VILLAGE OF BARTLETT
COMMUNITY & ECONOMIC AFFAIRS COMMISSION

MEETING AGENDA

Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
August 10, 2026 – 6:00 PM

1. Call to Order
2. Roll Call
3. Approval of July 13, 2026 Meeting Minutes
4. Public Comment
5. Business Parks and Lake Street TIF tour
6. Adjournment

Community and Economic Affairs Commission

July 13, 2026 Meeting Minutes

CALL TO ORDER

The July 13, 2026, meeting of the Community and Economic Affairs Commission was called to order by Chairperson Gandsey.

ROLL CALL

Chairperson Gandsey and Commissioners Erickson, Kubaszko, Suffern, O'Hare, Szkotak, Koch, and Peters were present.

Commissioners Densford, Gorski, Tolosky, and Wetherton were absent.

Staff present were Economic Development Coordinator Tony Fradin, Community Engagement Coordinator Ricci Lucas, and Director of Planning & Development Services Kristy Stone

JUNE 8, 2026 MEETING MINUTES

Motion by Erickson, second by O'Hare to approve the June 8th meeting minutes. Motion passed by a unanimous roll call vote.

LAKE STREET CORRIDOR MASTER PLAN

Moving to public comment, seeing nobody in the audience, the chair moved on to the main item of the evening: the Lake Street corridor master plan. Tony noted that the CEAC has discussed this TIF district quite a bit, as it represents the northern gateway to the community.

The consultants, Houseal Lavigne Associates, had put together a comprehensive report based on focus groups, studying and observations, reviewing statistics, real estate data, and conducting a very comprehensive planning consultant review of the corridor. The other item attached for discussion was the different development scenarios presented to the village board last month for their input, which is the impetus for moving forward to the open house next week.

The presentation focused on land that the village controls, IDOT currently controls, and some private owners as well. The area includes a big bulk of 43 acres owned by IDOT, a 20-acre piece the village bought in the late summer or fall right in the middle of Lake Street, and the Oak Avenue realignment depicted in blue dots showing how the road improvements will change the landscape. The area includes village-owned land, IDOT

excess property, private commercial parcels, undeveloped land, roadways, wetlands, detention areas, and adjacent residential neighborhoods.

Five themes emerged from the developer focus groups and the CEAC discussions. First, this is the northern gateway identity to the village, highly visible with about 40,000 vehicles a day traveling along the Lake Street corridor. Second, making it an active destination with an attractive, active, diverse mix of uses. Third, community character, including working on community branding and making it a very attractive area that draws people to patronize businesses or live there or attend events. Fourth, placemaking beyond standard commercial, not looking for the same development pattern seen every three to five miles but rather attracting development that distinguishes the area from typical suburban strip retail. Fifth, site constraints, which include IDOT access issues and wetlands, but Tony noted that's exactly why it's a TIF district that qualified with several blighting factors.

The discussion then moved to the three development scenarios. Scenario A was described as the highest density, called the Lake Street Mixed Use District organized around Lake Street frontage and a central market core, with a mix of commercial, entertainment, and some single-family housing attached on the western and southern edges, near the school site, with a large-scale destination entertainment anchor. The board viewed it as having good revenue potential but possibly appearing too busy, essentially maximizing every square foot of land. The board ultimately put this one down in favor of looking more at scenarios B and C.

When asked whether scenario A would be presented at the open house, Ms. Stone's response was no. The consultants are currently working on a scenario D, pulling together what was liked from each of the different scenarios. They're also working with Michael Baker International, the engineering firm hired to do the Oak Avenue realignment, to make sure traffic patterns will work with the densities and uses being considered, which may actually result in changes to how Oak Avenue is realigned, particularly with the school site. After public input on scenario D, that will be integrated and ultimately result in a scenario E that would be adopted. This will ultimately result in a request for proposals, sending out scenarios that the mayor and board feel is the optimal development for the site.

Scenario B, called Bartlett Commons Village, has more flexible housing types with multifamily sprinkled in and is a little less dense with more varied housing and additional open space. There was discussion about possibly putting in an ecological park. This balances commercial, entertainment, and residential uses more evenly than scenario A. From an economic development perspective, there was a big apartment boom for years and it seems like the tail end of it, but there is a need for modern, higher-end apartments in Bartlett, as nothing like that has been built for what is closer to 50 years at this point.

Scenario C, called the greenway district, is landscape forward with much more green on the map, mixed-use entertainment and commercial building heights scaled down a bit more, and is probably the least dense scenario. The trustees favored scenarios C and B, and the discussion focused on doing some kind of hybrid somewhere in between where a developer would be willing to build it the way the village wants and it would look as nice as expected on the northern gateway.

During the Q&A, a commissioner asked what "market" means in the context of the plan. Ms. Stone's response was that it could be small stores, boutique stores, specialty markets, or open space for a farmers market type of thing. Tom's was mentioned as wanting to be integrated into the plan somehow, and they did not require keeping the Lake Street frontage. The market space could be where they're relocated, still with visibility, and the goal is to find a way to make that location utilized year-round. Examples were given like Huntley's pop-up shops where different businesses can lease them for a few months, like nice, upgraded sheds that serve as incubator space for businesses moving from home-based to retail. The market concept is still very conceptual, figuring out types of spaces that can be utilized and maximized for year-round interest, since Tom's is only open two months a year.

Another question addressed multifamily units and whether there's a magic number for housing. The village hired a financial analyst who looks at what kinds of density are needed for a developer to be interested in doing apartments or condos, treating apartments and condos the same. The goal is not just to look great on paper but to be something that can be constructed and remain sustainable.

Tony noted that apartment developers are focused on five-story buildings, though it can be stepped down with multiple levels rather than being a big blocky building. Around 200 units is often the magic number for attracting what they call institutional money. There was discussion about mixed-use with retail, and developers would want to be closer to Lake Street frontage for visibility.

Ms. Stone noted that Board direction was that scenario A was considered too dense, with preference for combining the strengths of B and C. The hybrid scenario D is being refined. There was a lot of discussion about making sure additional residential and possible apartment buildings are buffered from surrounding residential neighborhoods, and everyone is aware of that throughout the approval process.

The open house is next Wednesday from 7 to 9 in this room, being promoted heavily on social media and newsletters. It will be more of a station format where people can talk to planners, consultants, and staff in small group discussions about what they like and don't like, and their concerns. They'll have samples of pictures showing different building styles to help narrow expectations so that when advertising to developers, it gives them an idea of expectations without being prescriptive. National developers are already reaching out

expressing interest, which is very exciting, and there's already a lot of interest even without publicizing it much yet.

During the discussion about entertainment uses, there was joking about nightclubs, but Ms. Stone's response was that entertainment could range from something like Andretti go-karting to mini golf to bowling, with national retailers scaling based on population. The vision is to create somewhere people can come and spend an hour or two minimum, with things that keep them there, not just a strip mall where you grab something and leave. One commissioner suggested family-oriented attractions for children, noting that McDonald's success with indoor gyms showed how that draws people during the day.

A question was raised about creating atmosphere, and the response focused on creating a sense of place so you know you're somewhere different. In suburban strip malls, it doesn't matter whether you're in Streamwood or Schaumburg, but they want this to have a family feeling, very welcoming and engaging, with gathering places like fire pit areas and outdoor seating not tied to a restaurant, just so people can sit out and hang out. The emphasis is on this being the gateway that brings people to downtown too, with signage directing people to downtown restaurants and shops to make everything cohesive and not competitive.

COMMUNITY EVENTS UPDATE

The meeting then moved to the community events update provided by Ricci Lucas. Social media updates included announcing the winners for the Star-Spangled Bartlett contest, with 247 Lincoln Drive chosen as home favorite and Durango Family Dental for most patriotic business, receiving signs and Home Depot gift cards.

The village now has a TikTok page, about two weeks old with 279 followers, verified as a legitimate government page. They're getting almost 2,000 views per post, with Fourth of July promotions getting traction. The follower demographic is about half and half male and female, with more male viewers, and the age group is hitting close to the Facebook demographic of 35 to 44 rather than just high schoolers and college kids.

The original TikTok plan is to humanize the village, highlight businesses, educate about municipal services, provide edutainment through video-style content to reach people differently, and encourage civic engagement through visual format content like "Minute with the Mayor" recapping board meetings and trustee sessions.

A question was raised about differentiating between the village page and Discover Bartlett. Discover Bartlett was initially created for economic development use to promote businesses and events, while the village page focuses on general communications. When businesses call, they can get local social media boosts through Discover Bartlett. There are plans to do professional video features for businesses strip mall by strip mall, and there was discussion about discretion in choosing which businesses to promote, with the

understanding that the village page is more specific about what gets shared versus Discover Bartlett for business specials.

Regarding monitoring comments, Ms. Lucas noted that Facebook automatically filters comments by relevance and derogatory terms, but due to the First Amendment, they can't hide or delete comments, only monitor them. There is a social media policy on the website stating these aren't monitored 24/7 with proper contact methods, and messaging has automated responses. One commissioner raised concerns about treating businesses differently and potential issues, but the response was that they take all feedback with a grain of salt and hope to communicate better.

The discussion noted that communications were rough over the holiday weekend, but the approach is to just keep communicating better. The Bartlett Connect app was highlighted as fantastic with push notifications, and they're trying to hit all the different communication styles out there.

Upcoming events were listed including a blood drive at Village Hall on Wednesday, Rhythm and Roots Latin night at Town Center on Thursday, a museum event with guest speaker Terry Lynch celebrating 250 years of America, police department roll call with free backpacks, the Lake Street TIF open house, Head to the Hills family golf festival, National Night Out on July 31st with a Super Mario-themed family movie night, Twilight Pool Party at Barracuda Bay Water Park, and the August 4th board meeting moved to Wednesday due to Picnic in the Park. Facebook events are being created for all these to make sharing and searching easier.

NEW BUSINESS

The Chamber of Commerce announced they have a new executive director starting July 27th, with more information coming out after Thursday's board meeting.

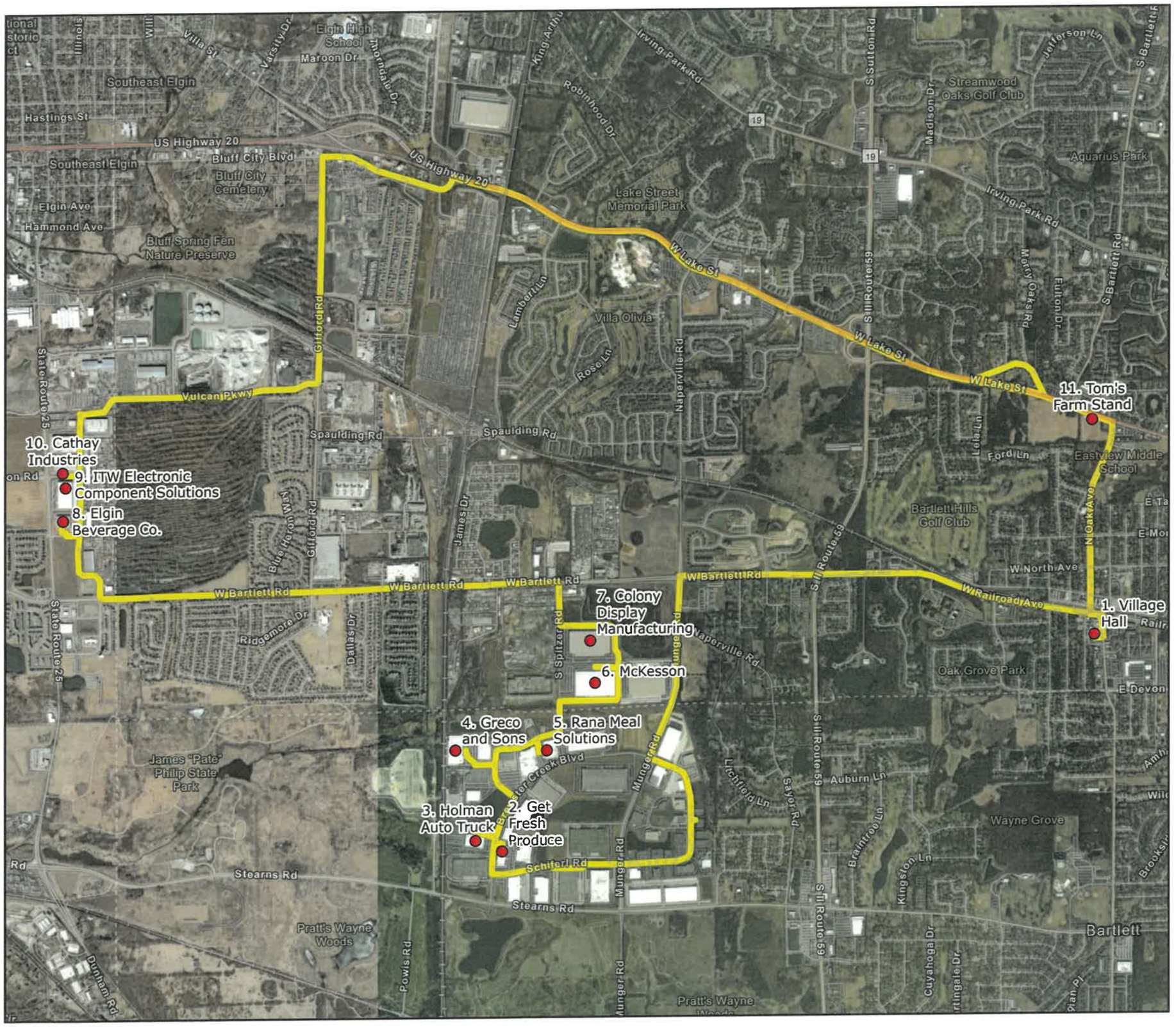
The meeting concluded with discussion about next month's meeting, which will be a tour of business parks and development sites, including possibly Lake Street, at 6 p.m. on August 10th.

ADJOURNMENT

The chair called for a motion to adjourn, which was moved by Commissioner Erickson and seconded by Commissioner O'Hare, and the meeting was adjourned.

CEAC Shuttle Route

Created by Bartlett GIS, August 2026



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1 inch equals 0.5 miles

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- Route