Urban design isn’t just about making places attractive. People tend to associate urban design with community beautification – and while it does many things to fulfill that role, it serves a much higher purpose. Elements of urban design / placemaking work together to complement the look, feel, and function of Winnetka’s business districts.

Effective urban design provides structure to the built environment by catering to all types of users – pedestrians, cyclists, drivers, residents, visitors, seniors, and children. It furthers safety via bike lanes, sidewalk connectivity, count-down signals, crosswalks, and bollards. It lets you know how to get places and when you have arrived at a community via directional and gateway signage.

Finally, it caters to enhancing users’ quality of life via benches, patios, public art, shade trees, etc. that together provide a place to sit back, relax, and enjoy one’s surroundings. High quality urban design encourages residents and visitors to stick around, enjoy the environment, dine at restaurants, and shop at stores.

Enhancing these elements is often referred to as “placemaking”. Placemaking is a multi-faceted approach to the planning, design, and management of public spaces. Placemaking capitalizes on a local community’s assets, inspiration, and potential, with the intention of creating public spaces that promote people’s health, happiness, and wellbeing.
How should the Downtown Master Plan Design Guidelines be used?

The Urban Design Guidelines present a range of strategies to aid and encourage collaboration among different design and development professionals, Village staff and officials in promoting health, vibrancy, and district recognition through design. As development proposals within the districts come before the Village, these criteria should be reviewed and incorporated as appropriate whether the project is large or small, public or private, new construction, or renovation. The guidelines address all parties with a role in the design and construction of the built environment, and should serve as a continual reference point moving forward.

STREETSCAPE PLAN

The Village’s existing Commercial Districts Master Streetscape and Wayfinding Plan (December 2008) provides a detailed framework of varying types of improvements, (i.e. street grates, bollards, and planters, as well as specific locations. The Streetscape Plan also presents proposed signage designs and locations.) The general design standards set forth within the Streetscape Plan remain applicable, but the location specific treatments and sign details require review and updating based on the findings and recommendations of this Plan. As noted here and in the Action Plan contained in Chapter 7, it is recommended that the Village pursue a wayfinding and identity project to refine and determine the final type, design, and location of signage (gateway, directional, parking) throughout the Village. This includes refreshing the tree logo design that was considered and incorporating it into new urban design elements.

COMMERCIAL DESIGN GUIDELINES

The Village of Winnetka already has Commercial Design Guidelines in place that set forth best practices for site and building design within the Village’s business districts. The extensive document provides great detail on building architecture and massing, the treatment of pedestrian versus vehicular zones, public spaces, types of signage, and location-based open space guidelines. The Urban Design Guidelines that follow are specific to the discussion and findings that stemmed from Winnetka’s Downtown Master Planning process. They set forth strategies and identify specific improvements for each district that speak to and advance the district-specific Vision Statements developed by Winnetka residents. They build upon and support, but do not replace the Village’s existing Design Guidelines.
CHAPTER 5 | URBAN DESIGN

URBAN DESIGN THEMES

The following eight themes were identified by the community as priorities for the Plan. They are a direct reflection of desires by Winnetka residents and stakeholders, and served as the guiding principles to develop the recommendations described later in this chapter. As those improvements are implemented, they should be considered in light of these themes.

1. CHARACTER:

Future development and streetscape elements should promote consistent, cohesive application of urban design (lighting, street furniture, year-round landscaping, etc.) that celebrates Village identity and as outlined in the Commercial Design Guidelines. There should be a consistent character in the Village among design elements, but also a recognition of unique character to celebrate district-specific traits (i.e. Hubbard Woods Design District). In this way, urban design elements can reinforce the image of Winnetka and the business districts to residents and visitors.

2. DIVERSE USERS:

Urban design elements should reflect and cater to the diversity of people that frequent the business districts: pedestrians, cyclists, drivers, residents, visitors, families, shoppers, children, seniors, etc. Effective urban design elements will further everyone’s enjoyment of districts and attract nonresidents as potential shoppers and diners.

3. DISTRICTS:

The three business districts (Elm Street, Hubbard Woods, and Indian Hill) are not all of comparable scale and role in the Village. To that fact, the extent of streetscape improvements are anticipated to reflect existing characteristics and functionality of the enhancements. Elm Street and Hubbard Woods are larger, more viable for new business and visited by more people; so they are anticipated to see more energy applied to urban design elements.

4. CONNECTIVITY:

Connections through the community as well as business district destinations should be thoughtfully considered and improved for all users, including: 1) children going to school, 2) residents on convenience & recreation trips and 3) regional bikers passing through town and 4) those benefiting from ADA accessibility are all important.
5. SIGNAGE:
Navigation from place to place is an integral part of everyday life. People use their knowledge and previous experiences to find their way in the built environment. Signage is key for welcoming visitors (at gateway locations) as well as orienting and directing users to destinations and parking. Wayfinding signage does just that, it helps visitors find their way, get around, and understand the business districts. It also sets a tone for what people feel and think when they come to Winnetka. Signage must be focused and thoughtfully considered to celebrate Village character and not appear cluttered or confusing. An important consideration is also “user distinction” i.e. residents, who understand their way around, versus visitors who may be unfamiliar with the districts.

Pedestrian and bike amenities should be further integrated and follow a design to respect the distinctiveness of the districts. The Village can also continue to provide and maintain street amenities including benches, interesting seating, creative / interactive public art, planters, trash containers, recycling and water fountains to ensure business districts invite users to stay and enjoy.

6. AMENITIES:
Safety is crucial and should be thoughtfully considered for all users and furthered via lighting, pedestrian and bike amenities, crossings, bump-outs, etc. Future design guidelines should be integrated with the recommendations contained in the Transportation Plan to successfully plan for the interplay between pedestrians, cyclists, and motorists. A variety of tools are available to achieve the desired characteristics including signage, intersection treatments, crossing treatments, buffers, and traffic calming.

In the Midwest, where the warm seasons are limited, outdoor dining is especially dear as a way to enjoy community, friends, and neighbors. Outdoor dining is important to many residents and visitors (ranked #1 via the online quick poll). Creative integration should be explored via parklets (in Hubbard Woods), corner plazas, sidewalk patios (where the right-of-way allows), and temporary pop-up cafes at community events.

8. OUTDOOR DINING:
DISTRICT-SPECIFIC RECOMMENDATIONS

In addition to the overarching themes that should be applied at a macro-level and considered for each of Winnetka’s three business districts, there are district specific recommendations to be applied at the micro-level. These ideas are aimed at advancing the Vision for each district and were developed over the course of the planning process. Throughout that effort, the varying environments, users, site characteristics, economic drivers, and design opportunities for the business districts were reviewed, refined, and revisited. Solidifying the Vision Statements for each of the business districts early in the process provided the framework from which detailed recommendations followed. The urban design elements can represent opportunities to make the districts more appealing to support a stronger commercial market. In many instances the enhancements correspond to recommended transportation improvements – indicating that the appearance of pedestrian, bicycle, and auto-related infrastructure are ways to enhance the character of the areas.

The district-specific recommendations highlight three primary features:

**CONTEXT:** Good urban design always arises from a thorough and caring understanding of place and context. How does the district function? What primary roles does it serve – entertainment, civic, leisure? How is it used and by whom? What are the site constraints, opportunities, and capacity for development?

**KEY LOCATIONS:** Good urban design includes aims, targets, and objectives. The aims are the Visions and themes addressed previously. The targets are the key locations, i.e. intersections, parks, and places, where people tend to congregate, activity is focused, and where urban design improvements should be concentrated. The objectives are the urban design recommendations explained below.

**URBAN DESIGN OBJECTIVES:** The urban design objectives help further the sort of place each district hopes to become via physical development and coordinated improvements. The objectives for each district are different because they reflect the unique circumstances of the particular place. Downtown Elm Street is a municipal hub, Hubbard Woods is family / design-oriented, and Indian Hill is a gateway into Winnetka, with the primary user being New Trier High School students.
The Elm Street business district is the main hub and heart of Winnetka's business and civic community. Visually and symbolically it is bisected by Green Bay Road and the Union Pacific Railroad. The district has a very pedestrian feel with sidewalks that provide ample room for pedestrian flow and streetscape features, neighborhood shops, and local restaurants. That said, the crossing of Green Bay Road by pedestrians and cyclists at Elm Street using the bridge/Metra overpass is perceived as daunting. The area west of Green Bay Road most notably includes (1) the Post Office site, which presents a major development opportunity for the Village, (2) Chestnut Court / Moffat Mall, which sits just west of Village Hall and is a defining landmark that will inform surrounding development and urban design improvements, (3) Dwyer Park, a desirable destination for residents and families, and (4) Station Park, which lies across from Village Hall next to the Metra Station. The area east of Green Bay Road is walkable, similarly scaled to the west side and includes a potential development site at the intersection of Elm Street and Lincoln Avenue that will affect future development and market opportunities. The Green Bay Trail, which runs north south, lies just east of the Metra tracks, connecting to the area to both Hubbard Woods and Indian Hill.
ELM STREET KEY LOCATIONS

The map below identifies the key locations, intersections and sites where urban design improvements should primarily be focused in the Elm Street district. These locations were identified as top priorities via feedback and discussion during the Downtown Master Plan process.
ELM STREET URBAN DESIGN OBJECTIVES

SIGNAGE

☐ WAYFINDING PLAN: The value of helping visitors coming to Winnetka find their way to shops, businesses, and parking has been often reiterated in this Plan and is certainly an important urban design element. The Village’s existing plans for wayfinding should be coordinated with this Plan and implemented to help everyone find destinations in the districts; prior to improving Village signage (gateway, wayfinding, parking, etc.), an overall wayfinding program is recommended for the Village. Wayfinding and directional signage can better orient users to locations on both sides of Green Bay Road, Community House, Dwyer Park, the Metra Station, Green Bay Trail, public parking lots, and other key destinations in downtown.

☐ INSTALL GATEWAY SIGNAGE: Opportunities to enhance welcome signage into the core business district of the Village should be incorporated at key locations such as Green Bay Road and Oak Street, as well as Green Bay Road and Spruce Street.

• Parking: Review, refine, and simplify parking standards, signage and location by user type. As noted in the Transportation chapter, it is important for visitor parking to take precedent over employee and commuter parking to further foot traffic and activate the district. Additionally, a consistent design and clear message needs to be applied so that restrictions are easily understood for public parking lots and street parking.

• Private Signage: Continue to encourage creative integration of signs (such as blade signs) for commercial storefronts.

• Light Pole Banners: Continue to further celebrate district identity and unification between districts via banners on light poles. Banners may be location, event, holiday, or sponsor specific.

• Kiosk: Consider locating additional kiosks in the Elm Street district at key locations or near outdoor people places where there is a high amount of foot traffic and visibility. There is an existing display at Oak Street and Green Bay Road, additional locations and design of kiosks should be explored (potential location: future development of Post Office site).
ELM STREET URBAN DESIGN OBJECTIVES

PEDESTRIAN AMENITIES

☐ CONNECTIVITY + SAFETY: East-west connections should be enhanced via intersection improvements and curb extensions at Elm Street and Green Bay Road and bridge enhancements / sidewalk widening as shown in the Transportation chapter. Likewise, pedestrian amenities that cater to user safety, access, and circulation at key locations should be added as appropriate.

- Specialty Pavers: Incorporate pavers at all four crossings at intersection of Green Bay Road and Elm Street to further identify pedestrian environment; continue decorative paving across bridge as noted in the Transportation chapter.
- Bump-outs/Curb Extensions: Add these elements to create a more pedestrian friendly environment at the intersections of Green Bay Road and Elm Street, Green Bay Road and Oak Street, and along bridge going over Metra as noted in the Transportation chapter.
- Bollards: Consider adding bollards at Green Bay Road and Elm Street to further pedestrian safety.
- Crosswalks: Add and repaint if fading.

BIKE AMENITIES

☐ BIKE PARKING: Integrate attractive bike parking at some of the key locations in Downtown. Include intersections east and west of the Metra Station on Elm, Dwyer Park and Metra Station (improve existing); also incorporate into future development of Post Office Site. Bike parking also should be considered at the intersections of Elm Street and Lincoln Avenue, and Elm Street and Chestnut Street.

- Creativity: Bike racks can be a creative options to also serve as public art and provide an opportunity to further community identity (see idea board).
- Repair Station: Consider installing an air/fill repair station near the Green Bay Trail.
- Bike Plan: Coordinate with the adopted Park District Bike Plan for overall recommendations on circulation.
- Green Bay Trail Connectivity: Further pedestrian and bike connections between commercial districts via the Green Bay Trail.
ELM STREET URBAN DESIGN OBJECTIVES

BUILT + NATURAL AMENITIES

- **Public Art / Sculptures:** Explore opportunities for art installations, sculptures and / or interactive and potentially kid-friendly fixtures at key locations – specifically the Post Office site.

- **Trash / Recycling Receptacles:** These elements are already installed and should be integrated as needed in the future relative to the Post Office site and development at Elm Street and Lincoln Avenue.

- **Landscaping:** Year-round landscaping is a high priority for the Village as noted via community engagement. Key locations should continue to integrate and maintain landscape treatments that respond to the surrounding environment by providing greenery, shade, and a sensory experience for users. Shrubs and landscape buffers should be incorporated at the edges of plazas and outdoor patios to buffer users from parking and traffic. Shade and ornamental trees should be added and maintained along sidewalks and surrounding plazas. Planters should continue to be integrated at corners.

- **Street Furniture:** Continue to integrate outdoor benches, tables, and seating options at key locations. Consider exploring creative options at plazas and where space allows. Special consideration of opportunities should be applied to the future development of the Post Office site (see idea board).

- **Seasonal Opportunities:** Continue installation of holiday lights, but also explore opportunities to embrace seasons with unique planter creations, light pole banners, etc.

- **Building Plaques:** Celebrate the history of significant structures via more building plaques at the street level that tell a story (see idea board).

- **Pavement Stampers:** Further Village / district identity at key locations via concrete stampers or inlaid designs (see idea board).
ELM STREET IDEA BOARD
Hubbard Woods is a linear business district built on both sides of a regional arterial roadway, Green Bay Road. The district is a major year-round destination due to Hubbard Woods Park and shopping options. It serves as the northern gateway into Winnetka (at the intersection of Scott Avenue and Green Bay Road) and shares its border with Glencoe. Based on the narrower street width of Green Bay Road in Hubbard Woods, it has a more intimate feel than the Elm Street District. It also has narrower sidewalks though, which limits opportunities to expand ground-level streetscape amenities and outdoor seating. That said, Hubbard Woods is walkable, family-friendly and ideal for shopping, playing at, or attending events in Hubbard Woods Park. Parking is primarily provided via on-street parallel spaces. There is also a two-level parking structure adjacent to the railroad tracks at Merrill Street and Tower Court, but it is difficult to access due to existing circulation and traffic patterns around the park at Merrill Street / Gage Street / Tower Court. The Hubbard Woods Metra Station and Green Bay Trail lie on the east side of the District. A public parking lot is located at the south end of the district on Tower Road.
KEY LOCATIONS

The map below identifies the key locations, intersections and sites where urban design improvements will primarily be focused in Hubbard Woods. The locations noted were identified as top priorities via feedback and discussion during the Downtown Master Plan process. As such, the locations provide significant opportunities for enhancement to advance the vision.
HUBBARD WOODS URBAN DESIGN OBJECTIVES

SIGNAGE

- **WAYFINDING PLAN:** As with the Elm Street District, Hubbard Woods can benefit from improved wayfinding. While many of the destinations in the district are located directly along Green Bay Road, some can be challenging to find for first time or occasional visitors. This is especially true of the Metra Station and Hubbard Woods parking deck.

- **GATEWAY SIGNAGE:** An opportunity exists to add welcome signage to the Village at Green Bay Road and Scott Avenue. Similar signage announcing entry to the Hubbard Woods District could be located at Green Bay Road and Tower Road, and / or Green Bay Road and Merrill Street.

- **WAYFINDING / DIRECTIONAL SIGNAGE:** Signage to better orient users to Hubbard Woods parking garage (a formal name for which should be determined and commonly applied), Hubbard Woods Park, Metra, Green Bay Trail, and other key destinations can be added to enhance understanding and comfort in the district for all visitors.

- **Parking:** Review and refine signage and location by user type; visitor parking takes precedent over employee and commuter. Again, directing visitors to the Hubbard Woods parking garage is a particular need.

- **Private Signage:** Continue to encourage creative integration of pedestrian oriented blade signs for commercial storefronts.

- **Light Pole Banners:** Further celebrate district identity and unification between districts via banners. Banners may be location, event, holiday, or sponsor/business specific; consider Hubbard Woods Design District.

- **Kiosk:** Consider locating one or more additional kiosks in Hubbard Woods at key locations or near outdoor people places where there is a high amount of foot traffic and visibility. Possible locations include at Hubbard Woods Park and / or near Tower Road and Green Bay Road.
HUBBARD WOODS URBAN DESIGN OBJECTIVES

**PEDESTRIAN AMENITIES**

- **CONNECTIVITY + SAFETY:** Pedestrian circulation can be enhanced around the Metra Station, Hubbard Woods Park, Green Bay Trail, and the intersection of Tower Road and Green Bay Road, which is particularly daunting.

- **Specialty Road/Shared Street:** Consider adding decorative paved crossings at Green Bay Road and Tower Road to further the pedestrian environment. Consider making the stretch of Tower Court adjacent to Hubbard Woods Park and the Metra Station a paved corridor for utilization as a shared street for special events.

- **Bump-outs/Curb Extensions:** These elements can be added at the intersection of Green Bay Road and Tower Road, Green Bay Road and Merrill Street, and Green Bay Road and Gage Street. Similarly, parking spaces along Green Bay Road in Hubbard Woods can be reorganized to allow for the creation of additional bump-outs for landscaping or outdoor seating.

- **Bollards:** Integrate bollards at key locations around park to further safety of pedestrians and children; consider additional at intersection of Green Bay Road and Tower Road.

- **Crosswalks:** Add and repaint if fading

**BIKE AMENITIES**

- **BIKE PARKING:** The family oriented nature of the district is a point of emphasis for integrating bike amenities such as attractive bike parking at key locations. Particular attention is appropriate to opportunities at both the north and south ends of Hubbard Woods. At the north end, explore creative, family-friendly bike racks near Hubbard Woods Park. At the south end (near Green Bay Road and Tower Road) explore bike racks that celebrate the “design district”.

- **Creativity:** Create options for bike racks may also serve as public art and help further celebrate the Hubbard Woods Design District (see idea board).

- **Identity:** Bike racks provide an opportunity to further community identity.

- **Bike Repair:** Consider an air / fill station near the Green Bay Trail (one at bike shop).

- **Bike Plan:** Coordinate with the adopted Park District Bike Plan for overall recommendations on circulation.

- **Green Bay Trail Connectivity:** Further pedestrian and bike connections between commercial districts via Green Bay Trail.
HUBBARD WOODS URBAN DESIGN OBJECTIVES

BUILT + NATURAL AMENITIES

☐ PEOPLE PLACES: Due to the narrow width of sidewalks in Hubbard Woods, opportunities to create people places at intersections and along the right of way are limited. Encourage integration of creative seating, outdoor patios, public art, and accent landscaping via parklets within requirements for future development proposals.

☐ PUBLIC ART: A key characteristic of Hubbard Woods is its family-friendly and design-centric nature. As such, there are opportunities to celebrate this via public art at key locations, gateways, and vistas. The Village may also consider temporary art installations at Hubbard Woods Park to replace annually as noted in the examples below.

- Trash / Recycling Receptacles: With the newly renovated park and additional park programming to further activate the district, trash and recycling receptacles can be added to ensure they are keeping up with increased use / community events.

- Landscaping: Consider consolidating or grouping planters that are currently located within the sidewalk and in front of storefronts to bump-outs and parklets; this will improve the ease with which people can walk and shop.

- Seasonal Opportunities: In addition to holiday lights, explore opportunities to embrace seasons with unique planter creations, light pole banners, etc.

- Building Plaques: Celebrate the history of significant structures via building plaques at the street level that tell a story.

- Concrete Stampers: Further district identity at chosen, high traffic intersections that celebrate Hubbard Woods Design District.
HUBBARD WOODS IDEA BOARD

EXISTING

GROUP SPACERS

EXTEND CURB

PAIRLETS ARE VERY SMALL TEMPORARY PARKS THAT FIT WITHIN EXISTING PARKING SPACES
Winnetka’s Indian Hill Business District is an auto-oriented business corridor that serves as the southern gateway into the Village, sharing its border with Kenilworth. Other than a small sign, there is no real gateway welcome. The Metra / Indian Hill station sits on the east side of Green Bay along with a large commuter parking lot, the primary users of which are students heading to and from New Trier High School. The Illinois Department of Transportation recently installed traffic, safety, and signal improvements at the intersection of Winnetka and Green Bay. Green Bay Trail runs north-south along the UP-N railroad tracks, just east of Green Bay Road. The most significant opportunities present in Indian Hill is to install signage (both wayfinding and gateway), complimentary landscaping, and explore the retrofit / reuse of the Village owned garage structure on the southeast corner of Winnetka Avenue and Green Bay Road.
INDIAN HILL KEY LOCATIONS

The map below identifies key locations, intersections, and sites where urban design considerations are appropriate in the Indian Hill district. These locations were identified as top priorities via feedback and discussion during the Downtown Master Plan. While outside the study area, New Trier High School certainly impacts the district.
INDIAN HILL URBAN DESIGN OBJECTIVES

SIGNAGE

- **WAYFINDING PLAN**: Further developing the wayfinding concepts noted in the Plan are an important step to understanding each business districts’ built environments and where information is needed to maximize legibility of the wayfinding system. As part of the overall wayfinding program indicated in this Plan. This southern gateway should receive consideration of how visitors can be directed to key locations such as the Elm Street District and New Trier High School.

- **GATEWAY SIGNAGE**: Enhancing the existing welcome signage at southeast corner of Green Bay Road and Winnetka Avenue can be accomplished by adding a more robust, site specific gateway sign closer to the intersection. This site was initially acquired by the Village for use as a gateway, and this Plan recommends pursuing that option. This will involve adding landscaping and signage that is highly visible and provided a special announcement that those coming north on Green Bay Road have reached Winnetka.

- **WAYFINDING / DIRECTIONAL SIGNAGE**: Signs should better orient users to New Trier High School, Downtown Elm, Green Bay Trail, Metra, and other notable destinations (North Shore Country Day and Music Institute) via wayfinding signage. Further pedestrian and bike connections between business districts via Green Bay Trail can also be highlighted. During the Downtown Master Plan process, it was noted that New Trier High School hosts many state-wide sporting events that draw thousands of visitors from across the state to Winnetka. But due to lack of wayfinding signage, visitors may not realize the proximity of Downtown Winnetka and the restaurants therein. Thus potential sales tax dollars may be leaving the Village due to lack of wayfinding / directional signage.

- **Light Pole Banners**: Further celebrate district identity and unification between districts via banners on light poles. Banners may be location, event, holiday, or sponsor specific.
CHAPTER 5 | URBAN DESIGN

INDIAN HILL URBAN DESIGN OBJECTIVES

PEDESTRIAN | BIKE | BUILT + NATURAL AMENITIES

☐ PEDESTRIAN: In addition to further celebrating the entry into Winnetka via gateway signage near the intersection of Green Bay and Winnetka Avenue, that site (as highlighted in orange on the Key Location Map) is large enough to accommodate additional improvements that could cater to the high amount of student users, generate activity, and make the entry vista more of a “people place.” Potential improvements include retrofitting the existing building into a walk-up student led or student oriented shop (example: container café for coffee, gelato, etc.). If created into more of a destination, additional pedestrian amenities including patio seating, bike parking, benches, and festoon lighting should be considered; parking would also need to be addressed. Furthermore, landscaping should be installed at edges to buffer users from traffic and provide greater comfort / safety.

*** Ideas noted through the Downtown Master Plan outreach support this initiative:
1) Parents of Winnetka want more places for their teens to be able to spend time and
2) in addition to the desire for more restaurants and places to go out to eat, an ice cream / gelato shop was a specific desire noted many times over. ***

• Public Art: Consider the installation of a sculptural art element at gateway corner and consider a mural at the underpass. Consider art projects being led by New Trier High School Art classes.

• Landscaping: Integrate accent landscaping on east side of Green Bay leading up to Winnetka Avenue to compliment signage and provide attractive gateway approach into Winnetka.

• Student Run Community Garden: Consider coordinating with New Trier High School to make the gateway a pilot program for a student run community garden that could include a patio with picnic tables to enjoy lunch. The existing structure could become a tool shed and farmers stand to sell harvested goods and students could engage the community about urban farming / sustainable practices.
INDIAN HILL IDEA BOARD
Emphasizing the business districts’ role as “people places” can, in part, be advanced through application of the urban design concepts described in this chapter. The enhancements to public and private spaces include elements such as new signage, pedestrian improvements, and street furniture (benches, kiosks, planters, etc.). Proposed improvements build on past plans, reflect the unique character of each business district, and create a consistent application of Village-wide wayfinding and gateways. Implementation of the urban design recommendations are intended to advance the district Visions Statements and build on the Village's history and physical characteristics.