

**VILLAGE OF BARTLETT**  
**VILLAGE HALL, 228 S. MAIN STREET**  
**COMMITTEE AGENDA**  
**DECEMBER 5, 2023**  
**7:00 P.M.**

1. CALL TO ORDER
2. ROLL CALL
3. TOWN HALL: (Note: Three (3) minute time limit per person)
4. STANDING COMMITTEE REPORTS:
  - A. BUILDING AND ZONING COMMITTEE, CHAIRMAN GUNSTEEN
    1. Sign Code Discussion
  - B. COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE, CHAIRMAN GANDSEY
    1. Village Strategic Plan
5. ADJOURNMENT



# Agenda Item Executive Summary

Item Name Sign Code Discussion Committee or Board Committee

## BUDGET IMPACT

Amount: N/A Budgeted N/A

List what fund N/A

## EXECUTIVE SUMMARY

Village Staff has been evaluating the Village's current sign code to improve the effectiveness and useability of the code for businesses and village staff.

At the Economic Development Commission's November 13, 2023 meeting, a discussion was held on the most common concerns with the sign code:

- Display Frontage
- Changeable Message/Reader Board Signs
- Window Signs
- Advertising Flags
- Unified Business Center Sign Plans

Staff will present a summary of the EDC's recommendations.

## ATTACHMENTS (PLEASE LIST)

- PDS Memo
- Draft minutes from the 11/13/23 Economic Development Commission meeting

## ACTION REQUESTED

- For Discussion Only - *To review the EDC recommendations and direct staff to draft amendments to Chapter 12 Signs of the Zoning Ordinance*
- Ordinance
- Motion

Staff: Kristy Stone, PDS Director

Date: November 27, 2023

**PLANNING & DEVELOPMENT SERVICES MEMORANDUM**

**23-85**

DATE: November 27, 2023  
TO: Kristy Stone, PDS Director  
FROM: Daniel Harper, Village Planner  
RE: **Sign Code Discussion**

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**Background**

Village staff are evaluating the Village's current sign code to improve the effectiveness and useability of the code for businesses. The Economic Development Commission was presented with existing challenges in the sign code identified at their November 13<sup>th</sup>, 2023, meeting. Feedback and suggestions brought forward by the Economic Development are below.

**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

**Display Frontage**

The Economic Development Commission suggested that building elevations visible from any street frontage or internal drive-aisles should be allowed to have wall signage.

**Changeable Message/Reader Board Signs**

The Economic Development Commission suggested that current message/reader board sign standards should remain with maximum size of thirty-two (32) square feet.

**Window Signs**

The Economic Development Commission suggested the current limit of 25% coverage for window signage is appropriate and would like to see this strictly enforced.

### **Advertising Flags**

The Economic Development Commission suggested that advertising flag signs should require a permit and be limited to two times per year with either a 30 or 60 day time limit. In addition, the maximum number of flag signs on a property should be limited based on the amount of the property's street frontage.

### **Unified Business Signs**

The Economic Development Commission suggested that the Unified Business Center Sign Plan policy should be reviewed, and that Village Staff should simplify existing Unified Business Center sign plans.

### **Sign exceptions/variations**

Members of the Economic Development Commission expressed an interest in developing a process for property owners or commercial tenants to apply for sign exceptions/variations.

### **Recommendation**

Staff is requesting feedback from the Village Board Committee and will begin drafting proposed revisions to the Village's Sign Ordinance. A public hearing before the Planning & Zoning Commission would be required to amend Chapter 12 Signs of the Zoning Ordinance.



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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of November 13<sup>th</sup>, 2023, of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:04 PM

2. ROLL CALL

PRESENT: Commissioners Densford, Gudenkauf, Perri, Kubaszko, Suffern

ABSENT: Commissioner Erickson, Gorski, Lewensky

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Planning and Development Services Director Kristy Stone, Village Planner Daniel Harper

3. APPROVAL OF SEPTEMBER 11, 2023, MEETING MINUTES

Commissioner Densford moved to amend the meeting minutes as presented, seconded by Commissioner Gudenkauf.

Commissioner Densford moved to approve the September 11<sup>th</sup>, 2023, meeting minutes, seconded by Commissioner Gudenkauf.

ROLL CALL VOTE

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

NAYS: None

ABSENT: Commissioner Perri

MOTION CARRIED

4. PUBLIC COMMENT

NONE

5. SIGN CODE UPDATE

Mr. Harper stated that 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.



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For tonight's discussion, we are looking at 6 different types of signage: display frontage, changeable message/reader board signs, window signs, advertising flags (temporary or flashing sign), unified business center sign plans, sign districts.

Display frontage is defined as "The length of a building, which is essentially parallel to and directly exposed to a public street or throughfare". 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.

Mr. Harper shared an example from his presentation (Attached).

Mr. Harper asked the commissioners "Should the sign code be revised to provide standards for wall signs that are not directly exposed to a public street or throughfare?"

Commissioner Suffern stated that he is glad that they are having this discussion. For me, we shouldn't have a car wash on Route 20 being subject to the same standards as a shop in downtown Bartlett. The variability of setback from the street in terms of whether the sign compliments the building or dominates the building, there is a lot of variability here. My question is, is there a way to consider signage the same way we look at other variances, based on its location.

Mr. Harper asked if Commissioner Suffern thinks some signs seem out of scale for the buildings they are on.

Commissioner Suffern stated yes, on both sides, some being too large or too small for their buildings. Some businesses will take advantage if they are allowed to. Those flags are an obvious example of businesses taking advantage of something that is totally inappropriate. This is a sensitive subject to me because we had a small sign in front of our store that said "local honey" that was 18x24 inches, we were informed to remove that sign from the easement. That was based on a complaint. I would propose bringing it to the EDC when a sign application comes through, whether or not it needs a variance.

Ms. Stone stated that if we were to do a variance from the zoning ordinance, typically it is based on the land itself, and it is based on a hardship. We would have to create separate criteria for a sign variance. What would apply to a building and sign would be completely separate. If it is an odd shaped lot, those findings of fact might not be the same. What factors do you think should be considered to support a variance?

Commissioner Suffern stated distance from the street and visibility. Our main entrance from our property is way set back from Oak Street and our particular experience is atypical, whatever the variance request might be, in the past it has been so rigid that there is no discussion. Lately it seems that there has been leniency and not as rigid.



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Ms. Stone stated that as time has gone on and different people have been in charge of administering the code, the interpretation has changed. She used the example of Taco Bell as an out lot, and asking if they should be able to have signage on all four sides. We want to be more consistent, we want a code that everyone can read and understand. We want to eliminate interpretation, that it is very easy to understand. You don't want to have a lot of variances, because that means the code is not working properly. You want variances to have very unique circumstances.

Commissioner Suffern agreed.

Commissioner Perri stated if he was opening up a business, the number one thing is to let people know you are there. There are two major avenues of signs, the building and at the closest thoroughfare, if they want both and to spend the money, why cant they?

Ms. Stone stated that is a weakness of our current code. The question to the commission is should many similar examples to Banbury Fair, Aldi, etc. be able to have signs on all four sides of the building. Right now the code is written in a way that they would only be able to have one side.

Commissioner Perri stated that for a small business, one sign should be enough. If you get a business like Culvers, they are going to bring in more business. It should be made available. They should be able to put a sign on their building, if they can afford to put it up, they should be able to do it.

Ms. Stone stated that our code allows that. You are allowed to have a ground sign, if you are apart of a shopping center, the shopping center is allowed to have the tenant panel signs. We are here to see if we should be changing anything in our sign code. Should we be increasing the amount of signage, should we be allowing more signage, reducing signage? She shared an example of window signs. Window signs are 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.

Commissioner Perri stated in his opinion, the sign above your door should be the only sign you can put up, nothing on the windows.

Commissioner Kubaszko stated that 25% coverage seems reasonable.

Commissioner Suffern stated that one only needs to look at the liquor store across the street to realize that the signs in the windows have seemingly been there for an eternity. He expressed his belief in favor of tastefully displayed signage for businesses, emphasizing his pro-business stance. Commissioner Suffern provided an example, suggesting that if KFC, located behind Home Depot, finds that multiple signs on different sides of the building best promote their business, they should be allowed to have them.



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He expressed concern about crafting an ordinance that attempts to cover all the diverse variations for different locations, deeming it an enormous task. Commissioner Suffern argued that while an ordinance aims to bring uniformity, many situations may be better addressed on a case-by-case basis. He used the example of his barn set back from the road, hidden from view, where placing a sign at the base of the driveway is considered inappropriate and against the ordinance. He proposed that exceptions or variances could be discussed for such cases, rather than attempting to address all possible variations in the ordinance.

Commissioner Suffern also raised the question of whether certain types of signage, such as flags stuck in the ground, similar to those used by gambling and vaping establishments on Lake Street and by the Streets of Bartlett, would have been acceptable.

Ms. Stone clarified that a temporary sign is permissible as long as it is situated on private property.

Commissioner Suffern asked if a temporary sign in place for two years is considered temporary.

Ms. Stone further elaborated, explaining that, due to a directive to temporarily refrain from enforcing certain regulations, there has been a lapse in compliance. This leniency has resulted in instances, such as prolonged displays of flag signs, exceeding the stipulated duration in the existing ordinance.

Ms. Stone and Mr. Skrycki stated that the ongoing discussion aims to rectify these deviations from regulations.

Commissioner Suffern stated that approaching the matter from a business standpoint, raised a pertinent concern. He pondered the permissibility of placing multiple flags on his property like those advertising gambling or vaping. Commissioner Suffern questioned the consistency in enforcement, citing instances where such signs had been displayed for an extended period without intervention. He contemplated the notion of utilizing multiple flags for promotional purposes, while acknowledging that such an approach might not align with his personal preferences.

Ms. Stone stated that the current discussion is precisely intended to address and resolve these enforcement-related issues.

Commissioner Kubaszko suggested it would be reasonable to limit the number of signs on a building not directly facing a thoroughfare to two, with considerations for variations after that. Two signs per building should suffice if not directly facing the street.





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Mr. Harper stated in a scenario where one building face faces a thoroughfare while the two side faces do not. He inquired whether one sign on each side, excluding the back, would be permissible.

Commissioner Kubaszko clarified, referring to a typically square or rectangular building. He emphasized that if a building is not directly facing a thoroughfare, having two signs should be adequate.

Mr. Harper sought further clarification, confirming if Commissioner Kubaszko supported the idea of signs without direct exposure to the thoroughfare.

Commissioner Kubaszko stated that for establishing a code for buildings not complying with the current regulations. He suggested that two signs for buildings not facing directly to the thoroughfare should be sufficient, allowing for one on each side. If more signage is desired, a variance can be requested.

Commissioner Densford stated that they don't want lights shining in a home and that the intention is for tasteful signage that complies with the code.

Commissioner Perri asked what issues is the village concerned about regarding signs?

Mr. Harper stated that if the code were strictly enforced, the existing sign (example displayed in presentation) might not have been allowed.

Commissioner Perri asked about the necessity of additional signage for a business located in a building with just one tenant. Stating that if there's only one business in the building, they could have a sign on the building itself and another outside on the main thoroughfare. He added that if a business wanted to invest in additional signage if they feel the need, they should be able to.

Ms. Stone showed another example, providing information that the building in question already has a ground sign and a changeable message electronic board. She highlighted the common tendency of businesses to maximize the signage allowance specified in the code, often requesting the maximum or even more during the application process. Ms. Stone emphasized the challenge of balancing appropriateness to the building's scale when determining the size of signage.

Commissioner Kubaszko redirected the discussion, clarifying that they were currently addressing the number of signs rather than their size. She emphasized the need to decide how many signs a building requires when not directly facing a road.

Commissioner Perri agreed, and asked how many signs does a single building need.

Commissioner Suffern stated that the number of signs depends on the location.



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Commissioner Kubaszko added that if a building is in a less visible spot, the signage needs might differ from those located right on the street.

Commissioner Kubaszko continued, discussing the scenario where someone approaching down the street might notice the side of the building first, emphasizing the importance of considering the perspective of the observer.

Commissioner Perri pointed out that when traveling at speeds of 45 to 50 miles per hour on Lake Street people might not pay attention to the sign.

Commissioner Kubaszko stated that depends on the time of day.

Commissioner Gudenkauf stated that according to the current code, businesses would be allowed one sign on the building.

Ms. Stone stated specifically for the discussed building, only one sign directly facing Lake Street would be permitted.

Commissioner Suffern asked about the process for obtaining additional signage.

Ms. Stone replied that it involves going through the variance process but pointed that the current code doesn't align well with the typical findings of fact required for variances, as variances are usually based on land considerations, not signage.

Commissioner Suffern sought clarification, asking if the variance process went before the Planning and Zoning Commission.

Ms. Stone stated that variances for signage go before the Zoning Board of Appeals, not the Planning and Zoning Commission.

Commissioner Suffern sought further clarification, confirming that there is a protocol for obtaining a sign variance through the Planning and Zoning Commission.

Ms. Stone stated the challenge of aligning the required findings of fact with the current code. It's kind of like trying to take the category for apples and using oranges. It just doesn't fit well together. So, if you're thinking that we should still be able to do sign variances, we'll have to work as a staff and with the village attorney to draft new findings.

Commissioner Suffern asked if that is a problem.

Ms. Stone stated they can do that, however, it's essential to minimize variances in the code and address potential requests by anticipating appropriate standards. The aim is to provide clarity for boards such as the zoning board, Urban Planning and Zoning



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Commission, or the Village Board when evaluating cases that deviate from typical allowances, such as exceeding signage limits.

Commissioner Kubaszko expressed that most businesses in the village are not standalone and are usually restricted to one front-facing sign. The discussion mainly pertains to a small percentage of businesses with specific visibility issues that might be impacted by new ordinances.

Ms. Stone emphasized that whenever a tenant changes in shopping centers, their new sign requirements must be assessed.

Commissioner Kubaszko added that businesses typically require only one front-facing sign, especially those not directly facing the roadway.

Commissioner Suffern pointed out that there are many businesses currently facing such considerations.

Commissioner Perri suggested considering the square footage of the building when determining sign size, proposing a proportional approach based on building dimensions.

Mr. Harper explained that the current sign regulation is tied to display frontage, reflecting the amount of building facing the street.

Commissioner Kubaszko stated that square footage alone may not be a suitable metric for signage regulation.

Commissioner Perri stated that there are always exceptions, but they can always go before the Village Board and make their case.

Commissioner Suffern stated that looking at the Boss's Signature sign, it significantly overshadowed others.

Commissioner Perri agreed, acknowledging that a larger business with 3,000 square feet would naturally want a larger sign than a 1,200 square foot store, considering their respective frontages.

Commissioner Suffern clarified that the size of the sign is not solely dependent on the size of the building.

Commissioner Perri added that if they had a business with 3,000 square feet, they would also want a sign as large as the village regulations allow.



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Mr. Harper transitioned to discuss flag signs, highlighting that the current code lacks specific regulations for these signs, often referred to as feather signs. He outlined two prevalent interpretations: considering them as temporary signs with placement restrictions and a 90-day limit, or categorizing them as flashing signs, which are generally prohibited due to their attention-attracting moving parts. The enforcement process involves granting permission to property owners based on their request, initiating a 90-day timeframe. He then asked the commission whether they should introduce new code provisions specifically addressing flag signs, establishing a distinct definition for flag or feather signs and outlining restrictions tailored to this sign type. Alternatively, they could opt to adhere to one of the existing interpretations when regulating flag signs in the future. In essence, the decision rests on whether to create a dedicated set of regulations for flag signs or continue with the current interpretations embedded in the code.

Ms. Stone stated that some towns outright prohibit flag signs due to maintenance issues and their tendency to not endure as well as permanent signs. She explained that while most towns allow temporary signage for 90 days, these types of signs often don't last that long. The alternative approach is either prohibiting them entirely or shortening the allowable duration for displaying such signs on a property.

Mr. Harper stated that they could consider options for regulating the presence of these signs based on different timeframes, especially for new businesses.

Commissioner Densford expressed agreement, stating that for a new business, 30 days might be a reasonable period, considering the potential eyesore aspect.

Commissioner Perri agreed with the sentiment but proposed extending the timeframe to 60 days for new businesses.

Commissioner Gudenkauf raised a question about whether there was a waiting period before a business could put up another flag sign.

Ms. Stone responded that such details would need to be outlined in the code.

Commissioner Suffern raised a concern about existing signs that seemed to have been up for an extended period, questioning why they were allowed to stay up for so long if the current ordinance limited them to 90 days.

Mr. Skrycki stated that we are getting into the weeds a little bit. We have numerous businesses throughout town, some prompted by complaints, others identified through routine code enforcement patrols. Once we streamline and improve this code and process, collaborating more effectively with enforcement, we can address individual enforcement questions outside of this meeting. It may involve assessing each location sign by sign to determine the specifics.



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Commissioner Suffern reiterated that clarity on enforcement procedures would be essential, especially if the current ordinance allowed only 90 days for such signs.

Ms. Stone acknowledged the current 90-day limit and the challenge for staff in tracking when a sign was initially erected, questioning if it had indeed been up for the full duration.

Commissioner Suffern stated that the issue of businesses not being required to register their signs, suggesting that such registration could help enforce time restrictions without relying on public complaints.

Ms. Stone asked if there should be a limit to the number of times per year a business could obtain a permit for such signs.

Commissioner Suffern stated yes, suggesting a limit of twice a year.

Mr. Harper clarified the proposal, suggesting a maximum of twice a year for 30 days each time.

Commissioner Suffern stated the time limit didn't matter to him, and emphasized the need for formal enforcement mechanisms, insisting that existing signs that exceeded the time limit should be taken down now.

Commissioner Gudenkauf stressed the importance of having only one sign per business.

Commissioner Suffern further expressed the belief that clear regulations would encourage more businesses to utilize these signs effectively for marketing without abusing the system.

Ms. Stone posed a question about shopping centers with multiple tenants and whether each tenant should be allowed a flag sign.

Commissioner Suffern agreed that there should be an overall limit, potentially based on frontage.

Commissioner Perri emphasized the necessity for the village to have control over sign regulations to prevent indiscriminate sign placements by businesses.

Ms. Stone clarified that once the regulations are adopted, they would undergo a public hearing process as a text amendment. Following this, copies of the regulations would be distributed to every business owner and shopping center owner to ensure awareness of the new rules.

Commissioner Perri raised another important question about the frequency of putting up the sign within a year.



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Ms. Stone stated that the proposal was to allow businesses to put up the sign twice a year, but she clarified that the twice-a-year limit was initially suggested for new businesses.

Commissioner Suffern stated that the twice-a-year limit should apply to any business, not just new ones. He emphasized the importance of limiting the frequency of flag sign displays, citing the example of the Oak Street barber shop. He suggested that while drawing attention to businesses is necessary, it should be done strategically, avoiding prolonged and continuous displays.

Mr. Harper raised the question of whether the signs should be permitted, requiring businesses to submit an application detailing the sign's design and size.

Commissioner Suffern noted that flag designs are often standardized, supporting the idea of a standardized flag permit. He proposed a system where businesses would need approval from the village before displaying the flag, ensuring adherence to guidelines.

Mr. Harper sought clarification on whether the limitations should be based on height, square footage, or just frontage, some villages have specific height restrictions for such signs, but the consensus here would be to focus on frontage limitations.

Ms. Stone stated frontage.

Commissioner Perri stated that there has to be regulation on the flag size.

Commissioner Densford inquired about the size specifications in other villages.

Mr. Harper provided examples, stating that Carol Stream limits flag signs to a maximum of 12 feet in height and 20 square feet in area. Schaumburg, on the other hand, imposes a maximum height of 10 feet and requires the sign to be no more than 10 feet from a business entrance. However, considering the roadside placement here, it was suggested that these particular restrictions may not be necessary.

Mr. Harper asked if there should be any fee.

Commissioner Densford proposed the idea of fines for non-compliance.

Mr. Harper stated that moving on to window signs, the current limit is 25% coverage. Mr. Harper sought input on whether this limit should be maintained.

Commissioner Densford expressed appreciation for the aesthetic value of professional window coverage.



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Commissioner Suffern emphasized that some businesses prioritize selling over exterior aesthetics, potentially disregarding the impact on the overall appearance of the commercial building, as the sign ordinance aims to maintain. The discussion touched on the balance between attracting customers and preserving the overall appearance of commercial buildings.

Ms. Stone clarified that content cannot be regulated for window signs, and the only aspect under control is the percentage of coverage. Currently, the code specifies a 25% coverage limit. She acknowledged that many businesses tend to exceed this limit, particularly during the COVID period, as an attempt to be more business-friendly. She noted that once one business deviates, others tend to follow suit.

Commissioner Kubaszko supported keeping the limit at 25% but suggested a consideration: businesses should not be allowed to block the view into the building, particularly when stacking signs along windows.

Commissioner Densford agreed.

Mr. Harper summarized the consensus to maintain the 25% limit and emphasized the need to strengthen enforcement to bring non-conforming businesses back into compliance.

Commissioner Densford raised a concern about the liquor store where removing the signs might reveal the back of shelves.

Mr. Harper noted that the business owner had communicated this challenge.

Commissioner Suffern responded that the owner should arrange shelves to accommodate within the 25% limit as per the ordinance.

Commissioner Kubaszko emphasized the importance of aesthetics when viewing a building from the outside, suggesting that an excess of signs might not be aesthetically pleasing. He supported the 25% limit for businesses to have signage without excessively blocking windows.

Mr. Harper acknowledged the consensus and concluded the discussion as favorable for maintaining the 25% coverage limit for window signs.

Commissioner Perri agreed that 25% is plenty.

Commissioner Suffern stated that it is not going to be popular, because they're going to want to put as much inventory as they can in their space. I get why they're doing what they're doing, but you have to put limits on it.



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Mr. Harper continued on to changeable message and reader board signs, specifically digital displays integrated into monument signs. Currently, the standards for these signs are located in the definition section of the ordinance rather than the body of the ordinance. Mr. Harper suggested a text amendment to move these requirements into the general body section for easier accessibility. The second part of the discussion was about the maximum area for digital signs. The current limit is 32 square feet, and Mr. Harper inquired whether the commission considered this reasonable or if they would support revising this maximum limit.

Commissioner Suffern inquired about the standards in other communities.

Mr. Harper stated that he had seen limits ranging from 32 to 40 square feet, making the current limit average.

Commissioner Suffern expressed his agreement with the current 32-square-foot limit, considering it reasonable.

Commissioner Kubaszko questioned if these types of signs are typically placed on the front of buildings, to which Mr. Harper affirmed. Commissioner Kubaszko agreed with the current limit, emphasizing that it allows for a reasonable-sized sign.

Mr. Harper summarized the consensus and also sought confirmation on the proposal to move the requirements from the definition section to the body of the ordinance, which received approval.

Commissioner Kubaszko suggested that the square footage limit could also be based on the linear frontage of the building, and Mr. Harper acknowledged the suggestion.

Mr. Harper introduced the next topic of unified business center sign plans in Bartlett, explaining that most retail and commercial centers within the village have their own specific standards for colors, materials, and mounting types. Currently, property owners or business center management companies can propose these plans as long as they meet the minimum village standards, but this can cause confusion for businesses moving into shopping centers. He asked whether there should be tighter control over unified business sign plans. He asked if they should go through more of a more public process to establish a unified sign code. The key considerations were whether these plans should regulate only sign location and size, with the remaining aspects exclusively regulated by the Bartlett sign code.

Ms. Stone provided additional context, highlighting the current situation where businesses moving into shopping centers often submit sign plans that may not align with village codes, leading to a back-and-forth process. The aim is to establish a more uniform appearance across shopping centers while still adhering to village standards.





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Commissioner Suffern expressed support for having a uniform look, ensuring that new tenants follow the same rules as existing ones.

Ms. Stone added that some unified sign plans had overly specific requirements, such as dictating fonts and colors, creating an unfair advantage for national chains over new businesses. The goal was to level the playing field and allow businesses, especially new ones, more flexibility in their signage.

Commissioner Suffern stated that is a good idea.

Commissioner Perri agreed.

Mr. Harper moved on to the last section, the idea of establishing sign districts in Bartlett, similar to the approach used in the Village of Lincolnshire. Currently, Bartlett's sign restrictions are based on the category of the adjoining street, with more intensive streets allowing for larger signs. The proposal suggested creating different sign districts, such as residential, commercial, downtown overlay, and industrial/office. Each district would have its own set of sign regulations, regardless of the specific street's intensity.

Commissioner Suffern expressed support for the idea, noting that it makes sense to have different districts that consider the unique characteristics of each area.

Ms. Stone further clarified by proposing a breakdown into general commercial/retail, downtown overlay, industrial/office, and residential sign districts.

Commissioner Kubaszko raised concerns about the potential complexity of managing multiple districts and suggested that it might open up challenges and require rules for each district. He emphasized the importance of considering variances for specific situations.

Mr. Harper then discussed the idea of leaving the sign regulations based on road sizes and uses rather than adopting a universal set of rules for all offices or industrial buildings.

The consensus leaned toward maintaining the existing approach based on road sizes.

Commissioner Gudenkauf asked for clarification on the number of signs a building can have, discussing scenarios like buildings with multiple sides facing streets.

Mr. Harper answered.

Commissioner Suffern asked about variance-seeking for unique circumstances was also addressed.



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Ms. Stone emphasized that variances would continue to go through the Planning and Zoning Commission and that the entire sign code was set for a comprehensive rewrite. The input gathered from the meeting would guide the drafting of the new sign code, with subsequent steps involving committee reviews, public hearings, and final votes by the village board.

DRAFT



# Agenda Item Executive Summary

Item Name Village Strategic Plan Committee or Board Committee

## BUDGET IMPACT

Amount:		Budgeted	
List what fund			

## EXECUTIVE SUMMARY

In February 2017, the current strategic plan for the Village of Bartlett took shape through comprehensive stakeholder surveys across various community segments. Following data collection and analysis, the plan was structured into four categories: short-term routine, short-term complex, long-term routine, and long-term complex objectives.

Annual strategic planning sessions have led to incremental adjustments in the plan over the years. The board of trustees formally approved the 2021 Village of Bartlett Strategic Plan during the August 17, 2021, meeting. The attached document provides concise summaries detailing the status of goals, reflecting the board's successful implementation of many objectives outlined in the strategic plan.

## ATTACHMENTS (PLEASE LIST)

Staff Memo

## ACTION REQUESTED

- For Discussion Only
- Resolution
- Ordinance
- Motion

Staff: Scott Skrycki

Date: November 27, 2023

# Memorandum

**To:** Paula Schumacher, Village Administrator  
**From:** Scott Skrycki, Assistant Village Administrator  
**Date:** November 15, 2023  
**Re:** Strategic Plan Update

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## Short Term Routine

### *1. Enhance public awareness via an education campaign to increase resident's awareness of village services, activities, funding, etc.*

The village continues striving forward to maintain what is currently the standard for communication, while also working to innovate and move forward. Specifically in the last year, the village has spearheaded the creation of the first communications committee, which looks to bring in all departments, and ensure that they are all at the table for discussions of what messages are being put forward.

The village has also added two strong new mediums for message delivery: Bartlett Connect and Trending Now. Bartlett Connect has been an already existing mobile application that residents have used in the past for GoRequest submissions. We have now added the ability to directly send push notifications out to every mobile phone using the app and have seen strong early returns. This was an idea and directive from the Village Board that came out of strategic planning discussions based on the 2022 Community Survey results. Currently the app is host to 600 registered users.

Trending now has also been a strong addition to the village's communications toolbox. The Bi-Weekly newsletter is a supplement to the Bartletter, not a replacement. It allows staff to get information out that is more time sensitive, and not necessarily appropriate for the Bartletter. The success has been shown through a growing subscription base that is now at 772 users.

### *2. Enhance Community Events*

Over the last couple of years, the village, park district, library district, chamber of commerce and the lions club have worked together to enhance the tree lighting event and add a secondary event, the Cocoa Crawl, underneath the "Merry and Bright" umbrella. Each of the last three years the event has been added to make it even merrier and brighter. New for 2023, the Devon Ave. holiday tree was moved to the park as the tree to be lit for the event. The tree was also moved to the middle of the park for a more central location. An ice sculpture was also added to the event and more food vendors were added. Additionally, a new brighter reindeer set up was brought in addition to all of the other changes that have been added over the last couple of years.

The Cocoa Crawl continues to be a popular event with both our businesses and crawlers. This year the downtown holiday lights will remain on during the crawl to add to the festive event. As of the end of November there were 325 registered crawlers.

The Village also assists our friends at BAPS for the Diwali celebration, as well as lighting the trees in front of Village Hall with red to demonstrate our appreciation.

The Village also continues to honor our Veterans and hosts the Memorial Day walk that begins at the log cabin and ends at the cemetery where the names of our veterans who are buried are read off, and a ceremony honors all of our brave men, women, and gold star mothers who have defended our country.

The police department hosted another great National Night Out event. In 2022, the village was awarded 1<sup>st</sup> place for our sized community.

The Oktoberfest event was very successful again this year. The late September event really shows the value our civic organizations bring when they come together. Oktoberfest is a partnership of the Bartlett Area Chamber of Commerce, Lions Club, Rotary Club and newcomer this year, Ignite the Courage. Additionally, the village donated \$8,000 to the event. The event saw live music, a German stein holding contest, traditional German food including brats and pretzels and events for kids.

The online special events permit went live in 2023. Open Gov allows the police department, fire department, and administration department to review an application, parking plans, and required permits simultaneously to speed up event reviews and help communicate requirements with the event holders. There were nine applications this past year.

2023 also saw the addition of a new farmers market in downtown Bartlett. This market was privately run, but the village assisted with coordinating a location as well as marketing the event in the Bartlett and on social media. The market ran every Thursday throughout the summer from 4-7pm in the Town Center.

In total, police and public works assist with approximately 25 community events, including ones facilitated by the Village, as well as our civic groups.

The History Museum continued its trend dynamic events of 2023 in Bartlett, the Bartlett Depot Museum took center stage, not only for its 150th anniversary celebration but also for the lively Halloween spirit that adorned its premises. Families were invited to participate in creating Halloween picture frames, fostering a sense of community engagement and celebration. The museum further enriched its offerings including a cross-over event with Bartlett Hills Golf course which was host to Chuck Snider's enthralling presentation about his Appalachian Trail adventure, sharing not just stories but also tangible artifacts like his hiking gear.

The commemoration of Bartlett Depot's 150 years was a nostalgic reflection on the village's origins along the Chicago and Pacific Railroad. The Elgin Advocate's historical snippet painted a vivid picture of Bartlett's rapid growth, tracing its roots back to the advent of the iron horse. The Bartlett

Depot Museum, housed in the village's oldest structure since 2010, continued to serve as a custodian of Bartlett's rail history, inviting everyone to explore its exhibits free of charge.

The Bartlett History Museum extended its commitment to preserving and presenting the community's history with the unveiling of a new exhibit, "I'll Drink to That! From Temperance to Tolerance Bartlett's Libation History." This exhibit not only delved into the village's temperance origins but also chronicled the evolution of liquor consumption, featuring the Bartlett Tavern and The Eck/Lucky Jacks businesses. The exhibit even carved out a space titled "Three Cheers for Root Beer," catering to the younger audience with a recreation of soda foundations from Bartlett's past.

The community's engagement with its history remained robust throughout the year. Residents participated in a North Avenue Walking Tour, where stories were shared, and new aspects of Bartlett's history were uncovered. Meanwhile, the Bartlett Village Hall hosted a unique PUP Art exhibit, showcasing paintings by 30 artistic dogs. This creative endeavor, born out of the DuPage Warhol Pop Art Challenge, added a whimsical touch to the community's artistic landscape.

The Warhol Pop Art Challenge itself brought a contemporary flair to Bartlett, as four notable community members were immortalized in a Warhol-style mural. Sophia Bartlett, George Struckman, Catherine Melchert, and John Whitmer became the local faces of this artistic celebration. Overall, 2023 was a year of celebration, reflection, and creative exploration for Bartlett, showcasing its rich history and vibrant community spirit.

### ***3. Maintain checks and balances to ensure financial stewardship***

Recently, the auditors completed their yearly review, and we had another outstanding and clean audit. In this last year we received our 40<sup>th</sup> Certificate of Achievement for Excellence in Financial Reporting and our 30<sup>th</sup> GFOA Budget Award.

Village staff also undergoes annual cyber security training in efforts to protect Villages systems from cyber criminals.

### ***4. Maintain or enhance village standards for service delivery***

The first year of business license renewals were completely online allowing for easier tracking, and a significantly more streamlined process for the businesses. Information from the first year was already in the portal, so business owners only needed to confirm accuracy, make a payment through the portal, and receive their business license emailed directly to them, saving them valuable time. Approximately 300 licenses are now in the portal.

In December 2024, the villages waste hauler contract will end with Groot. We have the option to work with Groot to negotiate a new contract before July 2024 or go out for RFP for the service.

A marketing push was very successful for utility billing via e-mail and has increased to over 1,285 per month compared to 746 per month last year. Further marketing pushes will take place to continue this trend.

New software via GolfNow has improved our POS system and allows for better communication with clients. Tablets on the veranda, mass messaging to golf clientele and secure credit storage are all included to help improve the customer's experience. Additionally, new GPS units were installed on the golf carts at Bartlett Hills adding to that experience. The units tell the golfer their distance to pin, allow golf staff to monitor pace of play from the club house the next phase of this technology will look to have a food and beverage ordering component in the upcoming 2024 season.

### **Short Term Complex**

5. ***Continue the business development strategy focused on attracting and incentivizing an additional grocery store to town.***

After pursuing a second grocery store since the closing of Dominick's Finer Foods in December 2013, staff continued pursuing Aldi, who continually responded to our inquiries and consistently considered expanding into the village. This was after contacting over twenty grocery stores in the Chicago area and meeting with half a dozen.

As the former Bartlett Plaza was sold to Mr. Rafidia, who redeveloped the center into Streets of Bartlett and brought it up to full occupancy in the span of two years, the location became more attractive to Aldi, who always preferred a "neighborhood location" over a Route 59 or Lake Street location.

After several months of negotiations involving the landlord, Aldi's real estate team, and the village, a land lease deal was struck.

The village ultimately approved a \$500,000 incentive to attract Aldi to the site comprised of a \$250,000 grant to offset the enormous engineering costs of over \$1 million, a waiver of all permit fees valued at \$30,000, and a fifty percent sales tax rebate until an additional \$220,000 is rebated, which we anticipate occurring within the first three to four years.

This aggressive incentive along with Mayor Wallace and the Village Board's dedication to bringing another grocery store option for village residents is what is ultimately resulting in this new prototype 20,000 square foot store that will be open this winter.

6. ***Continue the business recruitment strategy to attract developers to invest in the downtown area and provide options for the businesses to locate to Bartlett***

Economic Development staff has continued working with other shopping center owners, developers, and business owners to bring additional tenants to Bartlett Town Center (Issa's Venezuelan Foods and the Happy Hangout), Main Street Plaza (The Boss's Signature), a photography studio to the Shops at 138 S. Oak Avenue, a new tapas bar to the former Banbury Barn (Le P'tit Fusion Tapas and Bar), a new office tenant to the former Bartlett Tap building and, of course, MORE Brewing Company's two-story rooftop beer garden restaurant and brewery, which now attracts thousands of out-of-town visitors in addition to serving Bartlett residents.

Four of those businesses were assisted by the Bartlett Economic Development Assistance (BEDA) program, which helped attract them to the village's downtown.

**7. *Continue to act on strategies for development of Railroad Avenue. Vacancies***

The strategies deployed by the village for Railroad Avenue has seen a high rate of success. The old Bartlett Tap building needed rehabilitation, which led to a new State Farm building with livable quarters on top. Railroad Ave. has also seen a food and dining experience boom with the addition of More Brewing and Le P'tit Fusions Tapas and Bar on either side of a new enhanced parking lot at the corner of Railroad and Oak.

The 1.87 acre property commonly known as "Site E" is prepared to break ground in the spring of 2024.

Village Staff has also been working on a beautification plan with a grant from Metra within the downtown including the replacement of sidewalks and landscaping.

**8. *Develop community branding plan***

The village went through an RFP beginning in November of 2022. The RFP went before the Economic Development Commission (EDC) then the Village Board. After a series of interviews, the EDC decided to go with A5 to help with a new branding campaign.

The staff has continued to engage with a5 Branding and Digital on a continual basis in the launching of a new village community brand. Broadly the goals of the campaign are to lay the foundation for a multi-year village marketing campaign with limited, planned content updates throughout the next several years to promote Bartlett as a regional shopping, dining and recreational destination in the northwest suburbs to increase regional awareness of Bartlett businesses and general quality of life.

Thus far, surveys have received over 1,000 responses. The data collection is ongoing with a few more pushes to go out, before A5 comes to the board to discuss the collection and branding efforts going forward at the beginning of 2024.

The next several years will be a campaign that is driven on decisions based on quantitative measurable, budget considerations, and overall success of the campaign's early stages.

**9. *Work to improve retail business profile in the Village of Bartlett***

The retail business profile in the Village of Bartlett remains robust, with an extremely low vacancy rate (6% per the costar report from Choose DuPage in early 2023). Notable changes include the transformation of the former Bartlett Tap into an insurance office and the demolition of the garage behind JC's Mexican restaurant, that they have now purchased making room for a new outdoor seating area. The Bartlett Town Center has filled a few vacancies as well, filling the former Trackside Diner space with Issa's Venezuelan food, the village's first Venezuelan restaurant, as well as The Happy Hangout in the former D'licious Crepes location.



Efforts to improve occupancy have seen success, notably with the relocation and expansion of Rebecca's Cakes by Design. Throughout the town, small mom-and-pop businesses have filled most small spaces, contributing to the vitality of the retail sector. Shopping Centers along Route 59 remain largely at full capacity, with Stearns Crossing Shopping Center having some lingering vacancies.

The new dealerships along Lake Street have also been a big boom to the corridor. Both Genesis and Hyundai are projected to open at the end of 2023/beginning of 2024.

Noteworthy developments include the upcoming construction and opening of an Aldi grocery store in downtown Bartlett, signaling further growth. Additionally, More Brewing has opened, adding to the dynamic dining landscape. Despite challenges, the retail sector maintains strength, with a vacancy rate below ten percent considered favorable.

#### 10. *Revisit, refine and execute our overall economic development incentives*

The Village of Bartlett has successfully attracted many millions of dollars' worth of new development over the past several years in a variety of ways.

Twenty-three businesses have been approved for BEDA grants ranging from a few thousand dollars for upgraded signs, to maximum \$50,000 grants to businesses and a shopping center owner who invested millions of dollars of private funds.

Besides BEDA grants, the village has approved Class 6B property tax incentives for large industrial development in the Cook County portion of the village, allowing investors to construct multimillion dollar buildings that are attracting some of the largest businesses in the area including McKesson, Colony Display, and several others. This program makes Cook County's industrial taxes comparable to those in surrounding counties.

Regarding the BEDA program, the Village Board and staff revisited and refined the program in November, adding some additional requirements to better protect the village's investment in these projects, and we are currently revisiting the program once again to possibly refine it further.

The total grant amount that has been approved is approximately \$632,000 with a total of \$8.4 million dollars of private investment. The total sales tax derived from the program is \$211,000. The program has also brought curb appeal and vitality to key commercial areas within the community. The program has also caught the attention of the brokerage community and has created positive press in the daily herald.

The BEDA program is just one of the tools in the economic tool box, waiving fees, sales tax sharing, have brought in major developments like ALDI, More Brewing, Car Dealerships, and Culver's the last several years.

The Brewster Creek TIF has created an overall EAV of \$91.8 million dollars combined and started at roughly \$3 million dollars. With the newer spec buildings to be assessed the EAV should exceed \$100 million.

### ***11. Develop strategy to connect east and west sides of Bartlett***

The village continues to work toward development near the Southwind Business Park, retail is a possibility and staff has been working with the developer this past year, however, they have yet to submit a formal application.

Bike Path connectivity is also another way to connect the east and west, and the village is helping facilitate a pathway that goes under route 59. Staff met with Cook County on November 7<sup>th</sup> to confirm the Village's interest in implementing Phase II design engineering for the new pedestrian and bike underpass under route 59. The county is looking to commit \$150,000 to this project through their ARPA funds. Staff completed the risk assessment application and is waiting for the assessment to be reviewed before an IGA goes to the board for approval.

The Village is also looking to our new branding consultant for ideas to connect the west and east side of Bartlett.

### ***12. Improve village bike and pedestrian pathways and routes.***

Each fiscal year, the village allocated a grand total of \$40,000 to bike path repairs, maintenance, and other projects; \$30,000 from the village and \$10,000 from the park district. The current fiscal year budget for resurfacing bike paths was increased to accommodate for the resurfacing of the South Bartlett Trail from the horse farm to the library. This project was recently completed in the beginning of November. Additionally, the 8' sections of the Newport Trail were finished being resurfaced and staff are currently prepping another 300' of paths off Struckman. Bike Lanes from Lambert to Naperville were striped as well. With support of the Bike and Run Committee staff submitted the Bicycle Friendly Community (BFC) application to the League of American Bicyclists. If approved, Bartlett would join the 506 BFC's in the U.S. of which only 18 are in Illinois. The Bike and Run Committee continues to review bike paths, possible future connections, and bike path signage throughout the village.

The Grasslands development will be required to install path in their ROW along Naperville Road.

In the Brewster Creek Business Park, a path was added along the west side of Munger, and south to Stearns Road. A path will also be completed crossing the south leg of W. Bartlett and Munger.

### ***13. Determine the need for a TIF district in a portion of the downtown and along Lake Street***

Beginning in April, staff interviewed two TIF consultants regarding the Lake Street TIF study. The Village Board approved an agreement with Teska Associates to complete the work. In late August, staff spoke with IDOT to discuss the desire to have the ROW included in our TIF District. Staff completed documents making a formal request for IDOT to review this piece to see if they are willing to give up their rights. On September 19<sup>th</sup>, Teska Associates presented the TIF Eligibility Report to the Committee of the Whole. Part of the TIF area is a small triangle piece of land east of the Dunkin that is not currently within the village boundaries. Staff met with the owners in the beginning of October to discuss annexing the village. This piece is an

important connection piece for the TIF and can lead to further development in what is now an underutilized site. Staff is working on an annexation agreement which will go before the Village Board for approval. Mr. Brown from Teska presented at the November 7<sup>th</sup> Committee of the Whole meeting to discuss potential land uses within the Lake Street TIF and provided an update on the project. Staff anticipates getting an answer from IDOT by January 15, 2024 in response to our request to vacate the ROW south of US 20 from Park Ave. to Old Lake Street.

## **Long Term Routine**

### ***14. Examine service delivery methods and approaches***

The village demonstrates a proactive approach to service delivery methods and innovation. Annual events like Pitchfest encourage cross-departmental collaboration, leading to tangible improvements. Notable successes from 2022 include revamped communication processes and a streamlined parkway tree program. 2023 saw a continuation of efforts to improve internal communications with a digital employee newsletter.

Efficiency gains are evident, such as doubling in-house concrete production due to outsourcing brush collection. GIS technology, combined with an emergency response app, enhances real-time issue pinpointing and collaboration between public works and the police department. Ongoing efforts involve GIS updates for utility records and continued training for cross-departmental communication during emergencies.

The water division leverages GIS for maintenance logs, focusing on trouble areas to prevent emergencies. Initiatives like the Sanitary Lateral Lining Program showcase successful public participation and cost-sharing, with the village covering a significant portion of the project cost.

The police department utilizes the Frontline software program for online service requests, including overnight parking and vacation watch. The program tracks officer activity, enhancing transparency and accountability. Frontline is divided into seven categories including overnight parking, vacation watches, directed patrol, at risk residents, business key holders, condition reports, and trespass warnings. 2023 has seen nearly 8,000 entries adding to efficiency of the department as well as accountability.

The introduction of an online business license portal streamlines processes, with over 762 applications completed online. Waste hauler services are extended with cost stability and increased services, providing a better value for residents. The adoption of online business licenses and email billing for utility bills reflects a commitment to efficiency and modernization, benefiting both businesses and residents.

The brush collection program has been stabilized and now sees nearly zero complaints from our residents, the combination of Groot's bundling service and the Village semi-annual collection, there have been a total of five complaints in the last year, all of which were rectified to the satisfaction of the resident.

Public Works also continues its major storm brush collection. This year saw two collections of this nature.

In early August, a distinguished tree pathologist from the esteemed Morton Arboretum conducted a comprehensive assessment of Bartlett Hills Golf Course to evaluate its suitability as a test site for groundbreaking experimental fungicide treatments designed for Oak trees. During this visit, meticulous root samples were extracted from multiple ailing Oak trees on the premises. Subsequently, these samples underwent rigorous testing in the laboratory, revealing the presence of the fungal disease targeted by the experimental treatments. The application of these innovative treatments is scheduled to commence in early 2024, with a thorough monitoring period extending over five years to assess the efficacy of the treatment on the trees.

The grounds crew has implemented a meticulous tracking system known as "growth potential," which precisely calculates the anticipated growth of the grass on a scale from 0% to 100%. Achieving 100% growth is contingent upon optimal weather conditions, with high temperatures ranging between 60 to 75 degrees and lows in the 50s. Conversely, 0% growth is akin to the conditions experienced in January or the peak summer months of July and August, particularly when temperatures soar into the high 90s.

For cool-season grasses, the ideal air temperature for shoot growth falls within the range of 60 to 75 degrees, while the optimal soil temperature for root development is between 50 to 65 degrees. Notably, shoot growth halts when the air temperature surpasses 90 degrees, and root growth ceases when the soil temperature exceeds 77 degrees.

The grounds department also is continuing its native planting preservation. These areas used to be mowed semi-weekly, even daily during optimal growth conditions. These areas are not typically in play for the golfer, so they are now mowed once per year. This practice not only adds character to the grounds but also allows the crews to work on more important playable surfaces.

The grounds department is steadfast in its commitment to preserving native plants. In contrast to their previous semi-weekly or even daily mowing schedule under optimal growth conditions, these areas, generally not in direct play for golfers, now undergo a more mindful annual mowing. This intentional shift not only imparts distinctive character to the grounds but also strategically allocates resources, enabling the crews to focus on maintaining the more critical playable surfaces. This approach not only enhances the aesthetic appeal of the landscape but also ensures that attention is directed toward surfaces that significantly impact the golfing experience.

The food and beverage department recently introduced a new casual wedding package last year. It turns out that many couples prefer a more relaxed setting, and this change has been financially positive for us. With lower costs in food and labor, we've seen a boost in revenue. Since its launch in February 2023, we've had four events with this package. Moving forward, we're planning to highlight it more in our marketing efforts while ensuring it doesn't overshadow the appeal of our traditional plated affairs, which still make up most of our wedding events.

To date, we've issued a total of 2,674 permits. The average review time for building permit issuance stands at an efficient 12 days, with an impressive 80% of express permits being processed within just 2 business days. Notably, the record for the year showcases our swift

efficiency, exemplified by a roof permit that underwent review and approval in less than 2 minutes.

Local adjudication continues to be an efficient method for both the police department and code enforcement. This year has seen 121 cases for the police department and 133 cases for code enforcement.

***15. Determine the cost to remove the Oneida Water Tower***

The village sought an estimate from a demolition contractor during the early stages of the COVID pandemic. This project is part of the five-year Capital Improvement Plan (CIP) and is synchronized with the construction of additional storage facilities elsewhere. However, the current high prices of steel have prompted a delay in the project until prices become more favorable. This strategic decision reflects a cost-conscious approach, acknowledging the impact of market conditions on the overall expense of the undertaking.

***16. Determine the cost to remove the well house on the north side of village hall's visitor parking lot***

Now that the wells have been properly abandoned, we are working to have the well house demolished. Before we can demolish the building, we need to coordinate disconnection of the utilities. We estimate that the cost to demolish the well is ~\$25,000. Staff will be seeking direction on future use of the well house site.

***17. Determine the cost to remove the well house south of village hall***

Now that the wells have been properly abandoned, we can schedule to have the pump station and reservoir demolished. Before we can demolish the building, we need to coordinate disconnection of the utilities. We estimate that the cost to demolish the pump station & reservoir is ~\$100,000. Staff will be seeking direction on the future use of the well house site.

***18. Maintain positive relationships with all taxing bodies***

The village has always maintained a positive relationship with its taxing bodies and has been bolstered by many events over the last few years, some good and some not good. The Pandemic forced an increased communicative relationship that allowed the Village of Bartlett to move forward in a positive direction.

Annual taxing body meetings and joint review board meetings are instrumental to these relationships, as well as the collaborative work on all community celebrations.

**Long Term Complex**

***19. Develop a long-term plan to refurbish/rebuild the village's treatment plant***

The completion of the Bittersweet Treatment Plant was included in the 2024-2028 Capital Improvements Plan, which was reviewed at the 11/21/23 Village Board Meeting. This is the

conclusion of a multiyear project financed through \$21 million of low interest IEPA loans. While there have been delays through many supply chain issues, this project is scheduled for completion in the summer of 2024.

***20. Develop a strategy to identify and complete roadway improvement and traffic mitigation programs and design.***

The village is actively engaged in developing a comprehensive strategy for identifying and executing roadway improvement and traffic mitigation programs. Collaboration with the police department remains a key aspect of this strategy, focusing on the identification of future intersections and potential roadway hazards.

One specific initiative involves the installation of traffic calming measures on Prospect Ave., particularly where it intersects with the bike path. This includes the placement of curbing and signage, leveraging the ongoing installation of a force main on Prospect Ave. to enhance overall traffic safety.

The Village traffic consultant is undergoing an analysis of the traffic surrounding the hawk hallow school and will do another after the school transitions to a middle school to judge the impact of the modified traffic.

Traffic enforcement has taken a strong look at Naperville Road. Since the summer of 2023 the police department has spent over 70 extra hours of patrol. In the spring a nine-day campaign took place and counted 35,7000 cars traveling northbound on Naperville Road, and 28,300 vehicles traveling southbound. The average speed northbound was 39 mph, and southbound 38 mph.

North and Western has also received attention. The concerns of the intersection have resulted in amending an ordinance prohibiting gross vehicle weight exceeding 12,000 pounds, as well as leading to the creation of a neighborhood traffic calming policy.

The ongoing major project at the intersection of Illinois Route 59 and West Bartlett Road represents a significant focus. Despite the current traffic disruptions, the project's overarching goal is to bring much-needed improvements to the roadway. The anticipated ripple effect on nearby roadways underscores the strategic nature of the improvements, with the creation of a more efficient intersection expected to alleviate traffic bottlenecks in the broader area. This approach aligns with the village's commitment to proactively enhance traffic flow and safety through thoughtful and impactful roadway improvements.

***21. Redevelop/revitalize open lot and other sites along Lake Street, Route 59 and Route 25***

Nearing completion, the new Hyundai/Genesis dealership too is remaking an underutilized RV dealership lot and creating Bartlett's first new car dealership. Additionally, the village owned empty lot on the SWC of Route 59 and US 20 will be remade into an off-site parking lot for the dealership.

The Grasslands development is in full swing on the northwest side of Rt. 59 and W. Bartlett Roads. Grasslands will include townhomes in part which will be the first townhomes built in Bartlett since 2004. In addition to the housing units include traditional single-family homes,

active adult duplexes and active adult single family homes. There will also be a commercial component on the open space along Rt. 59 and W. Bartlett Roads. This will be an important commercial piece that will become even more attractive to development once the intersection improvements are completed and more of the homes in the neighborhood are built and sold.

The village has hired Teska Associates to perform a TIF eligibility study on our Route 20 corridor from Old Lake St. to S. Park Blvd. This area is ripe for redevelopment, but if the TIF eligibility is positive, there are still some hurdles to face including annexation of the triangle piece and determining if the IDOT ROW can be included.

There are currently three vacant lots in Blue Heron Business Park, a development application should be submitted shortly for a landscape company and a building permit will be submitted in early 2023 for a 170,000 sq.ft. spec building on another one of the lots. Building permits were issued for four buildings in Blue Heron this past year. There are a total of three vacant lots in the Southwind Business Park and there is the potential for a retail center to be built east of the True North, but there has not been a formal application submitted.

## ***22. Evaluate bicycle/pedestrian connectivity under/over and along Route 59***

A 10-ft wide bike path will meander through the two Grasslands Subdivision Park sites located on both sides of Route 59. The path will run under the Route 59 bridge adjacent to the railroad tracks and connect (via a crosswalk) to the existing bike path on the south side of W. Bartlett Road, east of Route 59. This bike path would also connect to the proposed path on Naperville Road that will be constructed as part of this development. Engineering plans will have been submitted to IDOT for their review. Staff is working on a grant application to cover a portion of the final engineering costs for the project.

The Bartlett and Streamwood Bicycle and Pedestrian Plan proposes a bike path along the east side of Route 59 throughout the Village. IDOT has constructed 10-foot-wide bike paths on the east side of Route 59 from Army Trail Road to Schick Road and from Apple Valley Drive to Norwood Lane as part of their recent road improvement projects.

## ***23. Further implementation of TOD Plan***

Bartlett's downtown has been home to Pasta Mia, TL's Four Seasons and JC's Mexican Restaurant for years. The past several years has added O'Hare's Pub, Midway Lanes, 120 Live, Le P'tit Resto Bar Tapas, More Brewing, The Boss' Signature, and Issa's Venezuelan Restaurant, further reinforcing downtown Bartlett as a vibrant food and entertainment destination.

Since the adoption of the TOD Plan, the center formerly known as Bartlett Plaza, now called Streets of Bartlett, was transformed by major façade improvements. Since the façade updates were completed, the center has typically maintained full occupancy and will soon be home to a brand-new Aldi grocery store.

The village is partnering with Metra to replace and extend sidewalks to create safe and walkable areas and enhance the landscaping near the Metra Station and Depot Museum. Bartlett adopted a Compete Streets Policy and the Bartlett and Streamwood Bicycle and Pedestrian Plan incorporates

many of the improvements recommended in the TOD Plan. The Capital Budget includes downtown sidewalk improvements phased in over the next few years. The Bike and Run Advisory Committee continues to provide input on bike infrastructure projects and will be preparing a wayfinding signage plan.

Site E is also breaking ground this spring for construction of a 97 unit apartment building.

***24. Develop a strategy for development along Bartlett Ave.***

There have been some nice upgrades along Bartlett Avenue over the past several years. In 2020, restaurateurs from Elgin acquired the vacant office building at 120 Bartlett Avenue and transformed it into one of the most vibrant, well-liked eating and drinking establishments in town called One Twenty Live. He invested a significant amount of capital into the remodel, which was supported and encouraged with a maximum BEDA grant in the amount of \$50,000. On the corner of Bartlett Avenue and Oak, long-time successful restaurant, JC's Mexican Restaurant, just acquired the former garage building behind it and added an attractive outdoor dining area, which will further add to the vibrancy of Bartlett's downtown eating and drinking scene during warmer weather.

Parking lot improvements on Oneida will be available to help support the retail and restaurant traffic in that area.





# STRATEGIC PLANNING

2024-2029 KICK OFF



# Why?

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Why do we do strategic planning?

- Village Board policy direction
- Ensuring the staff is working towards priorities
- Allocate resources (staffing budget) towards goals
- Communication tool





**Bartlett residents point to village population sign, circa 1950's**



# HOW DID WE GET HERE?

1994-2024- 30 years of strategic planning



It begins with a conversation that becomes a goal.

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1994 Plan – “Move toward replacement or renovation of community facility at Bartlett Hills”. –New Club House built in 1996.

1995 Plan – “Develop senior housing and care facilities within the village”. Bartlett Senior Living Campus (Victory Center) application submitted 2001. The Clare Oaks senior housing development was submitted in 2004.

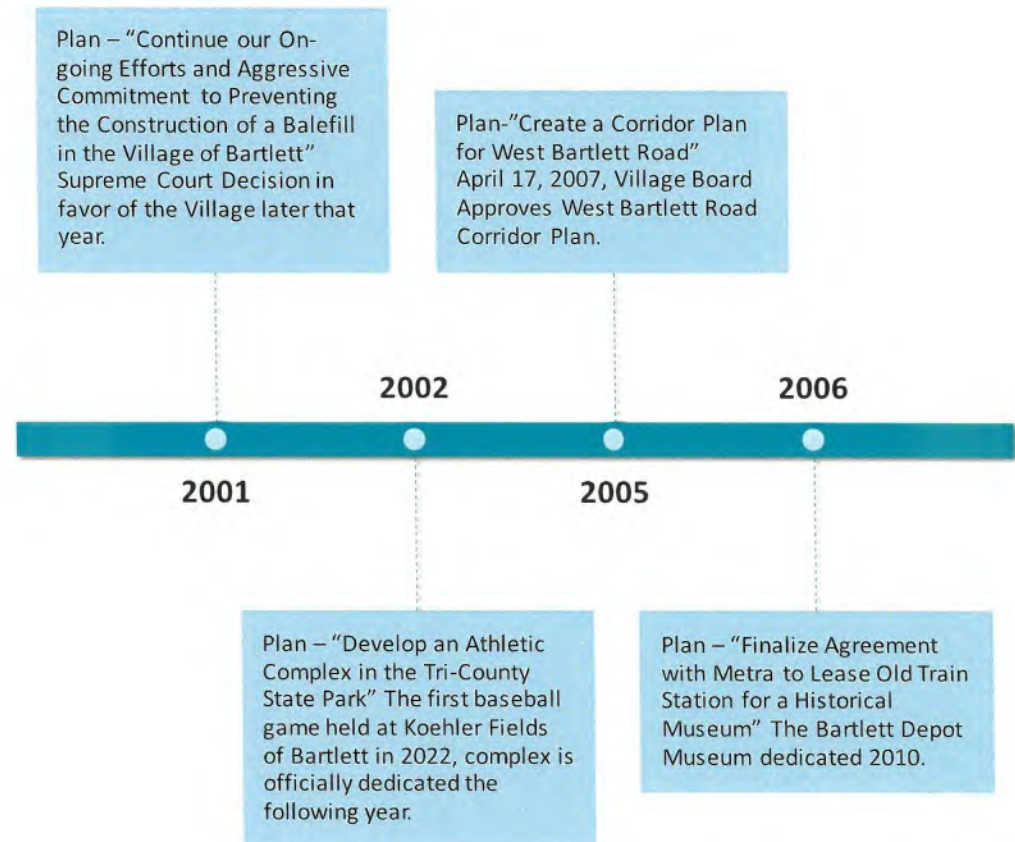
1997 Plan - Address the development of the Elmhurst Chicago Stone and Plote Properties’. Brewster Creek Business Park first building application 2000.

2001 Plan “Develop a ‘town center’ approach to our downtown area”. 2003 Secured an IEPA Brownfield Redevelopment grant for town center clean up. Construction begins. Board authorized the property sale for the 2<sup>nd</sup> condo building on December 7, 2004.

# Identifying objectives and building blocks



2023



# Responsive to community needs

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2010 Plan – “Explore development potential of commercial area at Rt. 59 and Lake Street and the Los Castores site” 2023 Grasslands Development under construction.

2013 Plan- “Maintain and enhance the appearance of our community” The Village Board approved a four- year treatment and removal plan for parkway trees infested with the Emerald Ash Borer.

2014 Plan “Continue to address residential drainage and stormwater concerns” Federal funding paid for 75% of a \$5,083,023 storm water management project for areas at North and Prospect Avenues, the Hearthwood Farms subdivision and at Crest and Taylor. The construction on these projects began in 2014.

2015 Plan – “Continue to evaluate and implement the use of technology in providing services and municipal operations” The Village received twenty-one responses to our request for proposals for the website redesign. A multi-departmental work group was formed to review the various proposals and make a recommendation.

2017 “Maintain a safe community and emergency management efforts” The Police Department conducted an extensive training for active shooter scenarios held at Bartlett High School and incorporated joint efforts with the Bartlett Fire Department.

2020 – “Develop a long-term plan to refurbish/rebuild the village’s sewage treatment plant”. Once complete, this project will improve water quality for area residents and businesses in Bartlett by improving the treatment processes to meet the discharge limits set by IEPA, including the new limit for phosphorus.

# MISSION AND VISION STATEMENTS

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## Vision Statement

*2001 Plan - The Village of Bartlett is a community of small-town charm with a high level of responsive municipal service. Prudent economic development and a diverse tax base makes the Village of Bartlett a safe, family-oriented community that is a great place to live, shop, work and play. A place where community isn't just a word, but a way of life.*

*Current Plan - Bartlett is a community all are proud to call home. We are a Village that values our past, cherishes our present and works together to thoughtfully plan for the future.*

## Mission Statement

### *2001 and Current Plan*

*The Village of Bartlett is committed to preserving the high quality of life enjoyed by our residents, providing fiscally sound, responsive municipal services, and delivering those services in a professional manner with a high degree of integrity.*

30 years of strategic planning

2023

8



# Where are we?

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Update on current plan



# Timeline

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Kick off /Update	December 5, 2023
Goal Setting	December 12, 2023 Village Board Workshop
Objectives	TBD Staff Workshop
Review	Board reviews final Strategic Plan at COW Feb 6, 2024
Approve	Board Approval of Strategic Plan February 20, 2024



“Where should I go?”  
- Alice

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“That depends on  
where you want to  
end up” –  
Cheshire Cat.

# What is next? Homework – New Ideas, Goal Generation

Respond with top 3

Due December 12, 2023

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What do you want to see in Bartlett in 5 years? Why?

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What do you want to see in Bartlett in 10 years? Why?

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What don't you want to see in Bartlett? Why?

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Are there operations or programs that you would like to see changed, improved, expanded, or eliminated? Why?