



The Village of • Glenview

WAYFINDING ANALYSIS



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PROJECT # 1801.03

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1.0 INTRODUCTION

1.0 INTRODUCTION



The Village of Glenview is a vibrant, family-oriented suburb nestled on the outskirts of Chicago’s “North Shore” neighborhoods. Located in northeastern Illinois – about 15 miles northwest of Downtown Chicago, the Village encompasses an area of 13.8 square miles and supports a growing population of over 46,000 residents. Glenview boasts numerous flourishing parks and biking opportunities, quality schools, and two major shopping and dining destinations: Downtown Glenview and The Glen. A major destination for commuters, Glenview is home to two Metra stations, one of which also serves as a stop on the Amtrak Hiawatha line, which runs from Chicago to Milwaukee.

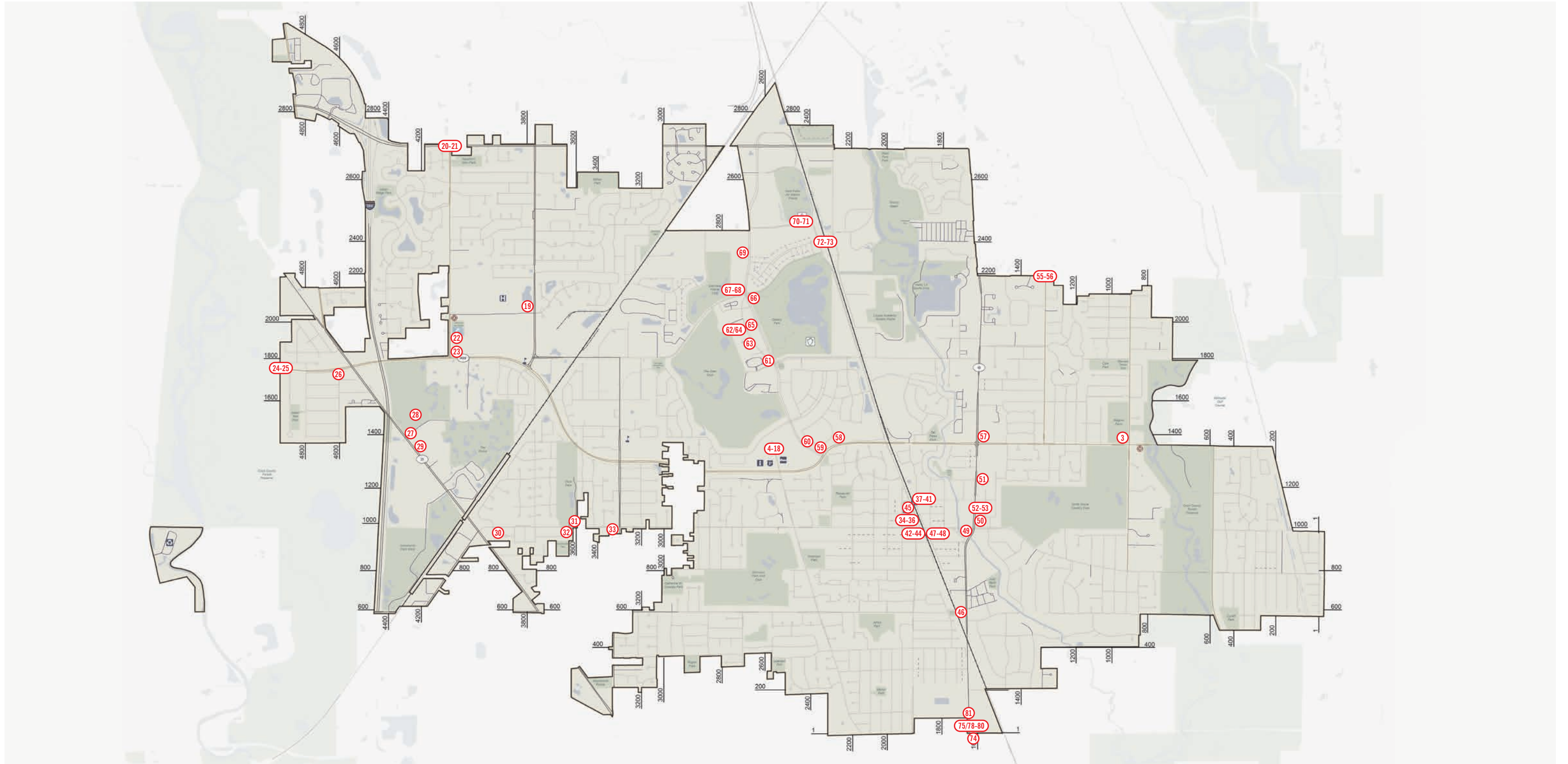
As part of the Village of Glenview’s 2017 Comprehensive Plan, the community identified a need for updated wayfinding signage including vehicular, bicycle and pedestrian oriented signs. KMA Design has been retained to develop a village wayfinding signage master plan. This analysis will review branding efforts and existing signage systems and serve as a tool in a plan for signage throughout the Village.

In preparation for the analysis, KMA reviewed and photographed the existing village gateway and wayfinding signage. The location and messaging of existing signage was examined to understand the thought process of sign placement, consistency of messaging, and ease of visibility.

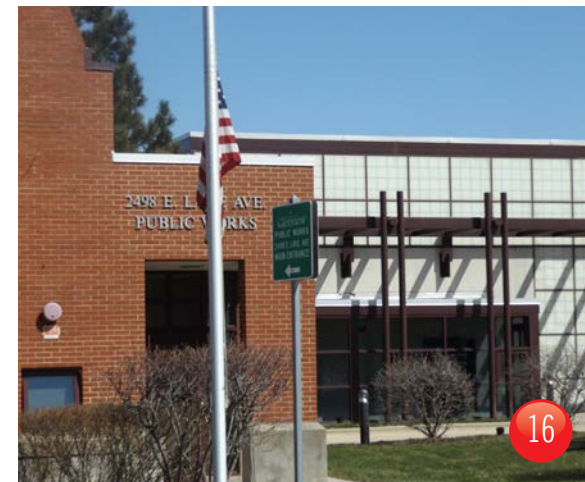
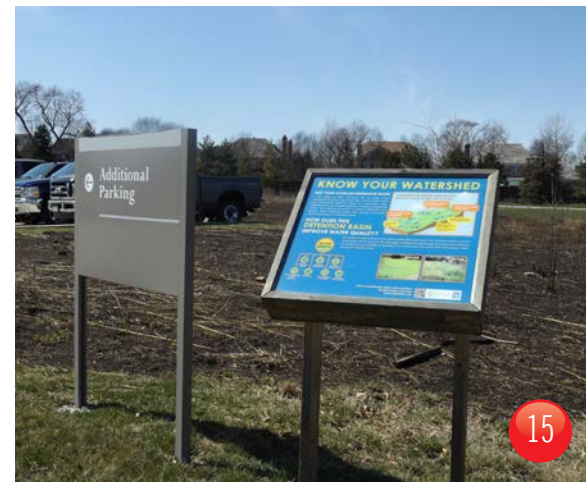
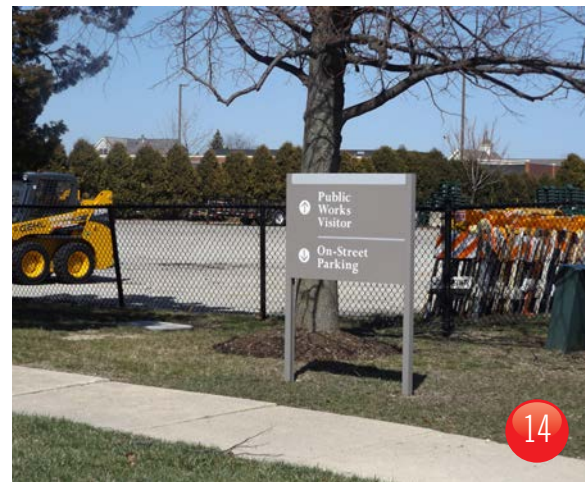
Guidelines for future development of a signage master plan shall focus on village gateway signage and wayfinding highlighting Downtown Glenview and other village points-of-interest. Bicycle path signage will be developed to assist in familiarizing users with the bikeway system and identify the best routes to significant destinations. A cohesive sign family, inspired by the Village’s identity, will serve as a beacon to welcome visitors and assist the passersby to explore the Village’s various amenities.

2.0 INVENTORY

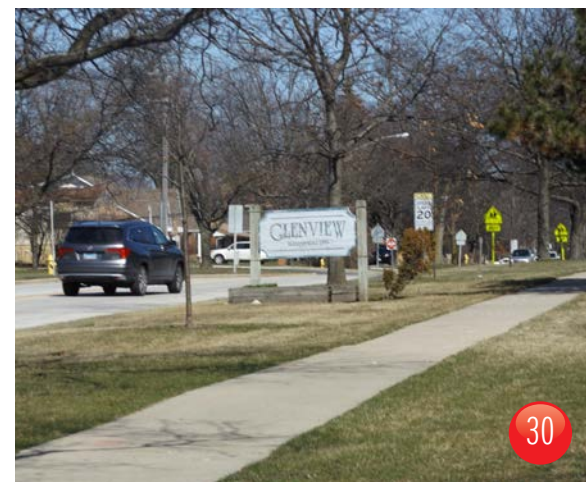
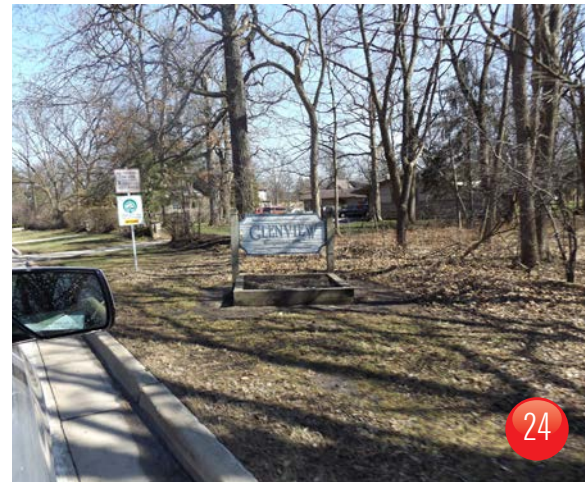
2.0 INVENTORY



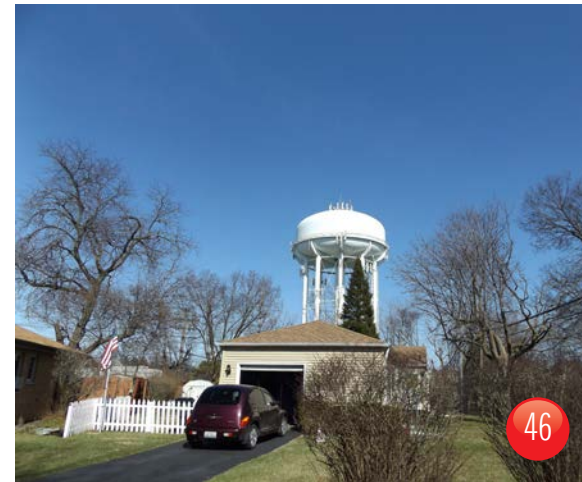
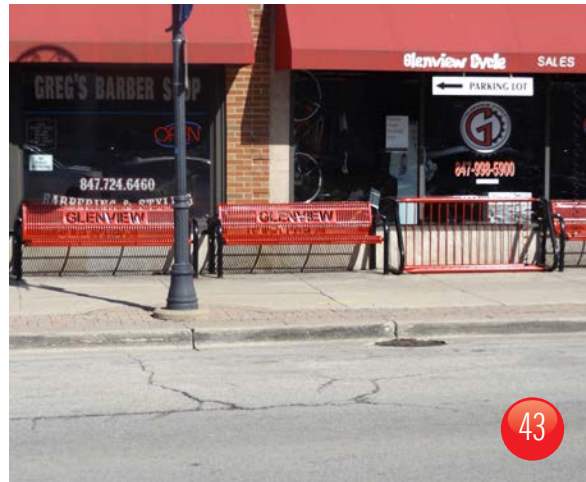
2.0 INVENTORY



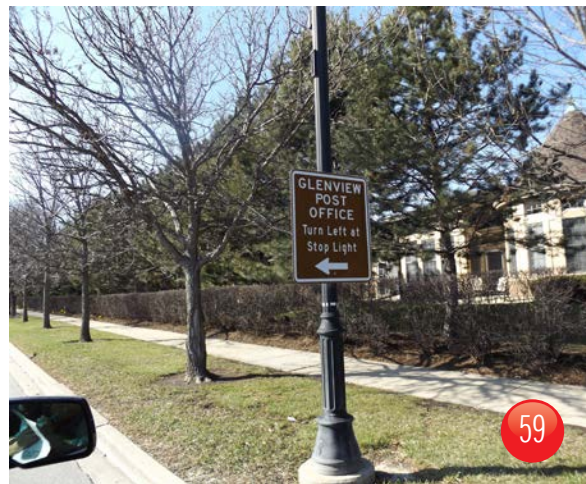
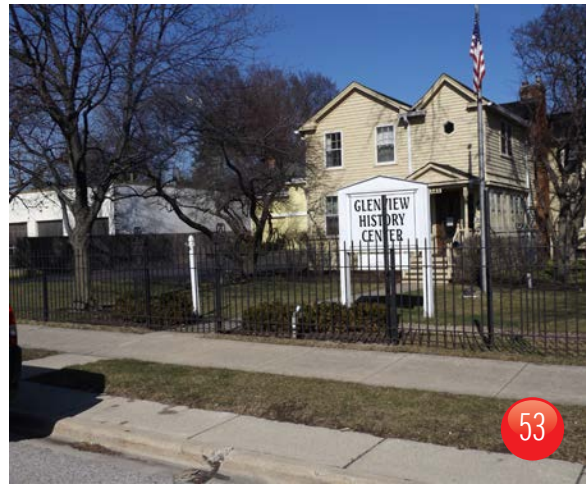
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3.0 REVIEW OF EXISTING SIGNAGE

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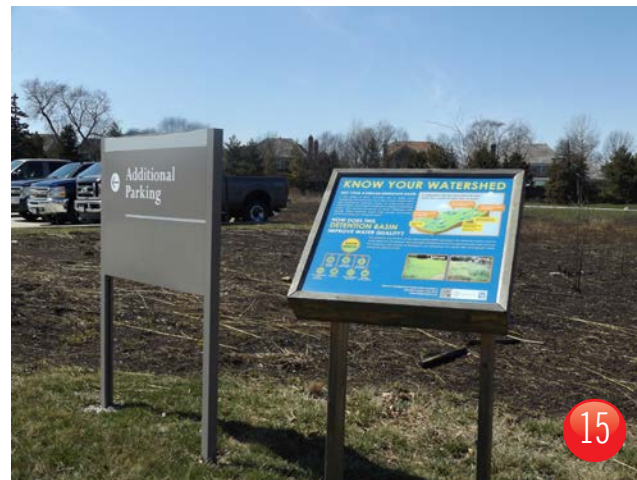
A. Gateway Signage

The Village of Glenview's existing gateway signage is primarily composed of wooden fixtures. The wood sign panels consist of a white background with a dark blue outline and lettering, installed onto two wood poles. On each gateway sign you will see the Village's name and date of incorporation, each design holding consistent to the others. All of the existing gateway signage is showing evidence of color fading over time and general wear (Photos 0024, 0025). While these signs seem to be traditional and classic, they hold potential to becoming invisible to a passerby due to their aged colors and the wood fixtures' tendencies to blend in with the surrounding area (Photos 0021, 0056).

3.0 REVIEW OF EXISTING SIGNAGE

B. Directionals

Throughout the Village of Glenview there are several different kinds of directional signage. Such signage includes those for the Glenview Ice Center, public library, post office, parking, etc. Currently, directionals follow three typical themes; brown background with white letters (photos 035, 036), green background with white letters mounted on a single u-channel pole (photo 023), and grounded signs composed of a grey background panel, white text and directional arrows, with two grey posts (Photos 015, 017, 018). While signage is fairly uniform, they could be larger in scale becoming more eye-catching increasing visibility for easier wayfinding.



3.0 REVIEW OF EXISTING SIGNAGE



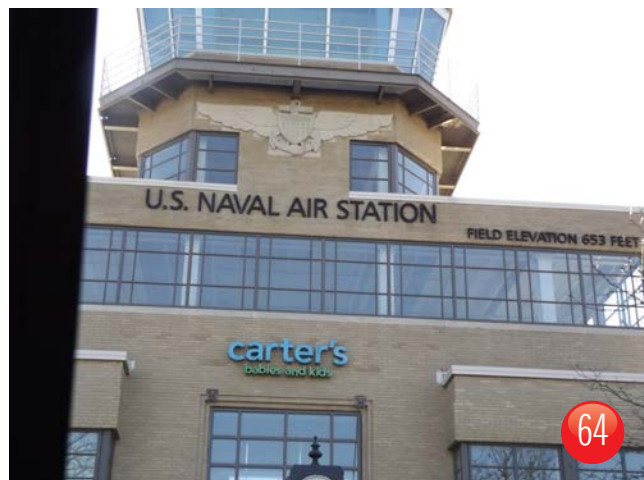
3.0 REVIEW OF EXISTING SIGNAGE

C. Destination Identification

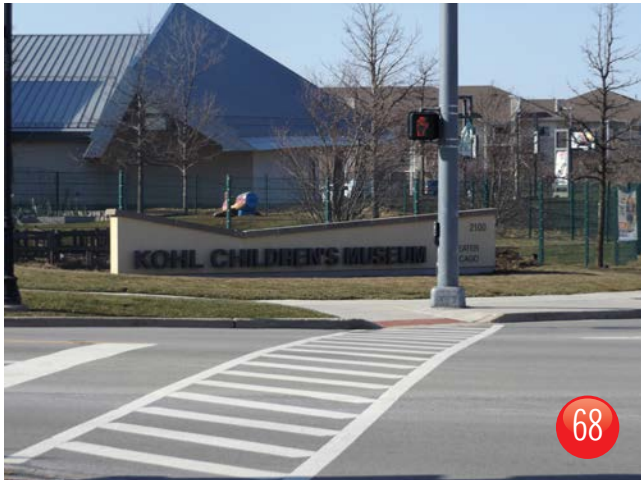
Similar to the case of the directional signage, several different styles of destination identification signage can be found throughout the Village of Glenview. The Village Municipal Center signage is composed of aluminum plate letters stud-mounted onto a brick structure, with a concrete base and top, (Photo 005). Similar style is also seen throughout the Village, such as that for the Metra and “The Glen of North Glenview”, although the overall theme differs from sign to sign, likely due to the signs being created at different times (Photos 044, 072). Throughout the Village of Glenview, much of the identification signage utilizes the buildings as the signage background, often brick or concrete, with black, white or silver lettering (Photos 008, 009, 064).



3.0 REVIEW OF EXISTING SIGNAGE



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D. Pedestrian Signage

Pedestrian signage is limited throughout the Village of Glenview and is primarily focused along bike trails. These signs have their own style, with a grid of tubular, black metal framing a centralized map of the Glenview trails (photo 071). Smaller versions have a taller thinner support structure, allowing them to lean out of plumb which diminishes the visual impact often leading to an assumption that the sign is outdated and not well maintained (photo 041).

3.0 REVIEW OF EXISTING SIGNAGE

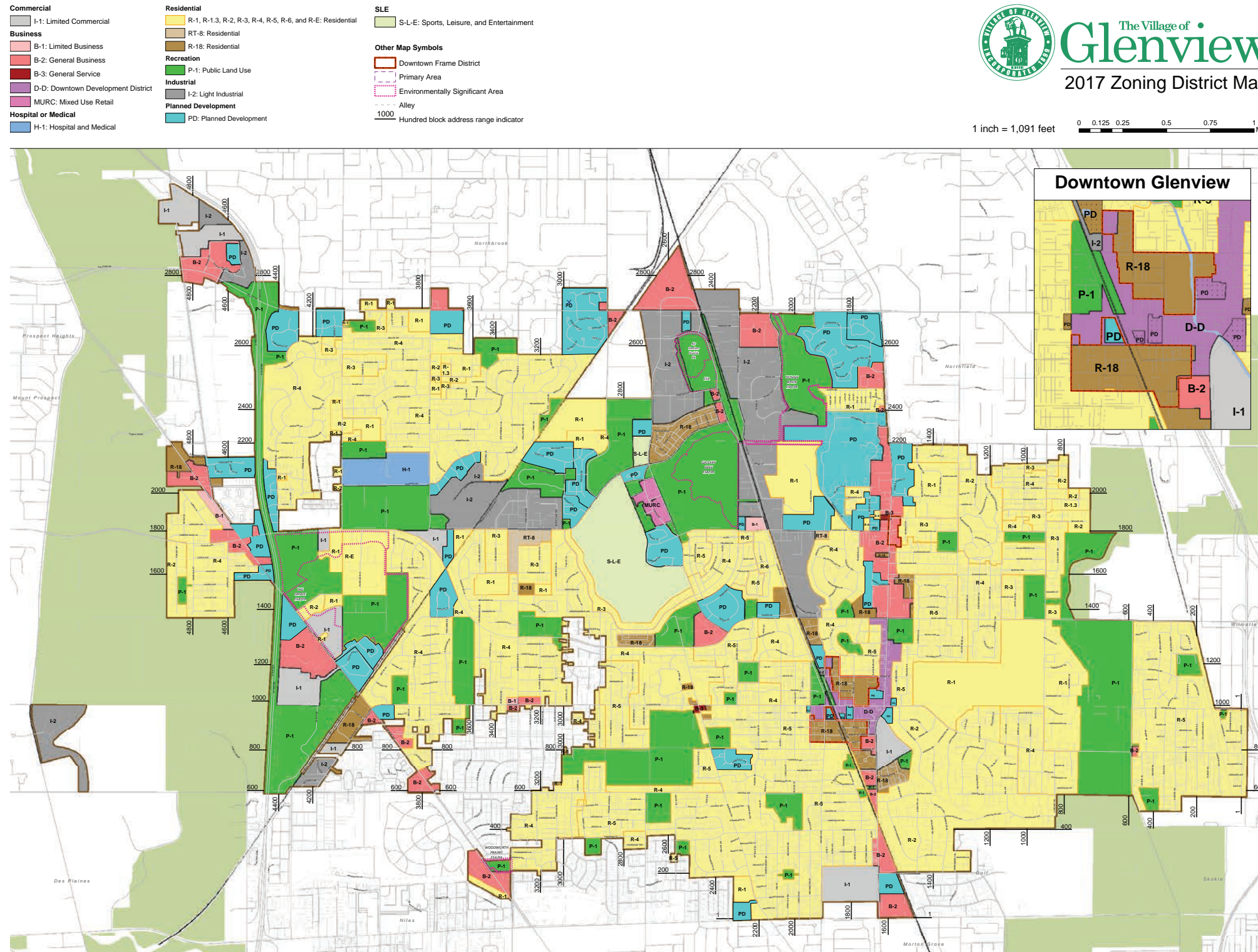
E. Informational Signage

Informational signage featuring varying colors, materials, and graphics can be found throughout the Village of Glenview (Photos 015, 081, 084). This signage matches familiar design themes such as those mentioned in previous sections, given that some classifications do overlap, but it is important to standardize and organize all signage so that there is a consistent theme and visual appeal.



4.0 ZONING / CODES

4.0 ZONING / CODES



A comprehensive wayfinding plan begins with research on local and Federal regulatory signage requirements. Local, county, state and Federal codes must be examined and a thorough knowledge of the Village’s zoning classifications is imperative to creating a successful and sustainable signage program.

A. Local

According to the village zoning map, there are 7 different zoning district categories for Glenview. The majority of the gateway and boundary signage will be located in both Residential and Business zoning districts. In Residential districts, signs are required to be “set back from the street line a distance of at least one-half of the required minimum setback specified in the district regulations, except for signs permitted under subsection 2C, which shall fully comply with the minimum setback requirements for that district.”

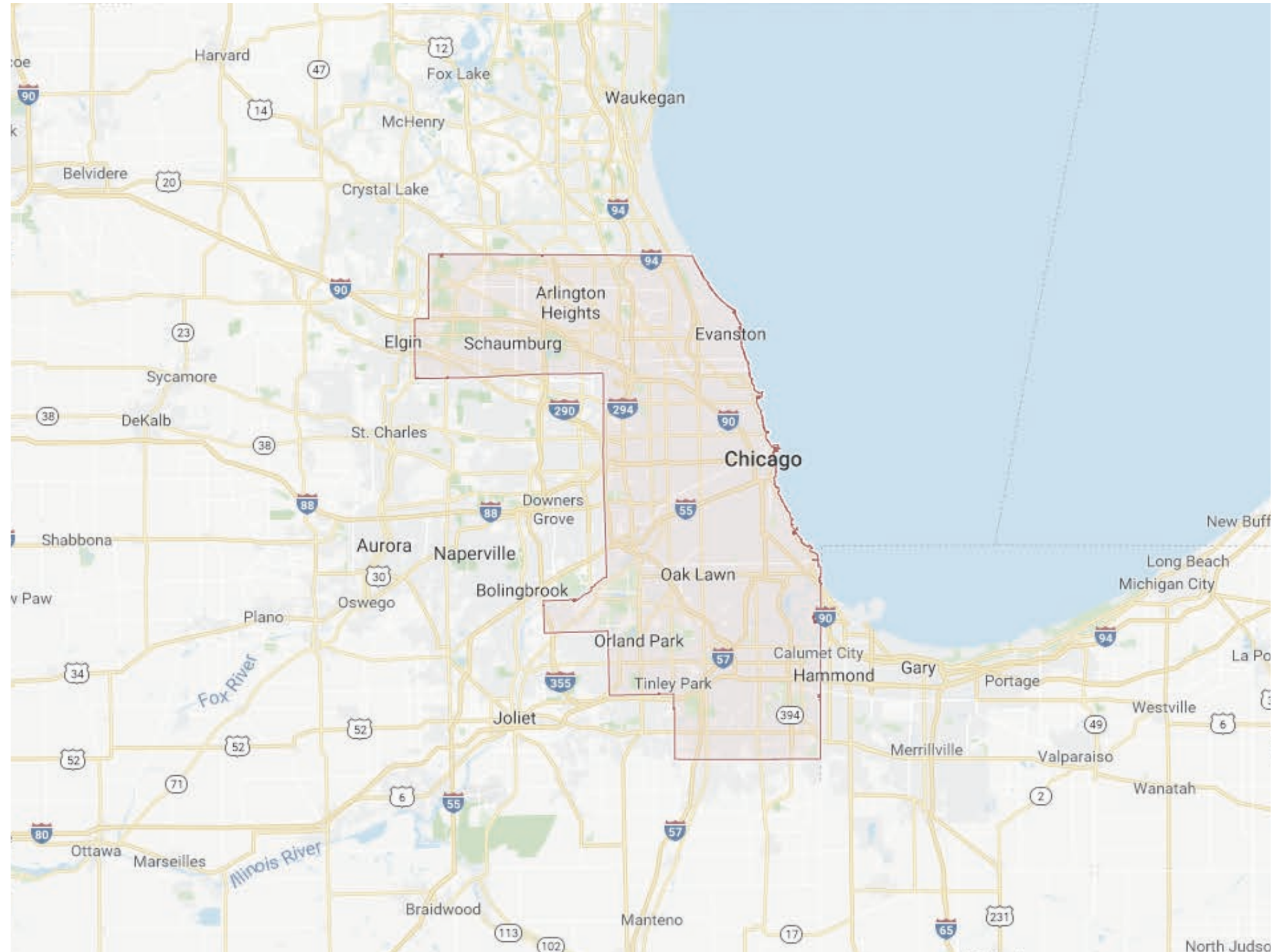
The Village Appearance Commission and Planning Commission has implemented guidelines to regulate the general appearance of Downtown Glenview and developments within the village. KMA will work in conjunction with these commissions to ensure that the signage program embodies the Village’s distinctive character and is permitted under the Village of Glenview signage code.

4.0 ZONING / CODES

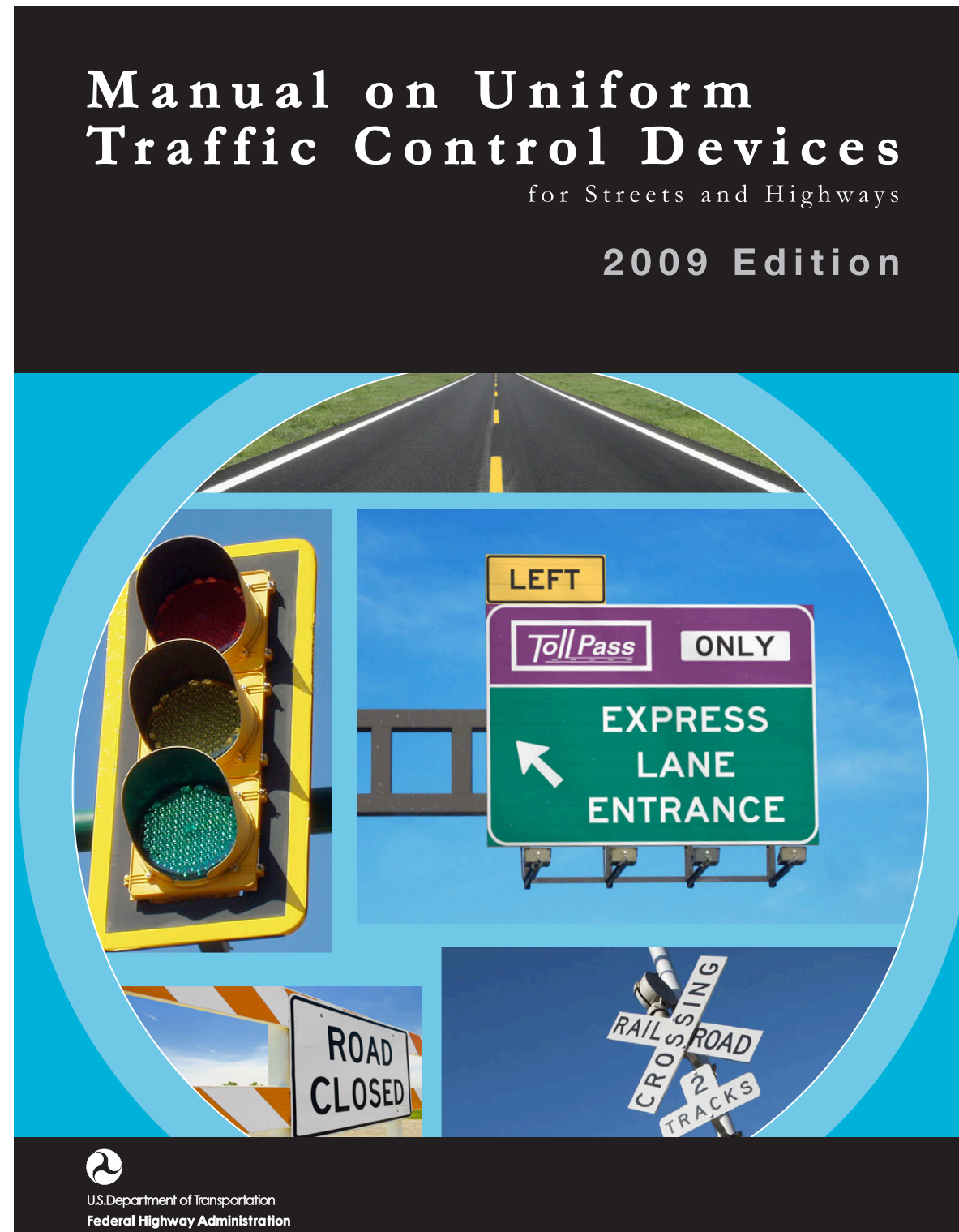
B. Cook County

In county residential districts, non-advertising signs, including community information messages and schedules of events are not to have a sign face exceeding 32 sq. ft. in an area. On corner lots, two such signs may be displayed, one sign facing each street. Identification signs in the residential districts, for non-residential buildings, are not to exceed a sign face of 32 sq. ft. in area, with the same regulations regarding corner signs as previously mentioned. Signs indicating parking entrances or exits shall not exceed two square feet. No sign within the residential districts shall project into or over the right-of-way.

On-premise, commercial district signs, including sign structures, are not to project higher than 30 ft. above the established average grade of a zoning lot. Identification signs in the commercial districts, affixed to buildings, shall not exceed a sign face area of 20% of the area of the wall (including doors and windows) to which the sign is affixed, and for any sign located on the wall of a principle building the permitted sign face area is 10% instead of the mentioned 20%. Those suspended from buildings shall not project more than 4 ft. from the front of a building, and the bottom of such signs shall be a minimum of 10 ft. above the finished grade of the sidewalk or ground elevation, and shall not exceed 30 ft. in height.



4.0 ZONING/CODES



C. Illinois Department of Transportation

The Illinois Department of Transportation cites the Federal Manual on Uniform Traffic Control Devices (MUTCD – 2009 version) as the accepted policy for community wayfinding signage. KMA will work with the Village of Glenview to ensure that the sign program meets the standards set forth by the IDOT and MUTCD, contained within the Illinois Manual on Uniform Traffic Control Devices (ILMUTCD).

4.0 ZONING / CODES

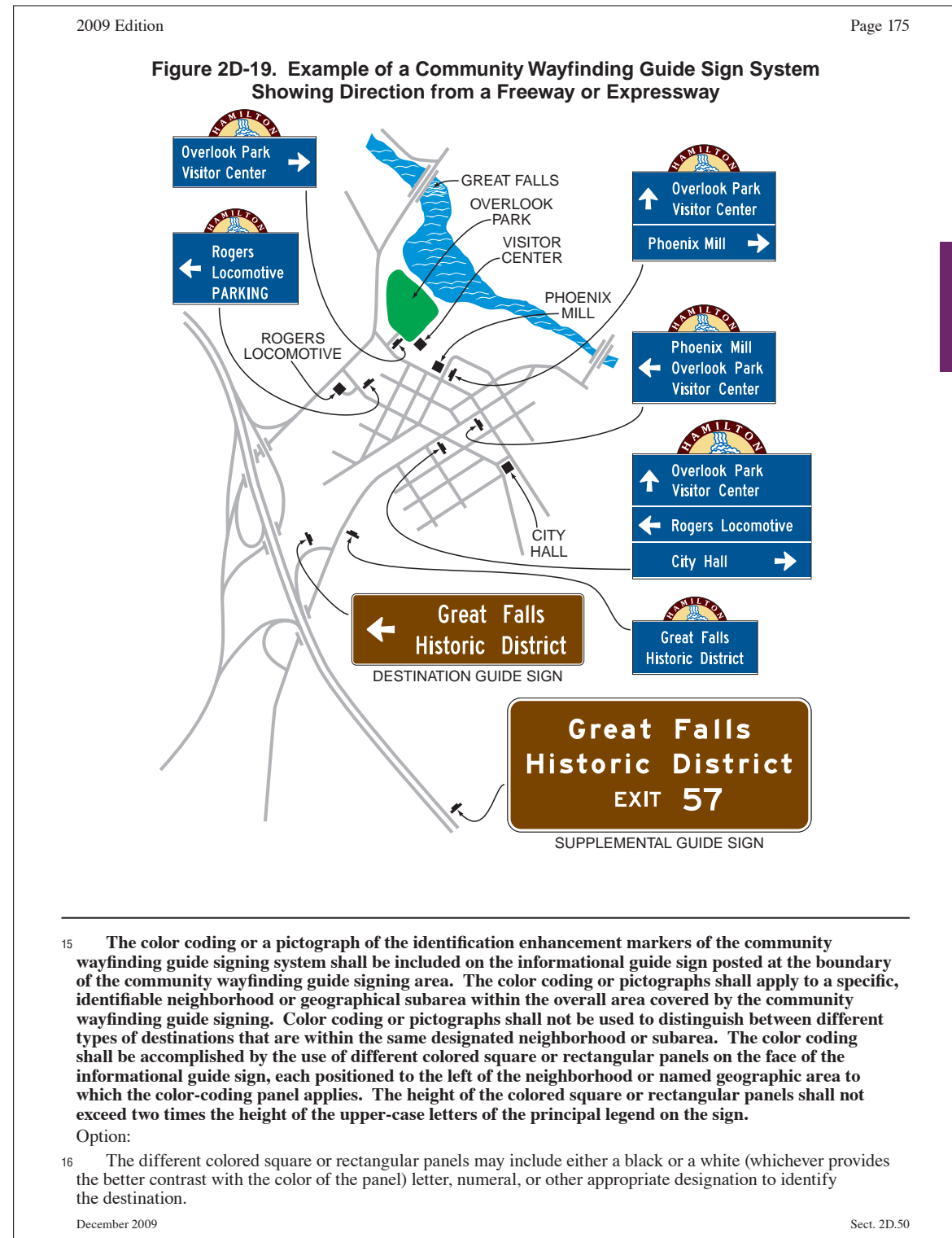
D. Federal

Chapter 2 of the 2009 Federal Manual on Uniform Traffic Control Devices (MUTCD) defines the guidelines for dimensions and designs for all signs that will assist in an effort to uniform all signs in an aesthetic pleasure for community wayfinding. Guidelines set forth in the MUTCD include standards for color, size, type, arrow and overall design of signs installed on conventional roads.

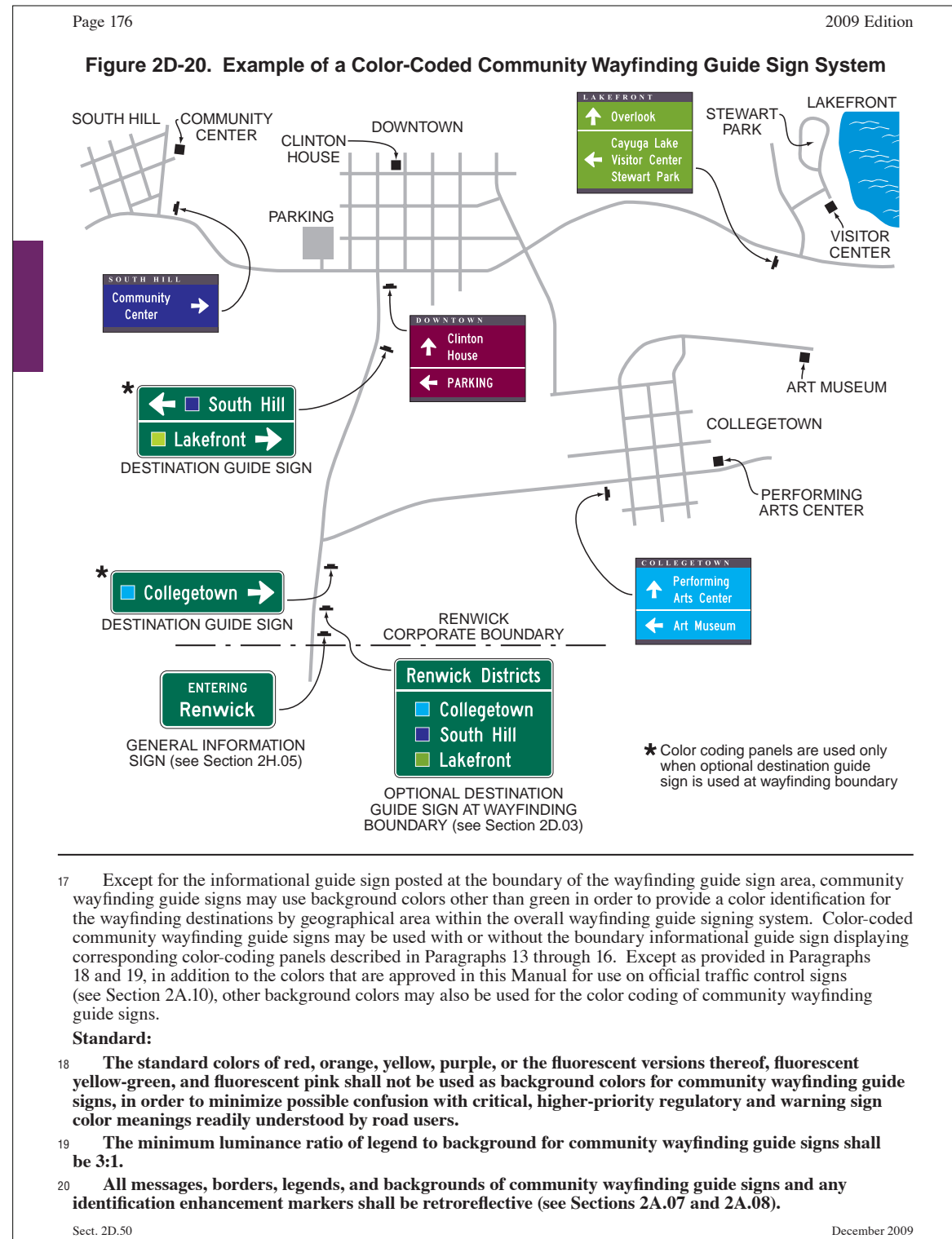
Section 2A defines sign design considerations. The MUTCD requires that signs be legible to those for whom they are intended and that they be understandable in time to permit a proper response. Those attributes include high visibility by day and night and high legibility (adequately sized letters, symbols, or arrows, and a short legend for quick comprehension by a driver approaching a sign). Word messages should be as brief as possible and the lettering should be large enough to provide the necessary legibility distance. A minimum specific ratio of 1 inch of letter height per 30 feet of legibility distance should be used. Letter height is expressed in terms of the height of an upper-case letter. Typically, when a mixed-case legend (upper-lower case message) is used, the height of the lower-case letters shall be $\frac{3}{4}$ of the height of the initial upper-case letter. (Section 2A.13) The principal legend on guide signs shall be in letters and numerals at least 6 inches in height for all upper-case letters, or a combination of 6 inches in height for upper-case letters and 4.5 inches in height for lower-case letters. On low-volume roads with speeds of 25 mph or less, and on urban streets with speeds of 25 mph or less, the principal legend shall be in letters at least 4 inches in height for all upper-case letters, or a combination of 4 inches in height for upper-case letters and 3 inches in height for lower-case letters.

Section 2A.16 describes standardization of sign locations. Signs should be located on the right-hand side of the roadway where they are easily recognized and understood by drivers. Signs in other locations should be considered only as supplementary to signs in the normal locations.

As defined in section 2A.05, signs that show route designations, destinations, directions, distances, services, points of interest, and other geographical, recreational, or cultural



4.0 ZONING / CODES



information as Guide Signs. Section 2D outlines standard guidelines for Guide Signs, including Community Wayfinding Signs.

Section 2D.06 states that when in a 35mph zone the principal legend on guide signs shall be in letters and numerals at least 6 inches in height for all upper case letters, or a combination of 6 inches in height for upper-case letters and 4.5 inches in height for lower case letters.

On low-volume roads with speeds of 25 mph or less, and on urban streets with speeds of 25 mph or less, the principal legend shall be in letters at least 4 inches in height for all upper-case letters, or a combination of 4 inches in height for upper-case letters and 3 inches in height for lower case letters.

Section 2D.50 sets guidelines for Community Wayfinding Signs. Per the guidelines, community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a village or a local urbanized downtown area. Community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations. All messages, borders, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective. Simplicity and uniformity in design, position, and application are important and should be incorporated into the community wayfinding guide sign design and location plans. Other graphics that specifically identify the wayfinding system, including identification enhancement markers, may be used on the overall sign assembly and sign supports. An enhancement marker consists of a shape, color, and/or pictograph that is used as a visual identifier for the community wayfinding guide signing system for an area. An identification enhancement marker may be used as a means of visually identifying the sign as part of an overall system of community wayfinding signs and destinations.

4.0 ZONING / CODES

Section 9B.20 of the MUTCD outlines standards for Bicycle Guide Signs.

Option:

Bike Route Guide signs may be provided along designated bicycle routes to inform bicyclists of bicycle route direction changes and to confirm route direction, distance, and destination. If used, Bike Route Guide signs may be repeated at regular intervals so that bicyclists entering from side streets will have an opportunity to know that they are on a bicycle route. Similar guide signing may be used for shared roadways with intermediate signs placed for bicyclist guidance. Alternative Bike Route Guide (D11-1c) signs may be used to provide information on route direction, destination, and/or route name in place of the “BIKE ROUTE” wording on the D11-1 sign (see Figures 9B-4 and 9B-6). Destination (D1-1, D1-1a) signs, Street Name (D3) signs, or Bicycle Destination (D1-1b, D1-1c, D1-2b, D1-2c, D1-3b, D1-3c) signs (see Figure 9B-4) may be installed to provide direction, destination, and distance information as needed for bicycle travel. If several destinations are to be shown at a single location, they may be placed on a single panel with an arrow (and the distance, if desired) for each name. If more than one destination lies in the same direction, a single arrow may be used for the destinations.

Guidance:

Adequate separation should be made between any destination or group of destinations in one direction and those in other directions by suitable design of the arrow, spacing of lines of legend, heavy lines entirely across the panel, or separate signs.

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Figure 2D-18. Examples of Community Wayfinding Guide Signs

A - Community Wayfinding Guide Signs with Enhancement Markers

B - Destination Guide Signs for Color-Coded Community Wayfinding System

Guidance:

¹⁰ Because pedestrian wayfinding signs typically use smaller legends that are inadequately sized for viewing by vehicular traffic and because they can provide direction to pedestrians that might conflict with that appropriate for vehicular traffic, wayfinding signs designed for and intended to provide direction to pedestrians or other users of a sidewalk or other roadside area should be located to minimize their conspicuity to vehicular traffic. Such signs should be located as far as practical from the street, such as at the far edge of the sidewalk. Where locating such signs farther from the roadway is not practical, the pedestrian wayfinding signs should have their conspicuity to vehicular traffic minimized by employing one or a combination of the following methods:

- A. Locating signs away from intersections where high-priority traffic control devices are present.
- B. Facing the pedestrian message toward the sidewalk and away from the street.
- C. Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs, removing the pedestrian wayfinding signs from the line of sight in a sequence of vehicular signs.

¹¹ To further minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be retroreflective.

Support:

¹² Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.

Option:

¹³ At the boundaries of the geographical area within which community wayfinding guide signing is used, an informational guide sign (see Figures 2D-18 and 2D-20) may be posted to inform road users about the presence of wayfinding signing and to identify the meanings of the various color codes or pictographs that are being used.

Standard:

¹⁴ These informational guide signs shall have a white legend and border on a green background and shall have a design similar to that illustrated in Figures 2D-1 and 2D-18 and shall be consistent with the basic design principles for guide signs. These informational guide signs shall not be installed on freeway or expressway mainlines or ramps.

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Figure 2D-2. Arrows for Use on Guide Signs
Directional Arrows

Type A Type A - Extended Type B Type C Type D

Down Arrow

Note: The "Standard Highway Signs and Markings" book contains the details of these arrow designs.

¹⁰ The Type B directional arrow should be used on guide signs on conventional roads when placed at any angle to the side of a single destination or when placed in a horizontal orientation to the side of a group of destinations.

¹¹ The Type C advance turn directional arrow should be used on conventional road guide signs placed in advance of an intersection where a turn must be made to reach a posted destination or group of destinations.

¹² The Type D directional arrow should be used primarily for sign applications other than guide signs, except as provided in Paragraph 15.

Option:

¹³ The Type A-Extended directional arrow may be used on guide signs where additional emphasis regarding the direction is needed relative to the amount of legend on the sign.

¹⁴ The Type C directional arrow may be used to the side of the legend of an overhead guide sign to accentuate a sharp turn exit maneuver from a mainline roadway (see Section 2E.36 for additional information regarding Exit Direction signs for low advisory ramp speeds).

¹⁵ On conventional roads on the approach to an intersection where the Combination Lane-Use/Destination overhead guide sign (see Section 2D.33) is not used, the Type C advance turn directional arrow may be used beneath the legend of an overhead guide sign to indicate the fact that a turn must be made from a mandatory movement lane over which the sign is placed to reach the destination or destinations displayed on the sign.

¹⁶ The Type D directional arrow may be used on post-mounted guide signs on conventional roads with lower operating speeds if the height of the text on the sign is 8 inches or less.

¹⁷ The directional and down arrows shown in Figure 2D-2 may be used on signs other than guide signs for the purposes of providing directional guidance and lane assignment.

Guidance:

¹⁸ Arrows used on guide signs to indicate the directions toward designated routes or destinations should be pointed at the appropriate angle to clearly convey the direction to be taken. A horizontally oriented directional arrow design should be used at right-angle intersections.

¹⁹ On a post-mounted guide sign, a directional arrow for a straight-through movement should point upward. Except as provided in Section 2D.46, for a turn, the arrow on a guide sign should point horizontally or at an upward angle that approximates the sharpness of the turn.

²⁰ At an exit, an arrow should be placed at the side of the sign that will reinforce the movement of exiting traffic. The directional arrow design should be used.

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Directional Arrows

Standard:

An arrow pointing to the right, if used, shall be at the extreme right-hand side of the sign. An arrow pointing left or up, if used, shall be at the extreme left-hand side of the sign. The distance numerals, if used, shall be placed to the right of the destination names. On Bicycle Destination signs, a bicycle symbol shall be placed

next to each destination or group of destinations. If an arrow is at the extreme left, the bicycle symbol shall be placed to the right of the respective arrow.

Guidance:

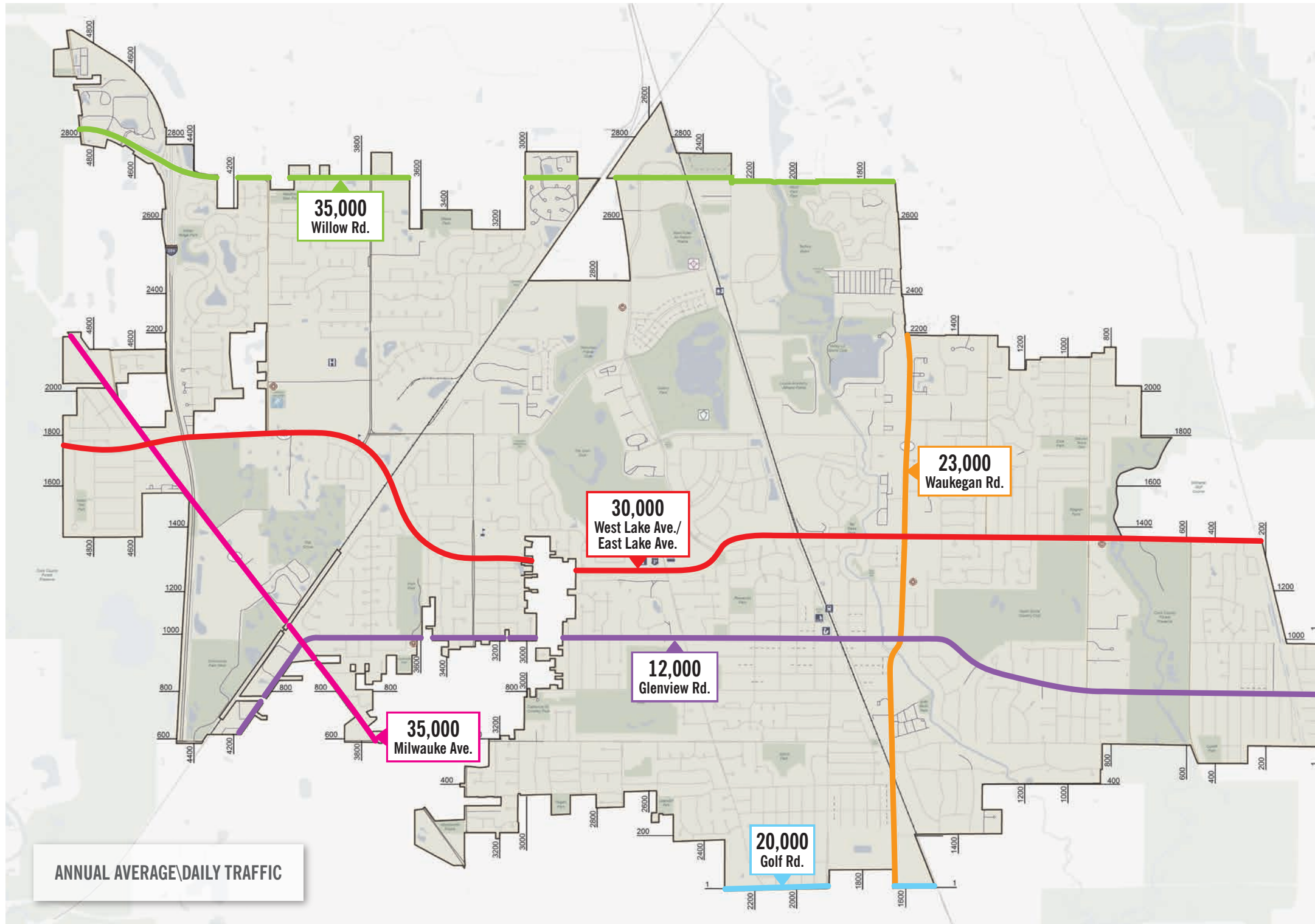
Unless a sloping arrow will convey a clearer indication of the direction to be followed, the directional arrows should be horizontal or vertical. The bicycle symbol should be to the left of the destination legend. If several individual name panels are assembled into a group, all panels in the assembly should have the same horizontal width.

5.0 VEHICULAR TRAFFIC

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A. Annual Average Daily Traffic

According to the traffic counts provided by IDOT, vehicles entering the Village from the north travel mainly from Willow Rd., which has an AADT of 35,000 vehicles. Lake Ave. travels east/west through the Village, with an average count of 30,000 vehicles per day. Waukegan Rd. runs north/south through the Village, funneling an average of 23,000 vehicles daily. These traffic counts can be used to estimate the amount of travelers there are between village limits and where the most effective sign locations may be.



5.0 VEHICULAR TRAFFIC

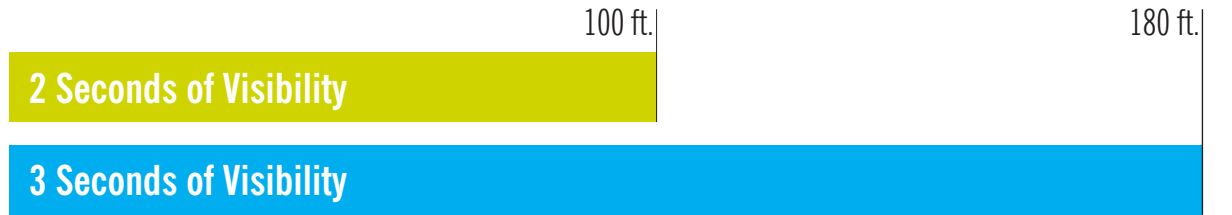
B. Speed Limits

The Federal Manual for Uniform Traffic Control Devices (MUTCD) states: “The basic requirement for all highway signs, including community wayfinding signs, is that they be legible to those for whom they are intended and that they be understandable in time to permit a proper response.” As described in section 2D.06 of the MUTCD, posted speed limits will dictate the required capital letter height (capheight) for all vehicular wayfinding signage.

The following standard is recommended:

- Two-lane streets with speed limits of 25mph or less: 4-inch capheight.
- Two-lane streets with speed limits of > 25mph: 6-inch capheight.
- Multi-lane streets with speed limits of 40mph or less: 6-inch capheight.
- Multi-lane streets with speed limits of > 40mph: 8-inch capheight.

25 MPH



35 MPH



45 MPH



LETTER VISIBILITY

● 4" LETTERS ● 6" LETTERS

5.0 VEHICULAR TRAFFIC

The Village of Glenview's main roadways, primarily allow speeds of 30-35mph, with sections of East Lake Ave and Milwaukee Ave reaching speeds of 45mph. All residential streets throughout the Village allow speeds of 20mph.



6.0 GRAPHIC INFLUENCES

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A. Existing Branding, Colors and Fonts

The 'Jackman Bear' has become the symbol of the Village of Glenview, and the mascot for the Village's "Hug the Bear" campaign, which encourages residents to "hug" the community. In 1917, village resident, Ed Jackman, a naturalist, donated the 'Jackman Bear' statue and fountain to Glenview to celebrate his love of animals and children. The Village of Glenview's naturalistic branding reflects that viewpoint today. As the vision statement explains, Glenview was built on a sense of community, inclusiveness, and shared values. The statue still stands in Downtown Glenview today, and the 'Jackman bear' has held this message for the Village, and has been a focal point of the Village Branding for over 60 years. With this strong branding and such rich history of pioneers and naturalists, Glenview has a unique and prideful image to withhold.

To encapsulate the Village's vision, signage could use branding elements to further embody the Village identity. Signs can feature the Village Seal in its entirety or branding elements may be incorporated as subtle accents to a sign structure.


Standard village branding uses the font Century and "Glenview Green," and may be shown along with the colors:

	Residents	Blue	R-36, G-108, B-137
	Business	Red	R-137, G-108, B-59
	Government	Orange	R-190, G-85, B-39
	About Glenview	Green	R-71, G-102, B-78

The preferred logo portrays the bear statue in brown with a green border, however the logo may be shown in either all green or black and white.




It's unclear exactly when the circle logo of the Bear was developed, but it was refined for use on stationary, letterhead, business cards and other Village communications in 2004, when the position of Communications Manager was created. The "Village of Glenview" script was created in Century font and the "Glenview Green" Pantone was fixed at: R-28 G-145 B-92



In 2013, when the Village developed a new website, the decision was made to move away from the Glenview Green to a more diverse color palette, while maintaining the bear logo.

For the four tabs, the colors are:

Residents	Blue	R-36 G-108 B-137
Business	Red	R-137 G-33 B-59
Government	Orange	R-190 G-85 B-39
About Glenview	Green	R-71 G-102 B-78



The four colors were also used in 2013 for the Village newsletter and E-Glenview newsletter, the marketing plan for the 2016 Comprehensive Plan and other Village communications.

6.0 GRAPHIC INFLUENCES

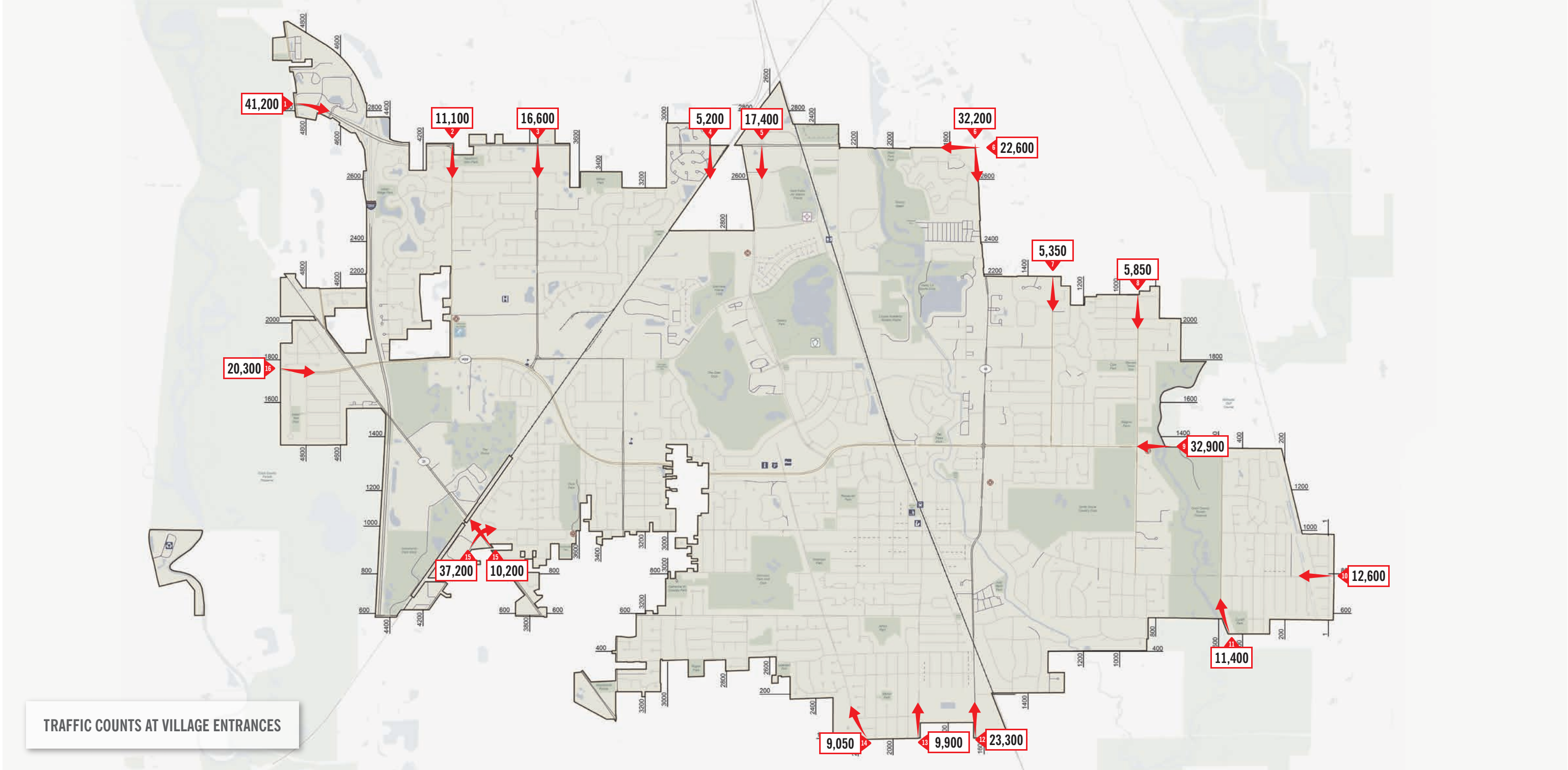
B. Architectural Detailing

Many of the municipal and corporate buildings in the Village of Glenview feature historic architecture and are composed of materials such as brick, stone, and wood. In Downtown Glenview, new buildings follow regulations that require the fascia to be changed every 75 feet of building frontage. The residential streets are tree-lined and welcoming. Homes vary in style, most being single-family homes, along with a few multi-family homes in their own districts. Additionally, Glenview's parks and naturally open spaces offer their residents a peaceful, adventurous and welcoming environment.



7.0 VILLAGE POINTS-OF-INTEREST

7.0 VILLAGE POINTS-OF-INTEREST



7.0 VILLAGE POINTS-OF-INTEREST

A. Gateways

i. Village Gateways

Each Village entrance will be evaluated for location and average vehicular traffic, and will be classified as a primary, secondary, or tertiary gateway.

Several potential gateways into the Village of Glenview have been identified. Each identifies a separate entrance point:

1. Traveling east on Willow Rd., at Sanders Rd.
2. Traveling south on Landwehr Rd., at Willow Rd.
3. Traveling south on Pflugsten Rd., near Miller Dr.
4. Traveling south on Shermer Rd., at Willow Rd.
5. Traveling south on Patriot Blvd., at Willow Rd.
6. Traveling south on Waukegan Rd., at Willow Rd.
7. Traveling south on Sunset Ridge Rd., near Winnetka Rd.
8. Traveling south on Wagner Rd., near Lois Ln.
9. Traveling west on East Lakes Ave., at Wagner Rd.
10. Traveling west on Glenview Rd., at Long Rd.
11. Traveling north on Harms Rd., from Old Orchard Rd.
12. Traveling north on Waukegan Rd., at Golf Rd.
13. Traveling north on Harlem Ave., at Golf Rd.
14. Traveling north on Shermer Rd., at Golf Rd.
15. Traveling east on Glenview Rd., at Milwaukee Ave.
16. Traveling east on Euclid Ave., at Forest Dr.



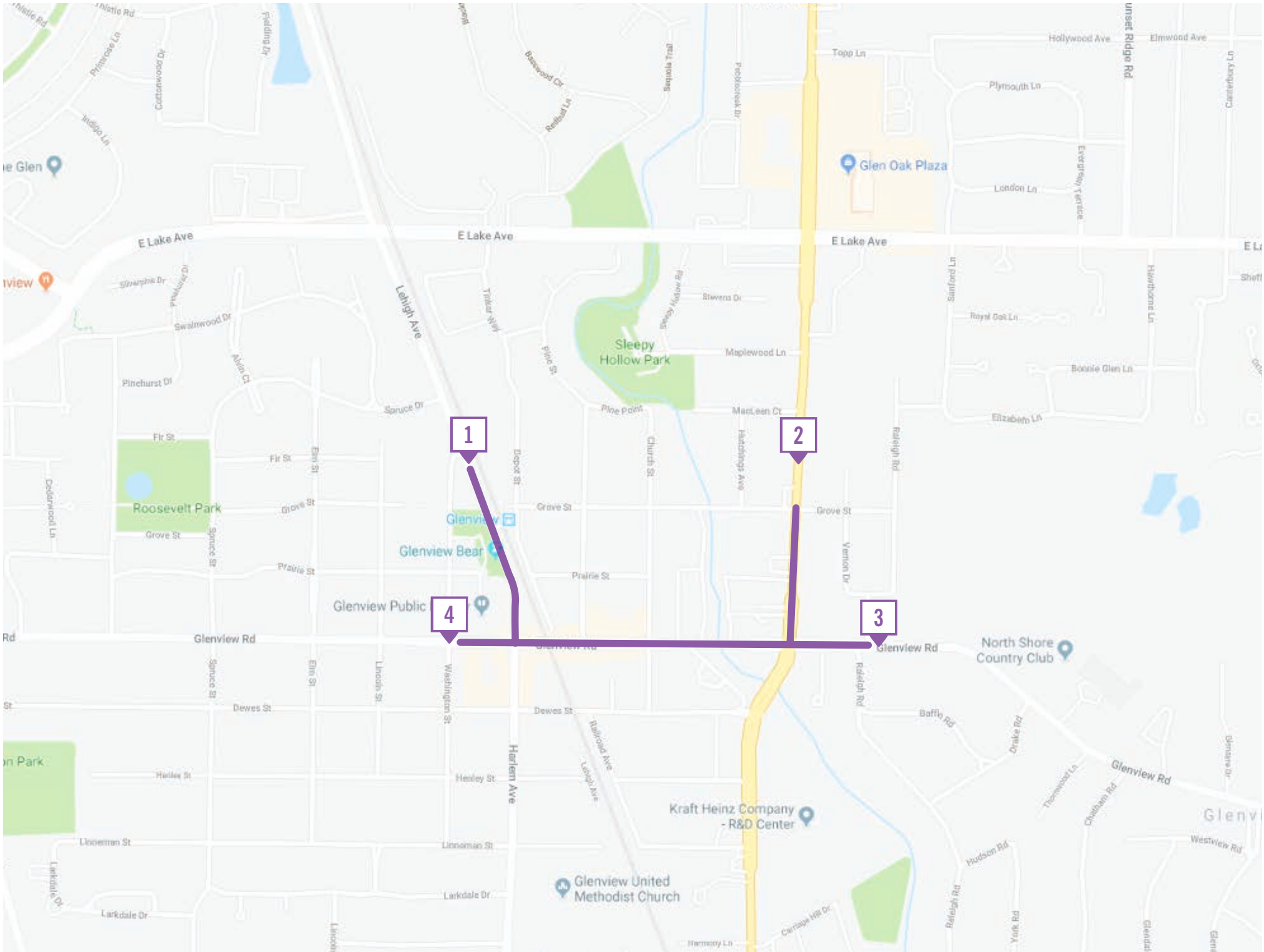
7.0 VILLAGE POINTS-OF-INTEREST



7.0 VILLAGE POINTS-OF-INTEREST



7.0 VILLAGE POINTS-OF-INTEREST



ii. Downtown Gateways

Downtown Glenview’s main roadways are Lehigh Ave., Waukegan Rd., and Glenview Rd. For travelers entering the Village’s downtown, the following downtown gateways have been identified:

- 1. Traveling south on Lehigh Ave., near Washington St.
- 2. Traveling south on Waukegan Rd., before Grove St.
- 3. Traveling west on Glenview Rd., near Raleigh Rd.
- 4. Traveling east on Glenview Rd., at Washington St.

7.0 VILLAGE POINTS-OF-INTEREST

B. Village Destinations

The following destinations have been identified as points-of-interest for the Village of Glenview. Based on numerous factors, including size and public interest, destinations have been prioritized into three categories: primary, secondary, and tertiary destinations.

Primary Destinations

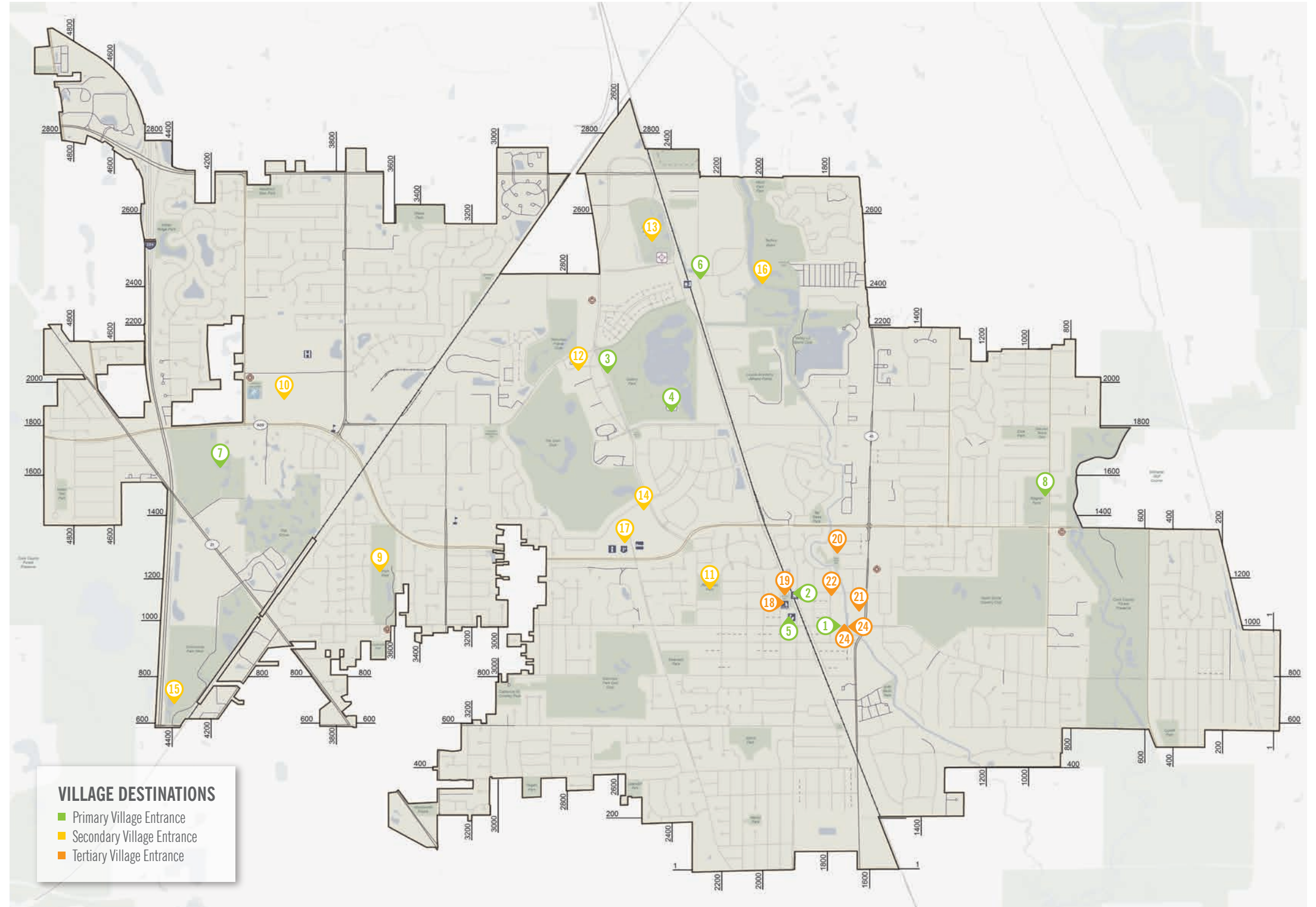
1. Downtown Glenview
2. Downtown Glenview Metra Station
3. Gallery Park and Lake Glenview
4. Glenview Park Center
5. Glenview Public Library
6. North Glenview Metra Station
7. The Grove
8. Wagner Farm

Secondary Destinations

9. Flick Park Outdoor Pool
10. Glenbrook South High School
11. Roosevelt Outdoor Pool
12. The Glen Town Center
13. Tyner Interpretive Center & Air Station Prairie
14. US Post Office
15. Community Park West
16. Techny Basin
17. Village of Glenview Municipal Campus

Tertiary (Downtown) Destinations

18. Glenview Park District Administration Building
19. Jackman Park
20. Sleepy Hollow Park
21. Heinen's Grocery Store
22. Our Lady of Perpetual Help
23. Public Parking
24. Bus Stop



8.0 WAYFINDING SIGNAGE RECOMMENDATIONS

8.0 WAYFINDING SIGNAGE RECOMMENDATIONS

A comprehensive signage package should be developed to encompass all sign-types necessary for the Village of Glenview. The signage package should incorporate a common design with cohesive fonts, colors, and branding to portray a sense of identity. In doing so, the Village becomes well defined and more easily navigable within its boundaries.

A. List of Proposed Sign Types

In reviewing Glenview's signage needs throughout the Village, the following possible sign types list is applicable:

1. Gateway Identification
2. Vehicular Directionals
3. Destination Identification
4. Public Parking Identification
5. Pedestrian and Bicycle Path Wayfinding
6. Information Kiosks

8.0 WAYFINDING SIGNAGE RECOMMENDATIONS

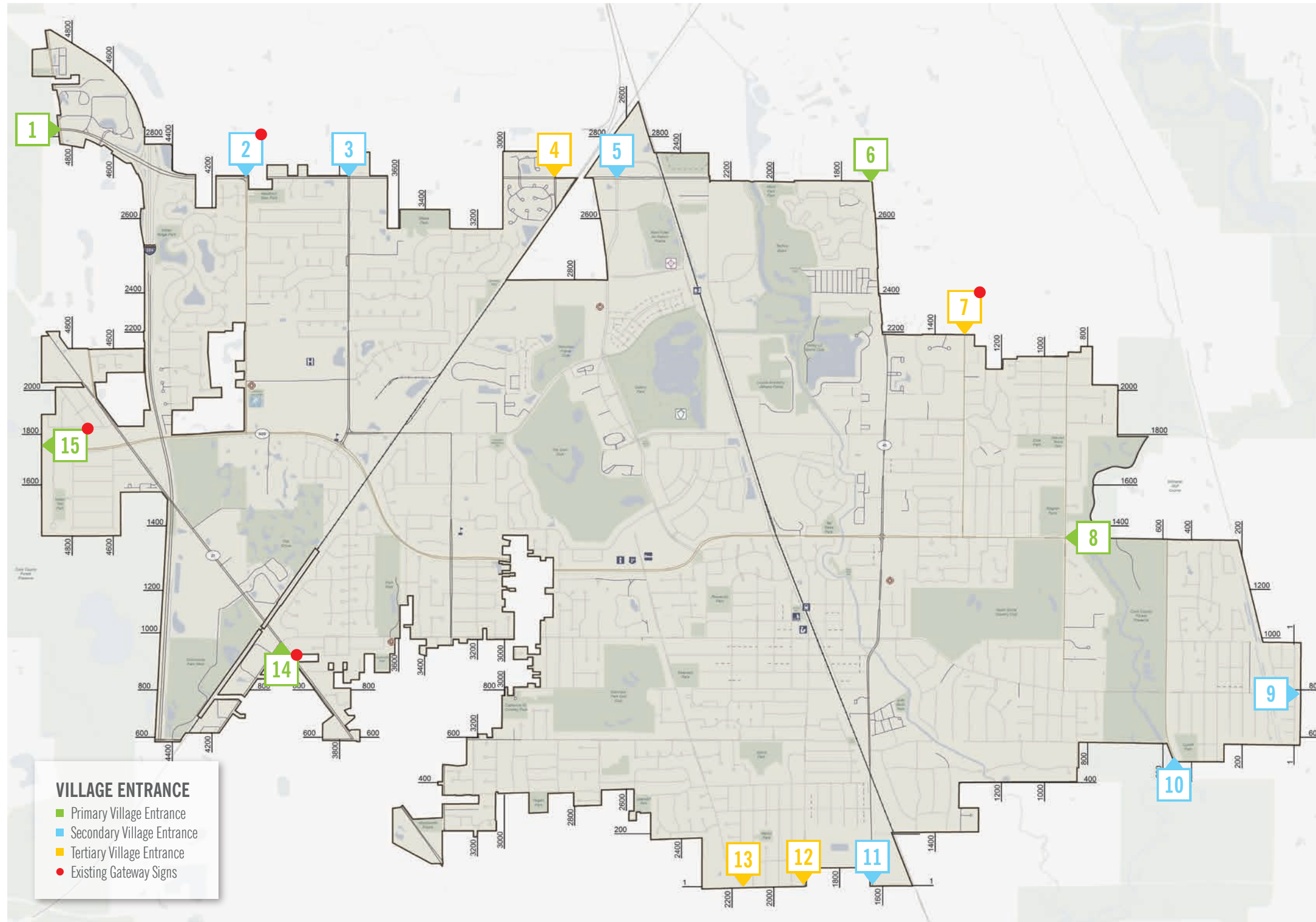
B. Gateway Identification

As visitors traverse into the Village of Glenview from surrounding areas, it is necessary to create a sense of arrival through the utilization of gateway identification signage. The perimeter of the Village is where first impressions and experiences begin. Gateways can make a statement and welcome a visitor or they can simply mark the geographical limit. Gateways may include more than just signage: lighting, landscaping, architectural elements and public art may also be incorporated to produce a sense of arrival for visitors and residents. Signage should be easily legible from both vehicular and pedestrian viewpoints while complying with MUTCD regulations.

Proposed gateway signage will vary in scale and complexity based on location, environment and purpose.



8.0 WAYFINDING SIGNAGE RECOMMENDATIONS



Primary gateway identification signs shall serve as a grand entrance at the busiest village entrance points. Based on annual average daily traffic counts for each potential gateway, the following Primary locations have been identified:

- 1. Willow Rd. at Sanders Rd.
- 6. Waukegan Rd. at Willow Rd.
- 8. East Lakes Ave. at Wagner Rd.
- 14. Glenview Rd. at Milwaukee Ave.
- 15. Euclid Ave. at Forest Dr.

On lower volume roadways, scaled back versions of the gateway signs will create a sense of arrival into the Village while covering less ground space. In areas where space is limited, vertical gateways can better serve to identify the village entrance.

The following Secondary locations have been identified:

- 2. Landwehr Rd. at Willow Rd.
- 3. Pflingsten Rd. near Miller Dr.
- 5. Patriot Blvd. at Willow Rd.
- 9. Glenview Rd. at Long Rd.
- 10. Harns Rd. from Old Orchard Rd.
- 11. Waukegan Rd. at Golf Rd.

The following Tertiary locations have been identified:

- 4. Shermer Rd. at Willow Rd.
- 7. Sunset Ridge Rd. near Winnetka Rd.
- 12. Harlem Ave. at Golf Rd.
- 13. Shermer Rd. at Golf Rd.

Downtown Glenview's gateway signage should match the overall sign family theme, but can incorporate unique elements to signify to a visitor that they have entered a new area.

8.0 WAYFINDING SIGNAGE RECOMMENDATIONS

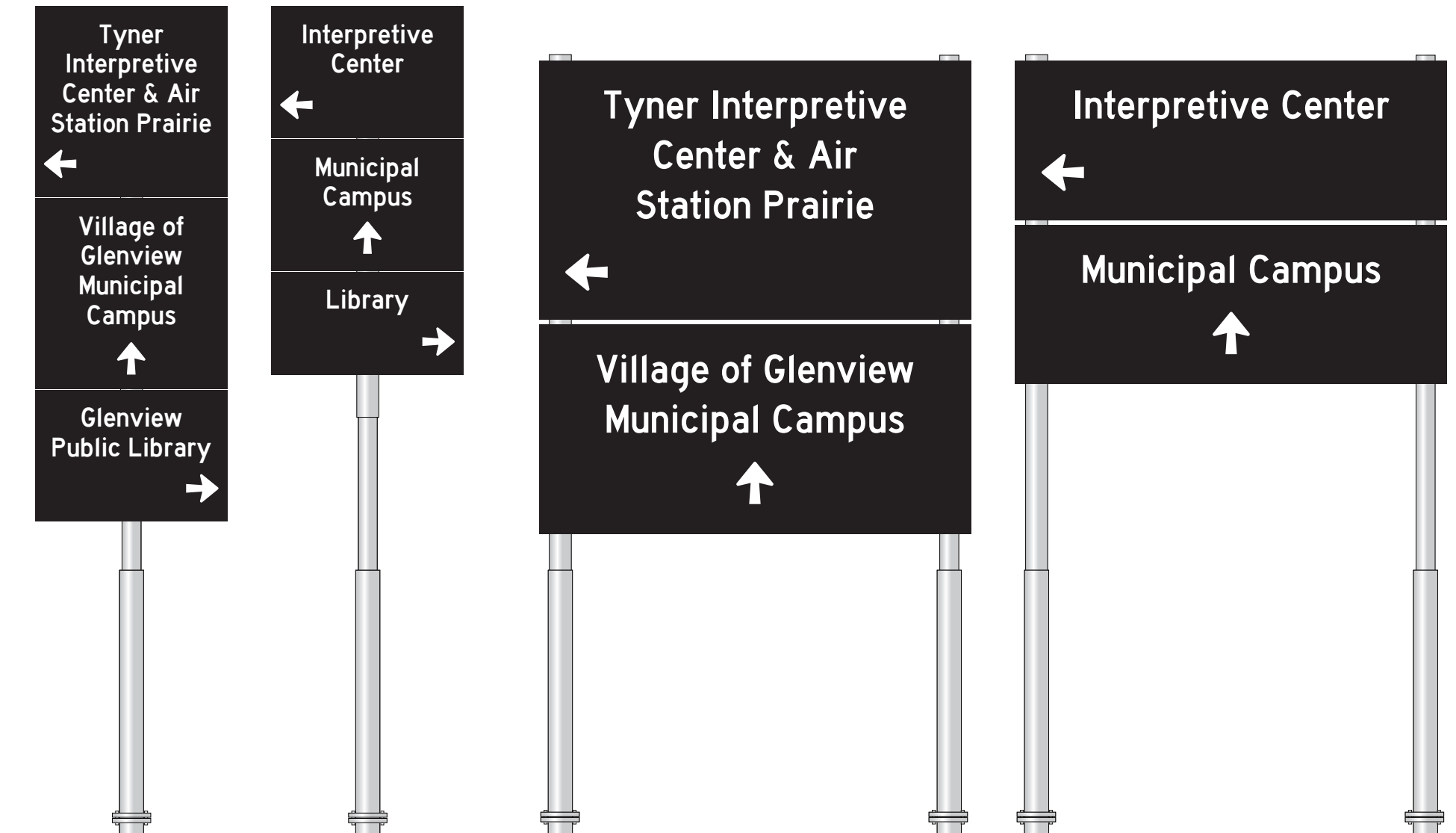
Due to the MUTCD standards for message capheight on signs, it is recommended that wherever possible, destination nomenclature be shortened for wayfinding messages. For example:

- Glenview Public Library – Library
- Tyner Interpretive Center & Air Station Prairie – Interpretive Center
- Village of Glenview Municipal Campus – Municipal Campus

The MUTCD limits the number of acceptable messages to three destinations per message panel on vehicular directionals. A destination hierarchy should be developed to determine the priority of messaging on these directionals.



8.0 WAYFINDING SIGNAGE RECOMMENDATIONS



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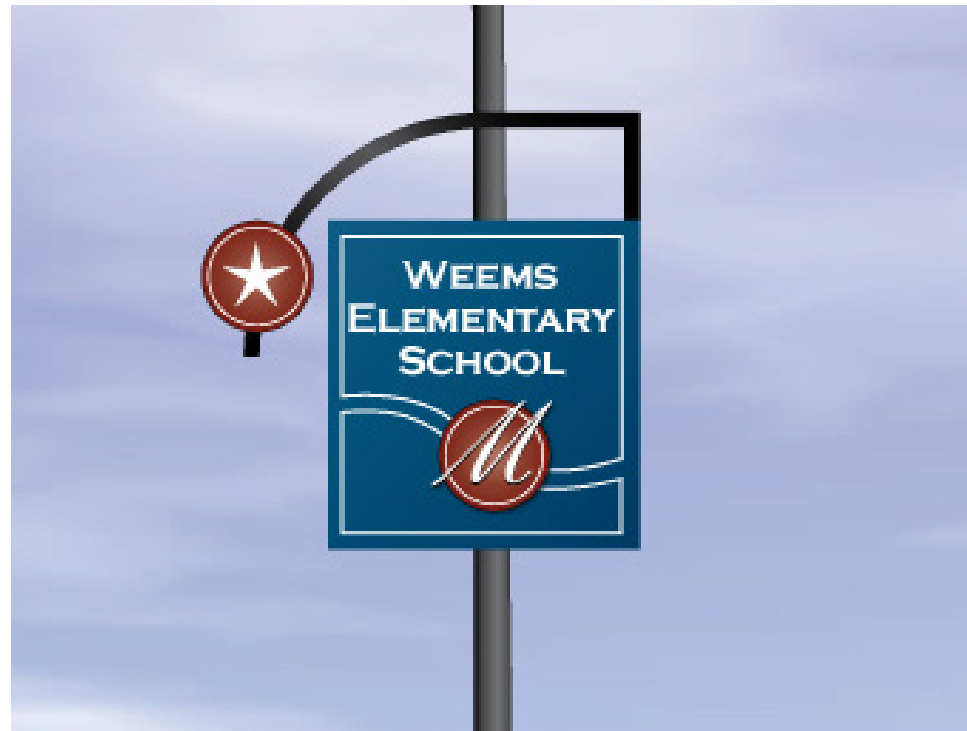
- Glenview Public Library - Library
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- Village of Glenview Municipal Campus - Municipal Campus

The MUTCD limits the number of acceptable messages to three destinations per message panel on vehicular directionals. A destination hierarchy should be developed to determine the priority of messaging on these directionals.

8.0 WAYFINDING SIGNAGE RECOMMENDATIONS

D. Destination Identification Signage

Destination Identification signage is a crucial element to an effective wayfinding program. These signs should be set at an appropriate height and have proper contrast to be visible to a driver. These signs should be eye-catching and welcoming, encouraging the new and infrequent visitor to stop and partake in the desired public and recreational spaces.



8.0 WAYFINDING SIGNAGE RECOMMENDATIONS



E. Public Parking Identification

Public parking areas throughout the Village, especially within Downtown Glenview, should be clearly identified with signage utilizing the universal parking symbol (P). Signs can include additional information such as parking hours, permit requirements, and lot names to better define the area for visitors. If parking fees or enforcement policies are required to be posted, that information may be listed on the same sign panel or as a supplemental element attached to the sign.

8.0 WAYFINDING SIGNAGE RECOMMENDATIONS

F. Pedestrian Information Kiosks

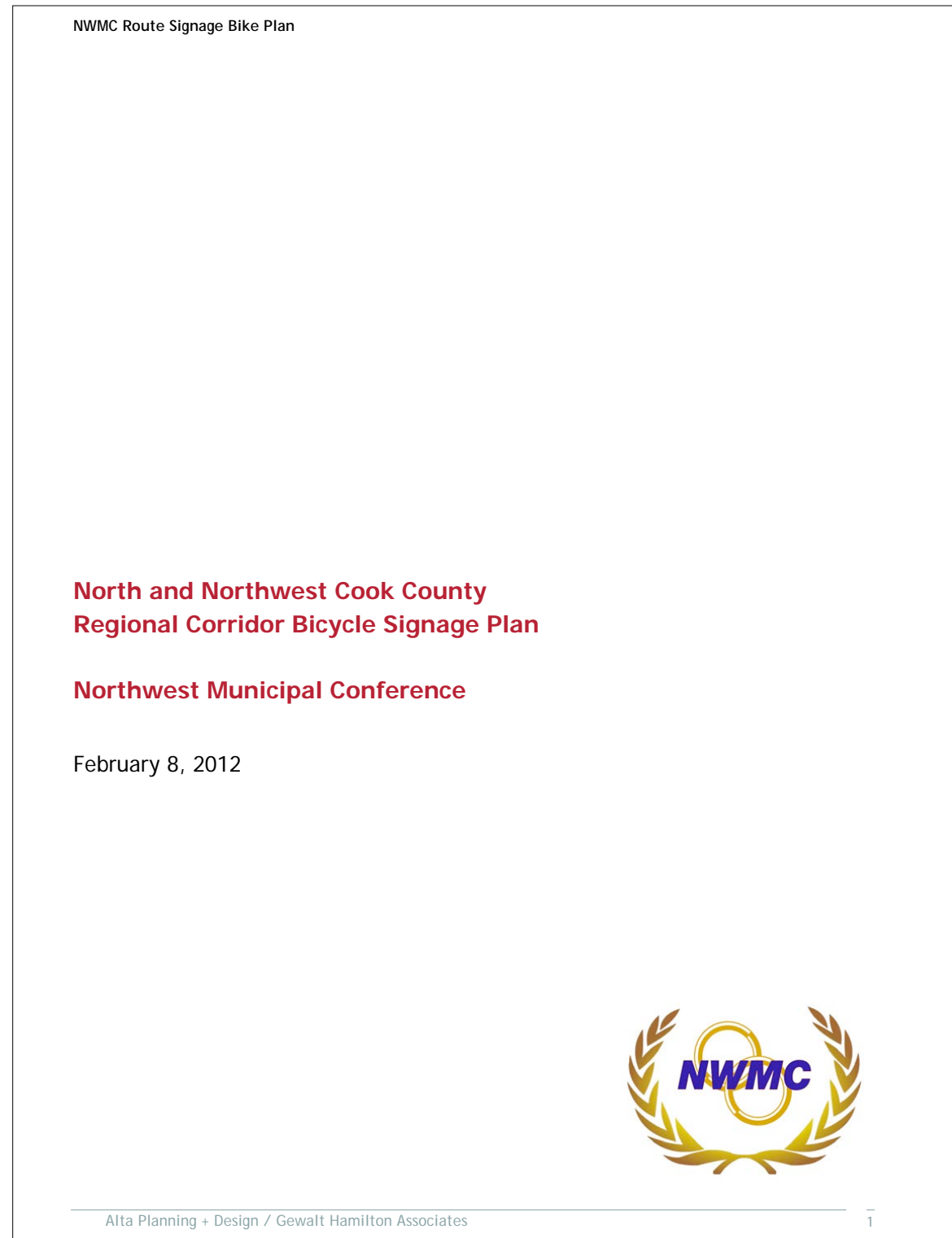
Pedestrian oriented signs matching the signage family should be designed and planned with user accessibility in mind. Signs should be installed at an appropriate height and should utilize messaging that is most visible to a user who is traveling on foot.

Informational kiosks that include maps with walking distances or times to points-of-interest should be implemented in locations with heavy pedestrian traffic. The maps can highlight walking paths throughout the area to encourage the user to explore unfamiliar parts of the Village. The kiosks can also include a lockable information case that can be utilized to display temporary Village information including public notices and upcoming events. The case would be weatherproof so as to not collect humidity during changes in weather.



9.0 BIKEWAY WAYFINDING SIGNAGE

9.0 BIKEWAY WAYFINDING SIGNAGE



Bicycle oriented signage should comply with the North and Northwest Cook County Regional Corridor Bicycle Signage Plan released by the Northwest Municipal Conference in February 2012. Following the guidelines set forth by the MUTCD and the NWMC plan, signs will include directionals and riding distances to Village destinations to make the bicycle routes more accessible to all users. The City of Chicago developed signage guidelines representing a general recommended approach for bikeway signage. These standards and guidelines are consistent with the MUTCD and IDOT guidelines.

9.0 BIKEWAY WAYFINDING SIGNAGE

A. Sign Types

Bicycle oriented signage includes the following sign types:

Confirmation Signs

Confirmation signs include a Bicycle Route Guide Sign and a Destination Supplemental Sign (D11-1 and D1-1bP) and are located mid-block or on the far side of intersections. Confirmation signs may include destinations and associated distances, but not directional arrows. These signs are meant to confirm that a cyclist is on a designated bikeway.

Action Signs

Action signs are located on the near side of intersections to indicate where a bikeway turns from one street to another. (These signs are not used at the intersection of two bikeways.) Each Action Sign includes a Bicycle Route Guide Sign (D11-1) and the appropriate supplemental arrow sign (M5-1 thru M6-7).

Decision Signs

Decision Signs are to be placed at points on the bikeway where a bicyclist has a choice to continue on their present route or change direction onto another bikeway. Decision Signs include a Bicycle Route Guide Sign and a Destination Supplemental Sign (D11-1 and D1-1b) with an appropriate supplemental arrow sign. Distances are not included on Decision Signs.

NWMC Route Signage Bike Plan

Figure 9B-4. Guide Signs and Plaques for Bicycle Facilities (Sheet 1 of 2)

Figure 9B-4. Guide Signs and Plaques for Bicycle Facilities (Sheet 2 of 2)

Figure 1- MUTCD Figure 9B-4. Guide Signs and Plaques for Bicycle Facilities

AASHTO

The AASHTO Guide for the Development of Bicycle Facilities 1999 (latest edition) recommends that typical (MUTCD approved) bicycle route signs along designated bikeways include 'destination plates' directing cyclists to specific locations (e.g., downtown). In situations where a route is not officially designated as a bikeway, directional signage may still be used. Signs should be placed every 1,600 feet (500 meters), at all turns along the route and at major signalized intersections. Typical sign placement is shown in Figure 2.

Illinois Department of Transportation

The IDOT supplement to the MUTCD currently does not provide any additional information beyond the MUTCD.

Figure 2: Typical Signed Shared Route Signing

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9.0 BIKEWAY WAYFINDING SIGNAGE

NWMC Route Signage Bike Plan

NOTES

- All units in inches
- Unless otherwise noted, center legend horizontally on sign
- Refer to "D11-1 Single Line" when legend text length requires one line of text
- See pages 6-7 of FHWA Standard Highway Signs Manual for bike symbol design detail
- When possible, legend text following "to" shall be on one line

FONT

- FHWA C Series Font, capital letter height 2", capitalize only first letter of each word

COLORS

- Legend: White (retroreflective)
- Background: Green (retroreflective)
- Border: White (retroreflective)

CITY OF XXXXXXX DEPARTMENT OF XXXXXX	CONFIRMATION SIGN (D11-1 TWO LINES) GUIDELINES FOR BICYCLE WAYFINDING SIGNAGE	DATE: 10/17/11 SHEET 5 OF 9
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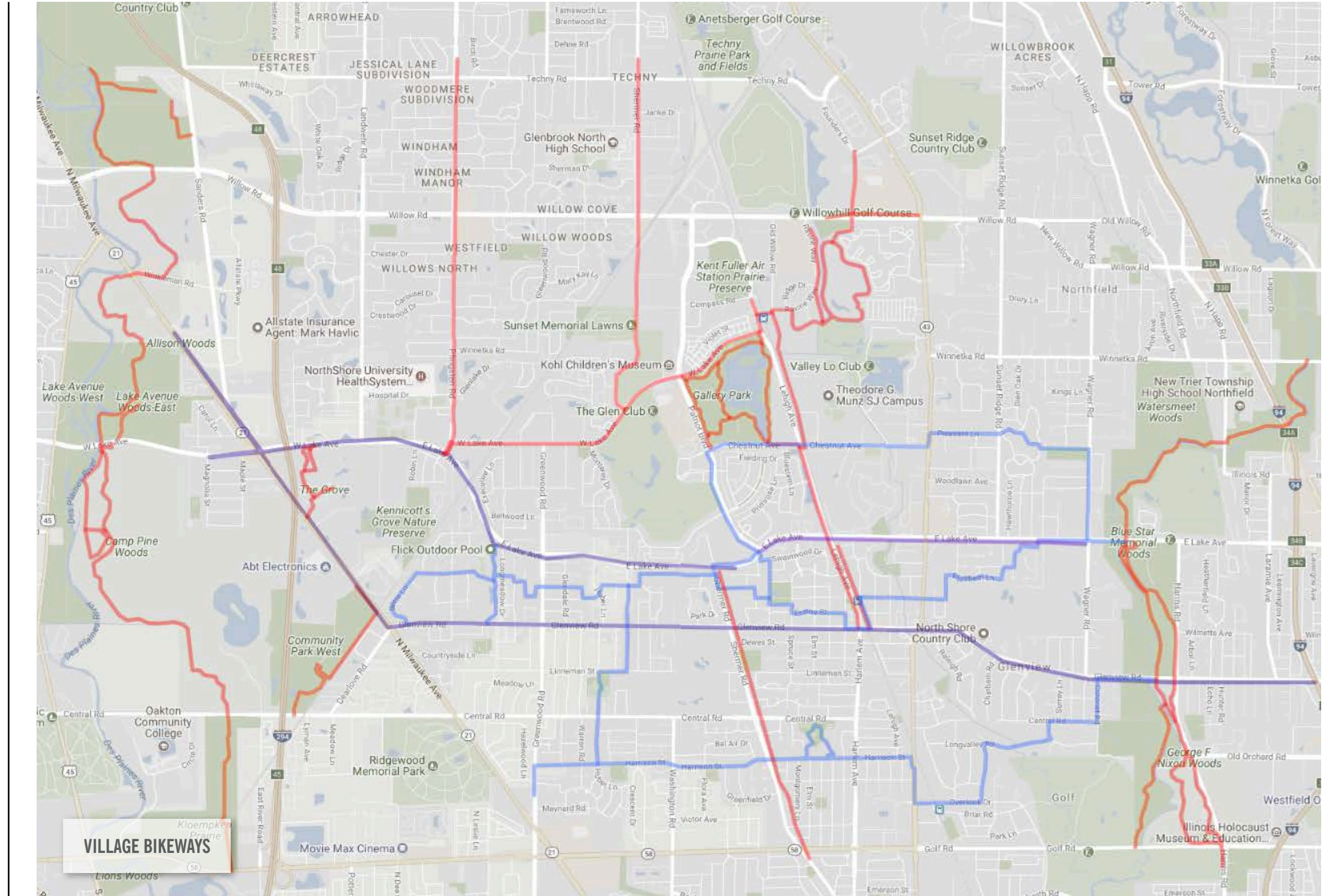
B. Messaging

Standard bikeway signs developed by the City of Chicago utilize FHWA C Series Font with a capital letter height of 2". Destination names may be abbreviated to accommodate longer destination names, but the cap-height should not be reduced. The number of destinations on a given sign is not to exceed four, with only two destinations allowed to be under a single directional arrow. Destinations should be listed in order of proximity to the sign location, the closest destination would be in the top message slot with further destinations being placed below in order of distance.

9.0 BIKEWAY WAYFINDING SIGNAGE

C. Village Bikeways

In accordance to the NWMC Guidelines, signs will be placed along the Village of Glenview's bikeways at key decision points, where the direction of the bike route is not immediately obvious, and as guidance through difficult turns. Any signs planned within the IDOT right-of-way will adhere to the standards for all wayfinding signage placed within the IDOT right-of-way.



10.0 SUMMARY

10.0 SUMMARY

The Village of Glenview, Illinois is a proud community that places a strong emphasis on traditional values and village engagement. Its close proximity to Downtown Chicago, two commuter Metra stations, and various bikeways attract visitors from across the region. As such, Glenview is presented with a prime opportunity to entice these visitors and invite them to partake in the Village's many amenities, including shopping and dining experiences in Downtown Glenview.

In order to capture visitor attention, KMA will develop a unified signage package to clearly identify Village and Downtown gateways and wayfinding signage for pedestrian, bicycle and vehicular traffic. The signage package will be unique to Glenview, creating a sense of place for a dynamic community.

The signage package will welcome the visitor with Gateway signage, identifying the Village from all directions. The Village and its Downtown will benefit from a new wayfinding system including directional and destination signage. Bicyclists and pedestrians will be provided with opportunities to explore new areas with bikeway signage that meets the County Regional Corridor Bicycle Signage Plan. KMA will develop the signage package following MUTCD and State/County/Local guidelines, creating a clear and effective tool for the Village of Glenview to use for years to come.

Finally, Glenview's signage plan will be designed with the future in mind. Message flexibility will be considered so, as attractions grow and multiply, signs can be updated to reflect those changes.

The signage package will help visitors to recognize the Village of Glenview as a vibrant, family-oriented Village and appreciate Downtown Glenview as a destination to enjoy shopping, dining and recreation.



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