

Why Design Matters

Benefits of “Design Review”



Scenic Illinois / Municipal Design Review Network

www.JohnRHedrick.com



 **DEPAUL UNIVERSITY**



Overview

- Perspective
 - “Design Review”
 - Various Benefits
 - Urban and community examples
- Observations (Q&A)



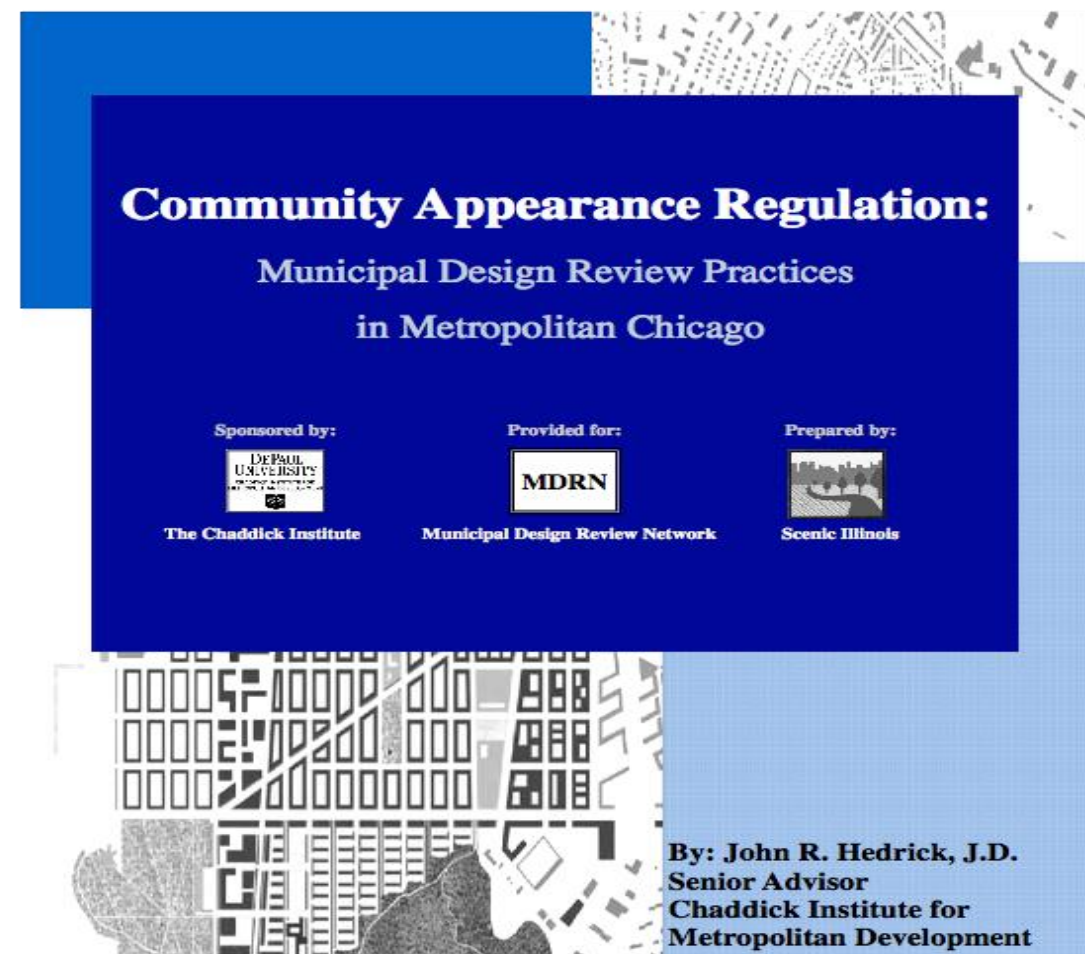
Shaping “Community Look” (Branding)



Background



APA

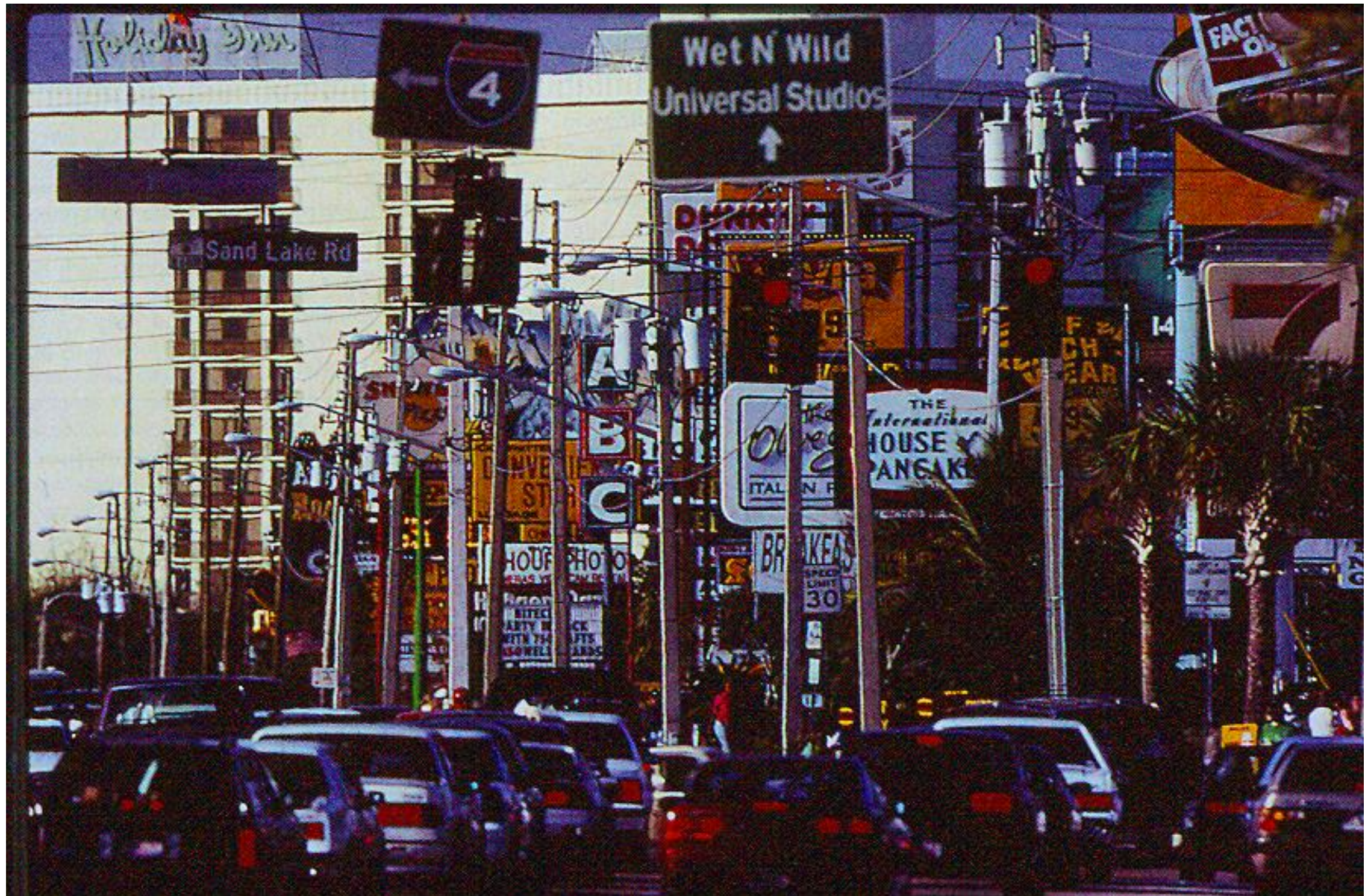


Chaddick Institute

“Appearance Commissions” (Design Review Boards)



“...the values we want to live by
-- rather than merely how we want things to look.”





Overall Benefits of Quality Design

**Financial/
Property**



**Economic/B
usiness**



**Social /
Civic**



**Green/
Sustainability**



JOHN R HEDRICK
COMMUNITY + DESIGN + ADVOCACY

Financial / Property

- Urban Land Institute studies
- “Urban Design - Bottom Line”
- Eg. 25% increase in nearby property values



Economic / Business

- Encourages expanded visits
- Increased tourism and shopping
- Ambience for increased purchases



Social / Civic

- Creating “Sense of Place”
- Neighborhood identity and pride
- Resulting local security, socialization, and property maintenance

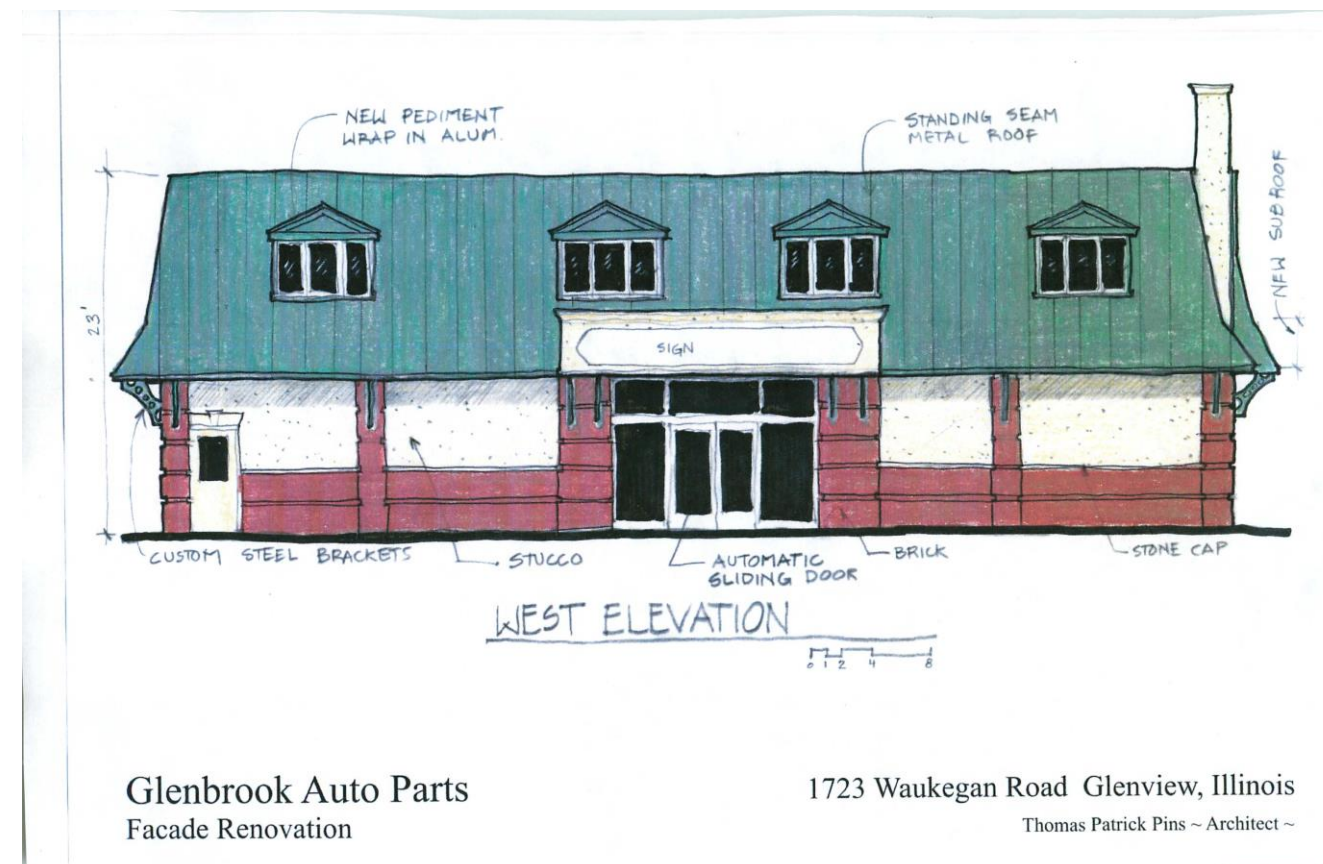
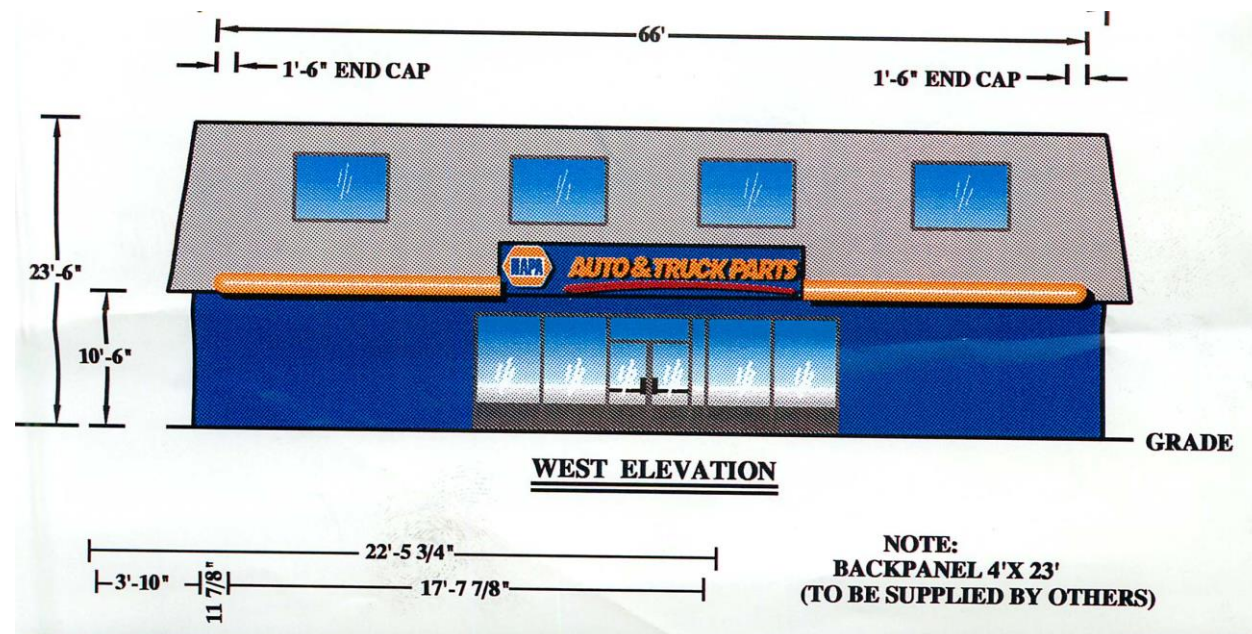


“Greening” / Sustainability

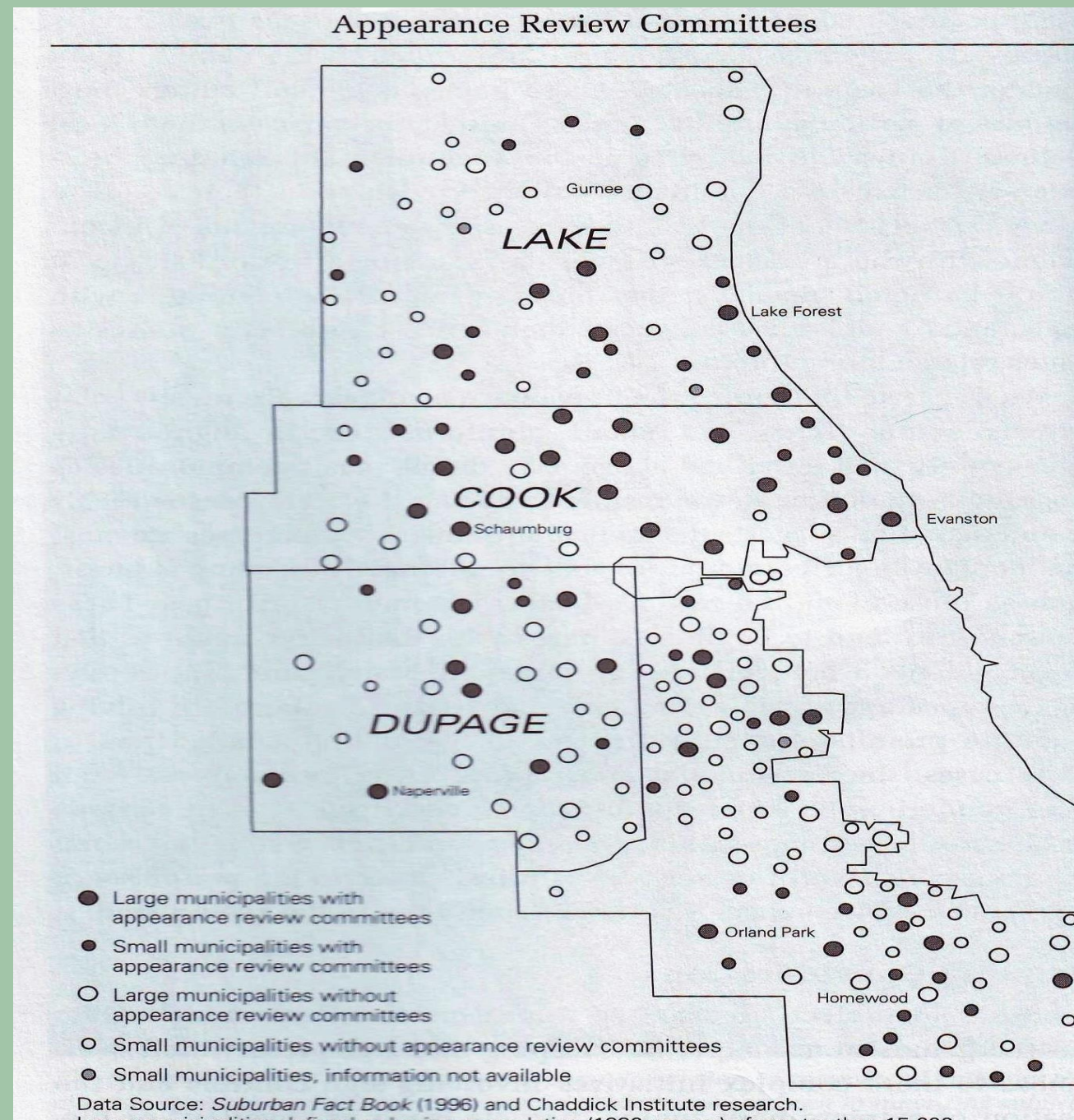
- Designing to preserve green space
- Mixed-use options for land conservation
- Use of new energy-efficient technologies



Example - Case History



Prevalence of Design Review – IL Metro



MDRN

Municipal Design Review Network



Design Review Best Practices



Design Guidelines

Downtown Sign Design Guidelines

2. Pin-mounted wall signs

- a. Pin-mounted letterforms should be unobtrusive and should project no more than 12 inches from the storefront
- b. Pin-mounted letterforms should be attached to a thin, flat background, not a raceway. Backgrounds should be no more than four (4) inches or less than the depth of the pin-mounted letters.
- c. Pin-mounted letterforms should contrast with the material color on which they are mounted.
- d. Pin-mounted letterforms should not use mirror finishes.
- e. Pin-mounted letterforms should not use metals or pins that will rust.

ok



Contrasting, non-illuminated pin letters maintain the character of the existing storefront façade (2c)



Illuminated pin-mounted letterforms are simple to read and are centered over a thin background (2b)

no



Pin-mounted letters on an obtrusive box that projects from the storefront (2b)



Pin-mounted letterforms should contrast with the background material, not blend in so that the sign is illegible (2c)

Community Engagement



History

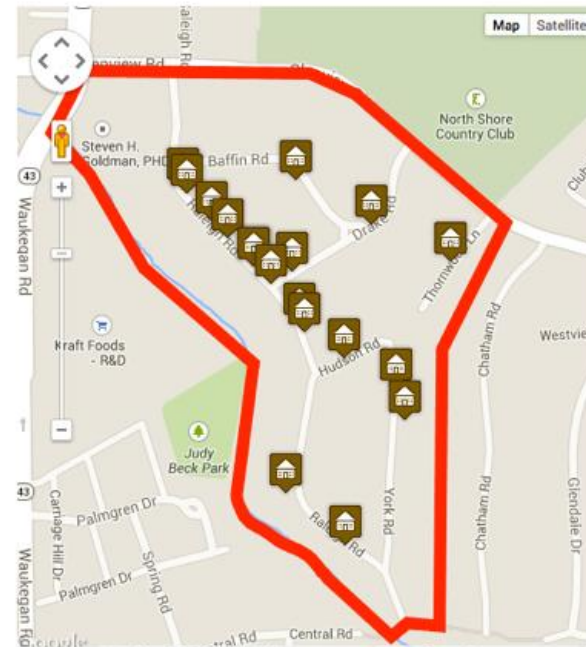
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Welcome to our Architectural History

In the 1920's, this Glenview area was advertised as an "elite playground" offering a private airfield, country clubs and plans for a polo field. This neighborhood was then a destination for the nearby Inn, which attracted day travelers to this "scenic location on the wooded banks of the river." At this earlier period, this neighborhood was known as the "Borders" because it was adjacent to the North Shore Country Club.

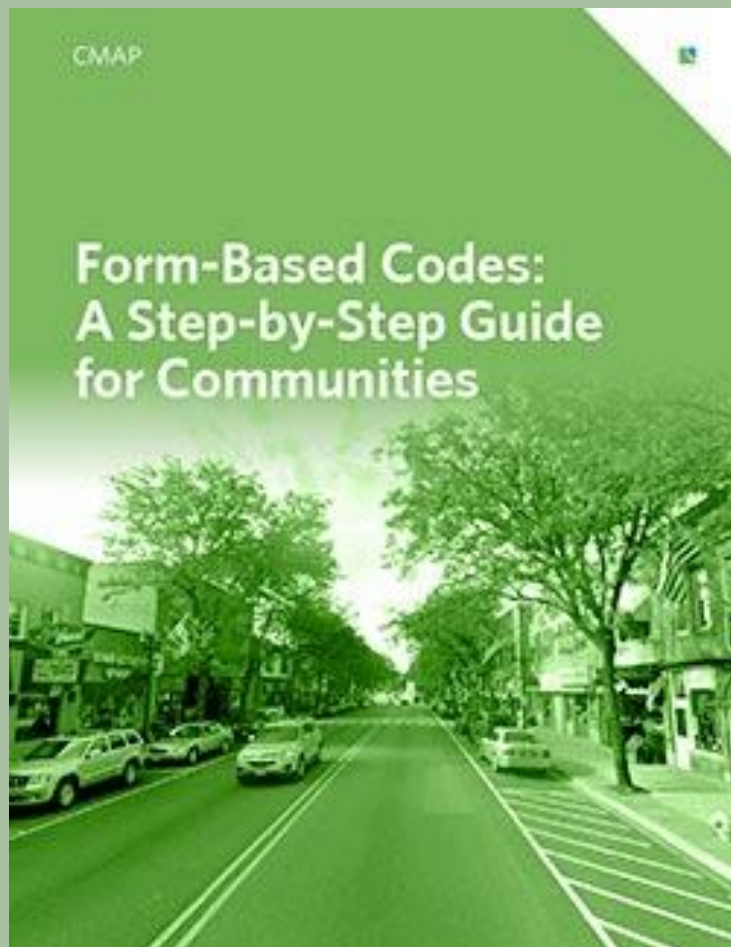
This pilot project website is intended to illustrate and compile the architectural history of our unique neighborhood -- with the view to conserve its character and enhance The CIRCLES.



Properties in Database: 18

www.sitevistamaps.com/Circles

New Directions?



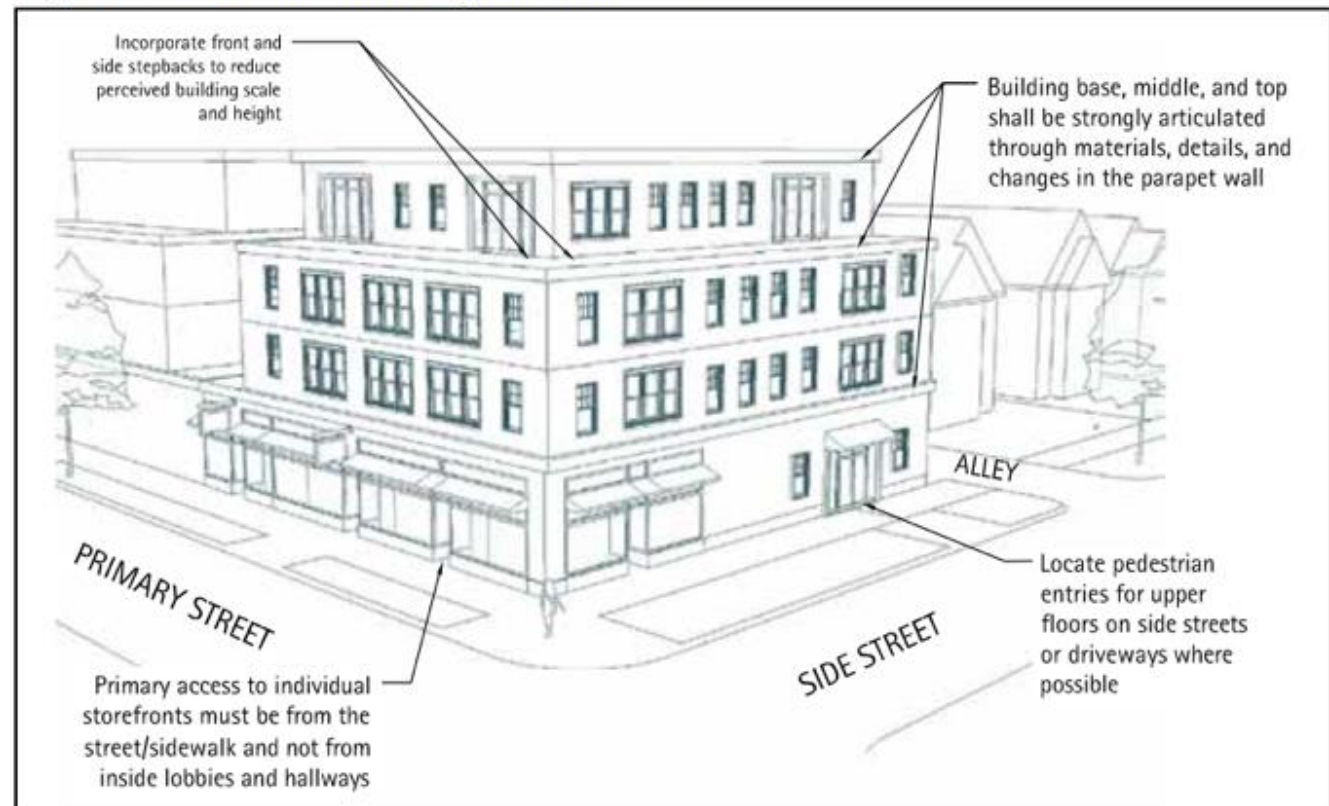
Glenview Downtown Development Code

Article 4: Design Standards

Building Types

4.6.1 Mixed Use

Figure 4.1: Mixed-use Building on Corner Lot



CLOSING OBSERVATIONS...



“In essence, what works of design and architecture talk to us about is the kind of life that would most appropriately unfold within and around them.”

— Alaine de Botton, “The Architecture of Happiness”



Quality Development Through Collaboration

Blog

• MARCH 12, 2014



New Look at Window Signs

March 12, 2014

“...For now we see through a glass, darkly;...” Corinthians

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For over twenty five years, John has represented corporations, nonprofits and local governments at the national, state and local levels.