



EMBRACE OPPORTUNITY
HONOR TRADITION

Village President
Mike Reid, Jr.

Village Trustees
Heather Fodor
Aaron Kelly
Toby Koth
Lionel Mott
Laura Pollastrini
Erik Robinson

Meeting Agenda
Business Development Commission
August 10, 2022, 6:30 p.m.
234 S. State St. Hampshire, IL 60140

1. Call to Order
2. Public Comments
3. Review of meeting minutes from July 13, 2022
4. Update on Streetscape
5. Beautification Committee Report
6. Discussion of a Zoning Amendment to Allow Projecting Signs in the Village
7. Developing a long-term strategy for the Business Development Commission
 - A. Evaluation/selection of economic development strategies
8. Hampshire's Very Own
 - A. List of remaining companies
 1. Chick n' Dip
 2. RK Services
 3. Krueger Accounting
 4. Iron Wok
9. Update on new or existing businesses in the Village
10. New Business
11. Adjournment

VILLAGE OF HAMPSHIRE

234 S. State Street, P.O. Box 457, Hampshire, IL 60140-0457
847-683-2181 phone / 847-683-4915 fax

hampshireil.org

Attendance: By Public Act 101-0640, all public meetings and public hearings for essential governmental services may be held by video or tele conference during a public health disaster, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend this meeting by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than noon (12 PM) the day of the meeting. A link to participate will be sent to your e-mail address, including all exhibits and other documents (the packet) to be considered at the meeting.

Public Comments: The Commission will allow each person who is properly registered to speak a maximum time of five (5) minutes, provided the Chair may reduce the maximum time to three (3) minutes before public comments begin if more than five (5) persons have registered to speak. Public comment is meant to allow for expression of opinion on, or for inquiry regarding, public affairs but is not meant for debate with the Board or its members. Good order and proper decorum shall always be maintained.

Recording: Please note that all meetings held by videoconference may be recorded, and all recordings will be made public. While State Law does not required consent, by requesting an invitation, joining the meeting by link or streaming, all participants acknowledge and consent to their image and voice being recorded and made available for public viewing.

Accommodations: The Village of Hampshire, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in the meeting(s) or have questions about the accessibility of the meeting(s) or facilities, contact the Village at 847-683-2181 to allow the Village to make reasonable accommodations for these persons.



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Business Development Commission
Meeting Minutes
234 S. State St, Hampshire, IL 60140
(Virtual Meeting Optional)

The regular meeting of the Business Development Commission of Hampshire was called to order by Commissioner Krajecki in person and through a MS Teams video chat on July 13th, 2022.

1. Call to order at 6:34 pm

Virtual: Commissioners David Pizzolato and Assistant to the Assistant to the Village Manager Josh Wray.

In-person: Commissioners Ryan Krajecki, Karen Trzaska, Bill Swalwell and Village President Reid.

Roll call confirmed - (quorum established)

2. Public Comments:

- None

3. Meeting Minutes Approval From 6/8/22:

- Commissioner Pizzolato moved to make a motion to approve with noted changes to the 6/8/22 meeting minutes
 - Second by Commissioner Swalwell
 - Motion carried by voice vote:
 - Ayes: Reid, Swalwell, Krajecki and Pizzolato
 - Nays: None
 - Absent: Kelly
 - Abstained: Trzaska

4. Update of the Downtown Streetscape Project

- Village President Reid mentioned that the streetscape has progressed nicely, and the street is set to open with a ribbon cutting ceremony prior to Coon Creek Days. The BDC was enthusiastic and acknowledged all the hard work that is took from the entire Village to assist in get this project completed.

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5. Beautification Committee Report

- Commissioner Swalwell presented the following Façade Program applications for consideration:
 - The owner of 123 Washington Ave. has submitted a proposal to update the façade with a combination of new paint, brick tuckpointing, new metal awning, new gutters and roofing repair. The Beautification Committee unanimously approved a motion to recommend the BDC support a full 75% reimbursement of the enhancements outlined in the façade application.
 - After discussion, overall changes were recommended to be implemented to the façade improvement program guidelines that would omit the need for all façade improvements must be visible from a street.
 - The BDC discussed the proposal and felt it was warranted and a valid façade proposal within the façade improvement district.
 - Commissioner Trzaska moved to make a motion recommending the reimbursement of 75% for the façade improvement application at 123 Washington Ave. in the amount of \$27,900.
 - Second by commissioner Swalwell
 - Motion carried by voice vote:
 - Ayes: Reid, Swalwell, Trzaska, Krajecki and Pizzolato
 - Nays: None
 - Absent: Kelly

6. Developing a long-term strategy for the Business Development Commission

- Commissioner Pizzolato moved to make a motion to table the discussion of the remaining strategies to the August BDC meeting
 - Second by Commissioner Swalwell
 - Motion carried by voice vote:
 - Ayes: Reid, Swalwell, Trzaska, Krajecki and Pizzolato
 - Nays: None
 - Absent: Kelly

7. Hampshire's Very Own

- The current schedule of Hampshire's Very Own articles will be as follows:
 - Business Development Commission & Beautification Committee
 - Chick n' Dip
 - RK Services
 - Krueger Accounting
 - Iron Wok

8. Update on New or Existing Business Update

- Jimmy Sports Bar has a new owner and has received their liquor license. The new establishment will be called Harps Lounge
- The strip mall that is slated for Rt. 72 west of Casey's is making movement that may

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- indicate they will break ground soon.
- Romke & 72 - Development plans will be presented to planning and zoning later this month
 - Project Yukon has now grown to 220 Acres and the property being considered is on Brier Hill Rd., west of the Lakewood subdivision
 - Old Dominion Freight has approached the Village for building a logistics hub in the Hampshire Woods business park (20-30 acres)
 - Hampshire Logistics Park has had its engineering finalized and is coming closer to presenting a final proposal to the Village Board.

OTHER:

- Assistant to the Village Manager Josh Wray presented that the Village has looked into the opportunity of adding electric car chargers. Once more companies have been vetted and pricing is consolidated, the topic will be added to a future meeting for discussion.

9. Adjourn

- Commissioner Trzaska moved to make a motion to adjourn at 7:36 pm.
 - Second by Commissioner Swalwell
 - Motion carried by voice vote:
 - Ayes: Reid, Swalwell, Trzaska, Krajecki and Pizzolato
 - Nays: None
 - Absent: Kelly

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Agenda Supplement

TO: **Business Development Commission**
FROM: **Josh Wray, Assistant to the Village Manager**
FOR: **Business Development Commission Meeting on August 10, 2022**
RE: **Projecting Signs**

Background: A new business on Washington Avenue has inquired about installing a business sign that projects off the side of the building. The current community graphics regulations do not allow any wall sign to project more than 12" from the wall. The Planning and Zoning Commission asked for the BDC's input before holding an hearings or votes on a potential amendment to allow such signs.

Analysis: Several communities in Kane County, including St. Charles, Geneva, and Batavia, allow for projecting signs, usually just in a "downtown" area. These signs are often thought to enhance the character of a walkable commercial area. Restrictions on projecting signs might include a limit on the distance of projects, a limit on surface area, restrictions on mounting mechanisms, minimum and maximum height of the sign, and restrictions on distance from the sign to a roadway.

Action Needed: Discussion regarding a potential amendment to the zoning code to allow projecting signs.

Example Regulations for Projecting Signs

St. Charles

- Only permitted in business districts (not industrial)
- Max projection: 4 ft for primary; 2 ft for secondary (upper floor businesses)
- Max number: 1 per businesses, but not more than 1 per 50 ft of wall
- Max size: 8-18 sqft depending on district, plus additional 12 sqft for a time display
- Min height: none
- Max height: no taller than the building height
- Wall and projecting signs shall be safely and securely attached to the building wall.

Batavia

- Only permitted in downtown business district and mixed-use districts
- Max projection: 5 feet, but not closer than 2 ft to the street curb
- Max number: 1 bracket per street front with maximum of 2 signs mounted to the bracket
- Max size: 1.5 sqft per lineal foot of building elevation; counts in total wall signage allowance
- Min height: 8 feet above private walk; 10 feet above public walk; 16 ft above alley/driveway
- Max height: No taller than 25 ft or 5 ft below the building height, whichever is less
- All signs require design review - may be administrative or by committee depending on situation

Geneva

- Only permitted in downtown business district
- Max projection: 4 ft
- Max number: 1
- Max size: 4 sqft
- Min height: 7.5 ft
- Max height: no higher than the roofline
- Signs may not be internally illuminated
- Signs cannot include changeable copy
- Signs may only contain the name of the business, business owner, and/or logo
- Insurance policy required for signs projecting over the public right-of-way

Huntley

- No new projecting signs area permitted
- Existing projecting signs may remain if required insurance policy is filed

Goals	Lenses		
	Beautification	Sustainability	Land use
Attract/Retain Business	Façade Program	Incentives for using sustainable materials	Enterprise Zones
	Streetscape Project	Tax Credits for upgrading to Solar/green energy	Create Comprehensive Plan
	Develop Standards for future building North along State	Create an award for most sustainable business	
Diversify Local Economy	Survey residents as to what businesses they would like to see. Make this a regular habit (yearly)	Create Programs for incentivizing online companies to create brick & mortar. Market to them	Work with state economic development to attract international companies
	Help Foster/incentivize entrepreneurships.	Market to alternative energy installation companies	Create target areas for increased manufacturing companies
	Grow Festival activities		Set a goal of an entrepreneurial incubator
Enhance the Community's Image	Façade Program	Include Sustainability goals into Comprehensive Plan	Focus on Parks and Green space
	Streetscape	Incorporate sustainability into Village Code	Guide developers and current land owners with Comp plan
	Code Enforcement		Focus heavily on walkability. Push developers on this issue
Provide Additional Resources	Create a robust volunteer system whereby our residents can be help beautify the community	Collaborate with High School/community college for training in new energy	

Communication	Village Approval	Infrastructure
Continue Hampshire's Very Own program	Continue to streamline permit approvals	Analyze opportunities for State funding for big infrastructure projects
Keep Website current. Communicate programs incentives clearly	Update/modify code to modernize and make it simpler to comply	Continually expand infrastructure like roads/high speed internet/water & sewer
		Work with Engineering Enterprises to be sure their reviews and recommendations align with common sense
Coordinate with Chamber to be sure we push out workshops they are holding	Communicate with newer types of businesses to see what they need from the village (non-restaurant/bar)	Stay on top of trends to understand what new style companies need in terms of infrastructure. Start working towards providing
Communicate through various mediums types of companies that our residents want (Coordinate with Chamber)	Start preparing for an extension of the TIF district before time runs out	
	Require Developers to include housing diversity in projects (townhomes/apartments)	
Push out communication regarding Façade Program participants	Focus on code enforcement where it makes sense	Develop infrastructure standards in the code that focus on quality. Enforce
Highlight companies that make investments into exterior of their building	Emphasize to the village board the importance of events on mainstreet. Assist organizations where possible	Focus on walkability and invest alongside developers in this respect
Offer a non-pay internship for marketing/communication in the village		Create internships within public works. Coordinate with trades teachers at high school

Goals	Lenses			
	Beautification	Sustainability	Land use	Communication
Attract/Retain Business	Façade Program	Incentives for using sustainable materials	Enterprise Zones	Continue Hampshire's Very Own program
	Streetscape Project	Tax Credits for upgrading to Solar/green energy	Create Comprehensive Plan	Keep Website current. Communicate programs incentives clearly
	Design for Standards for economic corridors	Create an award for most sustainable business		
Diversify Local Economy	Survey residents as to what businesses they would like to see. Make this a regular habit (yearly)	Create Programs for incentivizing online companies to create brick & mortar. Market to them	Work with state economic development to attract international companies	Coordinate with Chamber to be sure we push out workshops they are holding
		Market to alternative energy installation companies	Create target areas for increased manufacturing companies	Communicate through various mediums types of companies that our residents want (Coordinate with Chamber)
			Set a goal of an entrepreneurial incubator	Connect with home based businesses, coach them through the path toward brick and mortar
Enhance the Community's Image	Façade Program	Include Sustainability goals into Comprehensive Plan	Focus on Parks and Green space	Push out communication regarding Façade Program participants
	Streetscape	Incorporate sustainability into Village Code	Guide developers and current land owners with Comp plan	Highlight companies that make investents into exterior of their building
	Develop Standards for future building North along State		Focus heavily on walkability. Push developers on this issue	
Provide Additional Resources	Create a robust volunteer system whereby our residents can be help beautify the community	Collaborate with High School/community college for training in new energy		Offer a non-pay internship for marketing/communication in the village

Village Approval	Infrastructure
Continue to streamline permit approvals	Analyze opportunities for State funding for big infrastructure projects
Update/modify code to modernize and make it simpler to comply	Continually expand infrastructure like roads/high speed internet/water & sewer
	Work with Engineering Enterprises to be sure their reviews and recommendations align with common sense
Communicate with newer types of businesses to see what they need from the village (non-restaurant/bar)	Stay on top of trends to understand what new style companies need in terms of infrastructure. Start working towards providing
Start preparing for an extension of the TIF district before time runs out	
Require Developers to include housing diversity in projects (townhomes/apartments)	
Focus on code enforcement where it makes sense	Develop infrastructure standards in the code that focus on quality. Enforce
Emphasize to the village board the importance of events on mainstreet. Assist organizations where possible	Focus on walkability and invest alongside developers in this respect
	Create internships within public works. Coordinate with trades teachers at high school

Goals	Lenses	
	Beautification	Sustainability
Attract/Retain Business	Existing Building - Façade Program (with longevity elements along with look); expand existing zone with guidelines by age	Building design requirements w/tax credits issued back (charging stations)
	New Buildings - Design standards	
	More live plants in and around areas of business (engage with a garden club)	
Diversify Local Economy	Incentivize through programs to bring entrepreneurs for unique businesses to Hampshire	Addition of car chargers in and around places where people can spend their time while waiting (retail, churches, parks)
	Grow seasonal community events	
Enhance the Community's Image	Enforcing codes that maintains a positive community image	Ensuring a level of green space throughout the community as it grows
Provide Additional Resources	Create projects that allows local clubs, schools and churches to participate	Create projects that allows local clubs, schools and churches to participate

Land use	Communication
Site selection and a current listing of available properties in the village	Maintain Hampshire's Very Own - Find a way to leverage them beyond the single monthly push
Define land use for future development in all areas of business growth - detail comprehensive plan	Create an "always on" sustainable marketing program (search, social, etc.) for business dev. And events
Identify what types or what businesses we seek throughout our comp. Plan for the Village (seek resident input)	Establish a "business input group" to share out updates and allow a forum to share feedback
Establish a common community space (land) owned by the Village where events can take place throughout the year	Establish a business development section to the quarterly newsletter; push it through social media
Need to find the best way to keep track of properties that are for sale and available for new businesses	Liaison assigned for new small or entrepreneurs to walk through the process of development and maintain that check in through their first year

Village Approval	Infrastructure
Allocation of budget to support programs with attracting and retaining business	Implement a new way finding sign program within Village's limits (and in town)
	Biking and walkability to retail businesses within all communities
	Traffic calming and accessibility in areas where people congregate
Approval of incentive programs that align with the EDS	Biking paths that connect the entire community and businesses
Ensuring building codes are enforced throughout the Village	Biking paths that connect the entire community and businesses
	Development of a community center with an indoor pool
	Stop lights and speed zones increased as population grows

Goals	Lenses	
	Beautification	Sustainability
Attract/Retain Business	Façade Program	
Diversify Local Economy		Green businesses
Enhance the Community's Image	Façade Program	
	Signage	
Provide Additional Resources	Work with garden club? For downtown greenery	Charging Stations

Land use	Communication	Village Approval
Enterprise Zones	Enhance website	streamlined paperwork/processes
		Continue focus on downtown businesses, not just industrial north of town
Focus on Parks and Green space	Interactive web site/chat box?	
Work with building owners to upgrade façade, etc.	Perhaps a better/professional FB group for the village?	

Infrastructure
charging stations
Parking spaces
Superior Internet services

Goals	Lenses		
	Beautification	Sustainability	Land use
Attract/Retain Business	Façade Program		Enterprise Zones
Diversify Local Economy			
Enhance the Community's Image	Main Street		Focus on Parks and Green space
Provide Additional Resources		what are our thoughts on solar projects?	

