INTRODUCTION
A critical issue confronting the Village of Palatine’s central business district is the quality of its built environment. There is a need for development to be more attractive and efficient regarding architecture, building setbacks, parking layouts, open space placement, and streetscape/landscape.

To supplement and add detail to the Village's Downtown Land Use Guide (see Appendix), the following design guidelines were prepared by Village Staff and The Lakota Group to provide the community, property owners, businesses, and developers with general direction for site, streetscape, and building design.

The Design Guidelines are conceptual only and not intended to supercede the Village's codes or ordinances. They focus on enhancing Downtown Palatine as a town center setting with:

- an attractive "Main Street" pedestrian character;
- a mix of land uses, businesses, activities, and events;
- shared parking;
- a variety of architecture styles and building heights;
- a variety of open spaces.

The Guidelines are intended to challenge planning and design professionals to create special sites and landmark buildings within a unique town center context.

Purpose
The purpose of the design guidelines is to:

- Create a unified and high-quality physical and aesthetic environment throughout Downtown that identifies it as a special area within the Village.
- Promote high quality-site, building, parking, lighting, signage, and streetscape design.
- Foster a distinctive and positive image for the Village.
- Protect and enhance vistas and gateways through careful site design, protective easements, sensitive design of roadways and utilities, and incorporation of natural features and landscaping.

Application
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The Guidelines are not applicable to interior alterations, re-surfacing of existing parking surfaces, typical site/building maintenance or expansion of single-family homes.

The guidelines should be applicable to any building/site renovation if the following elements are changed:

- Use - Any change in the use of an existing building or property.
- Lot Standards - Any subdivision or change in the size or dimensions of a property.
• **Setbacks** - Any building addition or other change in building setback, except for single family detached homes.

• **Architectural Design** - Any change in a building's exterior design such as the windows, doors, roof lines, or other features.

• **Parking** - Any addition to, or reconstruction of, parking spaces.

**LAND USE**
A mix of uses are encouraged throughout Downtown. Where feasible, retail and restaurant uses should occupy the ground floors of multi-story, mixed-use developments following the Downtown Land Use Guide.

Uses that conflict with pedestrian activity or compromise established building patterns are discouraged. For example, strip shopping centers with front parking lots are discouraged in Downtown.

The temporary use of vacant building space for community information, art displays, etc. is encouraged.

**SITE DESIGN**

**Building Massing**
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Spatial gaps created in the street wall by parking or other non-pedestrian areas should be minimized or eliminated.

Building siting should take best advantage of solar orientation, climatic and other environmental conditions, and should encourage safety and privacy of adjacent outdoor spaces.

In areas where there are changes in land use or residential density, new development should be designed to provide a transition between uses (through the use of setbacks, building massing, driveway locations, etc.).

**Building Setbacks**
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Pedestrian open spaces such as covered walkways, courtyards and plazas are encouraged, as well as the development of open and attractive passageways between buildings and blocks. Outdoor seating and dining areas that face onto the street are encouraged.

Access/Circulation
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Redundant circulation (large paved areas, sidewalks too close together, etc), which unnecessarily reduces the amount of site available for landscaping, should be minimized.

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Site design should consider the method of snow removal and snow storage in the massing and layouts of all buildings, parking lots, and streetscape/landscape zones.

**PARKING REQUIREMENTS**
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Multi-family residential developments should provide a minimum of 2.0 spaces per unit. In cases where it is not feasible to provide all parking on-site, up to 0.5 spaces per unit may be located in an off-site parking location.

Commercial developments should provide a minimum of four spaces per one-thousand square feet of building space.

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The perimeter and interior of all existing and future parking lots should be landscaped.

Parking lot lighting should minimize glare on surrounding properties.

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Highly visible locations within Downtown that should especially be enhanced with quality architecture include:

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Solid, windowless walls should be avoided. If such walls are a necessary part of a building’s function, they should be articulated with arches, piers, murals, planters, or other elements that reduce building scale and add to the building’s visual interest. This includes the rear of buildings visible from Downtown streets and parking areas.

Where possible, display windows should be installed on the sides of buildings adjacent to pedestrian paths, plazas, and outdoor cafes.

Building surfaces over two stories high or 50 feet in length should be relieved with changes of the building’s wall plane that create visual interest.

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site is historically important or necessary for architectural harmony.

Buildings that attempt to use the building itself as advertising should generally be discouraged, particularly where the proposed architecture is a "corporate" or franchise style.

Multiple buildings on the same site should be designed to create a cohesive visual relationship between structures.

Architectural treatment of all walls on freestanding parking structures and the exposed edges/walls of parking structures within buildings is required to screen, articulate, and activate all such structures.

Subtle, non-glare highlighting of architectural features and landscape is encouraged. Excessive brightness and brilliant colors should be avoided. Exterior lighting should be architecturally integrated with the building style, materials, and colors.

Building Materials
New buildings and building remodeling or expansions should be constructed of durable, high-quality materials that are easily maintained and consistent and/or complementary with materials on surrounding buildings.

Cinder/concrete block, stucco, metal, plywood, vinyl siding, unfinished pre-cast concrete, and unfinished poured-in-place concrete should not be used on building facades or on walls that are highly visible from streets, sidewalks, and parking lots. Highly reflective materials are discouraged.

Split-face, decorative block, smooth/textured synthetic plaster, and wood siding should be used only for decorative accent purposes and limited in their use on building facades or visible building walls.

No new building or building remodeling or expansion should use mill finish (non-colored) aluminum metal windows or door frames.

Metal garage doors, folding security screens and other visible security features should be avoided and/or screened from street views.

Building Projections
Pedestrian scale awnings that enhance the architectural character of a building or storefront are encouraged. Awnings should not impact site drainage or sun/moisture access to planted areas.

Building/Business Signage
Business signs should not be placed above a building's cornice line and should not block windows. A building's architectural details as well as storefront displays should not be obscured by signage.

Where several businesses are located in a single building, all exterior storefront signs should be aligned. A storefront should not have more than two signs - one primary and one secondary.

Signs should be scaled in proportion to a building's wall size and street frontage. Building signs should be flush mounted and considered an architectural feature.
Electronic signs should be avoided. Billboards placed on buildings, rooftops, or in vacant lots are prohibited.

Window-painted signs should be used for upper-floor office space signage.

Materials, logos, colors, and lettering on building signs should be controlled and oriented to a pedestrian scale. Sign materials should be durable and easy to maintain.

Simple, straightforward shapes that clearly convey the sign message are preferred. Letter styles should be simple and easy to read. A legible, well-proportioned serif typeface is often a good choice. The number of letter styles should be limited. One or two types of styles per sign are preferred.

External illumination of signs rather than internal illumination is preferred.

Freestanding signs on poles are not permitted. Freestanding monument signs are appropriate for certain office and retail locations. Freestanding signs should be low in height and scale, and based on site conditions and visibility. Monument sign materials should reflect the character of the use and building the sign identifies.

STREETSCAPE DESIGN

Streetscape Elements
An attractive and effective streetscape will provide visual continuity from block to block within Downtown, define it as a special place, create a "sense of place", encourage increased pedestrian activity, and improve pedestrian safety.

The streetscape design for Downtown Palatine includes the following elements:

- Benches
- Trash Cans
- Plantings
- Planters
- Fencing
- Bicycle Racks
- Decorative Lighting
- Water Features
- Bollards
- Pavers
- Newspaper Corrals/Stands
- Architectural Elements/Kiosks/Gateways
- Decorative Street Signs

Landscape/streetscape/signage design for development sites should be coordinated with the overall Downtown streetscape to reinforce the overall design theme.

Streetscape elements should be placed on a site to facilitate maintenance, trash removal, and snow removal, and to minimize sidewalk clutter. Minimum unobstructed sidewalk width should be 5 feet in the public right-of-way. The maximum unobstructed sidewalk width in the public right-of-way should be 10 feet. Sidewalks and parking lots should be designed to be ADA accessible.

Railwalk
A railwalk has been designed to provide an attractive and safer edge along both sides of the rail tracks that extend through the Downtown from Plum Grove Road on the east to the former Train Station on the west. It will be a special feature of the overall Downtown streetscape.
Downtown Palatine
Design Guidelines

All development sites along the tracks should include the railwalk feature that at a minimum includes decorative fencing, lighting, and signage. If space permits, a minimum eight foot wide sidewalk should be installed using the decorative pavers noted below with the special railwalk design pattern.

Benches
All benches placed in pedestrian areas and along sidewalks should be the following type:

<image of bench>

_DuMor, Inc. Bench Style 58 (6 or 8 feet length) Black_

Trash Cans
All trash cans placed in pedestrian areas and along sidewalks and parking lots should be the following type:

<image of trash can>

_DuMor, Inc. Receptacle 102 Black_

Plantings
The planting areas conceptually shown in the Land Use Guide should include seasonal flower displays, evergreens, shade and ornamental trees, and other plantings, providing seasonal color and variety.

Where wider sidewalks are located, an eighteen inch high concrete raised planter should be used for trees and plantings to increase their survival rate.

Shade trees are trees that generally grow to a mature size that exceeds thirty-five feet in height. Shade trees provide an overhead plane that creates a cool place to walk or sit on a hot summer day. Shade trees can also provide a sense of scale to large buildings. Shade trees must be placed in large planters with adequate soil volume so they can grow successfully.
Following are the recommended species of shade trees:

- Acer truncatum
- Carpinus betulus Columnaris 'fastigiata'
- Ginkgo biloba
- Gleditsia triacanthous 'inermis' shademaster, Imperial, Skyline
- Platanus x acerifolia 'Bloodgood' or 'Liberty'
- Tilia americana 'fastigiata'
- Ulmus paryfolis 'Allee'
- Ulmus 'Accolade'
- Zelkova serrata 'Greenvase'

Ornamental trees are single stem trees that do not grow larger than 35' in height. They are best known for their flowering and fruiting characteristics. Such trees play a valuable role in streetscape enhancement as they bring color and variety to streets and pedestrians areas, and can be planted in narrow sidewalks and small plazas. Such trees should be planted thirty feet on center.

Following are the recommended species of ornamental trees:

- Acer campestre
- Pyrus callervana 'Chanticleer'

Flowering plants add a finishing touch to any landscape. Perennials offer lower maintenance but are generally limited in their blooming time and can get quite large if the proper species is not used. Annuals add the seasonal splash of color that accents the streetscape. Although annuals require more maintenance than other plants, they are unmatched in consistent color display.

**Planters**

Planters should be used to add landscaping where adequate space for trees and shrubs is lacking. If planters are used they should be of the following type:

![Planters Image]

**Wausau Tile TF4143 Dish Planter with Weatherstone Finish**

If a smaller planter size is required, the following should be used:

![Planters Image]

**Wausau Tile TF4144 Dish Planter with Weatherstone Finish**
**Decorative Fencing**
Decorative metal fencing should be used to enhance and define streetscape, open spaces, landscaped areas, and parking lots throughout Downtown. Such fencing should also be used to define the railwalk.

All fencing placed along the railwalk, pedestrian areas, sidewalks, and parking lots should be the following type:

*Ameristar Aegis II Genesis Style with rings and triads 4 feet high Black*

**Street Lighting**
Decorative street light fixtures that have been selected for the overall streetscape theme are the same ones installed in Towne Square Park.

**Bicycle Racks**
Bicycle racks should be installed Downtown where feasible to encourage more bicycle use within the Village. Where appropriate, bicycle paths should be marked on streets that connect to the Village’s overall bicycle path system.

Bike racks should be located so they are highly visible from the street and/or building entrance where bicyclists approach.

*Hadco V4810 P4465 Black*

Light fixtures should be mounted on a five inch diameter, flat flute shaft fourteen feet in height. Banner brackets should also be provided.
Convenience outlets should be included on the poles for holiday lighting purposes. Spacing of the poles should be forty to sixty feet on center with a standard pattern arranged on each side of the street to show rhythm and formality in design.

Decorative pedestrian lights placed along the railwalk should be the following type:

When lighting is placed in pedestrian areas and parking lots, it should be similar in design to the decorative street lighting used throughout Downtown and along the railwalk. Use of low, bollard-type light fixtures is encouraged as pedestrian area lighting.

Sodium vapor type lighting is not permitted. Neon lighting is not permitted as a primary light source or as an accent element.

Raised light pole bases should be attractively designed and detailed. The use of tube type concrete pole bases is discouraged.

**Water Features**
In highly visible locations and pedestrian plazas, water features such as fountains, water walls, bubblers, and ground jets should be considered to add visual interest and provide special amenities to draw people to Downtown.

**Bollards**
Decorative bollards should be used at key locations to create a separation between pedestrians and streets/driveways, and to create visual interest. These should be:

*Hadco P-1501 Unlighted Bollard Black*

*Hadco CF4 P170 - MO774 CFA51 Black*
**Pavers**
Decorative brick pavers should be used along sidewalks, curbs, pedestrian crossings, and in plazas/open spaces throughout Downtown. Where appropriate, paver bands can be placed around special streetscape elements such as planters. Pavers should also be placed at key Downtown street corners to further enhance the streetscape's appearance. When cost prohibits the use of pavers, scored concrete should be used to accent special spaces and corners.

Where pavers are used for the Downtown streetscape, they should be the following types and patterns:

For crosswalk paving:

Unilock Uni-Decor Rustic Red Concrete Paver

For corner paving:

Unilock Brussels Block Concrete Pavers Sandstone Color

For corner borders:

Pine Hall English Edge Red Clay Pavers
For concrete sidewalks:

10'x10' California Finish with Troweled Edge and Broom Finish

Where pavers are used for the railwalk, they should be the following type and patterns:

For railwalk paving:

Unilock Uni-Decor Rustic Red Concrete Paver

For railwalk border:

Pine Hall English Edge Buff Clay Paver

Newspaper Corrals/Stands
Decorative stands for newspaper vending machines should be considered to consolidate vending machine clutter and screen views.

Special Elements/Gateways
Gateway elements should be installed at key entrances into Downtown as outlined in the Land Use Guide. Where room permits, low plantings and lighting should be placed around gateway bases to further enhance their appearance.

Where feasible, vertical architectural elements should be incorporated at visible locations such as plazas, pedestrian paths, visible corners, and the railwalk.

Example of Gateway Element

Custom Five-Box Newspaper Corral
**Information Kiosks**
Kiosks should also be placed at key Downtown locations to provide an area map with points of interest and parking locations, as well as event/program information. Kiosks should be considered for activity generators such as restaurants, the Train Station, and Jewel.

**Decorative Signage**
New decorative street signs will be placed at each Downtown intersection. The unique signs will increase Downtown's visibility and identity as a special place within the Village.

*Downtown Street Sign*
New decorative signs will be placed along the rail walk. These unique signs will also increase Downtown's visibility and identity as a special place within the Village.

*Downtown Information Kiosk*

*Downtown Railwalk Sign*
VILLAGE OF PALATINE

DOWNTOWN DESIGN GUIDELINES

JULY 2001

PREPARED BY: Village of Palatine and THE LAKOTA GROUP
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Buildings that attempt to use the building itself as advertising should generally be discouraged, particularly where the proposed architecture is a "corporate" or franchise style.

Multiple buildings on the same site should be designed to create a cohesive visual relationship between structures.

Architectural treatment of all walls on freestanding parking structures and the exposed edges/walls of parking structures within buildings is required to screen, articulate, and activate all such structures.

Subtle, non-glare highlighting of architectural features and landscape is encouraged. Excessive brightness and brilliant colors should be avoided. Exterior lighting should be architecturally integrated with the building style, materials, and colors.

**Building Materials**

New buildings and building remodeling or expansions should be constructed of durable, high-quality materials that are easily maintained and consistent and/or complementary with materials on surrounding buildings.

Cinder/concrete block, stucco, metal, plywood, vinyl siding, unfinished pre-cast concrete, and unfinished poured-in-place concrete should not be used on building facades or on walls that are highly visible from streets, sidewalks, and parking lots. Highly reflective materials are discouraged.

Split-face, decorative block, smooth/textured synthetic plaster, and wood siding should be used only for decorative accent purposes and limited in their use on building facades or visible building walls.

No new building or building remodeling or expansion should use mill finish (non-colored) aluminum metal windows or door frames.

Metal garage doors, folding security screens and other visible security features should be avoided and/or screened from street views.

**Building Projections**

Pedestrian scale awnings that enhance the architectural character of a building or storefront are encouraged. Awnings should not impact site drainage or sun/moisture access to planted areas.

**Building/Business Signage**

Business signs should not be placed above a building's cornice line and should not block windows. A building's architectural details as well as storefront displays should not be obscured by signage.

Where several businesses are located in a single building, all exterior storefront signs should be aligned. A storefront should not have more than two signs - one primary and one secondary.

Signs should be scaled in proportion to a building's wall size and street frontage. Building signs should be flush mounted and considered an architectural feature.
Electronic signs should be avoided. Billboards placed on buildings, rooftops, or in vacant lots are prohibited.

Window-painted signs should be used for upper-floor office space signage.

Materials, logos, colors, and lettering on building signs should be controlled and oriented to a pedestrian scale. Sign materials should be durable and easy to maintain.

Simple, straightforward shapes that clearly convey the sign message are preferred. Letter styles should be simple and easy to read. A legible, well-proportioned serif typeface is often a good choice. The number of letter styles should be limited. One or two types of styles per sign are preferred.

External illumination of signs rather than internal illumination is preferred.

Freestanding signs on poles are not permitted. Freestanding monument signs are appropriate for certain office and retail locations. Freestanding signs should be low in height and scale, and based on site conditions and visibility. Monument sign materials should reflect the character of the use and building the sign identifies.

The streetscape design for Downtown Palatine includes the following elements:

- Benches
- Trash Cans
- Plantings
- Planters
- Fencing
- Bicycle Racks
- Decorative Lighting
- Water Features
- Bollards
- Pavers
- Newspaper Corrals/Stands
- Architectural Elements/Kiosks/Gateways
- Decorative Street Signs

Landscape/streetscape/signage design for development sites should be coordinated with the overall Downtown streetscape to reinforce the overall design theme.

Streetscape elements should be placed on a site to facilitate maintenance, trash removal, and snow removal, and to minimize sidewalk clutter. Minimum unobstructed sidewalk width should be 5 feet in the public right-of-way. The maximum unobstructed sidewalk width in the public right-of-way should be 10 feet. Sidewalks and parking lots should be designed to be ADA accessible.

STREETSCAPE DESIGN

Streetscape Elements

An attractive and effective streetscape will provide visual continuity from block to block within Downtown, define it as a special place, create a "sense of place", encourage increased pedestrian activity, and improve pedestrian safety.

Railwalk

A railwalk has been designed to provide an attractive and safer edge along both sides of the rail tracks that extend through the Downtown from Plum Grove Road on the east to the former Train Station on the west. It will be a special feature of the overall Downtown streetscape.
All development sites along the tracks should include the railwalk feature that at a minimum includes decorative fencing, lighting, and signage. If space permits, a minimum eight foot wide sidewalk should be installed using the decorative pavers noted below with the special railwalk design pattern.

**Benches**
All benches placed in pedestrian areas and along sidewalks should be the following type:

*DuMor, Inc. Bench Style 58 (6 or 8 feet length) Black*

**Trash Cans**
All trash cans placed in pedestrian areas and along sidewalks and parking lots should be the following type:

*DuMor, Inc. Receptacle 102 Black*

**Plantings**
The planting areas conceptually shown in the Land Use Guide should include seasonal flower displays, evergreens, shade and ornamental trees, and other plantings, providing seasonal color and variety.

Where wider sidewalks are located, an eighteen inch high concrete raised planter should be used for trees and plantings to increase their survival rate.

Shade trees are trees that generally grow to a mature size that exceeds thirty-five feet in height. Shade trees provide an overhead plane that creates a cool place to walk or sit on a hot summer day. Shade trees can also provide a sense of scale to large buildings. Shade trees must be placed in large planters with adequate soil volume so they can grow successfully.
Following are the recommended species of shade trees:

- Acer truncatum
- Carpinus betulus Columnaris 'fastigiata'
- Ginkgo biloba
- Gleditsia triacanthous 'inermis' shademaster, Imperial, Skyline
- Platanus x acerifolia 'Bloodgood' or 'Liberty'
- Tilia americana 'fastigiata'
- Ulmus paryifolis 'Allee'
- Ulmus 'Accolade'
- Zelkova serrata 'Greenvase'

Ornamental trees are single stem trees that do not grow larger than 35' in height. They are best known for their flowering and fruiting characteristics. Such trees play a valuable role in streetcape enhancement as they bring color and variety to streets and pedestrians areas, and can be planted in narrow sidewalks and small plazas. Such trees should be planted thirty feet on center.

Following are the recommended species of ornamental trees:

- Acer campestre
- Pyrus callervana 'Chanticleer'

Flowering plants add a finishing touch to any landscape. Perennials offer lower maintenance but are generally limited in their blooming time and can get quite large if the proper species is not used. Annuals add the seasonal splash of color that accents the streetscape. Although annuals require more maintenance than other plants, they are unmatched in consistent color display.

**Planters**

Planters should be used to add landscaping where adequate space for trees and shrubs is lacking. If planters are used they should be of the following type:

![Wausau Tile TF4143 Dish Planter with Weatherstone Finish](image1)

If a smaller planter size is required, the following should be used:

![Wausau Tile TF4144 Dish Planter with Weatherstone Finish](image2)
Decorative Fencing
Decorative metal fencing should be used to enhance and define streetscape, open spaces, landscaped areas, and parking lots throughout Downtown. Such fencing should also be used to define the railwalk.

All fencing placed along the railwalk, pedestrian areas, sidewalks, and parking lots should be the following type:

*Ameristar Aegis II Genesis Style with rings and triads 4 feet high Black*

Street Lighting
Decorative street light fixtures that have been selected for the overall streetscape theme are the same ones installed in Towne Square Park.

*Bicycle Racks*
Bicycle racks should be installed Downtown where feasible to encourage more bicycle use within the Village. Where appropriate, bicycle paths should be marked on streets that connect to the Village's overall bicycle path system.

Bike racks should be located so they are highly visible from the street and/or building entrance where bicyclists approach.

*Hadco V4810 P4465 Black*

Light fixtures should be mounted on a five inch diameter, flat flute shaft fourteen feet in height. Banner brackets should also be provided.
Convenience outlets should be included on the poles for holiday lighting purposes. Spacing of the poles should be forty to sixty feet on center with a standard pattern arranged on each side of the street to show rhythm and formality in design.

Decorative pedestrian lights placed along the railwalk should be the following type:

When lighting is placed in pedestrian areas and parking lots, it should be similar in design to the decorative street lighting used throughout Downtown and along the railwalk. Use of low, bollard-type light fixtures is encouraged as pedestrian area lighting.

Sodium vapor type lighting is not permitted. Neon lighting is not permitted as a primary light source or as an accent element.

Raised light pole bases should be attractively designed and detailed. The use of tube type concrete pole bases is discouraged.

**Water Features**

In highly visible locations and pedestrian plazas, water features such as fountains, water walls, bubblers, and ground jets should be considered to add visual interest and provide special amenities to draw people to Downtown.

**Bollards**

Decorative bollards should be used at key locations to create a separation between pedestrians and streets/driveways, and to create visual interest. These should be:

*Hadco P-1501 Unlighted Bollard Black*
Pavers
Decorative brick pavers should be used along sidewalks, curbs, pedestrian crossings, and in plazas/open spaces throughout Downtown. Where appropriate, paver bands can be placed around special streetscape elements such as planters. Pavers should also be placed at key Downtown street corners to further enhance the streetscape’s appearance. When cost prohibits the use of pavers, scored concrete should be used to accent special spaces and corners.

Where pavers are used for the Downtown streetscape, they should be the following types and patterns:

For crosswalk paving:

Unilock Uni-Decor Rustic Red Concrete Paver

For corner paving:

Unilock Brussels Block Concrete Pavers Sandstone Color

For corner borders:

Pine Hall English Edge Red Clay Pavers

Pine Hall Heavy Duty English Edge Red Clay Paver
For concrete sidewalks:

10'x10' California Finish with Troweled Edge and Broom Finish

Where pavers are used for the railwalk, they should be the following type and patterns:

For railwalk paving:

Unilock Uni-Decor Rustic Red Concrete Paver

For railwalk border:

Pine Hall English Edge Buff Clay Paver

Newspaper Corrals/Stands
Decorative stands for newspaper vending machines should be considered to consolidate vending machine clutter and screen views.

Special Elements/Gateways
Gateway elements should be installed at key entrances into Downtown as outlined in the Land Use Guide. Where room permits, low plantings and lighting should be placed around gateway bases to further enhance their appearance.

Where feasible, vertical architectural elements should be incorporated at visible locations such as plazas, pedestrian paths, visible corners, and the railwalk.

Example of Gateway Element

Custom Five-Box Newspaper Corral
**Information Kiosks**
Kiosks should also be placed at key Downtown locations to provide an area map with points of interest and parking locations, as well as event/program information. Kiosks should be considered for activity generators such as restaurants, the Train Station, and Jewel.

**Decorative Signage**
New decorative street signs will be placed at each Downtown intersection. The unique signs will increase Downtown’s visibility and identity as a special place within the Village.

**Downtown Street Sign**
New decorative signs will be placed along the rail walk. These unique signs will also increase Downtown’s visibility and identity as a special place within the Village.
The Downtown Land Use Guide was adopted by the Village Council after citizen input was provided at several public planning meetings. The Lakota Group, a professional planning firm, lead the planning process. Village residents and business owners were invited to participate in the meetings. The Village Council and Lakota included many of the ideas and comments generated during the meetings in the Downtown Land Use Guide Update.