Why Design Matters

Benefits of “Design Review”

Scenic Illinois / Municipal Design Review Network

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Overview

• Perspective
  • “Design Review”
  • Various Benefits
  • Urban and community examples
• Observations (Q&A)
Shaping “Community Look” (Branding)
Background
“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/Business**
- **Social/Civic**
- **Green/Sustainability**
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

Glenbrook Auto Parts
Facade Renovation
Prevalence of Design Review – IL Metro
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.

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

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

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

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

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. The 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.

www.sitevistamaps.com/Circles
New Directions?

Glenview Downtown Development Code

Article 4: Design Standards

4.6.1 Mixed Use

Figure 4.1: Mixed-use Building on Corner Lot

- Incorporate front and side setbacks to reduce perceived building scale and height.
- Building base, middle, and top shall be strongly articulated through materials, details, and changes in the parapet wall.
- Locate pedestrian entries for upper floors on side streets or driveways where possible.
- Primary access to individual storefronts must be from the street/sidewalk and not from inside lobbies and hallways.
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”
New Look at Window Signs
March 12, 2014

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

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