



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
December 11, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the November 13, 2023 meeting minutes
4. Public Comment
5. Current Development Update
6. Merry & Bright Recap
7. New Business
8. Adjournment



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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of November 13th, 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: Commissioners 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 11th, 2023, meeting minutes, seconded by Commissioner Gudenkauf.

ROLL CALL VOTE

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

NAYS: None

ABSENT: Commissioners Erickson, Gorski, Lewensky

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 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 can't 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 a part 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 out 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 here 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, in 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.

6. MERRY AND BRIGHT UPDATE

Mr. Skrycki provided an update on the upcoming holiday events.

7. NEW BUSINESS

Mr. Fradin provided an update on Small Business Saturday.

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

Commissioner Perri asked for an update on the new Aldi.

Ms. Stone stated that they are hoping to be open by the end of the year.

ROLL CALL VOTE TO ADJOURN

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

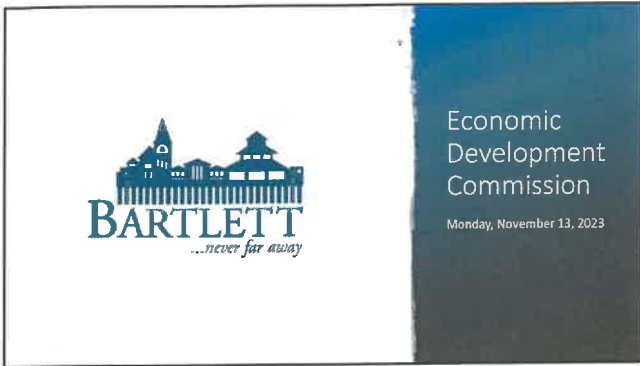
NAYS: None

ABSENT: Commissioners Erickson, Gorski, Lewensky

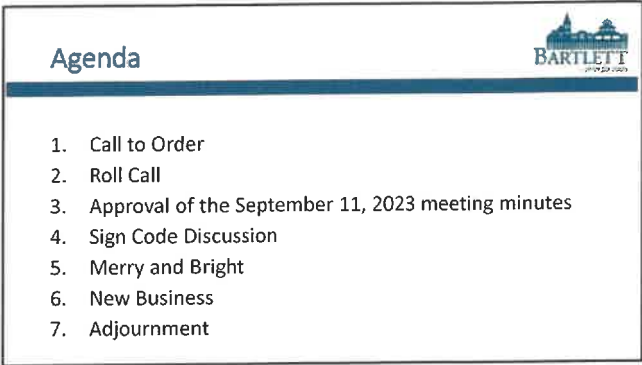
MOTION CARRIED

The meeting was adjourned at 8:25 p.m.

Joseph Dienberg
Management Analyst



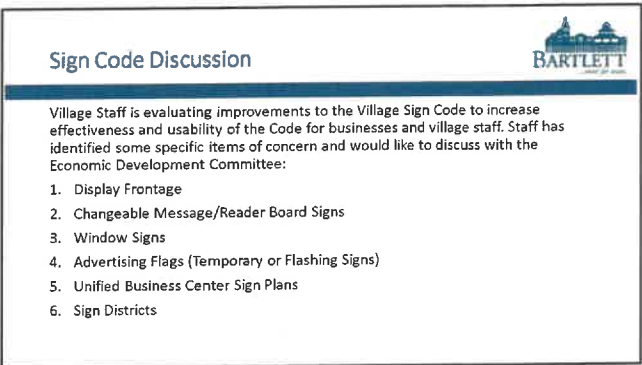
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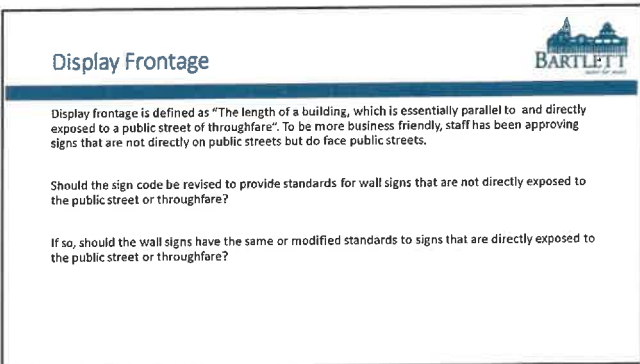
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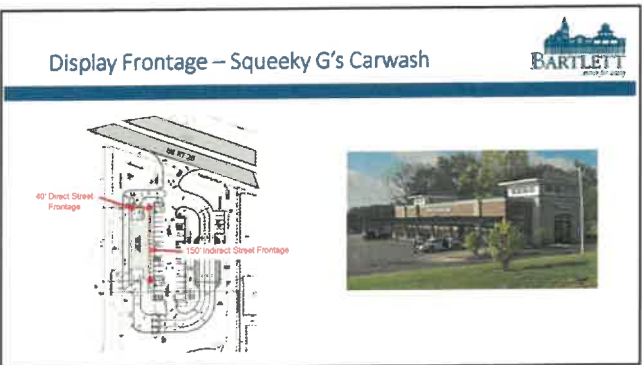
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6

Changeable Message/Reader Board Signs

Changeable message / reader board sign requirements are in the definitions section of the Sign Code are limited to a 32 square feet maximum.

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?

7

Window Signs

Window signs are limited to 25% of coverage of windows.

Should the Village revise the window coverage requirement?

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

8

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 device 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?

9

Unified Business Center Signs

Unified Business Center Sign Plans are unique sign requirements that are adopted for areas of concentrated development with centralized ownership characteristics.

The village currently has 18 Unified Business Center Sign Plans that govern the sign requirements for most retail and commercial centers in the village with varying degrees of complexity that is not consistent from center to center.

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?

10

Sign Regulation Designations

The Bartlett Sign Code determines sign restrictions by property uses and category of the adjoining street. 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".

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?

11

Village of Lincolnshire Sign District Map

12

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: December 6, 2023
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Economic Development Update

Efforts by Mayor Wallace and the Village Board, local developers, brokers, and entrepreneurs, the village's economic development team, and the EDC have resulted in a tremendous amount of economic activity in the village throughout 2023.

As the year closes, we submit the following to discuss economic development projects and initiatives as we strategize and consider new and ongoing projects and priorities in the new year.

Downtown

Aldi should be opening in late January, fulfilling the village's long-time top economic development priority of attracting a second grocery store as another option for residents. Aldi's new prototype 20,000 SF store will bring hundreds of customers to the Streets of Bartlett daily.



Several new restaurants have opened in recent months including the Boss's Signature and Issa's Venezuelan Food, both of whom were approved for BEDA grants. Currently,

Mo' Gyros recently replaced Hoot Dogs, and we continue working with brokers for Town Center and other commercial properties to continue filling vacant spaces.



The south end of Main Street Plaza recently sold, and we hope to work with the new owners to upgrade the façade to better match the north end of the plaza.

The staff is also working with local entrepreneurs who have purchased the former First Class Cleaners side of the building at 331 S. Main Street and are planning to open a convenience store to be open from 6 AM until midnight.

Just outside of the downtown area, we are also working with the purchaser of the former Bartlett Super Wash on Prospect Avenue to redevelop the property; this is a potential applicant for the BEDA program.

We continue working with Mr. Rafidia of MMRJ, LLC, on the development of the village's first new apartment building in four decades on the 1.8-acre site at Railroad and Berteau commonly referred to as Opportunity Site E from the Downtown Transit-Oriented Development Plan.

The project is called the Residences at Bartlett Station, and it is planned to be a five-story building with 90 units.



Route 59/Stearns Road

The intersection of Route 59 & Stearns continues to serve as the commercial center of the village in terms of number of businesses including many regional and national brands.

The vacancy rate in the area remains low, with most of them in Stearns Crossing at the southeast corner. Staff will make a concerted effort to engage more closely with the brokers, encouraging them to make use of the BEDA program to help attract more sales tax producing businesses to the center.

I am also in communication with the new owner of Dogfather Hot Dogs, who will be reopening and continuing that business as it was, and the owner of a new business called On the Rocks by Bobby that is replacing the former Gambit's on the south side of Apple Valley Drive.

Route 59 & West Bartlett Road

As the residential portion of the Grasslands subdivision is being built, economic development staff continues engaging with the commercial broker and owner of the site.

At around six acres total, with just over three buildable, we have mostly received inquiries from fuel stations. We will continue marketing this site with another email blast and via social media and in conjunction with the community branding initiative.



NWC OF ROUTE 59 & WEST BARTLETT ROAD | BARTLETT, IL
6.29 ACRE COMMERCIAL DEVELOPMENT SITE

Cornerstone
COMMERCIAL REAL ESTATE

PETER L. KARLIS • 630.853.1313 • peter@ccptwo.com
SPERO P. ADAMIS • 312.348.1000 • spero@ccptwo.com

It is our goal to attract sustainable and complimentary development to this site to serve both the village's residents as well as the 37,000+ commuters that travel along Route 59 daily.

Lake Street Corridor

The northern boundary of Bartlett, the Lake Street corridor is both home to what should soon become the largest sales tax generators in the village as well as an underdeveloped area characterized by undeveloped land, IDOT property, older buildings in need of rehabilitation and an unincorporated parcel.

Elgin Hyundai and Elgin Genesis, both of which were previously named, will soon begin selling and servicing new and used vehicles on the south side of Lake Street just west of Route 59.

Attracted to the village over several years and an incentive package including the village's first Class 7 and a sales tax sharing agreement, these dealerships will bring long-dormant properties and a former RV dealership to life as well as a healthy revenue stream for many years to come.

Further east along Lake Street, staff are working with consultants from Teska Associates to create a new Tax Increment Financing (TIF) district to set the stage for future development of the area.

A work still in progress, the area has already been qualified as a TIF. Currently, the consultants have met with staff and the Village Board to discuss potential future uses within the proposed Redevelopment Area.

Next steps will include completion of the Redevelopment Plan, convening a Joint Review Board, and ultimately proceeding through the legal process to establish a new TIF district and plan for future development of this key corridor on the northern edge of Bartlett.

Brewster Creek Business Park

After twenty-three years, the Bartlett Quarry Tax Increment Financing (TIF) district has been closed.

A former gravel quarry owned and operated by Elmhurst-Chicago Stone Company; many players worked together over the past two-plus decades to convert this area into one of the premier business parks in the area.

Home to a successful food cluster, an automotive component cluster, and a cluster of high-precision German manufacturing firms as well as dozens of other businesses, we consider this public/private partnership to be one of the best examples of TIF in the state.

What had started as roughly \$3M in EAV between the DuPage and Cook County portions is now over **\$91M**. There are also multiple large buildings that have not yet been fully assessed and a few more in the pipeline that will bring the EAV to over \$100M, indicating over \$300M in private investment made in the buildings alone.

Currently, I am working with two major prospects: one to purchase the 400k SF speculative building on Jack Court by Midwest Industrial Funds, and another who wants to locate in the soon-to-be-built 207k SF building by the same developer.

1303 Jack Court
Brewster Creek Business Park – Bartlett, Illinois 60103
Steel & Decking Commenced!

400,112 SF on 26 Acres – New Construction
Available Q2 2023

MIDWEST INDUSTRIAL FUNDS
REAL ESTATE INVESTMENT & DEVELOPMENT



Only a few infill sites remain, some of which are currently under contract or recently sold for build-to-suit projects.

Blue Heron and Southwind Business Parks

On the far west end of town in the Kane County section, Blue Heron and Southwind Business Parks have continued to attract businesses that cannot find suitable locations in Brewster Creek and/or are not permitted uses.

With Brewster Creek Business Park near capacity, there are currently multiple projects in the works in this area including a self-storage facility, a landscaping contractor with an office building, and a vehicle service and storage facility.



The developer/owner of these business parks, Dean Kelley, reports that there are only two remaining lots available, a 4.25-acre industrial lot (without outside storage) and an interior 3-acre lot north of the day school.

We additionally continue working with the purchaser of a 2.9-acre commercial parcel at West Bartlett Road and Southwind Blvd to attract a neighborhood-oriented strip retail center to serve residents west of the train tracks. We hope to help get this project going in 2024.

Branding

Staff continues meeting with a5 Branding & Consulting several times per month regarding the community branding campaign.

a5 has attended local events, completed a survey with approximately 1,000 respondents, has attended EDC and Village Board meetings, and has interviewed many stakeholders in the community.

Along with a5, we are in the campaign concept development stage of the branding process, with community branding proposals to be unveiled in the coming months. We are in the process of budgeting for the continued community branding process, weighing various alternatives to best get the village's branding launched and in the public this coming fiscal year.