

## IMAGE PREFERENCE SURVEY SUMMARY

Conducted February 10, 2010

### Massing & Height

#### Positive Responses

2-story buildings similar to present Downtown Western Springs building stock

#### Neutral Responses

1-story buildings

3-story buildings with flat roof and massing variation

4-story buildings with the top story setback, creating appearance of only 3 stories

#### Negative Responses

3- or 4-story buildings with no massing variation but regardless of roof type

5-story buildings

### Architectural Composition

#### Positive Responses

None of the architectural composition was prominent to score positively

#### Neutral Responses

Buildings with varying materials but designed in a contemporary style, similar to some of the newer designed buildings in Downtown Western Springs

Residential buildings with varying materials and prominent front entrances with staircases, but some stated dislike for projecting bay windows and prominent front-loaded garages

Residential buildings with varying materials and prominent front entrances with staircases

#### Negative Responses

Buildings with stark contrast and minimal transition between materials

Multi-story buildings that look like stacked boxes despite varying materials

Buildings with monotonous or repetitive architectural features despite varying materials

Buildings with modern architecture or displaying too much glass despite varying materials

Buildings with visible ground level parking, even if inset into the building

### Cornice & Roof

#### Positive Responses

Varying cornice/roof treatments across adjacent buildings, similar to some of the buildings in Downtown Western Springs

#### Neutral Responses

Cornice/roof treatment with architectural accents, a pitched roof, or treatment with a contemporary design

#### Negative Responses

Lack of any prominent cornice/roof treatment

Evident cornice/roof treatment but lacking interesting design

Cornice/roof treatment in a cottage-like design (perhaps looks too residential)

Cornice/roof treatment with a pitched roof that seems to overwhelm the building top

Cornice/roof treatment that extends too low (Local example: low-slung mansard roof on multi-tenant office building with Prudential, Allstate, and other offices)

Mansard roofs in general

## *Consider...* Images displaying characteristics worth considering for Downtown Western Springs.

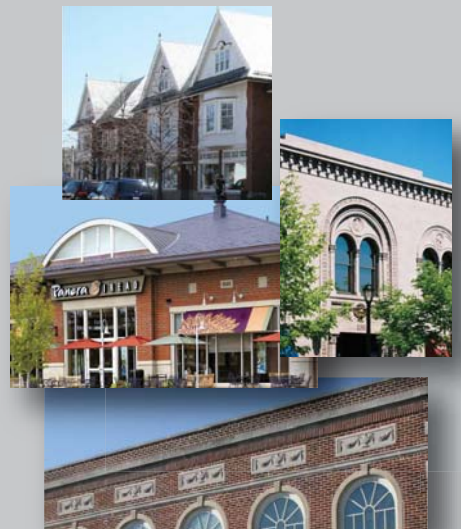
### Massing & Height



### Architectural Composition



### Cornice & Roof



## IMAGE PREFERENCE SURVEY SUMMARY

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### Storefronts & Entrances

#### **+** Positive Responses

Large window displays with awnings and signs that do not overwhelm the storefront

Storefronts with front doors propped open to show neatly ordered interior space and displays (Local example: Clever Girl shop)

Residential entrance blends in well with surrounding retail storefronts

#### **N** Neutral Responses

Large window displays without awnings or prominent store signs

Metal awnings might not be as well liked as traditional fabric awnings

Projected bay windows enhance the visibility of displays but may be too obtrusive onto the sidewalk

#### **-** Negative Responses

Advertisements and posters on window are too overwhelming

### Upper Floor Windows

#### **+** Positive Responses

Windows with segmented panels, trim and variance in placement (e.g. projected windows interspersed with windows flush to the building façade)

#### **N** Neutral Responses

Windows with segmented panels, trim, and prominent window sill

Projected windows

Windows with recessed balconies

#### **-** Negative Responses

Imbalance of excessive wall space relative to window size

Excessive variance in building materials can detract from window design

Extraneous elements such as random flower boxes, window bars, and A/C window units can detract from window design

Excessive display of glass windows (floor-to-ceiling or almost 100% façade coverage)

Windows with projected balconies or extraneous architectural accents (such as grates)

### Materials & Details

#### **+** Positive Responses

Mix of brick, stone, and architectural accents, similar to the materials and design of some of the existing buildings in Downtown Western Springs

Materials and details of existing Western Springs Metra Station building

Roof overhang

Projected bay window with accented bottom support bracket

#### **N** Neutral Responses

Mix of brick, stucco, and wood trim with projected upper floor windows but lack of storefront awnings

Mix of brick, stone, and metal accents and columns

Brick façade with projected bay windows and dome combination constructed of copper

Brick façade with stone base

Mix of brick and stone with architectural accents and a visible "roof" overhang between floors

#### **-** Negative Responses

Copper awnings on brick façades

Façades with prominent siding but with brick and stone base and columns

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### Storefronts & Entrances



### Upper Floor Windows



### Materials & Details



# WESTERN SPRINGS DOWNTOWN REDEVELOPMENT PLAN

## IMAGE PREFERENCE SURVEY SUMMARY

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### Lighting

#### **+** Positive Responses

Lantern style lighting affixed to building

Ornate light fixtures

Lighting at base of building foundation mixed with ambient interior lighting shone through large storefront windows

#### **N** Neutral Responses

Various lighting types that illuminate the entire building (may be too excessive)

Gooseneck lighting

#### **-** Negative Responses

Overhang lighting with bulb flush with the fixture base and affixed to building

Overhang lighting with bulb exposed below the fixture base and affixed to building

Brass or copper light fixtures

### Signs

#### **+** Positive Responses

Modest sized business name/logo on awning or above a retractable awning

Sign with single color background, white trim, and simple lettering in an overall contemporary design and accented by gooseneck lighting (Local example: Casey's Market)

Small corporate logos on the window (or elsewhere on the storefront) with accent lettering on façade to highlight goods/services offered by the business

Cantilever sign with business name/corporate logo

Cantilever sign with community/district name in a traditional/classic design and affixed to a light pole

Corporate logo/lettering placed directly onto the façade with a simple stone base

Informational sign/directory with a traditional/classic design and affixed to a light pole

#### **-** Negative Responses

Sign with bright, single color background constructed of wood/siding that occupies a large portion of the storefront (Kirschbaum's Bakery)

Flat two-dimensional signs with minimal regulation on content or size, particularly when part of a multi-tenant building

Monument sign with electronic message board

#### **N** Neutral Responses

Metallic canopy sign with individual lettering on and above the canopy

Sign with simple white background and vintage-style lettering (Local example: Village Hardware)

Modest sized corporate logo above a single color awning that matches the logo's primary color

Cantilever sign with business name/corporate logo and listing of business hours

Cantilever sign with internal illumination

Modest sized corporate logo and lettering above storefront window but no awning

Vertical informational sign with a stylish design but proportioned larger than pedestrian scale

Banners affixed to a light pole

Monument sign predominantly comprised of a corporate logo (Local example: 7-Eleven)

Traffic signs with standard IDOT design

Informational sign/directory with a modern design, including a metal frame and base

Corporate logo constructed of materials to match masonry façade (logo is still recognizable without use of customary corporate colors)

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### Lighting



### Signs



## IMAGE PREFERENCE SURVEY SUMMARY

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### *Streetscape Character*

#### Positive Responses

- Crosswalk with brick pavers that provide a clear demarcation between road pavement and pedestrian walkway
- Wide sidewalk with varying materials, landscaping, and pedestrian amenities (e.g. benches, trash receptacles, and low planters for additional seating)
- Reasonable usage of sidewalk for outdoor store displays, balancing the need for store owners to advertise their goods while maintaining an attractive streetscape (i.e. not cluttered with random materials and signs)
- Benches and public art pieces
- Dedicated bike path running parallel between the street and sidewalk

#### Neutral Responses

- Crosswalk with painted stripes in a more residential setting (res side streets)
- Wide sidewalk with planters providing a break in the flow of walking area

#### Negative Responses

- Wide sidewalk but no pedestrian amenities or trees within the parkway
- Crosswalk with painted stripes that lose visibility due to fading over time
- Sidewalk without a planted parkway and constructed entirely of concrete
- Abrupt transition between varying sidewalk materials (need better transition)
- Parked cars with bumpers intruding immediately over the sidewalk
- Sidewalks lacking landscaping or a parkway despite pedestrian amenities

### *Commuter Rail Facilities*

#### Positive Responses

- Traditional open-air bike rack
- Train station platform constructed with brick pavers and low planters for sitting (like the ones currently installed at the Western Springs station)
- Simple pedestrian underpass below railroad tracks with clear visibility to opposite side of underpass (like the one currently installed at the Western Springs station)

#### Neutral Responses

- Street corner treated with brick pavers to mark intersection and upcoming crosswalk

#### Negative Responses

- Bike rack with individually locked bike covers
- Train station platform constructed with concrete and benches with minimal landscaping

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### *Streetscape Character*



### *Commuter Rail Facilities*



*Note: These elements are currently installed at the Western Springs station. They represent elements that could be replicated as additional station improvements are made.*