



Village of Bartlett
Planning and Zoning Commission
January 2, 2025

M. Werden, Chair called the meeting to order at 7:04 pm.

Roll Call

Present: B. Bucaro, J. Kapadoukakis, J. Miaso, J. Battermann, A. McSwane, M. Werden, C. Deveaux, G. Koziol (arrived at 7:07 pm), M. Sarwas

Absent: None

Also Present: Kristy Stone, Planning & Development Services Director, Brian Krause, Associate Planner

Approval of Minutes

A motion was made to approve the October 3, 2024 amended meeting minutes.

Motioned by: J. Miaso

Seconded by: A. McSwane

Roll Call

Ayes: B. Bucaro, J. Kapadoukakis, J. Miaso, J. Battermann, A. McSwane, M. Werden

Nays: None

Abstain: C. Deveaux, M. Sarwas

The motion carried.

Public Forum

M. Werden opened the public forum. No one from the public came forward. **M. Werden** closed the public forum.



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(#24-17) Cheer Athletic Chicago

Special Use – Fitness/Recreation Center

Variation – Reduction in Parking Requirements

PUBLIC HEARING

The following exhibits were presented:

Exhibit A – Picture of Sign

Exhibit B – Mail Affidavit

Exhibit C – Notification of Publication

The petitioner, **Melissa Rack**, Honor Elite Allstars, LLC dba Cheer Athletics Chicago, 36W429 Lancaster Ln, St. Charles, IL was sworn in by **M. Werden**. **M. Rack** stated that there are 2 requests, 1 for a Special Use Permit and Parking Requirement Variance for the location at 810 E Devon Ave. The unit is part of a multitenant building in the Light Industrial District. There are 4 units with 3 of the 4 spaces currently occupied by other tenants. The 810 unit is the only unit in the building that is currently unoccupied. Cheer Athletics Chicago has a lease with building owner pending approval from the Village of Bartlett for these 2 requests.

Cheer Athletics was founded in 1996 and has established itself as a leader in the cheer community known for its high-level training and successful teams with a focus on developing athletes. Cheer Athletics has produced numerous champions and fosters a supportive culture of athletic growth and community with an impressive global presence with 19 locations worldwide including a flagship location in Plano, Texas. Cheer Athletics has solidified itself as a dominant force in the all-star cheer industry. For almost 3 decades, the organization has garnered numerous regional, national and world champion titles surpassing any other program in the country. This location will be the first Cheer Athletics location in the State of Illinois. The 20,000 square foot space will be divided into an entrance with 2 offices and a conference room with an open showroom for merchandise. The 1,300 square foot loading dock will be used to bring cheerleading equipment into the facility and will basically go unused once the move-in is complete. There is about 17,000 square feet of warehouse space with 3 cheerleading floors with mats and apparatus for stunting and tumbling classes. There is currently a walled-off storage room that is about 900 square that will be used for storage of tumbling equipment.

Cheerleading is an over 2-billion-dollar industry with the nearest market competition located in Naperville to the south and Prospect Heights to the north. This location is ideally located to address the market in the middle amidst residential communities and nearby thoroughfares.

Athletics programs for children and children at heart with varying skills and abilities are vital for physical, mental and emotional development. Regular engagement in fitness and recreation contributes to athlete's overall health and wellbeing. It teaches the importance of collaboration and working towards a common goal. They learn to communicate effectively, trust their teammates and support each other, set and achieve goals, overcome challenges and experience success to build self-esteem and confidence.



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Classes are held in the evenings and weekends to accommodate student's schedules. Classes also occur with staggered start and end times for the safety of students entering and exiting the facility, which will reduce congestion in the parking areas and in the nearby community. Only enrolled students may participate in activities in the facility. Parents will drop off their students at the beginning of class and pick up their students at the end of class. The Special Use complies with all regulations and conditions as outlined in the Light Industrial District guidelines. Cheer Athletics Chicago does not participate in any of the outlined prohibited uses as designated in Ordinance 10-7A-6. Additionally, the building complies with the site and structure provisions in Ordinance 10-7A-7 and commits to comply with the performance standards in the ordinance.

The proposed operation is appropriately classified as a fitness recreation facility under the Village's municipal code. The parking requirements are based on use and square footage and under a fitness facility requires 1 parking space for every 250 square feet. Currently, the building has an approved variance for 147 parking spaces, 71 parking spaces for its proposed use for a total of 186 for the entire property, a delta of 39, which is what they are currently approved for. Cheer Athletics Chicago contends that the standard parking requirements outlined in the Village Code do not accurately reflect the actual parking demands for its use. The parking hardship stems from the inherent mismatch between the standard parking requirements and the unique operational characteristics of a cheerleading gym. The facility would operate on a structured class schedule allowing us to manage the participants present at any given time. This is in contrast to an open access public gym with less predictable usage patterns. This facility would not be open to the general public allowing the gym to control attendance and parking needs. Most participants would be dropped off and picked up rather than parking long term. Cheer Athletics Chicago has referenced a comparable parking study from a similar competitive cheerleading gym located in Naperville. The study showed that the competitive cheerleading facility in Naperville has a total number of 160 parking spaces for a property size of 111,800 square feet with similar tenant demands as the location we are talking about tonight. The cheerleading gym space in Naperville is 40,000 square feet and that study proved to have no issues with parking requirements as the peak demand was a total of 20 parking spaces and the peak period lasted less than 15 minutes. Our peak demand estimate would include 35 parking spaces for employees and athletes, which is less than half the code requirement. Regular operations estimate that only 19 parking spaces would ever be needed on a regular day-to-day basis. The busiest periods are expected to occur as the existing tenants in that space are winding down, allowing for efficient use of the available parking. The 3 existing tenant's operating hours occur during the daytime while Cheer Athletics Chicago would operate at night and on weekends and no overlap would occur making those existing parking spaces available. Without the parking variance we would have to consider this project not viable at all. We need the parking variance in order to proceed with this project. In partnership with the owner of the building, we have outlined a drop off procedure. Participants in cheerleading gyms are very used to these procedures for parking to provide safety for the enrolled athletes. The cones and signage would be placed daily and then removed at the end of the day.



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B. Krause this use would occupy unit 2 of 4, the other 3 units are all light industrial uses. Their parking requirements in total are 115 spaces. There are currently 147 and this would add an additional 71 spaces without a variation. The total adding all 4 units as is would be 186 spaces. This use requires a parking variation to decrease the total by 39 spaces. As a way of mitigating those parking spaces, this business would operate outside of normal business hours of the other 3 tenants. The parking plan would also encourage parents to drop their students off and this would be included in the code of conduct that every parent would have to sign to join the program. Staff does recommend approval for the Special Use and the Variation with the condition that the facility be used only as a training center and would prohibit any competitions, ceremonies or any special events that would require additional parking.

M. Werden asked, did you get any calls or emails for this? **B. Krause** no, we did not.

M. Werden I was very impressed with your presentation. I think you have addressed everything very well. In your cover letter as part of your application, you stated that the standard parking requirements do not reflect your needs and most participants will be dropped off or will carpool, classes will operate on structured schedule, the facility is not open to the general public and a parking study at a similar location showed less than 50% of code requirements were needed. This is picture perfect and I am glad to see something like this come about. I personally do not see any problems with this. **J. Miaso** your presentation was very inclusive and you explained everything. **G. Koziol** yes, that was an excellent presentation. I am always glad to see parking being well thought out. **M. Sarwas** you are thinking about this ahead of time and you will have paperwork to go back to hold people accountable. **C. Deveaux** asked, will there be an opportunity for parents to observe their children? **M. Rack** answered, that would be discouraged. However, the way sports are and especially gymnastics and cheerleading, there would be televisions for streaming in the administrative space so that if a parent wants to see what is going on in the facility, they can see what is happening in real time. We use that for safety, insurance and transparency purposes. **B. Bucaro** asked, during peak times, there are 3 administrative staff, 4 coaches and 28 students, if that is on a weeknight from 5 to 9, are those students coming and going? **M. Rack** typically, the class times stagger. We do that so people are not coming and going at the same time. **B. Bucaro** would you train existing teams? **M. Rack** all of the Cheer Athletics teams are part of the Cheer Athletics brand. If there was a team that wanted to use the space, they would have to be enrolled to comply with the policies and procedures and they could utilize the facility on rental basis. **J. Kapadoukakis** asked, what is the age range of the students? **M. Rack** the ages go from 4 years old to adulthood. There are athletes that may be able to drive themselves, but the split between drivable versus non-drivable is about 80% non-drivable to 20% drivable. Parents often carpool. **J. Battermann** asked staff, do the current tenants ever park trucks in the front of the building? **B. Krause** no, those trucks will no longer be there. The parking lot will be repainted and that will eliminate the truck parking.

M. Werden opened the public hearing. No one came forward from the public.



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J. Miaso made a motion to pass along **a positive recommendation** to the Village Board to approve case **(#24-17) Cheer Athletic Chicago** for a Special Use for a fitness/recreation center and a Variation for a reduction in parking requirements subject to the conditions and findings of fact outlined in the staff report.

Motioned by: J. Miaso
Seconded by: M. Sarwas

M. Werden closed the public hearing.

Roll Call

Ayes: B. Bucaro, J. Kapadoukakis, J. Miaso, J. Battermann, A. McSwane, M. Werden, C. Deveaux, G. Koziol, M. Sarwas

Nays: None

The motion carried.



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Old Business/ New Business

K. Stone we have some items in the pipeline. I do not know if they will be ready for February's meeting.

M. Werden asked if there was a motion to adjourn.

Motioned by: B. Bucaro

Seconded by: J. Miaso

Motion passed by unanimous voice vote.

The meeting was adjourned at 7:32 pm.