socks around October, and engage in various activities to make our people feel included. Plus, our police department is CALEA certified, which is significant.

Commissioner Erickson stated that we are one of the few police departments with that accreditation. There are around 13 or so in Illinois.

Mr. Harris asked if I were sitting with people from Hanover Park, South Elgin, Carol Stream, or another nearby community, would they express the same sentiments?

Officer Anderson stated, "no", I think their criminal statistics are higher than ours because people value their things, their community, and their people here. People from outside sometimes try to infiltrate because they see the value here. We always encourage people to lock their car doors, not because they shouldn't trust their neighbors but because we don't live in a bubble. Criminal activity changes, but ours is still relatively good.

Mr. Harris asked if there are there are other communities within 20 or 30 miles where we might be having similar conversations? For example, does St. Charles or Geneva?

Mr. Fradin stated, yes, some of the other communities like Glen Ellyn might have a similar vibe. They have a more significant downtown area with more variety. The train platform situation is unfortunate here because it's not a pick-up and drop-off at the same location, which could deter some people.

Commissioner Suffern stated the central area of Bartlett has evolved, but it's still a small town with a strong sense of community.

Mr. Harris let's shift to some accomplishments of the Economic Development Committee (EDC) in the last five years. What have you worked on and what's been successful?

Mr. Fradin stated that the EDC and Village Board created a grant program about five years ago called BEDA grants, which helps existing businesses upgrade and expand while attracting new businesses. Our vacancy rate is lower now, and we utilize grants, sales tax rebates, and property tax incentives to fill spaces and attract development.

Commissioner Gudenkauf stated that the church community in Bartlett is active, and the Village Church of Bartlett has an extravaganza where they give away 75,000 meals. It's a community event that shows our sense of community.

Commissioner Densford stated our festivals, like Oktoberfest, bring people together. We have something going on almost every month, and it gives Bartlett that small-town feel.



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Commissioner Erickson stated that COVID brought the community together, with businesses supporting each other during the pandemic. It was a tough time, but we did our best to help each other.

Mr. Skrycki added that Bartlett's Brewster Creek Business Park has attracted numerous businesses and manufacturing companies. It's been a significant success for Bartlett.

Commissioner Gorski stated that the growth of the business park has been remarkable, and it's attracted a diverse range of businesses to Bartlett. It's a testament to good planning and execution.

Mr. Fradin stated the business park's success comes from good planning, development standards, and location. We've attracted major companies and provided a boost to the local economy.

Commissioner Suffern stated that our focus on not being intrusive to residents has also contributed to our success. The business park blends well with the community.

Mr. Harris agreed. It's impressive how Bartlett has grown while maintaining its sense of community and inclusiveness.

Mr. Harris asked over the last five years, what are some of the other initiatives you have focused on? Additionally, what are your current priorities and goals as the EDC for the next three to five years?

Commissioner Kubaszko stated we've spoken about maintaining the viability of our downtown. We are exploring ways to attract more people to our area, particularly through marketing efforts. The addition of more restaurants isn't hurting the others, they seem to be helping each other, especially on weekends. We've noticed an increase in families visiting, which is something we hadn't seen before.

Mr. Harris commented that it's great to see more families exploring the area. Do you think these efforts are drawing in more visitors from outside of our town?

Commissioner Kubaszko stated yes, we're working on raising awareness about our town in the surrounding areas, trying to attract more visitors from there. It seems that more breweries are doing similar promotions, making people more familiar with our area.

Commissioner Erickson added that we've noticed a shift in the younger demographic as well. Young adults who used to go to St. Charles are now staying in downtown Bartlett instead of going elsewhere.



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Mr. Skrycki stated that he remembers when he was in his early 20s; he used to go elsewhere too. Bartlett wasn't a place for dates or spending evenings. But now, it's changing, thanks to the efforts of everyone involved.

Mr. Harris inquired where are these places that people go to now?

Commissioner Gudenkauf stated that her son in Nashville even heard about 120 Live in Bartlett through his friends. It's interesting to see our town getting recognized in other places.

Mr. Harris stated that's great to hear about 120 Live. What other places have become popular in Bartlett recently?

Commissioner Gorski stated that his daughter and her high school friend recently visited downtown. They went to 120 Live, the bowling alley, and some other places. It seems like they had a great time just walking around.

Mr. Harris stated your daughter lives downtown, and walking is a common thing for her. Does her friend live nearby as well?

Commissioner Gorski responded that her friend lives in Denver, if it wasn't for downtown, they probably would have gone to St. Charles.

Mr. Harris stated it's clear that downtown is a focus for you all, with efforts to bring in more businesses and offer grants. What about the new TIF area? Have you discussed its potential impact on Bartlett?

Mr. Skrycki explained that we haven't had extensive discussions about the new TIF area yet. A TIF analysis was approved by the village board recently, so we'll be delving into it as time goes on.

Mr. Harris asked what opportunities do you see arising from the new TIF area for Bartlett?

Mr. Fradin elaborated that the proposed new TIF area along Lake Street presents a unique opportunity. Currently, it's a mix of properties, some undeveloped, others vacant or in disrepair. Lake Street is a busy corridor, and it's essential that it represents Bartlett better. We aim to redevelop the area, making it more vibrant and offering a mix of residential, commercial, and recreational options. Our goal is to revitalize this area, as it currently looks outdated compared to the rest of Bartlett.

Mr. Harris remarked that apartment buildings provide opportunities to attract new residents to town while also accommodating downsizing individuals. It's crucial to offer a mix of housing options, unlike some areas like Hanover Park, where there's limited



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diversity in housing. Bartlett has a significant number of single-family houses and apartments, but it's time to expand that type of housing. Is that the goal?

Mr. Fradin responded yes; it is. Currently, the majority of our housing is single-family, at around 70%. Apartments can cater to those looking to downsize and young adults who can't afford single-family homes or townhomes. There's a demand for high-quality apartments in Bartlett, as evidenced by a 100% occupancy rate.

Mr. Harris asked when can we expect the TIF plan to be finalized?

Mr. Fradin answered that the TIF plan is still in its early stages. We're looking at early next year for its completion.

Mr. Harris continued that it's clear that commercial vacancies are low, so what's the campaign strategy? Retention has been mentioned, but how does the new TIF area fit into this?

Mr. Fradin elaborated that the new TIF area along Lake Street is a mix of opportunities. We aim to redevelop it into a vibrant space with a mix of residential, commercial, and recreational options. We also have a substantial undeveloped site at the northwest corner of 59 and West Bartlett Road called Grasslands, which presents an opportunity for development.

Commissioner Erickson pointed out that Grasslands is already attracting a specific demographic, including people looking to downsize with ranch duplexes.

Mr. Harris asked what kinds of businesses would you like to see in downtown Bartlett?

Commissioner Gorski stated that one idea is to build a parking structure where the water tower is and develop the land currently occupied by the bank with a drive-thru. The drive-thru occupies a lot of space and doesn't align with the trend of walkable downtown areas. In downtown St. Charles, for example, restaurants are arranged in a U-shape with outdoor seating and live bands, creating an inviting atmosphere.

Commissioner Erickson stated that the trend in banking is shifting away from drive-thrus and more towards walkable downtowns. In fact, downtown branches are becoming increasingly popular, and we should consider this when planning the layout.

Mr. Harris stated that St. Charles has a unique environment with its riverfront. However, it's essential to create a comfortable and inviting atmosphere for diners. So, where would this U-shaped building be located?



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Mr. Skrycki stated that if the downtown continues to grow, a parking structure is a wise idea, however, the financial challenges are significant, as evidenced by Geneva's parking garage costing \$30,000 per spot.

Mr. Harris asked what's the consensus on the idea of developing more walkable shopping areas in downtown Bartlett?

Commissioner Gorski stated that the idea of creating a U-shaped building for walkable shopping, similar to downtown St. Charles, has received positive feedback. It could be situated in the parking lot across from the train drop-off.

Mr. Skrycki stated that it's an excellent idea that aligns with our transit-oriented development goals and could lead to further downtown revitalization.

Commissioner Suffern stated while retail is a consideration, it's important to recognize the challenges in the current retail landscape, where online shopping is dominant. Downtown Bartlett may need to focus on attracting different types of businesses, like medical and professional offices, to cater to evolving consumer preferences.

Mr. Harris stated that Commissioner Suffern makes a valid point about the changing retail landscape. Balancing the mix of businesses in downtown Bartlett will be a key consideration.

Mr. Harris stated allow me to pose a couple more questions, and then inquire if any of you have additional queries or final comments. Considering that this campaign is centered around crafting and conveying your unique narrative, have you observed any other communities that have excelled in this endeavor? If so, kindly share your observations and identify them.

Commissioner Densford responded that the river communities have consistently stood out. When deciding on our evening plans, it often doesn't involve Streamwood or Carol Stream. Instead, it often revolves around dining at local restaurants. St. Charles has a thriving restaurant scene, and it's quite common for us to enjoy a meal and then explore nearby businesses. While Bartlett may not be quite there yet, it's making significant progress. We envision a future where we can easily walk across the street with our families to enjoy ice cream or engage in similar activities.

Commissioner Gorski stated in terms of success stories, I'd like to share an example from my work with a nonprofit. A restaurant in Geneva pledged to donate a portion of their proceeds to our nonprofit on Tuesday nights. As a result, I've had the opportunity to visit Geneva on three out of four Tuesdays during these fundraising events. It's remarkable to see the number of pedestrians in Geneva during these events, even on a Tuesday night.

Mr. Harris asked if there are any other communities that come to mind.



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Commissioner Suffern stated that he would like to echo some of the sentiments regarding Bartlett's visibility. I've heard for 40 years that Bartlett is so close yet relatively unknown. To me, success in this campaign would involve investing in effective signage. Specifically, I propose placing an impactful sign at the intersection of Route 59 and West Bartlett Road, which serves as the entrance to our vibrant downtown area. This area has seen growth, including a retirement community, and aligns with the village's corridor plan. Currently, it's marred by an unattractive wall, making it one of the most uninspiring intersections around.

Mr. Fradin stated that is a valid point.

Mr. Harris asked moving forward, what would define success for this campaign, either individually or collectively?

Commissioner Erickson stated that when we tackled a branding campaign in the past, we highlighted Bartlett's key assets, including our beautiful parks and the town center with its gazebo and the nearby railroad tracks. We wanted to convey that Bartlett was never far away from these appealing features. The phrase "Bartlett Never Far Away" was the tagline. However, it didn't quite resonate as intended, and people still struggled to locate Bartlett on the map.

Mr. Harris stated that the message didn't quite hit the mark. It's crucial to clarify the town's unique identity.

Commissioner Suffern stated that is why we believe focusing on enhancing signage and visibility could be a key to success.

Mr. Harris then asked what the commission's thoughts on what success should look like for this campaign.

Commissioner Erickson stated that success, in her opinion, should translate to increased sales tax revenue and a stronger online presence. We currently have a social media presence, but it needs to be more robust to compete effectively in today's digital landscape.

Commissioner Gudenkauf stated that she would like to emphasize the importance of signage. There have been times when I turned right and went down Army Trail Road without realizing how close Bartlett was. It's an area that doesn't quite stand out as it should.

Mr. Harris acknowledged that as a valuable point. Visibility plays a significant role in attracting attention and engagement.



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Mr. Fradin stated that to him a successful campaign isn't completely told by the metrics. What matters is what people from out of town say about Bartlett. I frequently encounter individuals from other areas, and often, they don't know much about our town. I'd like to hear more of them knowing a bit more about Bartlett as I travel around the Chicago metropolitan area. I want them to say, "Oh, that's where I went to Oktoberfest. That's where I visited More Brewing. That's where I dined at those great restaurants or attended an event." It's about creating awareness and leaving a positive impression.

Commissioner Gudenkauf stated that she believes there's a significant disconnect with our residents. Despite events like National Night Out being well-attended, I often hear residents say, "There's nothing to do here." Even someone like my neighbor, who has lived here for years, didn't know about many of the things happening in Bartlett before she started working for the chamber. We have over 40,000 people in Bartlett, so different interests and knowledge levels are expected.

Commissioner Densford stated that it's interesting to note that Bartlett has its hidden gems that many residents may not be aware of.

Commissioner Erickson stated we have a diverse community, and not everyone is aware of the town's offerings. There's a gap in awareness.

Mr. Harris asked Mr. Fradin who mentioned wanting people from outside to recognize Bartlett and know more about it, and a few of you talked about increasing awareness among our residents. It's about changing perceptions and dispelling the idea that there's nothing to do here, right?

Commissioner Suffern stated absolutely. That's why I mentioned the need for more activities. Back in the day, we had events like Heritage Days, but they've become less viable due to parking constraints. Instead, we could consider having activities throughout the business districts. For instance, we could have buskers – musicians, performers, or even speakers – stationed in different parts of Bartlett, like Route 59, to engage with people where they are. The key is to make Bartlett known for these activities on a regular basis.

Mr. Harris asked when you mention buskers, do you mean not just musicians but also performers or speakers?

Commissioner Suffern stated that's correct. It could encompass various forms of entertainment or even speakers. The idea is to have these activities spread out, so they benefit businesses throughout Bartlett, rather than a central event that might not reach all areas effectively.

Commissioner Erickson stated that while events like Oktoberfest do benefit some businesses, they don't necessarily drive foot traffic to retail establishments. However,



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businesses like Cherry on Top and restaurants might still benefit. The challenge is to create events that engage the retail sector as well.

Mr. Harris thanked the commissioners for these insights. It's clear that the community is looking for ways to increase awareness, engage residents, and enhance Bartlett's reputation. He added that we've recently hosted a craft beer festival and an Illinois wine festival. Interestingly, it was the wine festival that drove traffic to our retail businesses. Wine tends to attract a diverse crowd, with more husbands accompanying their wives. As people enjoyed a few glasses of wine, they were more inclined to explore local shops and spend money. It's not a stereotype; it's based on our experience.

Mr. Skrycki stated that he would like to highlight the considerable effort that goes into organizing events. Often, folks may not realize the work behind the scenes involving the police department, public works, and our staff. There are significant costs associated with personnel, barricades, and other logistics. It's a challenge when it comes to running events. However, we're fortunate to have excellent civic groups that contribute.

One thing I would like to see in our community in the next few years is a shift away from the predominant focus on food and beverages. While the food and drink scene has thrived, I believe we could be running out of space. It might be time to continue exploring more diverse forms of entertainment, like what we have with the bowling alley. This could include options like mini golf, a movie theater, or any venue that doesn't solely revolve around food and drink. I think introducing such variety would be fantastic. While I have great appreciation for the classic combination of burgers and beers, which is undeniably American, I believe it's worth exploring more engaging entertainment choices.

As for where these ideas could be implemented, I'm uncertain since we have limited available space.

Commissioner Gudenkauf stated success should be measured by how businesses perform during an event. Sometimes events may not directly translate into immediate business for every shop, but they create awareness and leave a positive impression. People might return to Bartlett based on their experience during an event.

Commissioner Suffern agreed. It's not always about immediate results but leaving a lasting impact. I also want to emphasize that it's crucial to include stories of people in the community as part of our campaign. These could be ordinary residents with interesting tales to share. Everyone in Bartlett has a unique story to tell, and we need to learn about them.

Commissioner Densford stated that his family attended a jazz festival in Cork, Ireland, during our overseas trip, and it was a beer festival. It was quite fascinating to see how these events can bring people together.



VILLAGE OF BARTLETT
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Mr. Harris reiterated Commissioner Suffern's idea for a distributed event like busking. Instead of one central event, we could have various forms of entertainment spread throughout Bartlett. For instance, musicians, performers, or even speakers stationed at different locations. This could highlight different parts of our town and engage people where they are. It's an intriguing concept, and it could significantly contribute to putting Bartlett on the map.

Mr. Skrycki stated that's an interesting idea. He reminded the commissioners that staff is open to suggestions and ideas.

Mr. Harris emphasized the importance of including stories of people in the campaign. It's not just about the place but also about the people. We need to know about the stories of those who live here and their experiences. This will help us create a well-rounded campaign that showcases the essence of Bartlett.

Mr. Suffern expressed his appreciation for the proactive leadership in the community, both at the staff and village board levels. He commended the shift towards taking action and getting things done in Bartlett.

6. OKTOBERFEST UPDATE

Commissioner Gudenkauf and Erickson shared an update on the Oktoberfest event taking place on September 29-30.

7. NEW BUSINESS

Mr. Fradin stated that the next meeting of the EDC would involve a review of the village's sign code, as part of the review, drawing from your economic development and business experience and expertise, you'll be examining various aspects of it. This includes identifying elements that you find favorable, as well as those that you consider too permissive or overly restrictive. The village board in its last meeting referred it to the EDC. This also involves the window regulations, which are incorporated as part of this examination.

There being no further business to discuss, Commissioner Densford moved to adjourn the meeting. Seconded by Commissioner Gorski.

ROLL CALL VOTE TO ADJOURN

AYES: Commissioners Densford, Erickson, Gorski, Gudenkauf, Lewensky, Suffern
NAYS: None
ABSENT: Commissioner Perri

MOTION CARRIED



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The meeting was adjourned at 8:44 p.m.

Joseph Dienberg
Management Analyst

PLANNING & DEVELOPMENT SERVICES MEMORANDUM
23-78

DATE: November 7, 2023
TO: Chairman and Members of the Economic Development Commission
FROM: Daniel Harper, Village Planner
RE: **Sign Code Discussion**

Background

Village Staff have been evaluating the Village's current sign code to improve the effectiveness and useability of the code for businesses and village staff. This initial sign code discussion is being held as an opportunity to receive direction from the Economic Development Commission and to present issues when enforcing sections of Chapter 12 Signs.

Existing Challenges with Chapter 12 Signs

Staff has identified some specific concerns with the current code that include:

- Display Frontage
- Changeable Message/Reader Board Signs
- Window Signs
- Advertising Flags (Temporary or Flashing Sign)
- Unified Business Center Sign Plans
- Sign Code Graphics
- Sign Districts

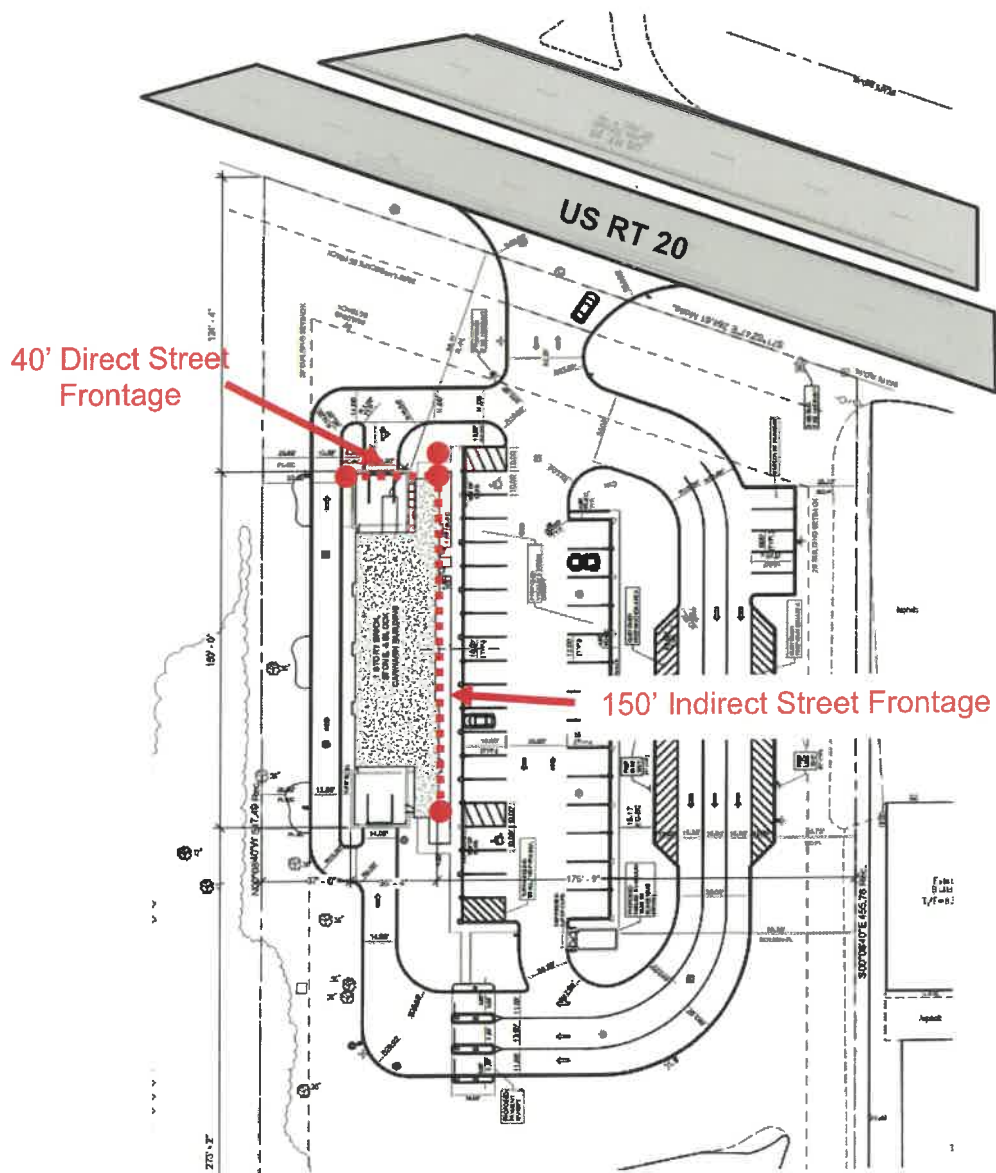
Display Frontage

Display frontage is defined as "The length of a building, which is essentially parallel to and directly exposed to a public street or throughfare" in 10-12-3 Definitions. Staff has interpreted this definition and requirement differently over the course of time to be more business friendly. Signs that are not directly on a public street or throughfare but do face and are exposed to a public street or private drive aisle are interpreted as being display frontage and allow for wall signs.

Should the sign code be revised to provide standards for wall signs that are not directly exposed to a public street or throughfare?

If so, should these wall signs have the same or modified standards to signs that are directly exposed to a public street or throughfare?

An existing sign example from Squeaky G's car wash, located at 1255 W. Lake Street, and its site plan are below to illustrate the concept. The wall sign located on the eastern wall of the building does not have direct exposure to the throughfare but was allowed a wall sign and followed the standard maximum area criteria for wall signs based on wall length.



Changeable Message/Reader Board Signs

Changeable Message/Reader Board Sign is defined as “A sign on which message copy can be manually, electronically, or digitally changed through the use of a computer, electric or manual means. A sign of this type cannot exceed thirty-two (32) square feet and must be incorporated into a ground or pole sign which also identifies the business or use. The background for such lettering and graphics shall be opaque or translucent and shall transmit light at a level substantially less than that transmitted through the light and graphics. Each changeable message on this type of sign must remain static for a minimum of thirty (30) seconds or more before any subsequent message can be displayed”.

These restrictions are in the definition section of the code located in 10-12-3 and not located in the general standards, making it difficult for sign contractors to locate the requirements for this type of sign.

Should the standard requirements for Changeable Message/Reader Board signs be moved to the general standards section of the code to allow for the area and other requirements to be located easier by applicants and staff?

Should the Village consider revising its maximum allowable area for digital signs?

Examples in Bartlett



Window Signs

Window signs limited to 25% of coverage of windows. Window signs are required to be permitted by the Village and must be confined to the glass of the window (inside or outside) and shall not encroach upon the frame, mullions, or other supporting features. There are two (2) requirements for permanent window signs located in the Sign Code located in 10-12-7(C)(2).

Window sign permits are rarely applied for, and many commercial establishments have installed window signs without permits. These window signs often significantly exceed the maximum allowed signage. Staff was directed to reduce enforcement of window signage regulations during the pandemic. Many window signs have an

alternative use for many commercial tenants and act as window tinting for the preservation of products located on store shelves. The maximum allowed window sign coverage of 25% is a typical area restriction in the region.

Should the Village revise the window coverage requirement to allow for more area to be covered?

What would be the most preferable level of window sign coverage?

Existing Examples in Bartlett



Advertising Flags

Roadside and advertising flags are not expressly addressed in the Sign Code. They have typically been interpreted in two different ways of enforcement. As temporary signs with restrictions on size, placement and limited to ninety (90) days (10-12-6 (G)) or as flashing signs, which are defined for this purpose as "any advertising devise

which attracts attention by moving parts...or movement caused by natural sources". (10-12-3) Flashing signs are generally prohibited. Many advertising flags are also frayed or damaged before the ninety-day (90) day period is expired.

Should flag signs be allowed or prohibited in the sign code?

If allowed, should there be a limit on sizes and locations of flag signs?

If allowed, should there be a maximum time limit for flag sign use?

Example in Bartlett



Unified Business Signs

Unified Business Center Sign Plans are unique sign requirements that are adopted for areas of concentrated development with centralized ownership characteristics. (10-12-8(D)) The village currently has 18 Unified Business Center Sign Plans that govern the sign requirements for most retail and commercial centers in the village. These requirements are not easily accessible to the public and often commercial tenants are not aware of the requirements until after initial permit submittal.

Each Unified Business Center Sign Plan is unique to each shopping center and often contains requirements that differ from the Village's Code. This has caused confusion in the past with tenants from one center being denied for regulations that do not apply to a neighboring center.

Unified Business Center Sign Plans have also grown in complexity over time. Many of the first Unified Business Center Sign Plans required minor alterations to the Village sign code to allow for greater uniformity within a shopping center. Please see the attached Oakfield Center Sign Criteria as an example. Many newer business center sign plans regulate allowable colors, styles/types and other features that are not addressed in the Bartlett Sign Code. Please see the attached Westgate Commons Sign criteria as an example.

Should business center sign plan policy remain as is?

Should business center sign plans only regulate sign location and have the size remain regulated exclusively by the Bartlett Sign Code?

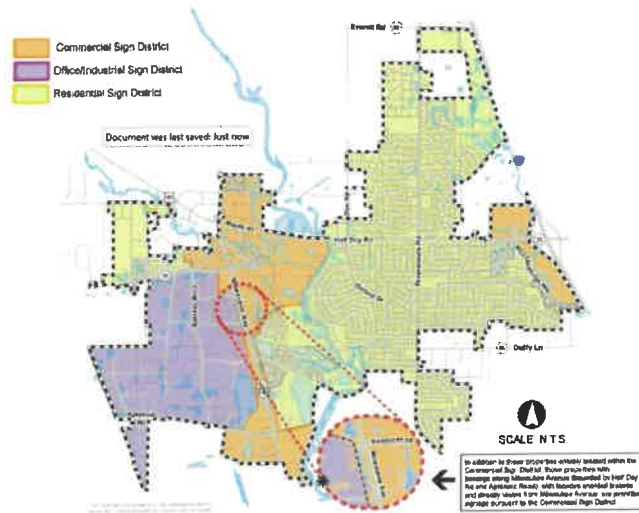
Sign Regulations

The Bartlett Sign Code determines sign restrictions by property uses and category of the **adjoining street** as defined by the thoroughfare plan in the Bartlett Comprehensive Plan. Generally, uses located on more intensive roadways allow larger signs. Some other villages have organized their sign standards by "sign districts" and have all signs conform to standardized requirements within those defined districts. The Village of Lincolnshire has organized their sign code by "**sign district**" with three districts: residential, commercial, and office/industrial. Maximum allowed sign size is not determined by adjoining street but by "sign district". This example offers an alternative method of organizing a sign code. Please see the hyperlink to the Sign District section of the Village of Lincolnshire Sign code for reference: https://www.lincolnshireil.gov/sitemedia/documents/quick_links/village-code/title-12/code1206.pdf

Should the Village consider sign districts as a preferable alternative to roadway type?

If yes, then how would the sign districts be defined and what areas should be considered for sign district designation?

Lincolnshire Sign District Map



Recommendation

Staff is requesting additional feedback from the Economic Development Commission on their concerns with the Village's current Sign Ordinance.

CHAPTER 12

SIGNS

SECTION:

10-12-1: Purpose And Findings

10-12-2: Scope

10-12-3: Definitions

10-12-4: Exemptions

10-12-5: Administration

10-12-6: General Standards

10-12-7: Permitted Sign Types

10-12-8: Permitted Extra Signs

10-12-9: Allowable Sign Area

10-12-10: Nonconforming Signs

10-12-11: Prohibited Signs

10-12-12: Noncommercial Signs

10-12-13: Penalty

10-12-1: PURPOSE AND FINDINGS:

This chapter of the zoning ordinance is established to create the standards for a comprehensive and balanced system of signs for the following purposes:

A. Purpose:

1. To facilitate an easy and pleasant communication between people and their environment by authorizing the use of signs which are:

- a. Compatible with their surroundings.
- b. Appropriate to the type or activity to which they pertain.
- c. Expressive of the identity of individual proprietors as well as of the community as a whole.
- d. Legible in the circumstances in which they are seen.
- e. Respectful to the reasonable rights of other sign owners.

2. To preserve, protect and promote the public health, safety and welfare.

3. To promote traffic safety by imposing reasonable restrictions on signs.

4. To protect the physical and mental well being of the general public by encouraging a sense of aesthetic appreciation for the village's visual environment.

5. To ensure that signs are designed as integral architectural elements of the building and site to which they principally relate.

6. To improve the economy and the village business and industrial activity by promoting the reasonable, orderly, and effective display of signs.

7. To protect village residents from the substantial hazards to traffic safety and aesthetic harm caused by billboards or a deluge of signs.

8. To preserve the value of private property by assuring the compatibility of signs with surrounding land uses.

B. Findings: In adopting this chapter of the zoning ordinance, the corporate authorities make the following findings:

1. There presently exists in the village an ample number of alternative means of communicating commercial and noncommercial speech.

2. The corporate authorities have considered and relied upon the narrowly tailored statements and opinions of its police and engineering staff to arrive at restrictions that reach no further than is necessary to accomplish its interest in promoting public safety.

3. The corporate authorities have considered and relied upon the written statements and opinions of its community development staff to arrive at narrowly tailored restrictions that reach no further than necessary to accomplish the village's interest in preserving the aesthetics of the village and the underlying property values of the owners of property in the village. (Ord. 2014-55, 6-17-2014)

10-12-2: SCOPE:

No sign shall be constructed, erected, originally painted, converted, altered, rebuilt, enlarged, remodeled, relocated or expanded until a permit for such sign has been obtained in accordance with the standards and procedures set out in this chapter. However, no permit shall be required for "maintenance" as defined herein. (Ord. 2014-55, 6-17-2014)

10-12-3: DEFINITIONS:

The definitions noted below apply uniquely to this chapter and supersede any conflicting definitions found in chapter 2 of this title. The rules for interpretation found in chapter 2 of this title shall be applicable to these definitions.

A-FRAME OR SANDWICH BOARD SIGN: A portable sign used to advertise daily specials or offers for a business placed in front of that business on the sidewalk or parkway. Sandwich board signs are limited to twenty four inches by forty eight inches (24" x 48") in size and can only be displayed during business hours of operation of the business that it is advertising. A-frame or sandwich boards signs are limited to one per business or one per frontage for a double frontage business. Sandwich board signs cannot be placed in a manner in which it can cause vision clearance problems with vehicles or obstruct pedestrian traffic.

ADMINISTRATOR: The zoning administrator of the village of Bartlett.

ADVERTISING SIGN: A sign which directs attention to a business or profession conducted or to a commodity or service sold, offered, or manufactured, or an entertainment offered on the premises where the sign is located or to which it is affixed.

AWNING: Any structure entirely supported by the wall to which it is attached and which has a frame covered by a temporary material and/or which can be retracted against the wall by which it is supported.

AWNINGS, CANOPY, AND MARQUEE SIGN: A sign that is mounted or painted on, or attached to, an awning, canopy or marquee.

BILLBOARD: A sign or graphic structure which advertises goods, products, facilities, or services not sold or distributed on the premises on which the sign or graphic structure is located, or which directs persons to a different location from where the sign is located.

BULLETIN BOARD SIGN: A sign that identifies an institution or organization on whose premises it is located and which contains the name of the institution or organization and announcements of events or activities occurring on the site. Such a sign may also present a greeting or similar message.

CANOPY: Any permanent exterior roof structure attached to a building at the inner end and supported on the outer end in conformance with the building code of the village of Bartlett.

CHANGEABLE MESSAGE/READER BOARD SIGN: A sign on which message copy can be manually, electronically or digitally changed through the use of a computer, electronic or manual means. A sign of this type cannot exceed thirty two (32) square feet and must be incorporated into a ground or pole sign which also identifies the business or use. The background for such lettering and graphics shall be opaque or translucent and shall transmit light at a level substantially less than that transmitted through the lettering and graphics. Each changeable message on this type of sign must remain static for a minimum of thirty (30) seconds or more before any subsequent message can be displayed.

COMMERCIAL DISTRICT: Any property zoned B-1, B-2, B-3, B-4, I-2 EDA or any commercial subdivision or commercial PUD in any PD planned development district or commercial area in any planned unit development under the Bartlett zoning ordinance.

COMMERCIAL, OFFICE AND/OR INDUSTRIAL DISTRICTS: Any commercial district, office research district and/or industrial district and any areas of any PD planned development district subdivided as such or designated as such on any preliminary PUD or concept plan or any combination thereof, or which predominantly allows such uses that are permitted or special uses in such zoning districts.

COMMERCIAL, OFFICE AND/OR INDUSTRIAL LOT: Any parcel in any commercial, office and/or industrial district.

CONSTRUCTION SIGN: A temporary sign indicating the names of the architects, engineers, landscape architects, contractors and similar professionals involved in the design and construction of a structure or project during the period of construction.

DIRECTORY SIGN: A sign listing the names, and location of various activities conducted within a building or group of buildings.

DISPLAY FRONTAGE: The length of a building, which is essentially parallel to and directly exposed to a public street or thoroughfare.

ERECT: To build, construct, attach, hang, rehang, place, affix, or relocate and includes the painting of lettering for signs.

FLASHING SIGN: A directly or indirectly illuminated sign where the source of illumination is not maintained constant or stationary in the intensity or color at all times when such sign is in use. For the purpose of this chapter, a revolving sign, or any advertising device which attracts attention by moving parts operated by mechanical equipment or movement caused by natural sources, whether illuminated, indirectly illuminated or not, shall be considered a flashing sign.

GASOLINE STATION: A premises used primarily to dispense fuels for motor vehicles.

GROUND SIGN: Any detached sign which has its bottom portion erected upon or supported directly on the ground.

HEIGHT OF SIGN: The measurement from the top of the highest element of the sign to the average level of the finished ground surface around any sign located more than twenty five feet (25') from a street right of way; the established street elevation when the sign is located within twenty five feet (25') from one street right of way; or the average of all street elevations when the sign is located within twenty five feet (25') from more than one street right of way.

IDENTIFICATION SIGN: A sign where the text gives the name and address of a building, business, development, or establishment. Such a sign may also be wholly or partly devoted to a readily recognized symbol.

ILLUMINATED SIGN: Any sign which is illuminated by light sources.

INDUSTRIAL DISTRICT: Any property zoned I-1, or I-2 EDA, economic development area overlay district, or any newly created zoning district that allows predominant industrial uses, or any industrial subdivision or industrial PUD, or industrial area in a planned unit development under the Bartlett zoning ordinance.

LOT: A parcel, tract, plot, or area of land accessible by means of a street or other permanently reserved principal means of access. It may be a single parcel separately described in a deed or plat which is recorded in the office of the county recorder of deeds, or it may include parts of or a combination of such parcels when adjacent to one another and used as one.

MARQUEE: Any hood or awning of permanent construction supported entirely by the building, and projecting from the building's wall over a sidewalk or pedestrian thoroughfare.

MIXED USE BUSINESS PARK/INDUSTRIAL SUBDIVISION IDENTIFICATION SIGN: A ground sign that contains only the name of the subdivision and appropriate logo, management company or developer name, address or location.

MOVIE OR LIVE ENTERTAINMENT THEATER: A fully enclosed building with fixed seats arranged in an auditorium fashion, where motion pictures or live entertainment acts are presented.

OFF SITE SIGN: A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located, or to which it is affixed.

OFFICE RESEARCH DISTRICT: Any property zoned O-R or any O-R subdivision or O-R PUD in any PD planned development district, or O-R planned unit development.

PERSON: Any natural person, firm, partnership, association, corporation, company, or organization of any kind.

POLE SIGN: A sign mounted on one or more freestanding pole(s).

POLITICAL SIGN: Any sign encouraging the election or defeat of any candidate seeking any political office or encouraging the passage or defeat of any ballot measure.

PREMISES: That portion of a lot or building occupied by a single occupant, exclusive of common area, if any, shared with adjacent occupants.

PROJECTING SIGN: A sign wholly or partly dependent upon a building for support, and which projects more than twelve inches (12") in a perpendicular fashion from such building.

REAL ESTATE SIGN: A sign pertaining to the sale or lease of the lot or tract of land on which the sign is located, or to the sale or lease of one or more structures or a portion thereof located thereon.

RESIDENTIAL DISTRICT: Any property zoned ER-1, ER-2, ER-3, SR-2, SR-3, SR-4, SR-5, SR-6, MH-1 or any residential subdivision or PUD in any PD planned development district, or planned unit development under the Bartlett zoning ordinance.

RESIDENTIAL LOT: Any subdivided lot in any residential district.

ROOF SIGN: A sign mounted on the roof of a building.

SIGN: A name, identification, description, display, message, or illustration which is affixed to, or represented directly or indirectly upon, a building, structure, or piece of land so as to be seen from out of doors and which directs attention to an object, product, place, activity, person, institution, organization, or business.

SIGN CONTRACTOR: A person or entity who performs work for compensation in connection with the erection, construction, enlargement, alteration, repair, moving, improvement, maintenance, conversion or manufacture of any sign.

SIGN STRUCTURE: The sign and all parts associated with its mounting.

SIGN SUPPORTS: All structural features by which a sign is held up, including, for example, poles, braces, guywires, and anchors.

TEMPORARY SIGN: A sign, banner, or other advertising device or display constructed of cloth, canvas, cardboard, wallboard, or other light temporary materials, with or without a structural frame, intended for a temporary period of display, such as decorative displays for holidays or public demonstrations.

UNIFIED BUSINESS CENTER SIGN PLAN: A sign plan for a property containing four (4) or more individual offices or businesses sharing a private parking lot and approved upon technical review by the community development department.

VILLAGE: The village of Bartlett, Cook, DuPage and Kane Counties, Illinois.

VILLAGE BOARD: The president and board of trustees of the village of Bartlett.

WALL SIGN: Any sign erected against the wall of any building with the plane of the face parallel to the plane of the wall.

WINDOW SIGN: An advertising sign affixed to a window, or visible from the exterior of the business inside a window. Window signs do not count toward the total overall signage for a business and are limited to twenty five percent (25%) coverage of the windows. (Ord. 2014-55, 6-17-2014)

10-12-4: EXEMPTIONS:

The following shall be exempt from the permit requirements of this chapter:

A. **Addresses:** Address numerals and other signs required to be maintained by law or governmental order, rule, or regulation provided that the content and size of the sign do not exceed the requirements of such law, order, rule or regulation.

B. **Business Nameplates:** Nonelectrical nameplates denoting the business name of an occupation legally conducted on the premises, provided that the sign area does not exceed two (2) square feet in area.

C. **Construction Signs:** One construction sign per construction project denoting the name of the project, the architect, engineer, contractor, and/or lending agency for the project. Such sign shall not exceed six (6) square feet in area in residential districts or twenty four (24) square feet in commercial, office and/or industrial districts, nor shall such signs be erected prior to the beginning of construction for which a valid building permit has been issued. They shall be confined to the site of construction, and shall be removed ten (10) days of the earlier of the completion of construction or the expiration of the building permit.

D. **Directional Signs:** Not exceeding four (4) square feet in area, which provides instruction or direction and are located entirely on the property to which they pertain to identify restrooms, public telephones, walkways, parking lot entrances and exits, and features of a similar nature.

E. **Flags And Emblems:** Not exceeding twenty four (24) square feet in a residential district and ninety six (96) square feet in a commercial, office and/or industrial district.

F. **Government Signs:** Signs of a duly constituted governmental body, including traffic or other similar regulatory devices, directional signs, legal notices, warnings at railroad crossings, and other instructional or regulatory signs having to do with health, hazards, parking, swimming, dumping, etc.

G. **Holiday Decorations:** Displays of a primarily decorative nature, clearly incidental and customary and commonly associated with any national, local or religious holidays.

H. **Memorial Signs:** Memorial signs or tablets listing names of buildings and date of erection, when cut into any masonry surface or inlaid so as to be part of the building or when constructed of bronze or other incombustible material.

I. **Model Home Signs:** A sign identifying a nonoccupied new home used as a demonstrator constructed for the purpose of selling other homes. Each model home located on and within a recorded residential subdivision for the sale of homes or lots thereon, may have one identification sign not to exceed six (6) square feet in area, located entirely within the lot containing the model.

J. **Open Signs:** No more than two (2) temporary signs which advertise premises open for inspection, provided such signs do not exceed six (6) square feet each, are located with no more than one sign per frontage, either on the premises to be inspected or on other private property with that property owner's or tenant's permission, and are only in place when the related premises is actually open for inspection.

K. **A-Frame Or Sandwich Board Signs:** A portable sign used to advertise daily specials or offers for a business placed in front of that business on the sidewalk or parkway. Sandwich board signs are limited to twenty four inches by forty eight inches (24" x 48") in size and can only be displayed during business hours of operation of the business that it is advertising. A-frame or sandwich boards signs are limited to one per business or one per frontage for a double frontage business. Sandwich board signs cannot be placed in a manner in which it can cause vision clearance problems with vehicles or obstruct pedestrian traffic.

L. **Temporary Signs.**

M. **Historic Symbols:** Historic symbols, identification emblems or commemorative plaques of recognized historical agencies, provided that no such symbol, plaque or identification emblem shall exceed six (6) square feet.

N. **Religious Symbols:** Religious symbols or identification emblems of a religious order.

O. Special Displays: Special displays used for holidays, public demonstrations, or the promotion of civic welfare or charitable purposes, provided they are approved by the village board after submission of a written application, they contain no noncharitable advertising, and they are removed by the deadline established by the board in their approval.

P. Warning Signs: No trespassing or no dumping signs, not exceeding one and one-half (1 1/2) square feet per sign, and not exceeding four (4) in number per lot.

Q. Signs On Athletic Field Fences, Walls And Scoreboards: Signs are allowed to be placed on the athletic field fences, walls and scoreboards on property within the P-1 public lands district where athletic fields are installed for the purposes of playing league games. Signs placed on athletic field fences and walls are limited to temporary or seasonal banner type signs not to exceed thirty two (32) square feet in size. Signs mounted on any scoreboard on property zoned P-1 public lands district shall not exceed thirty two (32) square feet in size and must be preapproved by the village board. A sign permit issued by the community development department shall be required for any sign mounted or affixed to any scoreboard.

R. Political Signs: Political signs on residential property.

(Ord. 2014-55, 6-17-2014; amd. Ord. 2022-120, 12-20-2022)

10-12-5: ADMINISTRATION:

A. Zoning Administrator: The zoning administrator is designated to administer this chapter.

B. Conformance Survey: After the adoption of this chapter the zoning administrator shall, as soon as practicable, survey the village for signs which do not conform to its requirements. Upon determination that a sign is legal nonconforming, the zoning administrator shall use reasonable efforts to so notify in writing the user or owner of the property on which the sign is located.

C. Unsafe Or Illegal Signs: If the zoning administrator shall at any time find that any sign is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this chapter he or she shall give written notice to the sign contractor (if the sign erection is incomplete or improper), to the person to whom the sign permit had been issued, or if the permittee cannot be located, to the owner of the premises on which the sign is located. If the notified party fails to remove or alter the sign so as to comply with the standards herein set forth within forty eight (48) hours after notice, such sign may be removed, or altered to comply, by the village in accordance with applicable law. Notwithstanding the foregoing however, any sign reasonably determined by the zoning administrator to be an immediate peril to persons and/or property may be removed pursuant to subsection 10-12-6H1 of this chapter without such prior notice in order to protect persons and/or property from imminent harm.

D. Financial Liability: The cost of sign repair or removal performed on privately owned signs at the order of the zoning administrator in conformance with the provisions of this chapter shall be the joint and several liability of the following:

1. The sign contractor, if the sign erection was improper or not complete at the time notice of violation was given, and shall be collected from his or her bond, or

2. The sign owner, or

3. If the sign owner cannot be located by the zoning administrator within thirty (30) days, the premises owner.

E. Lien To Recover Costs: In the event of failure by any party to reimburse the village within sixty (60) days for costs incurred for repair or removal ordered by the zoning administrator, the village board shall certify the charges for repair or removal to the village attorney who will be then authorized to file a notice of lien in the appropriate office of the recorder of deeds to foreclose this lien, and to sue the owner of the real estate, or sign permittee, or their agents, in a civil action to recover the money due to the foregoing services, plus all expenses, as hereinafter more fully described, and reasonable attorney fees to be fixed by the court. Any such judgment shall be enforced in accordance with the law. Included in the expenses recoverable by the village, the village is entitled to collect the costs of filing the notice of lien, foreclosing said lien and all litigation costs, together with all office and legal expense incurred in connection with the collection of the amount due hereunder.

F. Permit Application: Application for permits shall be submitted on a form and in the manner prescribed by the zoning administrator. Each application shall be signed by the owner of the sign and the owner of the property upon which it is to be located, and shall be accompanied by such information as may be required to assure compliance with all applicable regulations. The application shall be processed in a timely manner and within five (5) days of receipt the zoning administrator shall either issue, or reject with cause, the necessary permit.

G. Permit Fee: A permit fee shall be charged for each sign as specified in the village building code.

H. Registered Sign Contractor: No person shall perform any work or service for any person for compensation, in or in connection with the erection, construction, enlargement, alteration, repair, moving, improvement, maintenance, conversion or manufacture of any sign in the village, or any work or service in connection with causing any such work to be done unless such person or firm is registered as a sign contractor by the village.

I. Certificate Of Liability: Every sign contractor shall provide or show proof of certificate of liability to indemnify the village against any form of liability to a minimum of one hundred thousand dollars (\$100,000.00), or shall be responsible through an agent or subcontractor.

J. Public Indemnification: All sign contractors engaged in the erection, alteration, relocation, maintenance of a sign or other sign work in or over or immediately adjacent to a public right of way or public property so that a portion of the public right of way or public property is used or encroached upon by the contractor, shall agree to hold harmless and indemnify the village, its officers, agents, and employees from any and all claims of negligence resulting from such work.

K. Denial Or Revocation: The zoning administrator may deny, suspend, or revoke a permit issued under provisions of this chapter whenever the permit is issued on the basis of a misstatement of fact or fraud. When a sign permit is denied by the zoning administrator, he or she shall give written notice of the denial to the applicant, together with a brief written statement of the reasons for the denial.

L. Preconstruction Inspection: The sign contractor shall schedule with the community development department and the building department a preconstruction inspection prior to installing any sign requiring a permit. Such inspection shall include a footing and electrical inspection, if applicable, and confirmation of the sign setback and location and other details of mounting.

M. Final Inspection: The sign contractor shall notify the community development department upon completion of the work for which a permit is required and to schedule a final inspection by the appropriate inspectors.

N. Six Month Deadline: If the work authorized under a sign permit has not been completed within six (6) months after the date of issuance, the permit shall become null and void.

O. Refusal Of Further Permits: The village shall refuse to issue any further sign permit to any such party or owner, or their agents

or representatives, who is in violation of the requirements of this chapter, or who refuses to pay costs assessed for corrective action under the provisions of this chapter. (Ord. 2014-55, 6-17-2014)

10-12-6: GENERAL STANDARDS:

A. Messages: The following restrictions shall govern signs located within the village's corporate limits:

1. No sign shall be permitted to contain statements, words or pictures of an obscene, pornographic, or immoral character, or which contain advertising matter which is untruthful.
2. No sign shall be permitted which purports to be or is an imitation of, or resembles an official traffic sign or signal.
3. No sign shall make use of the words "Stop", "Go Slow", "Caution", "Warning", "Look", "Drive- In", "Danger" or any word, phrase, symbol, or character in such manner as to interfere with, mislead, or confuse traffic.
4. No sign shall recite that real property is zoned for land uses, or will be zoned for land uses in the future under the zoning rules and regulations of the village, when in fact such real estate is not so zoned.
5. No sign on real estate shall declare that the property is reserved for or is being held for future land use which is inconsistent with the then existing zoning classification of the village for the land, or any words of like import of a similar nature.

B. Applicable Regulations: All signs must conform to the regulations and design standards of the building code, the electrical code, and all other applicable ordinances and regulations of the municipal code of the village.

C. Location: The following restrictions shall govern sign location:

1. No sign shall be erected or maintained so as to prevent free ingress or egress from any door, window or fire escape.
2. No sign shall interfere with any opening required for ventilation.
3. Signs shall be located in such a way that they maintain horizontal and vertical clearance of all overhead electrical conductors in accordance with national electrical code specifications, depending on voltages concerned. However, in no case shall a sign be installed closer than twenty four inches (24") horizontally or vertically from any conductor or public utility guywire.
4. No sign may be so located as to obstruct the view from a public thoroughfare of any existing sign, display window, or major entrance of an adjacent lot.
5. No sign of any kind may be attached to a standpipe or fire escape or to any other fire safety related device.
6. No sign shall be maintained at any location where by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of, or be confused with, any traffic control sign, signal or device or where it may interfere with, mislead or confuse traffic.
7. All signs exceeding thirty inches (30") in height shall be located no less than ten feet (10') from the property line along the primary street and five feet (5') from the property line along the secondary street for the first forty feet (40') of the property, measured along both lot lines from the corner of the property which is located at the intersection of the streets. The "secondary street" is defined as the street with a stop sign, stoplight or yield sign. The "principal street" is defined as a street with a designation of local collector, major collector, minor arterial, or principal arterial. (Principal streets are assumed to have a higher traffic volume and higher speed traffic than a secondary street.) If both streets have the same type of traffic signal, both streets will be considered secondary streets.
8. No signs shall be nailed, tacked or otherwise affixed to trees or other vegetation in such a way as to puncture the bark.
9. No signs shall be painted directly upon the exterior walls of a structure.
10. Any projecting or hanging sign must have a vertical clearance from the bottom of the sign to the grade below of nine feet (9').
11. No sign, other than signs placed by the village or other governments or agencies of government with jurisdiction over the public right of way, may be posted on any public appurtenances or erected within, upon or hanging over any public right of way or public property.
12. No commercial sign facing the side or rear lot line of an abutting residentially zoned lot shall be located within fifty feet (50') of that residential lot line.

D. Illuminated Signs: All illuminated signs shall be subject to the following requirements:

1. All electrical work on illuminated signs and signs with electrical wiring must be covered by a valid electrical permit.
2. Relettering which requires a change of piping or sign wiring shall be subject to the approval of the village's electrical inspector.
3. The voltage of any electrical apparatus used in connection with the sign shall be conspicuously placed on that apparatus.
4. Illuminated signs shall not have any flashing, scintillating, traveling, or blinking lights or rotating beacons, nor shall any beam of light be projected through a mechanism which periodically changes the color of the light reaching the sign. A sign on which the current time or temperature, or both, is indicated by intermittent lighting changes shall not be deemed to be a flashing sign if the lights do not exceed forty (40) watts per lamp, the changes are limited to the numerals indicating the time or temperature, and the sign is in conformance with the other regulations for such signs in this chapter.
5. Signs shall be shaded wherever necessary to avoid casting bright light upon property located in any residence district or upon any public street or park. Any illuminated sign located on a lot adjacent to or across the street from any residence district, which sign is visible from such residence district, shall not be illuminated between the hours of eleven o'clock (11:00) P.M. and seven o'clock (7:00) A.M.
6. Internally illuminated signs shall permit light to shine fully through only the lettering and graphic elements of the sign. The background for such lettering and graphics shall be opaque or translucent and shall transmit light at a level substantially less than that transmitted through the lettering and graphics.

E. Movable Sign Parts: No sign or its parts shall be permitted to be movable or rotating. Nor shall any sign have illuminated effects which convey the illusion of movement.

1. With the exception of approved changeable message center signs, theater signs and certain temporary signs, no sign may contain movable letters or other changeable copy.
2. All manually movable items on a sign, such as covers to service openings, shall be secured by chains or hinges.

F. Maintenance: All signs (including those for which no permit is required) and their supports shall be kept in a safe, presentable, and good structural condition in accordance with the following requirements and with the applicable codes and ordinances of the

village:

1. The owner of any sign shall keep the sign and support structure clean and properly treated so as to prevent rust, peeling, flaking or fading.
2. Broken panels, missing letters, flaking or peeling paint and other damage to a sign or support structure shall be repaired within twenty (20) days of its occurrence.
3. The area surrounding all signs shall be maintained free of any debris or nuisance and any related grassed area or landscaping shall be kept trimmed and in a healthy condition.

G. Temporary Signs:

1. For the purposes of this section, the term "temporary sign" shall refer to all temporary signs as defined in this chapter 12, except no reference to "temporary sign" shall be construed to include any political sign that is erected on residential property.
2. Temporary signs shall be allowed for a period not to exceed ninety (90) days. Time extensions may be granted by the zoning administrator based on his or her inspection of the sign and determination that the sign is in good repair and constructed in such a manner as to remain in good repair for the duration of the extended period.
3. All temporary signs shall be anchored and supported in a manner which reasonably prevents the possibility of the signs becoming hazards to the public health and safety as determined by the zoning administrator.
4. No temporary sign shall cover more than ten percent (10%) of any wall nor more than twenty five percent (25%) of any window.
5. Temporary signs shall be kept in reasonable size relationship to permanent signs permitted on the premises and in no case shall be larger than six (6) square feet in area in residential districts and twenty four (24) square feet in area in commercial, office and/or industrial districts.
6. Not more than four (4) temporary signs, none of which shall exceed six (6) square feet per sign, or twenty four (24) square feet in the aggregate, shall be allowed on each residential lot, except on residential lots with more than eighty (80) linear feet of street frontage there shall be allowed an additional six (6) square feet of temporary signage for every forty (40) linear feet of street frontage above eighty (80) linear feet per residential lot.
7. Not more than four (4) temporary signs, none of which shall exceed twenty four (24) square feet per sign or forty eight (48) square feet in the aggregate, shall be allowed on any commercial, office and/or industrial lot with one hundred (100) linear feet or less of street frontage. On commercial, office and/or industrial lots with over one hundred (100) linear feet of street frontage there shall be allowed up to four (4) temporary signs for every one hundred (100) linear feet of street frontage none of which temporary signs shall exceed twenty four (24) square feet per sign, or the lesser of forty eight (48) square feet per one hundred (100) linear feet of street frontage, or ninety six (96) square feet in the aggregate on any commercial, office and/or industrial lot.

H. Removal Of Signs:

1. The village may cause any sign which is an immediate peril to persons or property to be removed summarily and without notice.
2. Any sign posted in violation of subsection C11 of this section may be removed by the village, summarily without notice, and may be disposed of in a manner deemed appropriate by the village.
 - a. The zoning administrator shall keep a record of the location from which any such sign was removed and shall store said sign in a safe location for a period of fourteen (14) days.
 - b. Signs posted in violation of subsection C11 of this section may be disposed of in any manner deemed appropriate by the village after the sign has been stored for fourteen (14) days after its removal. Prior to disposing of such sign, the zoning administrator shall make a reasonable effort to provide telephonic notice to the owner, or other person responsible for posting the sign, provided, however, that such information is reasonably ascertainable.
 - c. In the event any sign posted in violation of subsection C11 of this section, and the village causes said sign to be removed, a storage fee of one dollar (\$1.00) per day per sign, beginning on the day such sign is removed, shall be paid to the village before any such sign will be returned.
 - d. In cases where unusual effort is needed to remove a sign, such as the cutting or removal of supporting structures, use of aerial devices, towing of "trailer signs" or other unusual situations, such as the posting of numerous signs in violation of subsection C11 of this section, after having been given notice of a prior violation of such subsection, the village shall collect from the person responsible a sum sufficient to cover the costs and hourly wages of employees so utilized in the removal of the sign.

(Ord. 2014-55, 6-17-2014; amd. Ord. 2022-120, 12-20-2022)

10-12-7: PERMITTED SIGN TYPES:

A. Awning And Canopy Signs:

1. No awning or canopy signs may project above or beyond the awning or canopy to which they are mounted, however signs may be hung beneath canopies.
2. Awning signs may be painted with weather resistant paint directly on the awning material.
3. No awning or canopy sign may exceed the dimensions outlined in the maximum sign limit chart.
4. All awning signs constructed of materials other than paint or the material with which the awning is covered shall be permanently attached to the frame of the awning.
5. No awnings with signs shall contain any lighting or illuminating apparatus nor have any electrical wiring attached or connected thereto in any way.

B. Ground Signs:

1. The ground sign shall contain architectural features and materials utilized in the buildings on the site.
2. No part of a ground sign or related structure shall be higher than that height indicated for the use and street identified in the appropriate chart within subsection 10-12-9B of this chapter.
3. Masonry, wooden bases and landscaping incorporated as part of a ground sign shall not be counted as part of the permitted sign area as long as the masonry or wooden base does not contain lettering or graphic symbols.

4. No ground sign shall contain more than two (2) faces.
5. The faces of a ground sign shall be parallel and located no more than one and one-half feet (1 1/2') apart.
6. The landscaped base shall include a minimum of two (2) conifers among the plant materials.
7. No ground sign shall be located closer than two hundred feet (200') from another ground or pole sign on the same premises.
8. No ground sign shall be located closer than five feet (5') from any property line.
9. If the ground sign is located within any type of village or public utility or drainage easement, approval of the sign location by the village engineer shall be required.

C. Permanent Window Signs:

1. All permanent window signs shall be hung, painted, metal leafed, or in some other manner permanently applied to either side of the glass of an exterior building window or door. No application using an adhesive shall be permitted unless the zoning administrator determines that the application is safe and will be permanent.
2. Permanent window signs must be confined to the glass of the window, shall not encroach upon the frame, mullions or other supporting features and shall not cover more than twenty five percent (25%) of the window area.

D. Pole Signs:

1. The bottom of the sign face structure on a pole sign must be at least seven feet (7') from the ground.
2. No pole sign shall contain more than two (2) faces.
3. The faces of a pole sign shall be parallel and located no more than two feet (2') apart.
4. No pole sign shall have more than two (2) poles nor shall any pole have a cross sectional area at any point greater than one square foot.
5. No pole sign shall be located closer than two hundred feet (200') from another pole or ground sign on the same premises.
6. No pole sign is permitted on frontage in the B-1 zoning district unless the business building(s) are located more than forty feet (40') back from the street side property line.
7. The maximum height of a pole sign shall be equal to the average height of the building to which the sign relates but not to exceed the maximum sign height for the use and location as indicated on the maximum sign limit chart.
8. The minimum setback for a pole sign shall be equal to the height of the sign, except for pole signs which were lawfully erected prior to the adoption of this chapter and are otherwise in conformance with this chapter. These later signs shall be permitted to stand at the setback distance originally permitted by the village.
9. The landscaped base shall include a minimum of two (2) conifers among the plant material.

E. Projecting Signs:

1. No projecting sign shall project more than six feet (6') from the plane of the wall nor closer than two feet (2') from the curb line.
2. The innermost point of a projecting sign face shall be no more than one foot (1') from the plane of the wall.
3. No projecting sign shall contain more than two (2) faces.
4. The faces of a projecting sign shall be parallel and located no more than one foot (1') apart.
5. Projecting signs may swing, but all projecting signs must be permanently mounted.
6. No projecting signs are permitted in the O-R, I-1 or I-2 EDA zoning district.

F. Roof Signs:

1. No roof sign shall be erected or maintained with the sign face or any part of the sign structure projecting beyond the plane of the outside walls.
2. No roof sign may exceed four feet (4') in height nor may the sign structure's highest point exceed the highest point of the roof to which it is attached.
3. No roof sign shall be placed on the roof of any building so as to interfere with any openings in the roof or as to prevent free passage from one part of the roof to another, or to an adjacent roof.
4. Roof signs shall have one face only.
5. No signs may be painted directly on a roof.
6. All mounting brackets and other hardware used to mount a sign on a roof shall be concealed by the sign or integrated into the design of the sign.
7. No roof signs are permitted in the B-1 zoning district.

G. Time And Temperature Signs:

1. Time and temperature signs shall conform to the regulations of the sign type to which they most clearly resemble.
2. Time and temperature signs shall have a display area for numbers of a minimum of two feet (2') in one dimension and a maximum of four feet (4') in the largest dimension.
3. Time and temperature signs must be adjusted to present accurate readings.
4. Temperature signs shall not change except when the temperature changes one degree (1°), unless the display face is used for alternate time readings.
5. With the exception of a second hand, time signs shall be permitted to change no more frequently than one minute intervals, unless the display face is used for alternate temperature readings.
6. If the same display face is used for alternating time and temperature readings, the frequency of change shall be no more than once every seven (7) seconds.

H. Wall Signs:

1. No wall sign shall extend above or beyond the wall to which it is attached.
2. No wall sign shall be located higher than eighty five percent (85%) of the average height of the total building elevation parallel to and adjacent to the sign.
3. No wall sign shall project more than twelve inches (12") beyond the plane of the wall to which it is attached.
4. No signs may be painted directly on any wall.
5. All mounting brackets and other hardware used to affix a sign to a wall shall be concealed by the sign or integrated into the design of the sign.
6. The maximum permitted area for a wall sign is one square foot for each one foot (1') of display frontage.

I. Subdivision Identification Signs:

1. The sign contains only the name of the subdivision or multiple-family residential complex and appropriate logo, but does not advertise the availability of lots and residential dwelling units, or any of them, for sale or rent; and
2. Only one sign shall be erected on each side of each street leading into such subdivision or complex ("entrance"), for a total of two (2) signs per entrance; and
3. If there is more than one street leading into such subdivision or complex, the distance between entrance signs along the perimeter of such subdivision or complex shall be at least five hundred feet (500'); and
4. All signs shall be located at least ten feet (10') from the nearest right of way line of the street on which it is located and the street from which it is to be viewed and shall be so placed as to conform to the requirements of subsection 10-12-6C7 of this chapter regulating vision clearance; and
5. The sign shall be located at least fifty feet (50') from any dwelling unit; and
6. All subdivision identification signs shall be located in a sign easement and no signs shall be located on public right of way or other public property; and
7. If the subdivision identification sign is located within any type of village or public utility or drainage easement, approval of the sign location by the village engineer shall be required; and
8. A homeowners' association shall be responsible for the maintenance of every such sign; and
9. The sign area of an individual sign face shall not exceed twelve (12) square feet; and
10. The maximum height of the sign shall not exceed six feet (6'); and
11. The sign shall have a landscaped base with a minimum of two (2) conifers among the plant materials.

J. Mixed Business Park/Industrial Subdivision Identification Signs:

1. The sign contains only the name of the subdivision and appropriate logo, management or developer name, address or location, but does not advertise the availability of lots for sale or lease; and
2. The development shall be a minimum of ten (10) acres; and
3. Only one sign shall be erected on each side of each street leading into such subdivision or complex ("entrance"), for a total of two (2) signs per entrance, however, each set of entrance signs must be spaced a minimum of five hundred feet (500') apart in instances where there is more than one entrance to the subdivision; and
4. All mixed business park/industrial subdivision identification signs shall be located at least ten feet (10') from the property line and shall be so placed as to conform to the requirements of section 9-16-3 of the Bartlett municipal code regulating vision clearance; and
5. All mixed business park/industrial subdivision identification signs placed at each entrance must be uniform in appearance; and
6. All mixed business park/industrial subdivision identification signs shall be located in a sign easement and no signs shall be located on public right of way or other public property (if the sign is located within a village, public, drainage, or utility easement, the village engineer's approval of its location shall be required); and
7. If not previously included in the subdivision's covenants or final plat of subdivision, provisions for private ownership and maintenance of both the sign easement area and signage contained within the easement shall be furnished and recorded; and
8. No sign shall contain more than two (2) faces and the sign area of each sign face shall not exceed one hundred fifty (150) square feet as calculated in accordance with section 10-12-9, "Allowable Sign Area", of this chapter; and
9. The maximum overall height of the sign shall be ten feet (10'); and
10. The sign and base shall be made of masonry or stone materials only, but may include individual channel lettering and symbols of other materials (i.e., metal, acrylic, etc.) which shall be affixed directly to the sign structure; and
11. A landscape plan that meets the standards established below shall be provided:
 - a. A landscaped area shall be provided; sodded or seeded areas shall not qualify as such a landscaped area;
 - b. Forty percent (40%) of the provided landscaped area must be comprised of evergreen trees and/or shrubs;
 - c. The landscaped area shall be comprised predominately of shrubs, perennial and annual flowers, ornamental grasses, ground cover plants, and mulch in accordance with subsection 10-11A-6D of this title, recommended trees, shrubs and ground cover;
 - d. Mulch materials shall be shredded bark and shall be spread a minimum of two inches (2") over landscaped area; and
12. Fees for mixed business park/industrial subdivision identification signs shall be as follows:
 - a. Nonilluminated sign: One hundred dollars (\$100.00).
 - b. Illuminated sign: One hundred fifty dollars (\$150.00). (Ord. 2014-55, 6-17-2014)

10-12-8: PERMITTED EXTRA SIGNS:

- A. Criteria: Certain business operations are hereby found to be unique with respect to their sign requirements and therefore justified

to be permitted to have extra signs as specified below. These include:

1. Gasoline Stations: Gasoline stations are unique because their primary functions are performed out of doors in a manner prescribed by state statutes.

2. Movie And Live Entertainment Theaters: These theaters are unique because of the rapid turnover of the name of their entertainment product.

3. Unified Business Centers: Unified business centers are unique because of the concentrated development and their centralized ownership characteristics.

B. Gasoline Stations: In addition to the signs permitted by other sections of this chapter, the following signs are permitted uniquely to gasoline stations:

1. Two (2) signs per pump island which designate the function of the island as "self-service" or "full-service". Such signs shall not have more than two (2) faces and shall not exceed three (3) square feet per face.

2. One sign per type of fuel sold which designates the price of that fuel. Such signs shall not have more than two (2) faces and shall not exceed six (6) square feet per face. The sign area for more than one type of fuel may be combined into one sign.

3. One nonilluminated sign identifying the service performed in each service bay may be placed over the opening to each bay. Such signs shall have one face and shall not exceed three (3) square feet each.

4. One nonilluminated nameplate identifying the owner or operator is permitted adjacent to the doorway of the station. Such nameplate shall have one face and shall not exceed two (2) square feet in area.

5. Temporary signs advertising batteries, tires, oil or other products directly related to motor vehicles, if the signs are located directly adjacent to a display of the product(s) described. Such signs may have two (2) faces, however, their total area shall not exceed ten (10) square feet.

6. Any signs required by state or federal government.

7. Safety shall be encouraged through a fifteen percent (15%) bonus applied to the aggregate area of ground signs in gasoline stations (service stations) if the station's price information sign is incorporated into the principal identification sign.

C. Movie And Live Entertainment Theaters: In addition to the signs permitted by other sections of this chapter, the following sign is permitted uniquely to theaters:

1. Each theater may have one sign of up to fifty (50) square feet which will accommodate changeable lettering copy for theaters located in commercial or industrial districts.

2. A theater's changeable copy sign may have two (2) faces if it is freestanding, but both faces must be parallel and located no more than two feet (2') apart.

3. A theater's changeable copy sign may be located on a marquee, provided it does not project above or beyond the structural limits of such marquee, nor does it project closer than two feet (2') from the curb line.

4. Otherwise, a theater's changeable copy sign shall conform to the regulations for the sign type to which it most nearly resembles.

D. Unified Business Center Sign Plan: No permit shall be issued for a sign to be located in a unified business center until a comprehensive sign plan has been approved for the center and the sign complies with the provisions thereof.

1. Application: Application for approval of a unified business center sign plan shall be made in writing to the community development department on an appropriate application form.

2. Application Content: The application shall include a written description and a to scale graphic depiction of all signs to be used in the center, including their maximum size, color, location, illumination details, lettering type, mounting details, and (if any) landscaping details.

3. Approval: A unified business center sign plan application or amendment shall be reviewed and approved by the community development department.

4. Criteria: The criteria for approval of a unified business center sign plan shall be the following:

a. Every sign shall have good scale and proportion in its design and in its visual relationship to the other signs, buildings and surroundings.

b. The signs in the plan shall be designed as an integral architectural element of the building and site to which they principally relate and shall not appear as "add ons" or intrusions.

c. The colors, materials and lighting of every sign shall be restrained and harmonious with the building and site to which it principally relates.

d. The number of graphic elements and letters shall be held to the minimum needed to convey each sign's major message and shall be composed in proportion to the area of the sign's face.

e. Each sign shall be compatible with signs on adjoining premises and shall not compete for attention.

5. Permitted Signs: In addition to the signs permitted by other sections of this chapter, the following signs are permitted uniquely to unified business centers:

a. A unified business center may have one identification sign for the center in addition to the signs permitted for each separate business.

b. Such identification signs may only include the name and graphic logo of the center, address of the center, and also may include a time and/or temperature sign.

c. The permitted area of such identification sign shall be based upon a ratio of four (4) square feet per one acre of the center's site, up to a maximum of seventy five (75) square feet. Every unified business center is permitted an identification sign of four (4) square feet.

d. Otherwise, unified business center identification signs shall conform to the regulations of the sign type to which they most closely resemble.

e. Unified business centers may have one common directory sign not to exceed seventy five (75) square feet, advertising

individual businesses on the site. Such signs shall be limited to three (3) square feet per business listed on the sign. (Ord. 2014-55, 6-17-2014)

10-12-9: ALLOWABLE SIGN AREA:

A. Aggregate Sign Area: The aggregate area of all signs, other than temporary signs, for each premises shall not exceed one and twenty five one-hundredths (1.25) square feet for each linear foot of display frontage of that premises. The total aggregate sign area may be distributed between one or more signs of one or more sign types, so long as no individual sign exceeds the maximum allowable area for that individual sign as set forth in the table of maximum sign area as set forth in subsection B of this section.

The table illustrates the maximum height, area, and percentage of window or wall coverage for any individual sign or combination of signs.

B. Maximum Sign Limits:

SIGNS FOR INSTITUTIONAL OR OFFICE USES

	Category Of The Adjoining Street ¹	Maximum Area	Maximum Height	Maximum Wall Coverage
	Category Of The Adjoining Street ¹	Maximum Area	Maximum Height	Maximum Wall Coverage
Awning and canopy signs	Local or collector	Lesser of 0.6 sq. ft./l.f. of awning or 50 sq. ft.	Height of building	10% of wall area
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Ground signs	Local or collector	Lesser of 0.7 sq. ft./l.f. of display front or 50 sq. ft.	5.5 ft.	n/a
	Minor arterial	Lesser of 0.7 sq. ft./l.f. of display front or 75 sq. ft.	10 ft.	n/a
	Major arterial	Lesser of 0.7 sq. ft./l.f. of display front or 75 sq. ft.	10 ft.	n/a
Permanent window signs	Local or collector	25% of window area	Window height	Max. allowed as wall sign
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Pole signs	Local or collector	Sign type not permitted for these uses on a local or collector street		
	Minor arterial	50 sq. ft.	12 ft.	n/a
	Major arterial	50 sq. ft.	15 ft.	n/a
Projecting signs	Local or collector	10 sq. ft. per face	Height of wall	n/a
	Minor arterial	Not permitted		
	Major arterial	Not permitted		
Roof signs	Local or collector	1 sq. ft./l.f. of display frontage	Lesser of 4 ft. or top of roof	n/a
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Wall signs	Local or collector	1 sq. ft./l.f. of display frontage	85% of wall height	10%
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"

Note:

- As identified in the Bartlett comprehensive plan and the Bartlett thoroughfare map.

SIGNS FOR INDUSTRIAL USES

	Category Of The Adjoining Street ¹	Maximum Area	Maximum Height	Maximum Wall Coverage
	Category Of The Adjoining Street ¹	Maximum Area	Maximum Height	Maximum Wall Coverage
Awning and canopy signs	Local or collector	Lesser of 0.6 sq. ft./l.f. of awning or 50 sq. ft.	Height of building	10% of wall area
	Minor arterial	" "	" "	"

	Major arterial	" "	" "	"
Ground signs	Local or collector	Lesser of 0.7 sq. ft./l.f. of display front or 50 sq. ft.	5 ft.	n/a
	Minor arterial	Lesser of 0.7 sq. ft./l.f. of display front or 100 sq. ft.	5 ft.	n/a
	Major arterial	Lesser of 0.7 sq. ft./l.f. of display front or 150 sq. ft.	12 ft.	n/a
Permanent window signs	Local or collector	25% of window area	Window height	Max. allowed as wall sign
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Pole signs	Local or collector	Sign type not permitted for these uses on a local or collector street		
	Minor arterial	50 sq. ft.	12 ft.	n/a
	Major arterial	75 sq. ft.	15 ft.	n/a
Projecting signs	Local or collector	Not permitted		
	Minor arterial	Not permitted		
	Major arterial	Not permitted		
Roof signs	Local or collector	1 sq. ft./l.f. of display frontage	Lesser of 4 ft. or top of roof	n/a
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Wall signs	Local or collector	1 sq. ft./l.f. of display frontage	85% of wall height	5%
	Minor arterial	" "	" "	5%
	Major arterial	" "	" "	10%

Note:

1. As identified in the Bartlett comprehensive plan and the Bartlett thoroughfare map.

SIGNS FOR COMMERCIAL USES

	Category Of The Adjoining Street ¹	Maximum Area	Maximum Height	Maximum Wall Coverage
	Category Of The Adjoining Street ¹	Maximum Area	Maximum Height	Maximum Wall Coverage
Awning and canopy signs	Local or collector	Lesser of 0.6 sq. ft./l.f. of awning or 50 sq. ft.	Height of building	10% of wall area
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Ground signs	Local or collector	Lesser of 0.7 sq. ft./l.f. of display front or 50 sq. ft.	5 ft.	n/a
	Minor arterial	Lesser of 0.7 sq. ft./l.f. of display front or 100 sq. ft.	10 ft.	n/a
	Major arterial	Lesser of 0.7 sq. ft./l.f. of display front or 150 sq. ft.	12 ft.	n/a
Permanent window signs	Local or collector	25% of window area	Window height	Max. allowed as wall sign
	Minor arterial	25% of window area	" "	"
	Major arterial	25% of window area	" "	"
Pole signs	Local or collector	Sign type not permitted for these uses on a local or collector street		
	Minor arterial	80 sq. ft.	12 ft.	n/a
	Major arterial	100 sq. ft.	15 ft.	n/a

Projecting signs	Local or collector	10 sq. ft. per face	Height of wall	n/a
	Minor arterial	Not permitted		
	Major arterial	Not permitted		
Roof signs	Local or collector	1 sq. ft./l.f. of display frontage	Lesser of 4 ft. or top of roof	n/a
	Minor arterial	" "	" "	"
	Major arterial	" "	" "	"
Wall signs	Local or collector	1 sq. ft./l.f. of display frontage	85% of wall height	10%
	Minor arterial	" "	" "	15%
	Major arterial	" "	" "	15%

Note:

1. As identified in the Bartlett comprehensive plan and the Bartlett thoroughfare map.

C. Sign Area Calculation: The following methods shall be used to calculate the sign area of various types of signs:

1. For ground signs, pole signs, projecting signs and roof signs, the sign area shall be calculated by measuring the entire area enclosed within the smallest regular geometric form, or combination of regular geometric forms, which may be inscribed within the perimeter of the sign structure, excluding structural support members extending beyond the frame or background border of the sign. In the case of signs with more than one face the area shall be computed only for the maximum single display surface which is visible from any one ground position.

2. For wall signs, awning and canopy signs, and window signs, the sign area shall be calculated by measuring the entire area enclosed within the smallest regular geometric form, or combination of regular geometric forms, which may be inscribed to encompass all letters and graphic symbols of the sign, including horizontal spacings between such letters and symbols plus any additional portion of the background which is framed by a border, internally illuminated, consisting of a color or tone different than the wall to which the sign is attached, or projects more than three inches (3") beyond the plane of the wall to which it is attached.

3. For temporary signs, the sign area shall be calculated by measuring one side of the sign surface area, even though said sign may be double faced, not including the area or dimensions of any metal, wood or other type of support.

D. Multiple Frontages: When a business has more than one display frontage the restrictions on the number of signs and sign area shall apply to each frontage, subject to the following limitations:

1. The maximum permitted sign area shall apply to both display frontages.
2. Double faced signs erected on or near the corner of a building or parcel so as to be equally visible from each frontage shall be counted as part of the permitted sign area for each frontage.

E. Multiple Floors: When a business premises contains more than one floor above ground the display frontage level may be used to calculate permissible sign area for each floor, subject to the following limitations:

1. If the operations of a single business cover more than one floor, then twenty five percent (25%) of the display frontage at the ground level may be added to calculate permissible sign area.
2. If a building contains one or more businesses different from the business(es) occupying the ground floor, and if the aggregate area occupied by such business(es) equals at least seventy five percent (75%) of the upper floor(s), then one hundred percent (100%) of the display frontage of the upper floor(s) may be used to calculate permissible sign area.

F. Multiple Occupants: In buildings with multiple business occupants, each occupant shall be allotted a sign area based upon the display frontage proportional to the ratio of total floor area in the building. Common areas shall not be included in this calculation. Every occupant shall be allowed a minimum sign area of three (3) square feet.

G. Business Premises Without Buildings: For business premises which do not contain buildings larger than four hundred (400) square feet, and which lawfully store their merchandise outside, the permitted sign area shall be calculated on the basis of five one-thousandths (0.005) of a square foot of sign area for each one square foot of the subject parcel, up to a maximum of eighty (80) square feet of sign area. (Ord. 2014-55, 6-17-2014)

10-12-10: NONCONFORMING SIGNS:

A. Compliance: Any sign made nonconforming by the passage of this chapter shall be removed, modified, or altered to comply with this chapter no later than seven (7) years from the date of the passage of this chapter.

B. Change In Condition: Every nonconforming sign must come into compliance with this chapter or must be removed within fourteen (14) days if any of the following occurs to the sign:

1. It is damaged, deteriorated or destroyed and the cost of reconstruction, repair or maintenance is sixty percent (60%) or more of its depreciated value at the time it is damaged, deteriorated or destroyed; or
2. It has not been used for a period of six (6) months or longer; or
3. It is substantially modified; or
4. It is relocated on the same or different premises; or
5. Fifty percent (50%) of the building display frontage to which the sign relates is remodeled; or
6. The ownership, tenancy or activity for the premises on which the nonconforming sign is located requires a new occupancy permit.

C. Continuing Obligation: Nothing in this section shall relieve the owner or user of a nonconforming sign or owner of the property on which the nonconforming sign is located from the provisions of this chapter regarding safety, maintenance and repair of signs, provided, however, that any repainting, cleaning and other normal maintenance or repair of the sign or sign structure shall not modify the sign structure or copy in any way which makes it more nonconforming. (Ord. 2014-55, 6-17-2014)

10-12-11: PROHIBITED SIGNS:

The following signs and graphic structures are prohibited from erection or placement within the village:

- A. Signs, attention gathering devices or graphics which by color, location, or design resemble or conflict with traffic control signs or signals.
- B. Graphics or signs attached to power poles or light standards.
- C. Billboards. (Ord. 2014-55, 6-17-2014)

10-12-12: NONCOMMERCIAL SIGNS:

The purpose of this chapter is to guarantee that noncommercial speech receives protection at least as great as that provided for commercial speech. Accordingly, notwithstanding any provision contained herein to the contrary, noncommercial messages may be contained on any sign authorized hereunder. (Ord. 2014-55, 6-17-2014)

10-12-13: PENALTY:

Any person violating any provision of this chapter shall be fined not less than fifty dollars (\$50.00) nor more than seven hundred fifty dollars (\$750.00), and each day a violation continues shall be considered a separate violation. (Ord. 2014-55, 6-17-2014)

**BARTLETT ORCHARDS PLAZA
INDIVIDUAL TENANT SIGN CRITERIA**

The furnishing and installation of a sign and the costs incurred shall be the responsibility of the tenants.

Sign construction is to be in compliance with the instructions, limitations and criteria contained herein.

All signs must be approved by Bartlett Orchards Plaza and by the Village of Bartlett, Illinois.

Each tenant may identify his premises by a sign consisting of individual illuminated letters in the sign band area and applied to the designated fascia directly over his/ her store. The copy shall be limited to the name of the business and shall not identify specific items for sale. No displays shall have flashing or continuous blinking lights. No sign cabinets (cans) or extrusions will be allowed.

The use of corporate shields, crests, logos or insignias will be allowed by landlord. No sign or combination of letters and logo shall exceed the maximum permitted sign area for any one business shall be (1) one square foot for each one (1) lineal foot of display frontage.

All tenant signs shall have a good scale and proportion in its design and visual relationship to the building and surroundings, shall be compatible with the overall criteria and shall not compete for attention.

The landlord has the right to approve or deny any non-illuminated letters and Rohm and Haas colors selections. A sign permit from the Village of Bartlett will still need to be applied for and approved.

**RECEIVED
COMMUNITY DEVELOPMENT**

MAR 23 2017

**VILLAGE OF
BARTLETT**

BARTLETT ORCHARDS PLAZA

SPECIFICATIONS FOR PRIMARY ILLUMINATED LETTERING

- 1) Faces of illuminated letters shall be 3/16 inch flat plastic and attached to one inch deep trim cap retainers.
- 2) Backs and returns of letters to be fabricated from .063 aluminum
- 3) Aluminum returns color is tenant choice with landlord and Village of Bartlett approval.
- 4) All fastening of letters to store fascia to be non- corrosive concealed hardware.
- 5) All primary store signage to be illuminated by LED or Neon lighting or other types of allowable internal illuminations. (with Village of Bartlett approval) as long as they are third party listed and labeled and meet the current electrical codes and standards.
- 6) Must be UL or 3rd. party listed and labeled.
- 7) All sign housing and hanging holes to be drilled in plaster fascia in a professional manner within the stroke of the letter.
- 8) Depth of the individual letters shall be (5) five inches and shall be mounted to the plaster fascia.
- 9) One (1) UL approved weatherproof exterior disconnect is required to be mounted on the exterior sign band. One (1) in the interior sign band area.

Bartlett Orchards Tenant Panels:

- 1) Lexan face with vinyl applied graphics.
- 2) Tenant panels must have an opaque background with an illumination thru letters and graphics only.

Complete plans and specifications for signs must be submitted in duplicate to the Village of Bartlett and one copy to Bartlett Orchards Plaza (Georgia Stathopoulos) prior to fabrication.

**RECEIVED
COMMUNITY DEVELOPMENT**

MAR 23 2007

**VILLAGE OF
BARTLETT**

APPROVED

RECEIVED
COMMUNITY DEVELOPMENT

**Exhibit "E"
Sign Criteria**

MAY 15 2015

Unified Business Center Sign Criteria
816 W. Bartlett Road.
Bartlett, IL

VILLAGE OF
BARTLETT

The following sign criteria has been established for Westgate Commons Subdivision, Bartlett, IL. The basic standards have been made to govern the design, fabrication and installation of the signs. It is intended to provide all Owner/Occupants with good visual identification, both day and night, and to protect against poorly designed signage.

The sign standards have been chosen to harmonize with the building materials and will assist in creating the proper atmosphere for the center.

The Owner/Occupant is responsible to submit a detailed sign rendering to the Westgate Commons Master Association ("Association") for approval. The rendering should be to scale and include all dimensions, colors, installation detail and square footage.

Submit to: Westgate Commons Master Association
Attention: Mark Ainley
796 W. Bartlett Road
Bartlett, IL 60103

SPECIFICATIONS

1. All exterior wall signs are to be in the form of raceway mounted individual internally illuminated channel letters.
 - a. All materials and equipment are to be UL listed and labeled.
2. Sign height and area:
 - i. Maximum letter height of letters shall not exceed 24".
 - ii. Minimum letter height shall be at least 12".
 - iii. The maximum permitted area for a wall sign is one square foot for each lineal foot of display frontage. Sign length shall not exceed 80% of the length of the storefront and shall be a minimum of 2'-0" from the unit line.
 - iv. Overall sign height shall not exceed 26".
 - v. Two lines of lettering will only be allowed with Association and Village of Bartlett approval.
3. Lettering style must be legible, subject to approval by the Association and the Village of Bartlett.
4. Lettering and sign depth: 5" maximum return. 7" maximum raceway depth. 12" maximum total sign depth.
5. Materials of Construction:
 - a. Metal portion of sign such as letter returns shall be fabricated aluminum. Aluminum returns shall be primed and finished with an acrylic polyurethane, match or use Matthews Acrylic Polyurethane #23446 brick red or black. Fabricated aluminum raceways shall be primed and finished with an acrylic polyurethane to match the building fascia in color, at the location where the sign is to be installed. Matthews Acrylic Polyurethane #23446 brick red is recommended.
 - b. Letter faces shall be Plexiglas, acrylic or equivalent. Only white faces with light diffusing properties are permitted. Faces will be fastened to returns with 1" wide or wider plastic trim cap, color must be brown. A chain or franchise seeking to substitute its customary logo colors must receive prior written approval from the Association. An approval letter from the Association must accompany the sign permit application submitted to the Village of Bartlett.

6. Installation:
 - a. All sign housing and hanging holes on the fascia shall be drilled, sealed, and waterproofed in a professional manner and shall be covered by a raceway.
7. Illumination:
 - a. Letters shall be illuminated internally by white LEDs and be UL certified. Power source shall be UL approved and contained within raceway. Appropriate UL stickers must be mounted as required by UL. Other types of internal illumination are allowed as long as they are Third-Party Listed and meet the current Electrical Codes and standards.
8. All letters and logo will be fastened to a fabricated aluminum electrical raceway. Raceway dimensions shall not exceed 8" tall x 7" deep and shall not exceed the length of the letter set. The raceway shall be affixed directly to fascia surface as designated by the Association with fastener type to be approved by the association and the Village of Bartlett. All power supplies and wiring shall be concealed within raceway; no exposed connections. A flush mounted weather proof electrical disconnect shall be located at end of raceway. All fasteners, screws, bolts, etc., used in the fabrication and installation of the sign shall be rust proof and shall be affixed in the manner depicted on Exhibit "1".
9. Logos may be used in connection with the sign letters provided they are not as "box" signs, but in contour form and are dimensioned within the limits as stated herein and conform to material specified. The graphics of the logo shall be translucent vinyl film overlay on white plexiglass/acrylic. A sign can be comprised of a single logo if the sign is contour cut to the shape of the logo, maximum height is 24".
10. Owner/Occupant's signs shall be three dimensional, fabricated letters fastened to raceway, mounted flush to building fascia at sign location. Sign shall be located on the portion of the building indicated as depicted on Exhibit "2" as SIGN LOCATION. Sign locations are available on the first and second floor exteriors but must be placed as denoted in Exhibit 2, 2nd level signs are only allowed in building Office A. No ground business shall have a duplicate upper floor sign.
11. Quantity of Signs: One sign per tenant frontage. A unit may have two frontage locations (see Exhibit 2).
12. Additional Signs:
 - a. Rear elevation doors for the purpose of business identification shall include the business name and address. Numeral height shall be 4". Placement will be uniform as designated by the Association. Lettering color shall contrast with door color.
 - b. Sandwich or easel/portable signs are allowed in accordance with the Village of Bartlett Sign Ordinance.
 - c. Window signs are permitted with the express approval of the Association and shall comply with the Village of Bartlett Sign Ordinance.
 - d. Owner/Occupant may display hours of operation of business, phone number, acceptance of credit cards, website or other bits of information related to their business on the glass of the entrance door. However, the placement of such graphic shall not inhibit the view of any person entering or leaving the premises.
13. Temporary Signs:
 - a. Individual Owner/Occupant contractor signs are not permitted.
 - b. Banners announcing the business are permitted. Banners may be placed on the inside surface of glass and must be removed prior to opening. Banners may cover the entire window surface. Banners may be placed on the inside surface of glass and must be removed prior to opening. Banners may cover the entire window surface.
 - c. Grand opening banners are permitted. Banners may cover 50% of the entire window surface.
14. Upon Vacating the Premises: The Owner/Occupant shall be responsible for the removal of their sign and restoring fascia to its original condition. If Owner/Occupant fails to do so promptly (within 10 days after notification by Association to do so), then the Association will perform the work and charge the Owner/Occupant.
15. Additional Requirements:
 - a. Owner/Occupant shall submit for Association's approval before fabrication, plans and specification indicating the location, size, layout, design and color of the proposed signs, including all lettering and/or graphics. Association's approval of Owner/Occupant plans and specifications shall not be deemed to constitute approval by the Association of any of Owner/Occupant's sign work. Prior to fabrication Owner/Occupant shall submit to Association four copies of specifications. Full

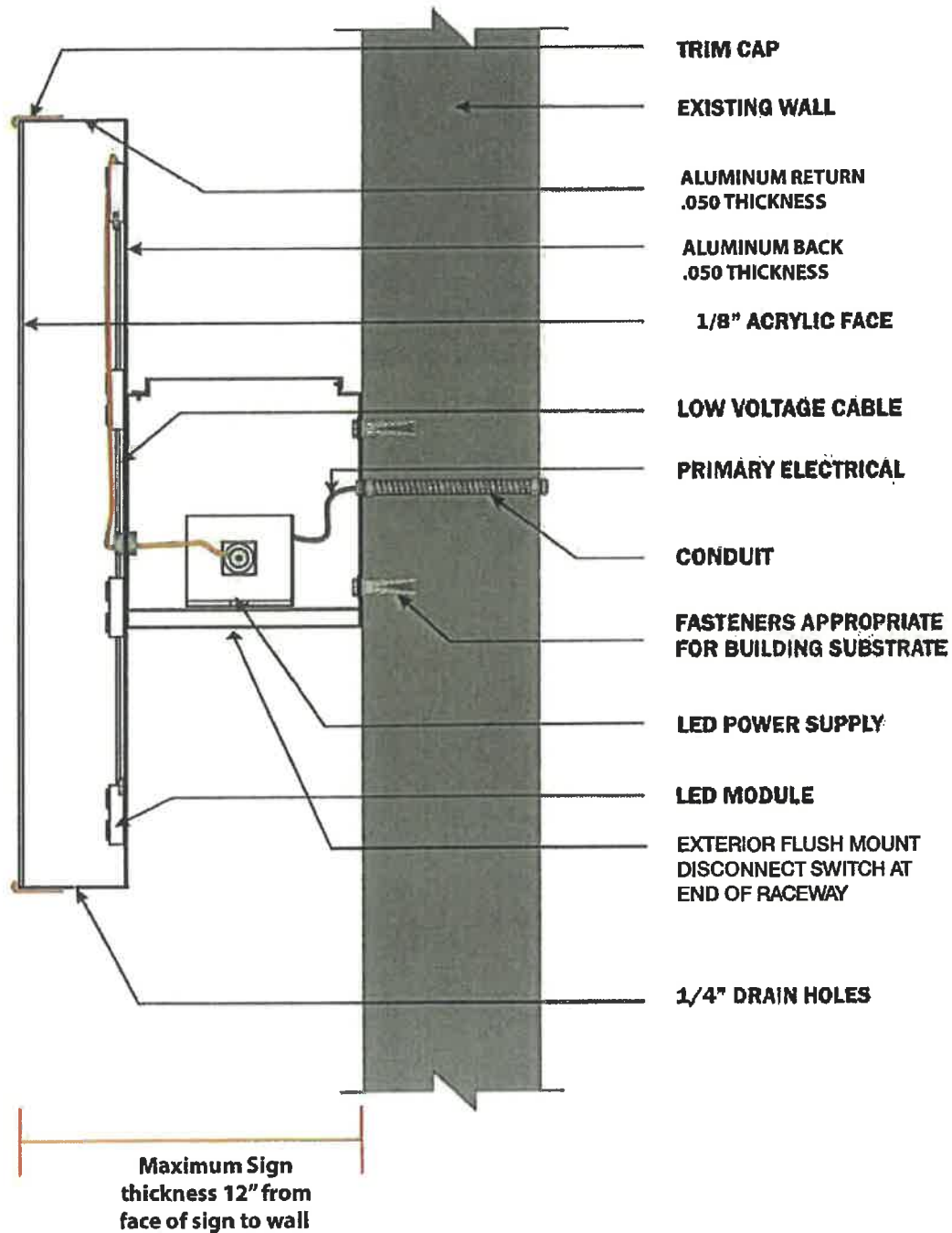
information regarding electrical load requirements shall also be included. Within a reasonable time after receipt of such drawings and specifications, the Association shall return three sets thereof to Owner/Occupant with its approval and/or any suggested modifications thereof, and if Owner/Occupant shall fail to take exception thereto by written notice to the Association given within ten days from Owner/Occupant's receipt of the suggested modifications for Association, Owner/Occupant shall be deemed to have agreed to and approve all such suggested modifications.

- b. All permits and/or approvals by governing authorities for signs and their installation shall be obtained by the Owner/Occupant or its representative, at Owner/Occupant's expense. Owner/Occupant shall submit at least two (2) copies of sign drawings, bearing Association's prior written approval, to governing authorities with permit application.
- c. Owner/Occupant shall be responsible for the fulfillment of all criteria required by the Westgate Commons Master Association and the Village of Bartlett.
- d. No freestanding signs will be permitted within West Gate Commons Subdivision, except those constructed by the Developer in areas designated on the Site Plan, approved within the Unified Business Center Sign Plan. No other freestanding signs will be allowed unless the Unified Business Center Sign Plan is amended.
- e. Owner/Occupant shall be allocated space on the marquee portion of the freestanding identification sign to advertise the name of their business. Space on the marquee shall be awarded based on the Developer's allocation to Owner/Occupant. Prior to approval, a drawing with layout/design shall be submitted to the Association for approval. After receipt of approval, Owner/Occupant shall submit at least two (2) copies of sign drawings to governing authorities with permit application. The tenant panels shall use 3M Translucent Series 3630 vinyl, color "Duranodic", background with reversed lettering causing only the letters to illuminate. Business name is to be reverse cut from Duranodic vinyl (leaving white lettering). The use of the freestanding identification signs has been attached to the lots in Westgate Commons Subdivision by the Master Association Covenants.
- f. Notwithstanding anything above to the contrary, Association shall be permitted to place within the "Common Area" (as defined in the Master Association Covenants and designated by the Association from time to time for the common use of all Owner/Occupants, including among other facilities, parking areas, sidewalks, landscaping, curbs, loading area, private streets and alleys, lighting facilities, hallways and other areas and improvements provided by Developer for the common use of all Owner/Occupants, all of which shall be subject to manner as Developer, in its discretion, shall determine.): directional signs or information signs such as Handicapped Parking" (per ADA).

16. General Specifications:

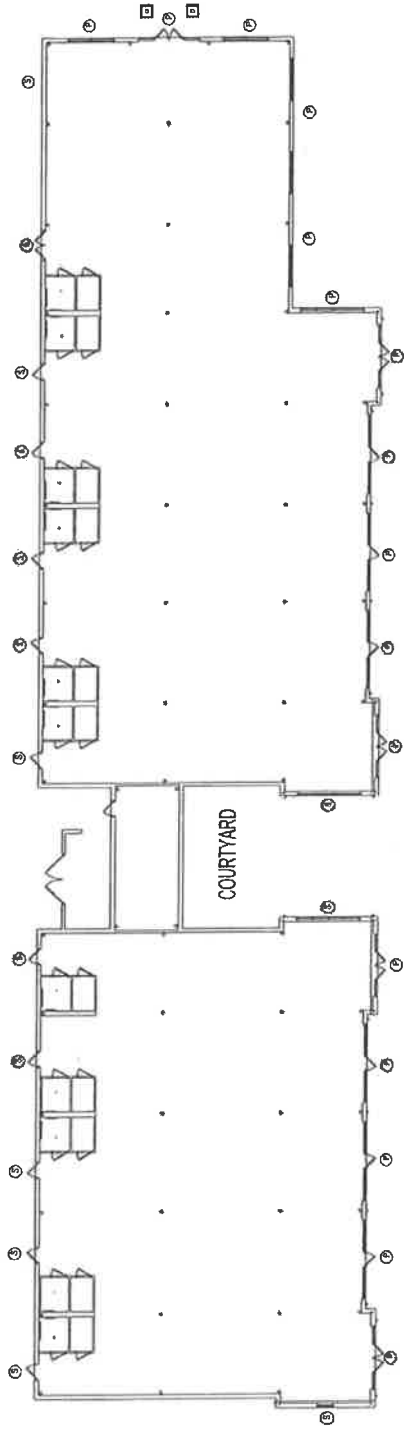
- a. No animated, moving, flashing, or audible signs will be permitted.
- b. No spot lighted, panel face, exposed lamps or visible neon tubing will be permitted.
- c. All signs and their installations shall comply with all governing building and electrical codes and any criteria herein this exhibit.
- d. No cross over conduit permitted unless previously approved by the Association in writing.
- e. All power supplies and other equipment shall be completely contained within raceway. Disconnect at exterior end of raceway.
- f. Electrical service to sign shall be the responsibility of the Owner/Occupant and shall be on Owner/Occupant's meter. A dedicated circuit for the sign only shall be installed.
- g. Sign illumination shall be controlled by a seven (7) day time clock located in the rear of the Premises. Hours of illumination shall be per Village of Bartlett Sign Ordinance. Owner/Occupant responsible for purchase and installation of time clock.
- h. No sign will be permitted on, against, or suspended from the roof.
- i. No sign shall extend above the building roof or placed so as to project above the parapet or top of the wall upon which is mounted.
- j. No sign shall be placed at any angle to either building. (retail center or professional center)
- k. No sign shall be painted to the surface of either building. (retail center or professional center)
- l. No advertising placards, paper signs, banners, pennants, names, insignias, trademarks or other descriptive materials shall be affixed or maintained as permanent signs upon the glass panes and supports of the windows or doors.

EXHIBIT 1
CHANNEL LETTER SECTION
NOT TO SCALE

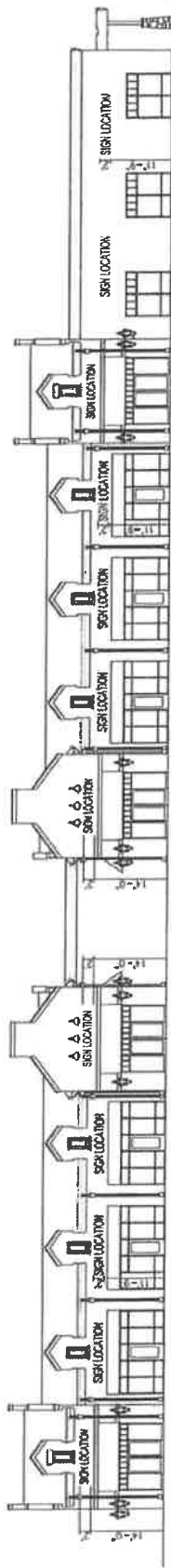


Standard Face Lit
LED illuminated w/Raceway

EXHIBIT 2
SIGN LOCATION
RETAIL A, B & C
 Page 1 of 3



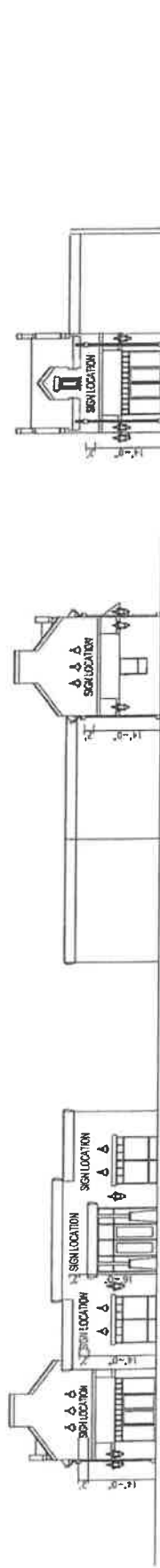
RETAIL A, B & C - FLOOR PLAN



RETAIL A, B & C - SOUTH ELEVATION (FRONT)



RETAIL A, B & C - NORTH ELEVATION (REAR)

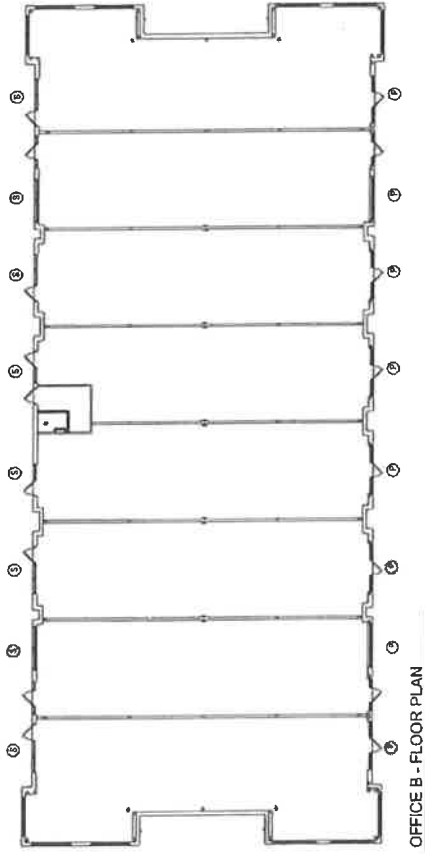


RETAIL A, B & C - EAST ELEVATION (SIDE)

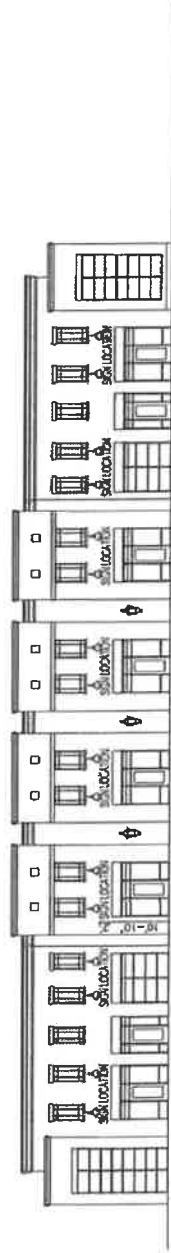
RETAIL A, B & C - WEST ELEVATION (SIDE)

RETAIL A, B & C - COURTYARD ELEVATION

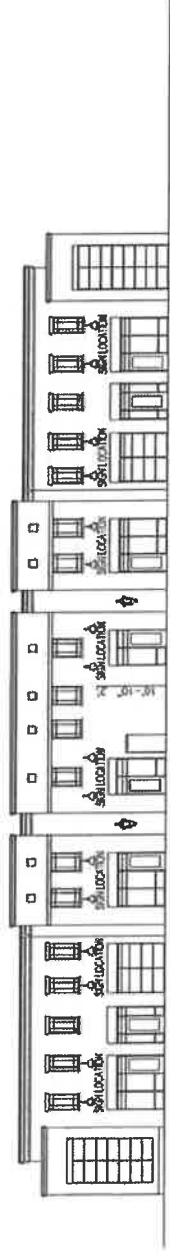
EXHIBIT 2
SIGN LOCATION
OFFICE B
Page 3 of 3



OFFICE B - FLOOR PLAN

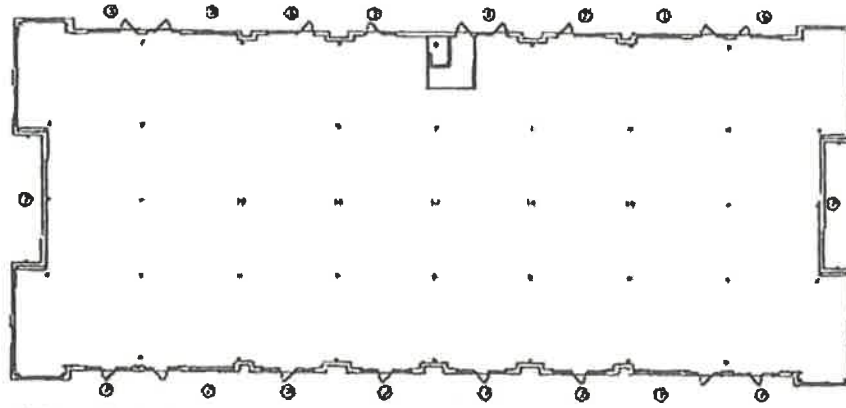


OFFICE B - SOUTH ELEVATION (FRONT)



OFFICE B - NORTH ELEVATION (REAR)

EXHIBIT 2
SIGN LOCATION
OFFICE A
Page 2 of 3



OFFICE A - FLOOR PLAN



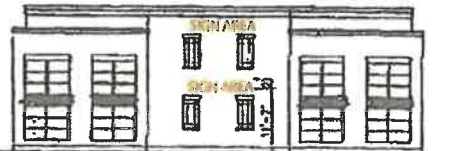
OFFICE A - EAST ELEVATION (FRONT)



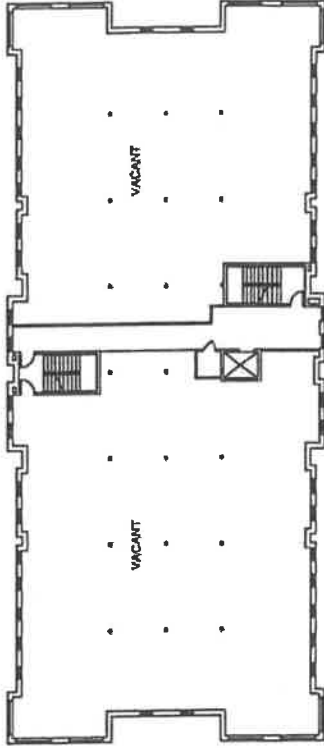
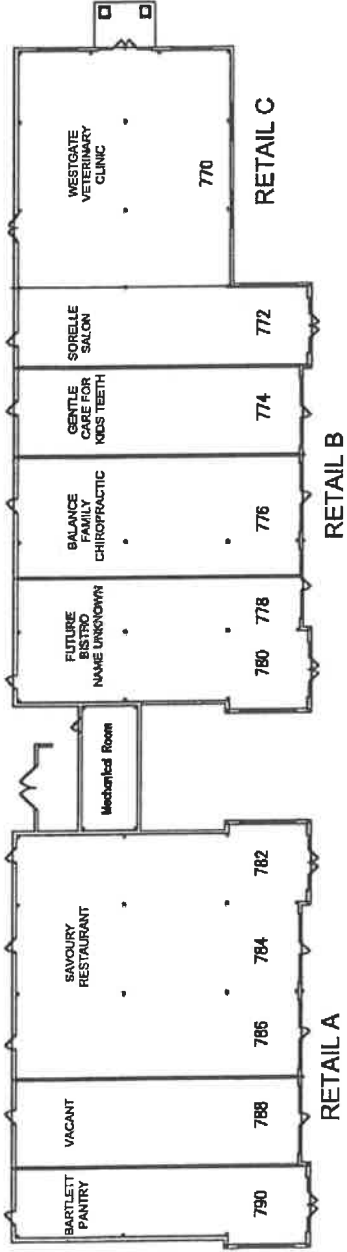
OFFICE A - WEST ELEVATION (REAR)



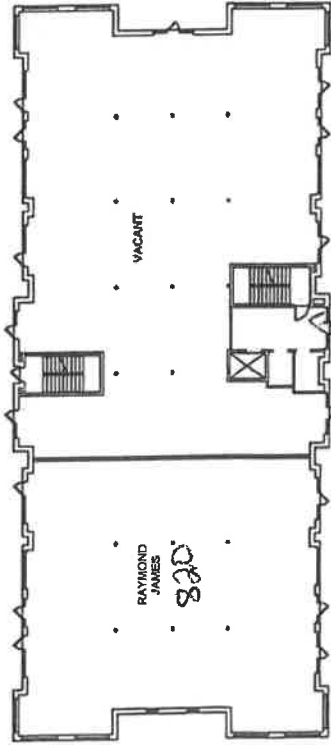
OFFICE A - NORTH ELEVATION (SIDE)



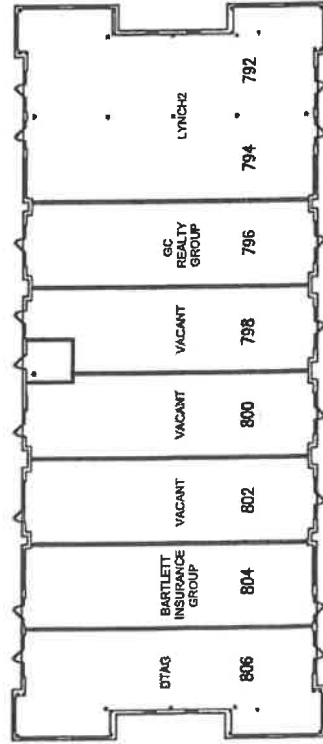
OFFICE A - SOUTH ELEVATION (SIDE)



OFFICE A - 2ND FLOOR
(WESTERNMOST BUILDING)



OFFICE A - 1ST FLOOR
(WESTERNMOST BUILDING)



OFFICE B - 1ST FLOOR & 2ND FLOOR LOFT SPACE

WESTGATE COMMONS BARTLETT, IL

UPDATED 12/14/07

EXHIBIT 3 MONUMENT SIGN DESIGN

1/2" = 1'-0" scale

