

# Kenilworth Design Guidelines Business District

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# Introduction 1

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## 1A. Statement of Purpose

**T**he primary objectives of the Kenilworth Business District Design Guidelines are to: (1) help transform those properties located along Green Bay Road and Park Drive in the Village’s Business District into a vibrant and attractive mixed-use, pedestrian-oriented district reflecting the Village’s overall character and quality; (2) maximize the Village’s opportunities to diversify and strengthen its tax base by enhancing property values in the Business District as well as revenue opportunities; (3) ensure that adjacent residential neighborhoods are respected; (4) encourage design that provides friendly, safe multi-modal transportation access to the Business District; and (5) promote new development and rejuvenation within the Business District.

In community workshops conducted as part of the Comprehensive Planning process, the residents of Kenilworth expressed a strong desire for an attractive Green Bay Road commercial area and a comfortable “pedestrian environment.” Specifically, the combination of architecture, signage, lighting, paving materials, landscaping and street furnishings should create a friendly and safe environment for residents, commuters, and business patrons alike, thereby increasing protection of the public health, safety, and welfare.

The intent of these Business District Design Guidelines is to further the vision of the Comprehensive Plan by providing a standard for evaluating proposed commercial, mixed-use, multiple-family and institutional development in the Business District. These guidelines require that proposed designs create a contextual relationship with the Village character. The goal of these guidelines is to foster desired new development that helps achieve the Village’s expressed vision for its Business District.

It is also the intent of these Design Guidelines to support the Village’s earlier vision of an architecturally cohesive business district in the English-inspired architectural style of the 1920s so as to promote redevelopment of the business district into a vibrant and attractive commercial area, which aesthetically complements the architecture of the Village’s residential districts.



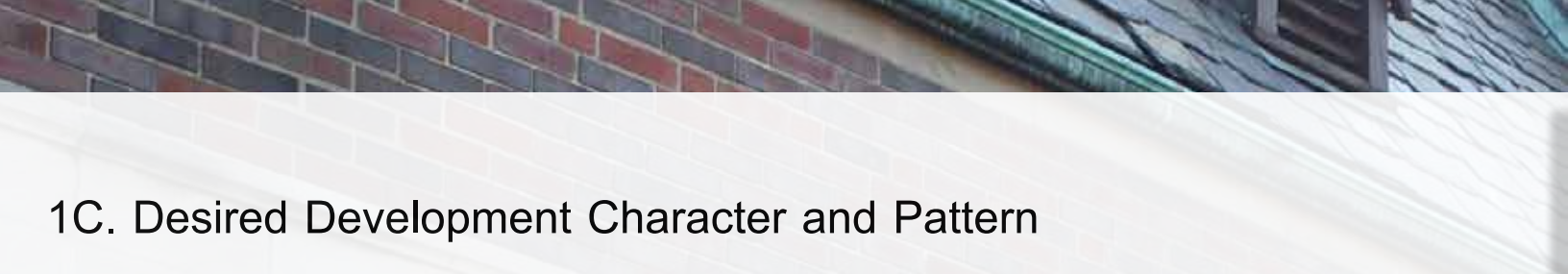
## 1B. Village History and Character

**T**he Village of Kenilworth has a rich architectural history dating from the English-inspired vision of Joseph Sears in 1889. Kenilworth's streets and homes were designed by the greatest planners and architects of their time, including planner/architect Franklin Burnham, architect George Maher and landscape architect Jens Jensen.

The Village contains houses designed by a number of esteemed architects, including a significant collection of buildings by George Maher, a contemporary of Frank Lloyd Wright. Maher lived in Kenilworth and saw nearly 40 of his designs constructed between 1893 and 1926. As a village planner, he also fashioned the limestone pillars that mark the Sheridan Road entrances to the Village, and the town's central fountain.

Consistent with the over all English theme of the Village, Kenilworth's buildings are strongly influenced by the English architects of the Arts and Crafts movement and other designs that reference the Prairie School. Kenilworth's distinctive stone commuter train station built in 1890, its numerous European-influenced residences, and its Old English-style street lamps and park-like setting continue to evoke the pastoral image of an earlier time and vision of community.

The English theme of the early Village architecture became the design foundation of the business district. The present Business District was created in the 1920's when the area west of Green Bay Road was annexed. Seeking a general style of architecture for the new Business District, the Village established an architectural commission whose recommendation of "the English style of architecture" was intended to be the District's future identity.



## 1C. Desired Development Character and Pattern

**T**he revitalization of the Business District, provides Kenilworth with the opportunity to reinforce its strong history and commitment to quality architecture. The Village encourages new construction that complements the traditional architectural styles evident within many homes and prized buildings found in the Village. Moreover, because the majority of the Business District abuts residential districts, the size, scale and architectural compatibility of the buildings in the Business District with those in the residential districts are important.

The Village seeks to establish and maintain high quality design and construction in its Business District with development that is attractive and consistent with a pedestrian-oriented character. Whether a proposed project is for new development or an improvement to an existing building or landscape, it is important that each proposal enhances the contextual character of its surroundings and contributes positively to the goals of the community while also respecting the existing adjacent residential neighborhoods. Standardized, formulaic, non-regional architecture and architectural features used primarily for advertising purposes are not allowed.

The most prominent existing architectural style in the Business District is English Tudor as represented in the signature building at the corner of Green Bay

Road and Park Drive. This commercial building has a heavy masonry base with the upper floors articulated by timber and stucco bays and punched windows. Renovation and new development should be of an architectural style compatible with the existing prominent Tudor, Tudor Revival, or other historic English-influenced designs.

In the limited instances where renovation should be considered, the Village encourages improvements that lead to a design which is consistent with the desired architectural style outlined above. For those existing buildings with a quality design of another period that is not Tudor, Tudor Revival, or other historic English-influenced designs, the building may be renovated to be consistent with the style in which it was originally built.

Successful and thriving walkable commercial districts are characterized by continuous rows of mixed use buildings constructed at the front property line. This development pattern creates a distinctive “streetwall” that adds visual interest, enhances the pedestrian environment, and establishes a pedestrian scale within an area. Building placement and orientation objectives in these guidelines strive to create this development pattern throughout the Business District.

## 1C. Desired Development Character and Pattern (continued)

Although not always possible or practical, providing building or site design elements at the property line is encouraged, and noticeable gaps or other discontinuities at the streetwall are discouraged. Landscaping, landscape hedges, and low masonry walls should be considered where gaps in the streetwall exist.

The building placement is an important consideration in maintaining pedestrian comfort. Attention should be paid to all existing streetscape/pedestrian zones to ensure that those created by future development continue to provide for safe, efficient pedestrian-friendly movement for Business District users. To maintain an active pedestrian environment, buildings should be oriented toward streets and sidewalks.

In general, the Business District public parkway character is that of a paved streetscape pedestrian zone. The Village encourages street trees and understory plantings as outlined in these guidelines.

Finally, existing and new developments should preserve existing trees and minimize disruptions through grade changes or installation of underground utilities and structures. Tree planting in the public way and/or on adjacent setbacks should extend and complement the existing street character or establish a character if none exists.



## 1D. Scope of Application and Review Process


**T**he Business District includes properties situated along the Green Bay Road corridor, as well as the commercial properties along the north side of Park Drive. These guidelines shall apply to all development, public or private, within the Business District, as designated on the Kenilworth Zoning Map, pursuant to the Kenilworth Zoning Ordinance, 1969, as amended.

The Architectural Review Commission has the authority to review and grant certificates of appropriateness for the erection, construction, alteration or repair of any building or structure in the Business District in accordance with Section 17.2 and 17.3 of the Village's Zoning Ordinance.

The Architectural Review Commission is given the authority to review and approve the exterior design for new commercial and multi-family development and redevelopment including facade architecture and materials, colors, lighting, awnings, signage, and landscaping. The Architectural Review Commission will review proposed projects relative to the appearance of any structure and site improvements to ensure that the exterior design, materials, and colors maintain the appropriate aesthetic relationships and standards of design. As part of the review, the Architectural Review Commission may recommend specific design conditions and limitations regarding architecture, awnings, signage, lighting, landscaping, screening or other matters relating to the purposes and objectives of the Village regulations. The Architectural Review Commission considers effects upon adjacent properties or improvements in the vicinity of the property that is the subject of the application for a certificate of appropriateness.







## 1D (continued). Application of Design Guidelines

1. The Design Guidelines are to be used as a framework by Village staff, the Architectural Review Commission, and others, as processes require, in reviewing plans and proposals for the Business District.
2. The Design Guidelines are to be used by the Village and Business District owners, developers, and businesses to advise and encourage Business District merchants and property owners in the improvement and redevelopment process.
3. The Design Guidelines are to be distributed to property owners and prospective designers and developers as a statement of the Village's desires and preferences regarding Business District redevelopment. They are to be used as a reference by developers and architects as they prepare plans for redevelopment projects.



# Design Guidelines 2



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## A. Architectural Style and Considerations

**1** Following the architectural intent of Kenilworth's early planners as well as consideration for the limited size of the Business District, development within the Business District should consist of historic English architectural styles. New buildings need not be historic replicas, but should offer high quality and compatible interpretations of Tudor, Tudor Revival, and other historic English styles present within Kenilworth. Interpretations should foster a residential feel for the Business District as a whole.

**2** In the limited instances where renovation should be considered, the Village encourages improvements that lead to a design which is consistent with the desired architectural style outlined. For those existing buildings with a quality design of another period that is not Tudor, Tudor Revival, or other historic English-influenced designs, the building may be renovated to be consistent with the style in which it was originally built.

**3** The prominent building at the southern entrance to the Business District, 400 Green Bay Road, exhibits the traditional architectural details of smaller structural bays and massing, limited building heights, variety in roof forms, mix of materials and special attention to detailing and fenestration proportions and patterns. Buildings within the Business District should incorporate similar traditional architectural details.

**4** Buildings within the Business District should reflect sensitivity to the immediate site surroundings and the Village-wide character.

**5** All exterior walls of buildings should be treated with consistent architecture, details, and materials.



# A. Architectural Style and Considerations (continued)

6 The image below highlights some of the fundamental elements of Tudor Revival and other historic English styles for development that is consistent with anticipated uses in the Business District.



Steep pitched, highly visible roofs with high-quality materials

Half-timbered walls consisting of exposed decorative wood on the upper façade

Exposed wood structural elements that penetrate the building façade

Windows with a predominantly vertical proportion and framed panes

Plaster or masonry fill between half-timber elements on the upper façade

Ground floor transom or awning area that creates a clear separation between the commercial storefront and upper façade

Ground floor commercial display area that creates a transparent and engaging façade

Bulkhead that establishes a firm façade base and relationship with the ground plane

## B. Placement and Orientation

**1** Buildings in the Business District should be positioned at the property line and occupy the entire lot-width to assist in creating a “streetwall” that enhances pedestrian comfort and maintains pedestrian scale.

**2** Gaps between buildings in the streetwall should be avoided, except where pedestrian access to rear parking is designed and planned for.

**3** In addition to providing pedestrian scale, a street wall contributes to the pedestrian interest and circulation of the area. To this end, long, blank facades are discouraged.

**4** Buildings throughout the Business District should have strong pedestrian orientation, providing opportunities for window shopping, and outdoor dining.

**5** Corner buildings should take advantage of their prominent locations with angled, rounded or recessed corner entrances. Buildings located on corner lots should be built out to both the front and corner side property lines. Given that the Business District is only one lot deep, corner lots also play an important role in the transition between the commercial and residential districts.

**6** The placement of mid-block buildings at odd or irregular angles to the street is prohibited.



## C. Building Height

**1** Buildings should be 2½ to 3½ stories in height (25'-35').

**2** When buildings are adjacent to residential neighbors, consideration should be given to setting back portions of the buildings located at the second story or above from the rear and side to soften the bulk and visual scale of the building. This may include terracing or stepping rooflines, in keeping with the overall architectural style of the building.

**3** Careful consideration should be given to building elements at the ground level to ensure that the buildings have human scale and create a harmonious environment.



## D. Building Materials

**1** Authentic and high quality building materials are desired to convey the image of the Village. These include natural color brick, stone, cast or carved stone, terra cotta, and timbers with limited stucco on portions of Tudor-styled buildings. Decorative metal and stone are desirable as finish materials for flashing, ornamentation around doors and windows, and cornices.

**2** Brick, stone and cast stone should be the primary building materials on all exterior walls of buildings in the Business District. Brick and stone selections should be designed in a compatible range of colors rather than a single color selection for an entire building, in order to avoid a flat and modern appearance.

**3** Buildings obtain some of their character from the mix of materials, and creative use of material combinations is encouraged to break up the massing. The number of façade colors should be

minimized to maintain a unified district.

**4** Stucco may be permitted only when used on second floor walls or above. Exterior insulation finish systems (EIFS) or Dryvit, wall siding of all types, metal/vinyl wall panels, and wood siding are prohibited within the Business District.

**5** Detail should be included on each building such as stone, brickwork and metalwork to highlight windows and doors.

**6** Overhead doors for the covered parking for upper floor residential units are preferred to replicate stile and rail paneled doors if they are in view of the public or pedestrian way. Overhead doors are allowed only on building openings that face alleys.

**7** Building color should be compatible with the area's character and enhance the building's visual appeal. Color should be used to complement the materials of a façade and to highlight architectural features. Primary, bright, or excessively brilliant colors are discouraged.





## E. Facades

**1** Exterior side walls visible from the public way shall be finished in materials similar to the front facade.

**2** The relationship of horizontal banding among buildings unifies the street elevation and, the division of a building façade into horizontal bands provides human scale and proportion to the façade.

**3** A building base, middle and top should be strongly articulated through materials, details and changes in the plane of the wall. Retail storefronts should be differentiated from the façade of the upper stories. Storefront systems, awnings, and entrance doors should be harmonious.

**4** The use of decorative building elements consistent with the architectural style in a rhythmic pattern is encouraged to break up large building masses. Columns, pilasters, window placement and other architectural features should be used to divide facades of large buildings into several smaller vertical segments. Structural elements and bays should be architecturally expressed on the façade to add interest, scale, proportion, and detail.

**5** Multiple storefronts that are part of the same building should have complementary façade designs, particularly with respect to color, cornice line and other architectural details, and decorative materials.

As used in these guidelines, facade shall mean the exterior wall of the building.



## F. Doors and Entrances

**1** The entrances and their architectural details should be influenced by the overall architectural style of the building, its intended use, and be appropriately sized and designed. The entrance should be proportionately scaled to the overall building design.

**2** Front entrances and retail storefronts should be prominent, easily discernible, attractive and inviting to pedestrians, and add visual interest to the street.

**3** The primary business entrance should be evident from the public way and differentiated from the semi-public and private residential entrances.

**4** Primary business entrances should consist of full glass panel doors and transoms where appropriate. Recessed doorways are encouraged to provide cover from the elements and to allow safer opening of doors.



## G. Windows and Bays

**1** Windows and window details should be appropriate for the architectural style of the building, and true divided lites are encouraged where appropriate.

**2** Large ground-floor bays and display windows on facades with bulkheads and transom lites are strongly encouraged within the Business District.

**3** Upper floor balconies, decks, terraces, and bay windows are appropriate on all sides of buildings, but should not extend or overhang into the public right-of-way without Village approval.

**4** Windows on the upper floors' exterior walls are encouraged and should be consistent with the architectural style of the building. Upper floor windows should appear to be "punched" openings within a solid wall, rather than a continuous row of windows separated only by their frames. Upper floor windows shall be recessed, not flush with the surface of the building.

**5** Window glass should be clear or slightly tinted. Dark-tinted, spandrel, frosted, back-painted, and smoked glass are discouraged on the front of buildings. If part of the architectural design, they should be used sparingly and only where necessary to screen the function of the interior space (such as storage areas, kitchens, bathrooms). Mirrored or reflective glass is not permitted within the Business District.

**6** Expanses of walls should not be visible from the public right-of-way. Consideration should be given to incorporating features such as display windows, and material and color variations.

**7** Ground floor windows can be used for displays; however business owners shall allow full and unobstructed views into their businesses. Completely obstructing windows from the interior of a building with shelving, display cases, or other objects is discouraged.



## H. Roofs and Dormers

**1** Rooflines, roof slopes, and architectural details should complement the building's architectural style.

**2** Dormers and gables with purposeful space are encouraged to be incorporated within the roof structure of a building, and not just applied decorative elements. Shed dormers should not extend for more than 50% of the façade length.

**3** Sloped mansard style roofs are prohibited within the Business District.

**4** Roof parapets shall be utilized only in achieving the appropriate gabled architecture.

**5** Cornices and other decorative detail are strongly encouraged along the rooflines of buildings.

**6** Eaves should have depth and should be appropriate to the building's architectural style as to create shade and shadow on the upper floor of the building. Eaves should be of sufficient depth to accommodate ornamentation such as decorative brackets, dentils and cornices.

**7** Slate roofing is encouraged in the Business District, although clay tile and simulated slate or tile may also be permitted provided they are consistent with the architectural style and of high quality. Cedar shingles, cedar shakes, and asphalt shingles, including architectural shingles, are not encouraged.

**8** Flashing, gutters, and downspouts are encouraged to be copper or other high quality, metal materials.



# I. Awnings and Canopies

**1** Awnings are desired elements as they protect pedestrians from the elements, add color and visual interest to the street, and contribute significantly to an area's pedestrian scale and interest.

**2** Canopies should only be utilized for entrances to the residential portions of buildings within the Business District.

**3** Awnings and canopies shall be made of a canvas or durable fabric material that can be easily cleaned. Hard plastic, vinyl, metal or other materials are prohibited.

**4** Internal illumination of awnings is prohibited.

**5** Awnings shall be constructed and erected so that the lowest portion of the projecting frame and descending skirt shall not be less than 7'6" above the level of the sidewalk or ground located below the awning.

**6** Awnings may project over the public way but they should not be within two feet of the curb line of a public street. A recommended minimum awning projection is three feet; however the projection should be consistent with the style of awning and scale of the building.

**7** Where several storefronts are developed as a single building, they should have awnings of a similar style, alignment, and color in order to maintain a sense of visual continuity.

**8** Awnings and canopies should fit within the frame of the storefront window; they should not hide the building's façade, distort its proportions, or cover architectural features.

**9** Awnings may be fixed or retractable. Retractable awnings must be kept either in the fully projected position or the fully closed position. Fixed awnings are to have concealed rigid metal frames. Retractable awnings should have a canopy cover and retractable rollers mounted to the building.

**10** The color of awnings and canopies shall complement and enhance the overall color scheme of the building façade. Recommended colors are solid black, dark green and dark blue.



## J. Lighting

**1** Appropriate and judicious lighting of a building's façade is encouraged to identify stores and businesses, promote a sense of safety and security, and highlight prominent buildings and building features in the Business District. Excessive up-lighting shall be avoided to reduce light pollution.

**2** Lighting shall be used to illuminate pedestrian and parking areas.

**3** Lighting shall provide a sense of safety without having a negative effect on neighboring properties and shall be located, aimed, lamped, or shielded to minimize glare, sky glow, and stray light. Lights should not shine across property lines, especially along alleys and into residential neighborhoods.

**4** Lighting in the rear or side of Business District properties, including parking lot and building lighting, shall not spill over into adjacent residential areas.

**5** Building lighting fixtures should be subtle and understated, and consistent with the architectural style of the Business District.

**6** Fluorescent lighting with exposed fluorescent lamps is discouraged in street-level interiors where visible from the public way.

**7** Light fixtures and poles for parking areas should be consistent with the Village's architectural style.

**8** Exterior lighting with an incandescent quality is encouraged, regardless of the lamp type, to create a warm atmosphere.



## K. Parking, Overhead Doors, and Service Areas

**1** When possible, parking lots should be located behind buildings. Parking lots in front of buildings are discouraged. Infill redevelopment of existing surface parking lots located between buildings is encouraged.

**2** Access to parking lots should be provided from alleys to maximize the development potential of the Business District and to maintain a safe and comfortable pedestrian environment along Green Bay Road.

**3** New curb cuts and access drives are discouraged along Green Bay Road, and redundant and unnecessary curb cuts should be eliminated.

**4** Parking lots should be screened from view from all public right-of-way except alleys, including sidewalks and streets, through the use of landscaping and low masonry walls. Planters and landscaped areas should buffer parking and service areas from adjacent uses. Plantings should consist of low evergreen and deciduous shrubs planted in conjunction with low-growing annual or perennial plants

and groundcover. Large expanses of exposed mulch shall be avoided.

**5** Parking lot landscaping should include “landscape islands” at a ratio of approximately one per fifteen parking spaces. Landscape islands should consist of canopy trees (initially 3 to 4 inches in caliper), attractive groundcover, and/or decorative shrubs (initially 2 to 3 feet in height).

**6** All parking lots should be well marked, sufficiently lit, provided with proper drainage and include clearly marked pedestrian pathways.

**7** In order to reduce or minimize paved parking areas, shared parking is encouraged where adjacent buildings have interior uses which offset each other in their use of the parking lot subject to the requirements of the zoning ordinance. For example, a business with daytime employee and shopper parking may create an opportunity for evening use of the same lot by evening shoppers or restaurant patrons.

**8** Trash receptacles, dumpsters and service areas shall be located inside the primary building or be fully enclosed by masonry walls and screened with landscaping.



## K. Parking, Overhead Doors, and Service Areas (continued)

**9** Service areas and overhead doors are to be located off secondary streets or alleys. All service areas are to be treated with masonry walls and/or appropriate landscaping at 6 feet in height from the ground level.

**10** Decorative metal fencing should be used where appropriate to enhance and define open spaces, landscaped areas and building entrances. Such fencing should not be more than four feet in height. Chain link fences are prohibited.

**11** The rear of commercial buildings shall be well kept, with rear exterior walls being comparable to the facades. Secondary rear entrances to stores and shops are encouraged in blocks where public parking or pedestrian walkways are located behind the buildings.

**12** Mechanical equipment must not be visible from the public-right-of-way. Roof-mounted equipment should be located so as not to be visible from the primary or secondary approach and screened from residential areas.

**13** Grade-level mechanical and utility equipment should be screened from public view with an enclosure or screening element integral to the building design, masonry walls or landscaping.





## L. Other Considerations

**1** Sidewalk seating and tables for cafes are encouraged. However, these improvements should not overwhelm the sidewalk nor impede pedestrian circulation along the sidewalk.

**2** Parkway landscaping should consist of salt-tolerant street trees, groundcover and perennials. Street trees and other landscaping along the public rights-of-way should be protected from motorized and pedestrian traffic by street curbs and tree grates.

**3** Landscaping should be healthy and attractive. Maintenance programs performed on a regular basis should be established as part of new development approvals. Maintenance should include turf mowing, periodic fertilization, pruning, and the clean-up of litter and debris.

**4** Decorative planters may be placed at Business District entrances only where they will not impede the safe flow of pedestrian traffic.

**5** Throughout the design and building process, the Village encourages a sustainable approach that balances environmental responsiveness, resource efficiency, and cultural and community sensitivity, with the owner's economic viability. Using the USGBC LEED Rating System as a tool or guide is a good measure of a project's sustainable performance and benefits the property owner, the residents, and the planet.

