



Village of Hampshire  
Business Development Commission Meeting  
Wednesday, October 9, 2024 - 7:00 PM  
Hampshire Village Hall  
234 South State Street, Hampshire, IL 60140

1. Call to Order
2. Public Comments
3. Review of Meeting Minutes from September 11, 2024
4. Downtown Signage
5. Beautification Committee Report
  - A. Updates on approved façade applications
  - B. Fiscal Year 2025 Façade Grant Application - Review & Recommendation
    - i. Multiple Businesses - 124-172 S. State St.
    - ii. The Kave - 123 Washington Ave.
6. Update On New Businesses and Existing Businesses in the Village
7. New Business
8. Adjournment

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.

Recording: Please note that all meetings held by videoconference will be recorded, and the recordings will be made public. While State Law does not require 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.



**Village President**  
Mike Reid, Jr.

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

Village of Hampshire  
Business Development Commission  
Wednesday, September 11, 2024 - 6:30 PM  
Hampshire Village Hall  
234 S State St. Hampshire, IL 60140

## MEETING MINUTES

The regular meeting of the Business Development Commission of Hampshire was called to order by Commissioner Martin in person on September 11th, 2024.

1. Call to order at 6:37 pm

In-person: Commissioners Bill Swalwell, Karen Trzaska, Jill Van Reit, Trustee Aaron Kelly, and Assistant Village Manager for Development Mo Kahn.

Virtual: David Pizzolato

Absent: Commissioner Liz Martin

Roll call confirmed - (quorum established)

2. Public Comments:

- None

3. Meeting Minutes Approval From August 14<sup>th</sup>, 2024:

- Commissioner Trzaska moved to make a motion to approve the meeting minutes from August 14<sup>th</sup>, 2024, with noted changes.
  - Second by Trustee Kelly
  - Motion carried by voice vote:
    - Ayes: Swalwell, Trzaska, Kelly, Van Reit and Pizzolato
    - Nays: None
    - Absent: Martin

4. Downtown Signage

- The Commission discussed the approval that was voted on by the BDC to change the current signage ordinance in late 2023 but has not yet been voted on by the Planning & Zoning Commission. Assistant Village Manager Kahn presented the research of the sign size/area allowance for nearby communities and drafted language and layout examples for the BDC to review and provide recommendations that would prohibit any future internally illuminated or backlit wall signs in the downtown area.

## VILLAGE OF HAMPSHIRE

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

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- The Village staff has drafted proposed text amendment to Sec. 6-12-2 of the Hampshire Zoning Ordinance that regulates prohibited graphics in the Village. The language reads that internally illuminated or backlit wall signs will be prohibited in the Downtown Special Graphics Area, which are defined by the following streets:
    1. State Street from Allen Road to Jackson Avenue
    2. Washington Avenue from State Street to Elm Street
    3. Jefferson Avenue from Park Street to Elm Street
    4. Rinn Avenue from Park Street to State Street
  - The Village staff will collect the current signage sizing in the Village and bring them to October's meeting for further BDC discussion for what the new ordinance should be.
5. Beautification Committee Report
- A. Commissioner Swalwell with Trustee Kelly presented that the following facade application were approved by the Village Board:
- o State Farm - 185 S. State St.
  - o Delta Yoga - 184 S. State St.
  - o Style on State - 165 S. State St.
- B. Commissioner Swalwell presented that the following facade application updates as follows:
- o Multiple Businesses (124-172 S. State St.) - Submitted a façade application for 7 Concrete /Stone Exterior Roof Finials to be installed per their original standing when the building was built. Awaiting all owners to agree to the work before submitting their application.
  - o The Kave (123 Washington Ave.)- Their façade application for the second story window work is currently being revised to consider expanding the work to include the west and south second story windows.
  - o A potential application could be submitted from the building owner for Neon Cow (145 S. State St.). Status will be updated in October.
6. Update on New or Existing Businesses in the Village
- None
7. New Business
- None
8. Adjournment
- Trustee Kelly moved to make a motion to adjourn at 7:21 pm.
    - o Second by Commissioner Pizzolato
    - o Motion carried by voice vote:
      - Ayes: Swalwell, Trzaska, Van Reit, Kelly and Pizzolato
      - Nays: None
      - Absent: Martin

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## Agenda Supplement

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**TO:** Business Development Commission  
**FROM:** Mo Khan, Assistant Village Manager for Development  
**FOR:** Business Development Commission Meeting on October 9, 2024  
**RE:** Sign Size/Area in Downtown Special Graphics Area

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**Background:** The Business Development Commission has discussed amending the size/area of a sign allowed in the Downtown Special Graphics Area. The Downtown Special Graphics Area is defined by the following streets:

1. State Street from Allen Road to Jackson Avenue
2. Washington Avenue from State Street to Elm Street
3. Jefferson Avenue from Park Street to Elm Street
4. Rinn Avenue from Park Street to State Street

At the August 14, 2024 BDC meeting, the Commission requested staff to provide renderings of different sign sizes for comparison.

**Analysis:** Village staff has provided the attached sign rendering to compare different sign sizes on a 25 ft. wide by 30 ft. tall building, with a façade area of 750 ft.<sup>2</sup>. The 25 ft. width was chosen based on the width of existing buildings in the downtown area being similar. Based on previous research of other towns, Village staff has provided renderings for five different sign allowances:

1. Sign A: 1 ft.<sup>2</sup> per lineal foot of building frontage - 25 ft.<sup>2</sup>
2. Sign B: 2 ft.<sup>2</sup> per lineal foot of building frontage - 50 ft.<sup>2</sup>
3. Sign C: 3 ft.<sup>2</sup> per lineal foot of building frontage (This is the current regulation) - 75 ft.<sup>2</sup>
4. Sign D: 10% of building façade area - 75 ft.<sup>2</sup>
5. Sign E: 20% of building façade area - 150 ft.<sup>2</sup>

**Documents Attached:**

1. Sign Rendering
2. 199 S. State St. Sign Rendering

□ = 1 ft.<sup>2</sup>

FACADE = 25' W x 30' H  
SA FR = 750 ft.<sup>2</sup>

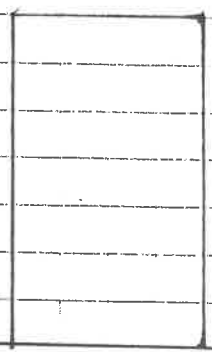
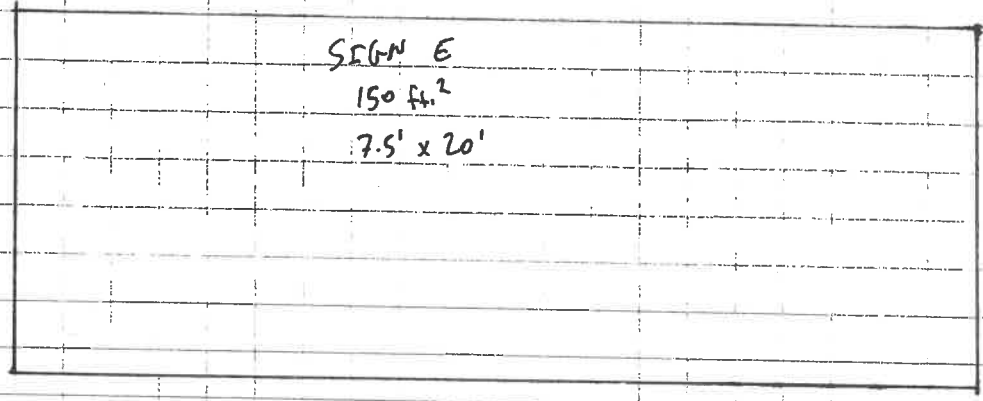
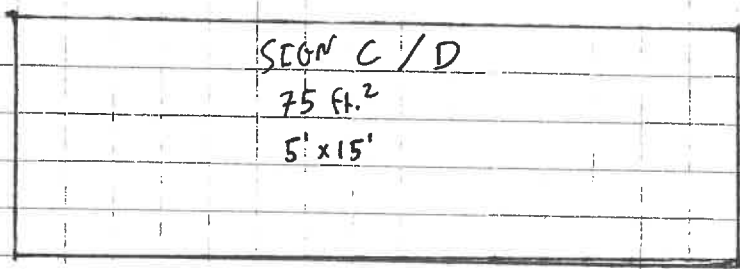
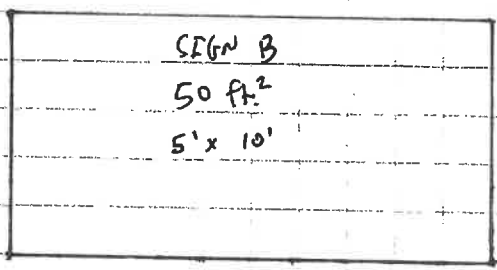
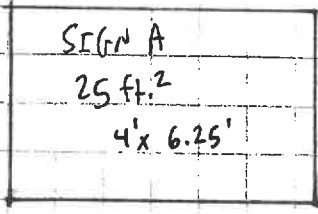
SIGN A = 1 ft.<sup>2</sup> per linear foot  
of bldg. frontage

SIGN B = 2 ft.<sup>2</sup> per linear foot  
of bldg. frontage

SIGN C = 3 ft.<sup>2</sup> per linear foot  
of bldg. frontage  
(current regulations)

SIGN D = 10% of Facade Area

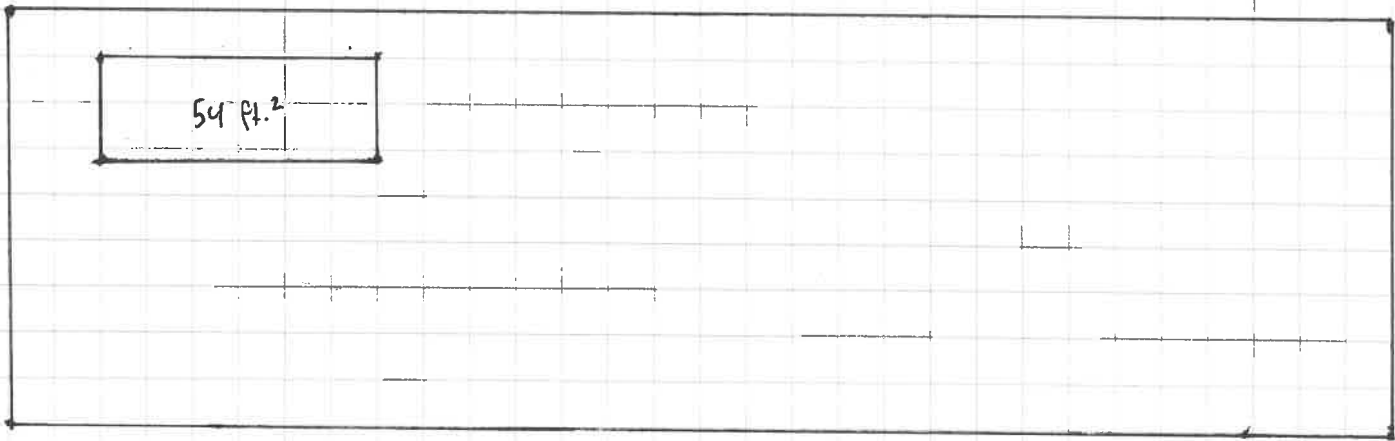
SIGN E = 20% of Facade Area



199 S. State St.

199 S. State St. South Facade

□ = 2 ft.<sup>2</sup>



18' x 60' L  
1,080 ft.<sup>2</sup> surface area  
sign is 5% of surface area