

APPENDIX A

*Kenilworth*  
COMMERCIAL  
DESIGN & DEVELOPMENT  
GUIDELINES



	PAGE
ARCHITECTURAL STYLE	39
BUILDING HEIGHT, BULK & ORIENTATION	40
BUILDING MATERIALS	41
ROOFS & ROOFLINES	42
DOORS, WINDOWS & ORNAMENTATION	43
PEDESTRIAN REALM	44
PARKING & SERVICES AREAS	45
LIGHTING & LANDSCAPING	46
BUSINESS SIGNAGE & AWNINGS	47





## ARCHITECTURAL STYLE

The revitalization of Green Bay Road, the Village's commercial corridor, provides Kenilworth with the opportunity to reinforce its strong history of architectural style and bolster its unique "Kenilworth Beautiful" character. While the Village should not attempt to dictate any one specific architectural style, it can promote new construction that complements the traditional architectural styles evident within many homes and prized buildings found in the Village.



THE VILLAGE OF KENILWORTH IS NOTHING SHORT OF HISTORIC, FROM ITS ENGLISH-INSPIRED INCEPTION BY JOSEPH SEARS IN 1889, TO ITS STREETS AND HOMES DESIGNED BY THE GREATEST PLANNERS AND ARCHITECTS OF THEIR TIME INCLUDING DANIEL BURNHAM AND FRANK LLOYD WRIGHT, TO ITS PARTICIPATION IN THE FAMOUS CHICAGO WORLD'S FAIR OF 1893.

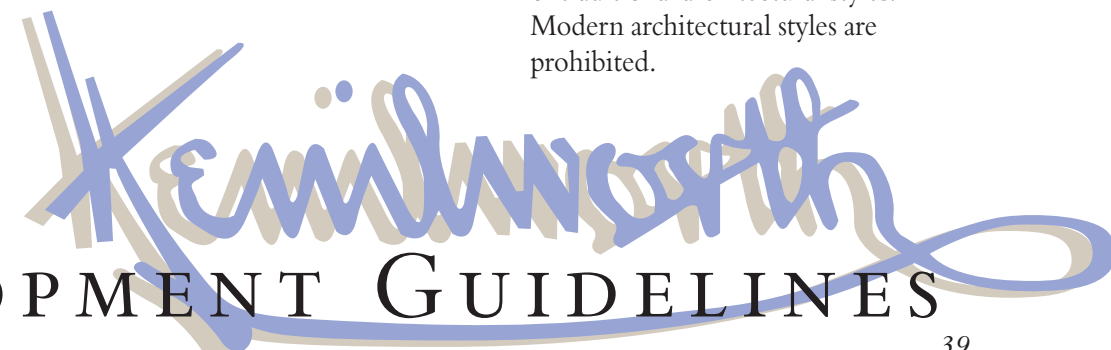
"The village contains houses designed by a number of esteemed architects. Kenilworth has the largest collection of buildings by George W. Maher, a contemporary of Frank Lloyd Wright. Maher lived in Kenilworth and saw nearly 40 of his designs constructed between 1893 and 1926. He also fashioned the limestone pillars that mark the Sheridan Road entrances to the village and the town's central fountain. Consistent with the overall English theme of the village, Maher's buildings are strongly influenced by the English architects of the Arts and Crafts movement. Other designs reference the Prairie School. Maher's work plus Kenilworth's distinctive stone commuter train station built in 1890, its numerous Tudor revival residences, and the Old English-style street lamps continue to evoke the pastoral image of an earlier time and vision of community."  
 — Encyclopedia Chicago



1 & 2 Masonry buildings 2 1/2 to 3 1/2 stories with no habitable space above the third floor (35' with the possibility of an additional 5' for consistency with the Design Guidelines) with gabled rooflines and traditional features will achieve Village goals and be in keeping with the architectural character of Kenilworth.



- New buildings need not be historic replicas, but should offer high quality and compatible interpretations of Tudor (Tudor Revival) and other traditional styles present within historic Kenilworth. Interpretations should foster a residential feel for the Corridor as a whole.
- Regardless of style, new buildings shall use traditional masonry materials and reflect the predominant scale, height, massing, building rhythm, and proportions of traditional downtowns and Village Centers.
- New buildings shall incorporate decorative cornices, columns, reliefs, terra cotta tiles, and other significant façade detailing.
- Development within the Green Bay Road Corridor shall consist of traditional architectural styles. Modern architectural styles are prohibited.





## BUILDING HEIGHT, PLACEMENT & ORIENTATION

*The best-loved downtowns and village centers are successful in providing an intimate pedestrian atmosphere and creating an “outdoor” room for visitors and shoppers. Much of this atmosphere can be attributed to the bulk and proportion of buildings as they relate to the street and one another.*

*Development within the Green Bay Road Corridor should be comprised primarily of 2 1/2 to 3 1/2 story buildings with no habitable space above the third floor (35’ in height with the possibility of an additional 5’ for consistency with the Design Guidelines) in order to achieve the desired mixed-use intensity. Buildings of this height contribute to a sense of enclosure and an intimate and pedestrian scale.*

*Furthermore, 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” effect that adds visual interest, enhances the pedestrian environment, and establishes a “human” scale within an area. Building placement and orientation objectives strive to create this development pattern along Kenilworth’s commercial corridor.*



1 Two and one half to three and a half story buildings will maximize the limited developable area the Village has, while creating a strong and pleasant “streewall.”



2 Front doors should relate to and front on Green Bay Road. A combination of walls, fences and landscaping can complete the streetscape.

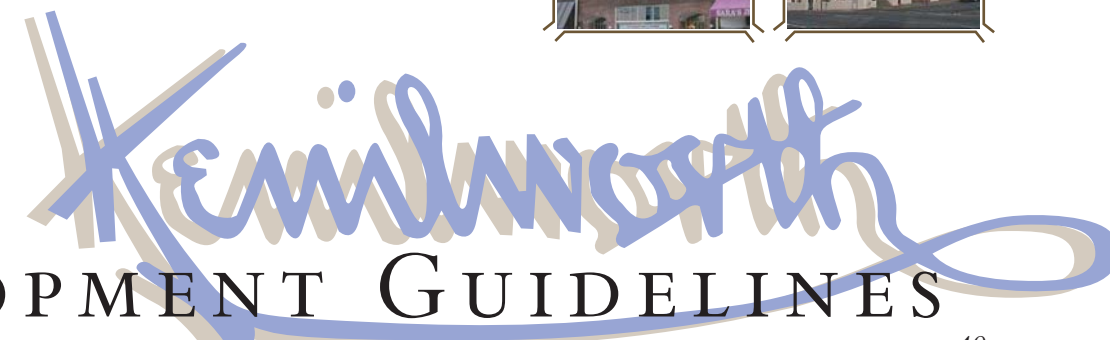


3 Mixed use buildings should create a pedestrian realm at the street level by building to the sidewalk and front property line.

4 Buildings must be designed carefully as to not adversely impact residential neighbors and to create a pleasant streetscape.



- Buildings along the Green Bay Road corridor should create a “streetwall,” creating a sense of enclosure and maintaining pedestrian scale.
- Buildings throughout the commercial district should face the street, with strong pedestrian orientation, providing opportunities for window shopping, outdoor dining, and clear, inviting front doors.
- Corner buildings should take advantage of their prominent locations with angled, rounded or recessed corner entrances or other small setbacks. Buildings located on corner lots shall be built out to both fronting property lines.
- Buildings along the corridor shall be positioned at the front property line.
- New construction in the Green Bay Road corridor shall occupy the entire width of the lot to avoid gaps between buildings and discontinuities in the streetwall, except where pedestrian access to rear parking is designed and planned for.
- New development within the Kenilworth commercial district should avoid extreme differences in building height. Consideration should be given to the height of adjacent buildings. There is a need to provide a visual transition between varying heights that contribute to a pleasant overall rhythm of the commercial frontage.
- For commercial and mixed use buildings in the corridor, permitted stories above two should be setback from the rear to soften the bulk and visual scale of the building as it is perceived from adjacent residential neighbors. This may include terracing or stepping rooflines, in keeping with the overall architectural style of the building.
- The placement of buildings at odd or irregular angles to the street shall be avoided.



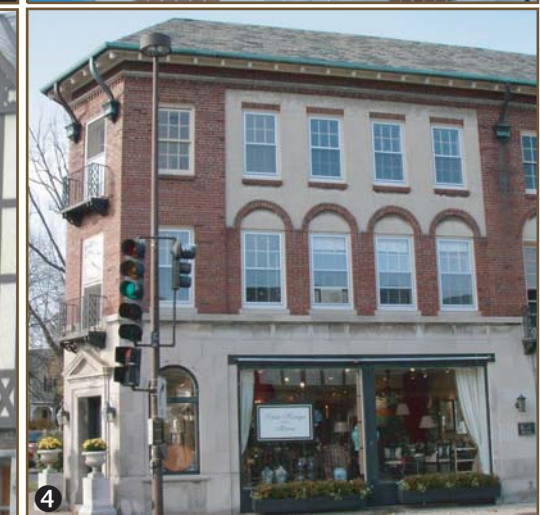
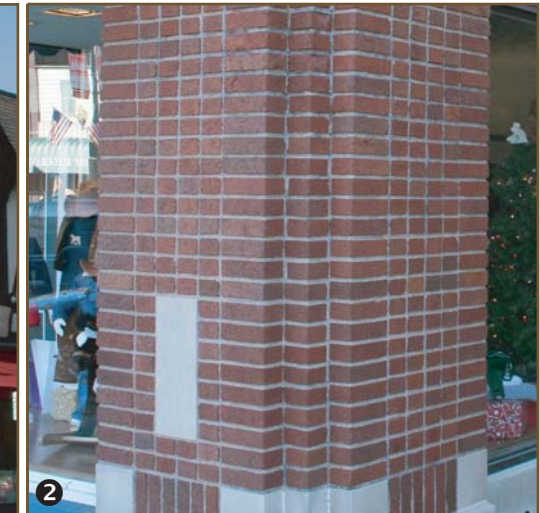


## BUILDING MATERIALS

*Authentic and high quality building materials are desired to convey the image of the Village of Kenilworth. These include earth-toned brick, stone, cast or carved limestone, terra cotta, and timbers and limited stucco on portions of Tudor-styled buildings. Copper, clay tile, and slate decorative metal and limestone are used as finish materials for flashing, ornamentation around doors, windows and cornices.*



- New buildings shall be constructed of traditional masonry building materials such as brick and/or stone; these materials shall be used on all sides of the building.
- Recommended accent materials include stone, limestone, cast concrete, terra cotta, stucco, and wood trim.
- Colors should be that of the materials permitted above, not applied, but a range of earth tones achieved from the use of the appropriate building components.
- Color should be used to unite the elements of a façade and to highlight architectural features. However, the colors on individual buildings should complement and be compatible with the predominant hues of nearby buildings. Darker or lighter hues may be used as accent trim.
- Exterior insulation finish systems (EIFS) or Dryvit, siding of all types, metal/aluminum panels and rough sawn wood, or wood panels are prohibited within the commercial district.
- The composition of building materials should be of a pedestrian-scaled, even residential-scaled, detail, rather than of a vehicular-scaled building, such as those typically found in a regional shopping center or highway commercial corridor.
- New construction within the Green Bay Road commercial area should have “360 degree” architecture, with design and detail consideration for all sides.
- Ceramic tile, terra-cotta, brick, stone, and glass surfaces shall not be painted, unless it is appropriate to the architectural style.



- 1 4 Stucco may be permitted only when used as infill with half-timber style (Tudor) architecture or accent materials. 2 Brick 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 Brick, stone and cast stone should be the primary building materials on all four sides of buildings in the corridor. Slate or clay tile roofs are long-lasting and add color and character to the streetscape. 4 Interplay between two primary materials can delineate building stories & add ornament.



### NOT PERMITTED

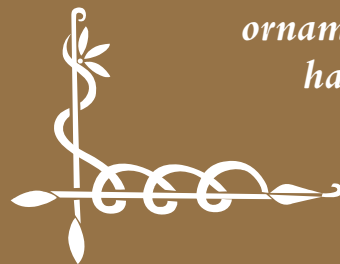
*Building materials may not include exterior insulation finishes (EIFS), siding nor metal panels as they do not achieve the desired aesthetic even if the roofline or building massing may be desirable. Materials that give a modern appearance are not encouraged; rather materials should have a depth, range and richness of textures and colorings.*





## ROOFS & ROOFLINES

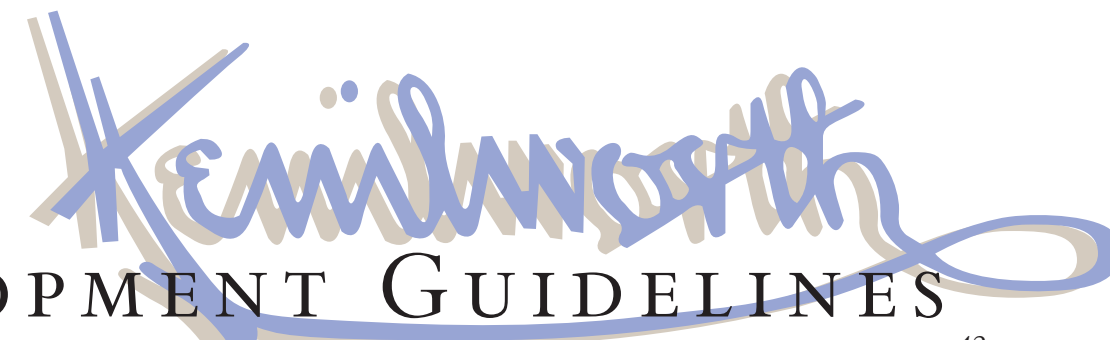
*The rooflines of new buildings should be similar to the rooflines of the most well-loved commercial building in Kenilworth, at the intersection of Green Bay Road and Park Drive. This building captures the fine quality and detail sought by the original designers of Kenilworth and remains an expectation of its current residents. This building and the image for future development within the Green Bay Road Corridor include gabled roofs which slope toward the street, high-pitched cross gables ornamented by varied brickwork, half-timbering and windows.*



- The roofs of commercial buildings shall be generally sloped or gabled toward the street, with cross-gables to establish a rhythm for each building. Upper gables may include windows.
- Roof parapets shall be utilized only in achieving the appropriate gabled architecture that is specific to the Tudor style. No false parapets or rooflines are permitted in the Green Bay Road Corridor.
- Eaves should be of a substantial depth to create shade and shadow on the upper floor of the building and allow for ornament such as decorative brackets, dentals and cornices.
- Cornices, and other decorative detail are strongly encouraged along the rooflines of buildings.
- Sloped mansard style (shake or shingle) roofs are prohibited within the Corridor.
- Slate roofing is encouraged in the Corridor. Cedar shingles and cedar shakes are not permitted.
- Clay tile and simulated slate may also be permitted.
- Flashing, gutters and downspouts are encouraged to be copper or should be designed as an internal, non-visible system of the building.
- Rooflines and architectural details shall compliment the building's architectural style, and contribute to the character, image and appeal of Kenilworth.



1 Rooflines should be sloped gables with cross gables, some including windows. Focal point elements may be included at key intersections to add interest to the corridor "skyline". 2 Cross gables and dormers with windows can make an additional story more attractive and palatable. 3 A variety of rooflines and roof materials add to the interest of the overall corridor. Slate, clay tile and copper are recommended.

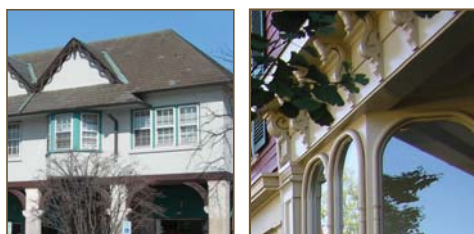




## DOORS, WINDOWS & ORNAMENTATION

**T**he entrances, windows and ornament of new buildings in the Green Bay Road commercial district should be informed by the overall architectural style of the building and its intended use. Front entrances and shop-fronts should provide an open invitation to potential customers, be attractive and inviting to pedestrians, and add visual interest to the street. However, doors should be appropriately sized and in scale with a building's façade.

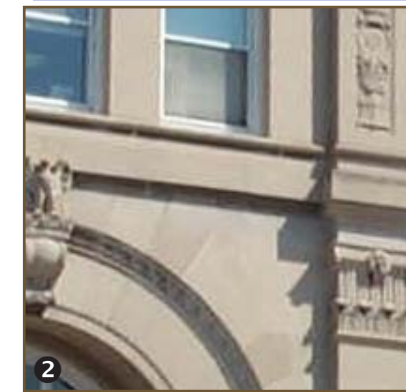
Display windows on the ground floor of commercial buildings in a commercial district are one of the distinguishing features of pedestrian oriented shopping area and downtown. They allow passersby to see merchandise within a commercial building from the sidewalk. Windows on the upper floors of traditional downtown buildings are smaller and less prominent, but often have attractive detailing and decorative trim.



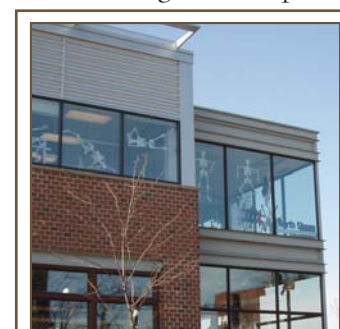
THE ENGLISH LIGHT IS SO VERY SUBTLE,  
SO VERY SOFT AND MISTY, THAT THE  
ARCHITECTURE RESPONDED WITH GREAT  
DELICACY OF DETAIL.

- Stephen Gardiner, English Bishop

- The front doors of new buildings shall reflect the scale, placement, and proportions of traditional downtown buildings; recessed entrances are encouraged.
- Main entrances shall be at the front of the building and face the sidewalk. Buildings situated on corner lots should take advantage of their prominent locations with angled, or rounded corner entrances.
- Doors and entryways of buildings shall be compatible with the overall style and character of the façade.
- Large ground-floor bays and display windows with bulkheads are strongly encouraged within Kenilworth's commercial district and should be in consistent proportion with historic downtowns.
- Windows shall complement the architectural style of the building.
- Window glazing shall be clear or slightly tinted; dark, mirrored, or reflective glass is not permitted.
- Windows on the upper floors of new buildings should appear to be "punched" openings within a solid wall, rather than as continuous rows of windows separated only by their frames. Windows should be appropriate to the style of the building. Curtain-wall windows are not permitted within the Green Bay Road commercial area. Upper floor windows shall be recessed, not flush with the surface of the building.
- 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, signage or other objects is not permitted, instead low or pass through displays should be designed.



1 Upper floors, as well as entrances and doorways should have ornamentation using a variety of materials. 2 A fine texture of detail should be included on each building. This may include cast stone along with brickwork and metalwork to highlight windows & doors. 3 Windows and doors should be inviting to shoppers.



NOT PERMITTED  
Window banding is not permitted in the Corridor.



# PEDESTRIAN REALM

**R**esidents of Kenilworth desire a comfortable “pedestrian realm” in the Green Bay Road commercial area. Sidewalks should be wide enough to accommodate passersby and occasional gathering spaces. The composition of architecture, signage, paving materials, landscaping and street furnishings should create a friendly and safe environment for visitors. The Village should establish a comprehensive wayfinding signage system that can direct shoppers. Directories and signage could also guide and direct both motorists and pedestrians to key destinations within the area, including parking lots, the Metra Station and the Village Hall. The design of this signage system should draw on the rich history of Kenilworth’s original plans, build upon that character and coordinate with other marketing efforts for the commercial district.



- Sidewalks shall be a minimum width of 10 feet in shopping areas, but can be as wide as 15 feet. In shopping areas, the sidewalk should extend from the storefront to the back of the curb, providing a safe and inviting pedestrian zone.



- To improve visibility and safety, pedestrian crosswalks within the corridor shall be made prominent and noticeable by employing a change in paving materials, texture and color. Small pylons and special bollard lighting fixtures might also be used to highlight crosswalks. Sidewalks shall be provided along both sides of all streets within the Corridor.

- Trash receptacles shall be placed at key locations within the corridor. Benches, fountains and other pedestrian amenities shall be located at key intersections and high activity areas. Bike parking shall be provided in visible areas and near main parking areas.

- 1 Outdoor eating areas enhance the pedestrian realm & create gathering places.
- 2 Street furnishings contribute to the visual interest and comfort of the pedestrian realm.
- 3 Large spans of storefront glazing attract window shoppers & customers.
- 4 Planters with mums & other seasonal plantings add color to this inviting pedestrian area.
- 5 Wayfinding signage directs shoppers to parking, shopping & eating areas & local attractions.



# COMMERCIAL DESIGN & DEVELOPMENT GUIDELINES





## PARKING & SERVICE AREAS

- Parking lots should be located behind buildings. Parking lots in front of buildings should be discouraged within the corridor. Redevelopment or infill should be considered for parcels that have parking between the building and Green Bay Road.
- Vehicular access to parking lots shall be provided from alleys or side streets. New curb cuts and access drives are discouraged along Green Bay Road. Pedestrian access to parking lots shall be provided through planned walkways located in gaps between buildings or arcades through buildings.
- Parking lots should be screened from view along sidewalks and streets through the use of a combination of trees, low masonry walls, evergreen plantings, shrubs and perennials.
- Planters and landscaped areas shall be installed to buffer parking and service areas from adjacent uses. Plantings should consist of low evergreen and/or deciduous shrubs planted in conjunction with low-growing annual or perennial plants and groundcover. Large expanses of exposed mulch shall be avoided.
- All parking lots shall be paved, well marked, sufficiently lit, provided with proper drainage and include clearly marked pedestrian pathways. Parking lot lighting shall consist of vehicular scale lighting and pedestrian scale lighting. Excessive lighting and light pollution shall be avoided.
- Commuter parking areas shall consist primarily of permitted parking spaces, with a percentage of spots available for short-term parking. During off-peak times, such as evenings and weekends, designated areas of commuter lots and on-street parking may be designed to accommodate shoppers and special events.
- Parking lot landscaping shall 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).
- Trash receptacles, dumpsters and service areas shall be located inside the primary building or be fully enclosed in small masonry structures and screened with landscaping.
- Outdoor storage, service facilities and loading areas shall be screened from view along sidewalks and roadways through the use of low masonry walls and/or appropriate landscaping.
- In conjunction with landscaping, decorative fencing is encouraged to delineate and screen parking and service facilities, outdoor storage areas, etc. Low-profile, decorative wrought iron fencing or masonry walls are recommended.
- The backs of existing commercial buildings shall be well kept, with rear façades being "comparable" to front façades. Secondary rear entrances to stores and shops are encouraged in blocks where public parking or pedestrian walkways are located behind the buildings.





**P**arking in the Green Bay Road Corridor needs to accommodate commuters, shoppers, employees and residents. Parking areas should consist of a combination of on-street parking, off-street parking lots and commuter parking lots. Off-street parking lots should be designed and located so that they are safe, efficient, and do not disrupt the traditional pedestrian streetscape. On-street parking areas should be designed to provide short-term, convenient parking, which will assist in protecting the pedestrian, calming traffic and contributing to the desired character of Kenilworth. The rear portions of all properties shall be clean, attractive and well maintained, particularly where these areas are visible to the public and neighboring residences.





**NOT PERMITTED**

- 1 New parking lots may not be located in front of buildings.
- 2 Uninviting fencing with little or no landscaping should not be permitted.
- 3 Wood fencing should not be used for screening.

- 4 Parking areas should be screened.
- 5 Attractive signage should clearly identify parking areas.
- 6 Service uses & other unsightly items should be screened with solid masonry & evergreens.




**F**rom its well-planned beginnings of elm-lined streets, Kenilworth has recognized and emphasized the importance of attractive lighting and landscaping. Likewise, tasteful lighting, as well as additional trees and other landscaping will reinforce the beauty of the village and distinguish Kenilworth's commercial corridor from other commercial areas along Green Bay Road. Whether improvements are implemented by the Village or through redevelopment, a coordinated effort will be required in order to achieve the desired appearance of a unified commercial district.



1 Raised landscape planters help to buffer the pedestrian zones from vehicular zones within a commercial district. 2 Pedestrian scale lighting in parkways, parking lots and walkways will unify the appearance of the corridor and provide a comfort-level for evening visitors. Kenilworth's existing historic street light is a classic style. 3 Planters and banners can be hung from streetlights to decorate seasonally and beautify Green Bay Road.



## LIGHTING & LANDSCAPING

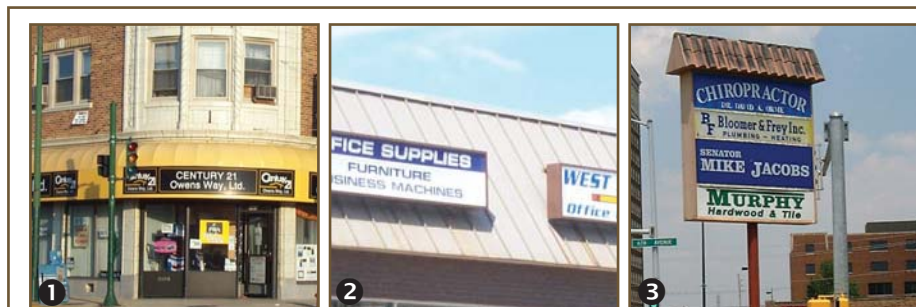
- Incandescent lighting creates a warm atmosphere and is encouraged; if neon lighting is used, colors shall be compatible with and complement the façade of the building. High pressure sodium (orange lighting), or a diffused, soft white light is encouraged; Extensive lighting shall be avoided to reduce light pollution.
- A common style of pedestrian-scale light fixture, consistent with the character of the Village's residential street lights, shall be selected and used throughout the corridor. The style of light fixture shall enhance the desired atmosphere of Kenilworth's commercial area and complement the architecture of buildings.
- Appropriate and judicious lighting of a building's façade can help identify stores and businesses, promote a sense of safety and security, and highlight prominent buildings and building features along Green Bay Road.
- Lighting shall be used to illuminate entries into the Village, signage, displays, and pedestrian and parking areas, the Metra Station as well as to highlight significant architectural elements.
- Building lighting shall be subtle and understated; light fixtures shall be designed and oriented to produce minimal glare and spillover onto nearby properties.
- Lighting in the rear of commercial properties, including parking lot and building lighting, shall not spill over into adjacent residential areas.
- Exterior lighting sources shall be concealed to provide direct illumination; where concealment is not practical, light fixtures shall be compatible with overall storefront design. Spot lighting is prohibited within the corridor.
- Street lighting within the commercial district shall be at a pedestrian scale. Light standards shall be between 12'-15'. Parking areas shall contain both pedestrian and vehicular scale lighting.
- Within the shopping areas, plantings in raised beds, planters, urns, or other containers shall be utilized along the curb line in selected locations and to highlight key entrances and activity areas. Plantings shall be attractively maintained throughout all seasons. Consideration shall be given to an appropriate mix of plant materials to ensure screening and greening still occurs during winter months.
- Banners displayed from street light standards will distinguish Kenilworth and could also be used to commemorate special events of the Village. Banners might be changed periodically or seasonally during the year. They will not carry business advertising.
- Whenever possible, utility lines along the Green Bay Road corridor shall be placed underground.
- Native plants to the Northeastern Illinois Region are encouraged for all landscaped areas within the Village. Although initially these plants and grasses may be difficult to establish, long-term maintenance costs will be reduced.
- Parkway landscaping shall consist of salt-tolerant street trees, shrubs, ground-cover and perennials. Street trees and other landscaping along the public rights-of-way shall be protected from motorized and pedestrian traffic by curbs, tree grates, and other devices.
- Perennials and annuals shall be included in plans to add color and interest to building fronts, parking areas and the overall streetscape.
- All landscaping must be maintained in a healthy and attractive condition. Maintenance programs shall be established as part of new development approvals to ensure that private landscaping is adequately cared for and that its value is retained over time.
- Regular maintenance should include turf mowing, periodic fertilization, pruning, and the clean-up of litter and debris. Internal irrigation systems are required.
- Areas adjacent to entrances, monument signs and other site features shall be considered for seasonal flowers or colorful groundcover.



## BUSINESS SIGNAGE & AWNINGS



*Signs and awnings on commercial buildings have a strong impact on the image and character of the Village of Kenilworth. They are necessary to communicate the nature of individual businesses, but overall should reflect the desired image of Kenilworth. Awnings (temporary/seasonal) and canopies (permanent) protect shoppers from the elements, add color and visual interest to the street, and contribute significantly to an area's pedestrian scale and interest.*



NOT PERMITTED

1 Awnings and canopies shall be used only when they are compatible with, or complement the architectural style of the building. Awnings should not appear out of place, "forced", or as an afterthought. 2 Internally illuminated "box signs" are prohibited. 3 Freestanding business signage should not be permitted in the Village as it detracts from other pedestrian and streetscape amenities.

### BUSINESS SIGNAGE

- Signage consisting of raised, individual letters mounted directly on the building are encouraged throughout the Village. Internal illumination is not allowed.
- Wall-mounted signs shall be designed as an integrated component of the building façade, and shall not cover important architectural details. Signage may be included on awnings, but limited only to the narrow apron (perpendicular to the ground) on the front side.
- Business identification and hours may be written on the storefront window.
- Projecting signs are encouraged as an alternate to wall mounted signs or in combination with awning signage for a business. All projecting signs must be of the highest quality cut metal and/or carved wood and projected by a decorative metal arm.
- Exterior signs shall be limited to business identification and description. Signs for special promotions, sales, products, and advertising signs are discouraged.
- Freestanding, pole signs and internally illuminated box signs are prohibited in the Green Bay Road corridor. Temporary signage, such as sandwich board signs and banners, are also prohibited.
- Street numbers shall be prominently displayed at the main entrance to every home or business and be clearly visible from the street. Consideration shall be given to a consistent style and placement of street numbers within the corridor.
- Rear entries should be indicated by signage of a similar quality to front door signage.

- The size, material, color, and shape of signs shall complement the architectural style and scale of the building. High quality cut metal or carved wood signage is the most desirable.

- When a building contains multiple storefronts, signage for all businesses shall be compatible in design and consistent in placement.

### AWNINGS

- Awnings and canopies may be integrated into the façade of all commercial buildings within the corridor and shall be in character with the architectural style of the building. Awnings shall be properly placed above entrances and may extend over storefront windows.
- Awnings and canopies shall be installed in fixed position and shall not be retractable.
- Back lit awnings and canopies, shingle and mansard canopies, and metal and plastic awnings are prohibited within the Village.
- Awnings and canopies shall be positioned at least eight feet above the sidewalk.
- The color of awnings and canopies shall complement and enhance the overall color scheme of the building façade.
- Awnings shall be made of a canvas or durable fabric material that can be easily cleaned. Hard plastic, or other materials that could be cracked or broken are prohibited. Awnings and canopies that become windblown or torn shall be repaired immediately.

