BEAUTIFICATION GUIDELINES
Enhancing the Scenic Value of the Village

Prepared October 2007
Table of Contents

♦ Vision & Introduction 3
♦ "Garden City" History 4
  ♦ Today's Beautiful, Sustainable City 5
  ♦ Beautification Components 6
♦ Background Information 7
  ♦ Low Quality Streetscapes
  ♦ Goal of Streetscapes
♦ Current Conditions 8
  ♦ Landscaped Medians
  ♦ Lighting Structures
  ♦ Gateway Entrances
♦ Beautification Plan 9
  ♦ Open Space & Trail Plan 9
  ♦ Roadway Boulevards & Parkways 11
  ♦ Landscaping 11
  ♦ Lighting 19
  ♦ Roadway Descriptions 20
  ♦ Gateway Entrances 22
♦ Goals & Objectives 29

Special Thank You To & References

American Planning Association : Getting Streetscape Design Right by David Schellinger and Sharon Priest, AICP
American Planning Association : Great Streets - Characteristics and Guidelines for Designation
Gainesville, Florida Beautification Board
Grande Cache : Community Beautification Plan
Indianapolis Cultural Trail Photos
Sternberg Lighting - Roselle, IL (Before and After photo)
Town of Danville : Streetscape Beautification Guidelines
Village of Plainfield Open Space Plan - Adopted October of 2005
Village of Plainfield Zoning Ordinance - Adopted August 15, 2006
**VISION**
The beautification Plan envisions the creation of a network of richly landscaped boulevards, parkways and public parks which will help preserve the Village’s bucolic past through a comprehensive greening of the Village’s public realm. This new green fabric of boulevards, parkways and parks will provide an opportunity to unify the various neighborhoods and commercial corridors together into a new town vision for the 21st century.

**INTRODUCTION**
The Village of Plainfield’s Beautification Plan is intended to bring a new focus on the beautification of the Village’s street network by introducing a series of beautification improvements to the Village’s public realm. The Village’s public realm are those areas that are owned by the Village, including its streets, park space and civic buildings. Drawing on some of the historical legacy of the “City Beautiful Movement” and “Garden Suburb” movement of a century ago, this plan hopes to reintroduce a number of traditional landscaping, lighting, way finding signage and hardscape improvements to the Village’s network of roadways and to create a series of gateways which will help define the unique character of the Village of Plainfield.

The goal of this beautification plan is to preserve the Village’s bucolic past by introducing extensive landscape and street lighting improvements to the network of Village arterials and collector streets. The hope is that this plan will provide a new sense of visual interest to the Village’s streetscapes which will reflect the best traditions of numerous beautification endeavors throughout the Chicagoland area.
“GARDEN CITY” HISTORY

The Village of Plainfield strives to be a beautiful place with scenic vistas, grand boulevards and parks, and a certain uniqueness that will distinguish itself from other towns. This will provide a pleasant environment for those living in and visiting the area.

The ideas behind beautiful communities is something that has changed throughout history. From Ebenezer Howard’s “Garden City” concept, to the City Beautiful movement that sprung across nations, to today’s New Urbanist theory and beautification components, the main goal has remained the same. That goal was to provide a pleasant environment with open public land and scenic beauty.

Ebenezer Howard is renowned for his “Garden City” idea. The concept grew out of a desire to offer the benefits of urban living without the crowding and squalor often associated with big city life. Parks, open spaces, and land allotments were to be plentiful. Cities were clustered with gardens flourishing in their centers, trees and landscaping were to be planted in abundance, and green belts surrounded the garden cities. In many ways, the “Garden City” was to promote sustainability, which is a main goal of the Village today.

The City Beautiful movement was one that used beautification and monumental grandeur in cities. It was something that did not seek beauty for its own sake; rather, for creating moral and civic virtue among urban populations to counteract the moral decay of cities stricken with poverty. It was a Progressive Reform Movement that was popular in the late 1800s and early 1900s. Today, the Village still identifies the desire for a high quality community through beautification and monumental grandeur. Today’s city is tomorrow’s future, and the Village strives to create a beautiful, sustainable, respected place.
TODAY’S BEAUTIFUL, SUSTAINABLE CITY

Today’s beautiful, sustainable city incorporates ideas from the Garden City and City Beautiful movements. It forms the basis of today’s progressive theories. The Village of Plainfield’s Beautification Plan will aim to focus on four key components. These components include:

1. Stewardship, improvement and maintenance of community assets.
   This component forms the heart of the Beautification Plan. The Village will aim to take good care and enhance all community assets, focusing predominantly on street lighting, landscaping and gateway entrance features.

2. Coordinated planning and beautification programs.
   As the Village plans for the future and continues to expand, it will be important to coordinate all new plans with the Beautification Plan.

3. Excellence in design.
   The Village shall set a high standard for all new projects as well as for rehabbing old projects. Community assets shall be unique and of high quality to achieve greatness in design.

4. Establish visually harmonized landscapes along corridors throughout the Village.
   This will focus predominantly on the Village’s roadways, on which the Village will aim for a unified lighting and landscaping approach. This will strengthen the Village’s identity, enhance the character of the community and beautify Village streets.

The pictures at the right each depict qualities of beautiful streetscapes and vistas. There are high quality lighting fixtures, attractive landscape designs, and well maintained public areas. The Village shall strive to achieve each of these components on its own streets and public areas so that its reputation as a great community is even more distinguishable.
BEAUTIFICATION COMPONENTS

Expanding on the Village's Open Space and Trails Plan, beautifying landscaped medians and parkways, gateway entrances and signage, and lighting are the target aspects of the Village's Beautification Plan. This is because these elements are widely visible to all that visit the Village, as well as to those living in the Village. It will help provide a defined character for the community, as well as illustrate a high standard of living. Combined, these elements make up streetscapes. Typically, streetscaping is the first choice used amongst professionals to change the character of city streets. Streetscaping beautifies an area and, in certain situations, may increase property values.
BACKGROUND INFORMATION

LOW QUALITY STREETSCAPES

Low quality streetscapes often are cluttered with unattractive features. This could include a disarray of poles, wires and signs, signs of all shapes and sizes, unlimited locations of signs and poles, and lacking or monotonous landscapes. All of these combined contribute to the urban heat island effect and take away from the beauty of the surrounding community.

GOAL OF STREETSCAPES

Ideally, streetscapes would add to the charm and character of a community by beautifying it and providing attractive visual, automotive, and pedestrian oriented corridors. To achieve a successful streetscape, the following goals are typically sought after:

- Underground utilities.
- Attractive landscape and open space plans.
- Few signs.
- New street lights with hardware for seasonal banners.
- Gathering places.
- Focal point monument in traffic ovals and at streetcorners.
- Attractive lighting structures that move away from the common cobra head light.

In these before and after photos of a suburban park location, one can visualize the drastic differences the addition of attractive lighting fixtures and landscaping can cause. This change was performed by Sternberg Lighting in a suburban pocket park with new streetscape imaging software. This pocket park provides an ideal gathering place for nearby residents.
CURRENT CONDITIONS

OPEN SPACE & TRAILS PLAN
In October of 2005, the Village created an Open Space Plan to protect and promote the existing environmental resources throughout the area, maintain the community’s character, and create visual relief from the press of development. The Beautification Plan aims to help beautify different areas of the public realm that connect the Village’s green spaces and parks to create a sort of “green network” traveling from small pocket parks in neighborhoods, to large preserves throughout the Village.

LANDSCAPED MEDIANs & PARKWAYS
The Village consistently encourages landscaped medians on major streets and boulevards at subdivision entrances. The issue with these medians is that they are often lacking attractive, natural landscaping, and the lighting fixtures are predominantly cobra-heads. Steps should be taken to beautify these medians to enhance the character of the community.

LIGHTING STRUCTURES
Throughout the Village, there are a variety of lighting structures. Certain residential subdivisions and commercial/institutional lots have attractive column or pipe lots in place, but the majority of the Village’s roadways have silver cobra head lights. These will be what the Village aims to reduce. There are some major arterials and/or freeways or expressways where these types of lights will be acceptable, but on other streets a higher quality of light should be installed to beautify the Village. These lights could include pipe lights, column lights, or double column lights. By incorporating these lighting structures, the Village will gain a unique, community feel.

GATEWAY ENTRANCES & WAY FINDING & IDENTIFICATION SIGNAGE
As of August 2007, only one main gateway entrance is properly marked in the Village. This is at the southwest corner of IL Route 59 and Main Street (or Route 126). At this location there is a large monument sign with the Village of Plainfield written on it at the corner. This sign welcomes residents and visitors to the Village and signifies that they are entering a unique and special community. The Village needs to identify more locations where entrance/gateway features such as this one can be included, as well as enhance the different way finding signage options the Village employs.
BEAUTIFICATION PLAN

OPEN SPACE & TRAIL PLAN

The Village’s Open Space Plan will serve as a guide for the future conservation of open space areas in and around the Village. It is a vision of the Village’s future open space system, a policy document, and a resource to realize that system. Open space that it includes are trails, floodplains, parks, greenways, recreation areas and wetlands. The open space plan is illustrated below as it was in October of 2005.

The Village takes pride in its several pocket parks, boulevard streets, trails and recreation areas, but identifies several locations as key open spaces in the Village. These key locations include:

- Settlers Park
- Mather Woods
- Lake Renwick Heron Rookery Nature Preserve
- West Norman Greenway
- Northwest Community Park
- and several large parks in developments such as Grande Park and Chatham Square.

In recent years, the Village has worked diligently on a trail network that connects these areas, as well as the incorporation of boulevards and pocket parks on streets to further enhance the open space network with additional landscaping and greenery.
Plainfield will focus on enhancing and beautifying the Village’s “emerald necklace,” which is a string of parks, boulevards and open spaces in the public realm. Identifying key streets for this “necklace” or boulevard network will help guide the rest of the Beautification Plan. This street network will identify the locations the Village will focus on to enhance landscaping, lighting structures, gateway entrance features and way finding signage. Below is a newly created map illustrating the main arterial and collector streets the Village has identified as key streets in the open space network.

The streets the above map highlights as Major Boulevards & Parkways identifies the following streets as key streets in the Village’s green network:

- 119th Street
- 127th Street
- 143rd Street
- Drauden Road and Steiner Road
- IL Rt. 59
- Renwick Road and Wheeler Road
- Ridge Road (future WIKADUKE)
- Van Dyke Road
Now that the key streets in the Village’s green network have been identified, specific elements to enhance them can be explained in detail. The Village will beautify and green each of the streets to create a unique community character enjoyed by all.

**ROADWAY BOULEVARDS & PARKWAYS**

To enhance roadway medians and parkways, more elaborate landscaping and more attractive lighting will be installed. Village staff has broken down the lighting and landscaping components to provide specific guidelines for beautifying each.

**LANDSCAPING**

Incorporating an attractive landscape plan on medians is important for the beauty of the surrounding community, and to reduce heat island effects. An urban heat island is an area that is significantly warmer than its surroundings due to the modifications of land surface due to development. Planting street trees and other vegetation can greatly reduce the impacts of this while enhancing the beauty of a community.

The diagram above serves as a general landscaping plan, illustrating nicely and poorly landscaped medians. The poor example is at the top, with few trees evenly spaced. This example does not inspire visual interest among passersby, but is very common in the public realm. The Village of Plainfield is trying to expand from this to beautify the public realm with a landscaping plan similar to the bottom picture. In this example, the trees are clustered in random patterns to support a natural design interest, and there are a variety of tree species. Having these types of medians will beautify and create a unique identity for the public realm of the Village.

These photos taken throughout suburbs illustrate the potential streetscapes Plainfield will obtain in its public realm. Tree canopies and landscaped medians with a lush variety of plantings and accent work will replace the Village’s barren medians and parkways.
The main elements for creating attractive landscaped medians throughout the Village include:

**Incorporating natural landscaping around tree bases and throughout the landscaped area.**

Natural landscaping in itself is a wonderful asset to install in a community. It is low maintenance and saves on maintenance costs, while providing several environmental benefits. The environmental benefits natural landscaping offers includes, but is not limited to: improving storm water management and controlling flooding, reducing air pollution and the amount of chemicals needed for landscape maintenance, increasing regional biodiversity, decreasing the amounts of pests and diseases, and conserving water and preserving its quality. Furthermore, natural landscaping provides historical and cultural interest by restoring and connecting residents to the original landscapes of the area.

The picture at the right provides a good illustration of how a median can be enhanced with natural landscaping. This median adds an additional element of visual interest by providing a stone foundation for the landscaping to grow in. On a busy road this adds both beauty and a safety element.

**Clustering trees in random patterns.**

By clustering trees in random patterns, a natural design scheme and visual interest is achieved. When trees are planted in evenly spaced intervals, as is common on roadways, the design scheme is lost and the landscaping becomes dull and repetitive.

The picture at the left illustrates trees that are planted in a random pattern. The landscaping is not monotonous and inspires a natural design scheme.
Plant a variety of tree species.
Planting a variety of tree species provides aesthetic benefits for Village residents and visitors as well as health benefits for the trees. Aesthetically, a variety of trees will show a variety of different colors and features to please residents and visitors year-round. As far as health benefits for the trees are concerned, having different trees next to each other will prohibit trees from passing on species specific diseases to one another. The Village has already incorporated verbiage into the Landscaping Ordinance (Article XIV of the Zoning Ordinance) requiring that no more than five (5) trees of any species are planted adjacent and that no one (1) species compromises more than thirty percent (30%) of all parkway plantings.

In this picture by Brian Leon, one can see how beautiful different tree species look in the fall season. Trees of different sizes and shapes visually enhance and beautify a street for the public.

Plant additional shrubs and perennials on landscaped medians.
Planting additional shrubs and perennials will add color and character to the medians.

One can see the impact adding a variety of shrubs and flowers on a roadside can cause in this picture. It adds character to the area, along with dimension and color.
The species listed below are also found in the Village Zoning Ordinance:

**Parkway trees shall be limited to the following species:**
- Common Hackberry (Celtis occidentalis)
- Blue Ash (Fraxinus quadrangulata)
- Thornless Honeylocust (Gleditsia triacanthos var. inermis)
- Kentucky Coffeetree (male) (Gymnocladus dioicus)
- Callery, Redspire, and Aristocrat Pears (Pyrus calleryana)
- Maples (Acer spp.) (Except Acer negundo and Acer saccharinum)
- Bur Oak (Quercus rubra)
- American Linden or Basswood (Tilia Americana)
- Littleleaf Linden (Tilia cordata)
- Silver Linden (Tilia tomentosa)
- Regal Hybrid Elm (Ulmus ‘Regal’)
- Urban Hybrid Elm (Ulmus ‘Urban’)

**Other species as determined and approved by staff.**

For parkways with overhead utility lines, only the following species should be planted:
- Amur maple (tree form) – (Acer ginnala) (tree form)
- Paperbark maple (Acer griseum)
- Serviceberry (Amelanchier arborea)
- Eastern redbud (Cercis Canadensis)
- Corneliacherry Dogwood (tree form) – (Cornus mas) (tree form)
- Crabapples (Malus spp) (Fruitless & apple scab resistant cultivars only)
- Japanese tree lilac (Syringa reticulate)
- Blackhaw viburnum (Viburnum prunifolium) (tree form)

For parkways where the clear space between concrete is less than six feet, only the following species should be planted:
- ‘Erectum’ Norway Maple (Acer platanoides ‘Erectum’)
- ‘Columnare’ Norway Maple (Acer platanoides ‘Columnare’)
- ‘Crimson Sentry’ Norway Maple (Acer platanoides ‘Crimson Sentry’)
- ‘Columnare’ Red Maple (Acer rubrum ‘Columnare’)
- ‘Mayfield’ Gingko (Gingko biloba ‘Mayfield’)
- ‘Princeton Sentry’ Gingko (Gingko biloba ‘Princeton Sentry’)
- ‘Chanticleer’ Callery Pear (Pyrus calleryana ‘Chanticleer’)
- ‘Fastigata’ American Linden (Tilia Americana ‘Fastigata’)
- ‘Crimean’ Linden (Tilia x euchlora)
Figure 1. and Figure 2. Illustrate Van Dyke Road, before and after beautification improvements. Figure 1. illustrates the current conditions - a landscaped median with barely any trees, color, natural plantings, or aesthetic appeal. Figure 2. illustrates the same street, from the same angle, after the Village has incorporated the landscaping beautification elements on it. There are a variety of trees species taken from the suggest plant species list, as well as native plantings at some of the tree bases and cobra head light bases. One can see the warmer, more inviting atmosphere that the landscaping gives this stretch of the public realm. Furthermore, Van Dyke Road is an important collector street in the Village as it connects residents to the downtown core and to Settler’s Park - a larger community park in the Village’s green network.
The above pictures are before and after photos of the median at the intersection of Route 30 and Lockport Street. The before picture is how the median looks as of October 2007, when the Illinois Department of Transportation is responsible for maintaining the roadway. When ownership is transferred to the Village, the Village shall try to at a minimum sod the area, and if possible incorporate some native plantings and a tree. This intersection will be entrance point to the Village’s downtown, and it will be more visually appealing if greenery is added to the median.

The photographs above illustrate IL Route 59 as it is currently, and how it could look if the Village worked with the Illinois Department of Transportation to beautify the existing median. Including a couple of trees and possibly some native prairie grass adds much beauty to the corridor. IL Route 59 is a major north south roadway, not only for the Village, but for the region as a whole. Landscaping these medians would be excellent for the Village’s image, because few towns have taken the time to beautify this road. It would make Plainfield unique, increase the Village’s air quality, as well as enhance this major roadway’s appearance.
In these Before & After photos, the different types of landscaping the Village can use are illustrated. One can see the drastically different impressions different plant species emit. After 1. is colorful and beautiful, while After 2. is more naturalized. Both options are attractive and aid in beautifying the public realm. Careful consideration of what plant species should be used is necessary for each area. Depending on the area’s size, proximity to motor vehicles and other factors will effect what plant species can be planted where. Strong species must be planted on roadsides so that the grit and salt kicked up from the road traffic does not kill the plants off or prevent the plants from growing the following spring. In areas where traffic pollutants are not an issue, colorful perennials and native plants should be used.
BEFORE & AFTER PICTURES Continued

IMMATURE LANDSCAPING

To the left are photos of landscaped parkways and boulevards that are relatively new, so the trees have not had a chance to mature yet. This is how the Village’s parkways and boulevards would look shortly after extensive landscaping is installed. While attractive now, these newly landscaped areas cannot compare with their more mature counterparts (visible below). Landscaping beautifies as it matures, so what the Village does today will enhance the Village’s image for the future. What looks like dense clusters of trees today, will be beautiful canopies and shade spreading trees tomorrow.

MATURE LANDSCAPING

To the right are photos of landscaped parkways and boulevards that have had the time to grow and mature into beautiful canopies, and cast shade onto the ground. It provides scenic beauty for passersby, be it in automobiles or on foot, as well as a reduced heat island effect and better air quality. The Village has the potential for its public realm to look like this in the future, so long as the landscaping is installed today. The new landscaping will continue to grow and mature as the Village itself changes from a young community to a mature community.
LIGHTING

Lighting is another important aspect in the beautification of the Village of Plainfield’s public realm. The design of lighting structures has a dramatic impact on an area. Traditional, elegant lighting fixtures are welcoming to the public, while utilitarian, steel structures are unattractive and uninviting. Lights that are mounted on black poles are encouraged throughout the Village because black minimizes their presence in the environment. It also reduces glare and gives higher visibility to traffic signals. The Village of Plainfield will try to implement lighting fixtures that are elegant and timeless throughout parks and streets in the public realm.

Note the simplicity and uniqueness of this lighting fixture.

This lighting structure is wall mounted, and incorporates beautiful iron work and detail. A lighting structure like this has historical significance but will remain timeless and beautiful forever. The Village shall aim to incorporate more details to beautify the lighting structures in the public realm.

ROADWAY DESCRIPTIONS

To aid in deciding what types of lighting fixtures shall be allowed in different areas of the public realm, Village staff has looked at the Comprehensive Plan and based on roadway type or open space, has identified suitable lighting structures that can be built there. These breakdowns are visible in Table 1. and Table 2. on the following page.

Note that public parks and open spaces shall all be lit with attractive column lights or wall mounted lighting. This will aid in preserving the small town character that the Village historically has had and beautify the public realm.

As previously mentioned, the main focus of the Beautification Plan will be focused on Arterial roadways and collector streets that connect the Village’s green network on a larger scale. This, along with nationally recognized good design standards, has identified the higher quality of lighting fixtures the Village is looking for in these areas.
Table 1.

<table>
<thead>
<tr>
<th>ROADWAY TYPES</th>
<th>Freeway/Expressway</th>
<th>Major Arterial</th>
<th>Minor Arterial</th>
<th>Collector Street</th>
<th>Local Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>IL - 55</td>
<td>IL Route 59</td>
<td>111th Street</td>
<td></td>
<td>Drauden Steiner</td>
<td><strong>Various Streets</strong></td>
</tr>
<tr>
<td>IL 126</td>
<td></td>
<td>127th Street</td>
<td></td>
<td>Heggs Rd.</td>
<td></td>
</tr>
<tr>
<td>US Route 30</td>
<td>Renwick Rd.</td>
<td></td>
<td></td>
<td>Van Dyke Rd.</td>
<td></td>
</tr>
<tr>
<td>119th Street</td>
<td>County Line Rd.</td>
<td></td>
<td></td>
<td>Plainfield-Naperville Rd.</td>
<td></td>
</tr>
<tr>
<td>143rd Street</td>
<td>248th Street</td>
<td></td>
<td></td>
<td><strong>Various Streets</strong></td>
<td></td>
</tr>
<tr>
<td>Caton Farm Rd.</td>
<td></td>
<td></td>
<td></td>
<td>Book Rd.</td>
<td></td>
</tr>
<tr>
<td>WIKADUKE Trail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Freeway/Expressway: Provides a high level of mobility within and between metropolitan areas.
Major Arterial: Provides high level of mobility within and between major sub-areas of a metropolitan area.
Minor Arterial: Provides mobility within and between adjacent sub-areas of a metropolitan area.
Collector Street: Provides mobility within neighborhoods and other land uses.
Local Street: Provides mobility between neighborhoods and other homogeneous land use areas.

Table 2.

<table>
<thead>
<tr>
<th>Type of Light Fixture</th>
<th>Freeway/Expressway</th>
<th>Major Arterial</th>
<th>Minor Arterial</th>
<th>Collector</th>
<th>Local Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cobra Head</td>
<td></td>
<td>❌</td>
<td>❌</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pipe</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td></td>
</tr>
<tr>
<td>Column</td>
<td></td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Double Column</td>
<td></td>
<td>❌</td>
<td>❌</td>
<td></td>
<td>❌</td>
</tr>
</tbody>
</table>
EXISTING VILLAGE LIGHTING STRUCTURES & LANDSCAPING

This is an illustration of Van Dyke Road as it is in August of 2007. This is what the Village aims to move away from. Improvements could be made on this road by incorporating a more attractive lighting structure, and installing trees and other landscaping clustered throughout the median.

On the left is an illustration of a successfully landscaped median. The lighting fixture is of a higher standard than the typical Cobra Head light, and there is an attractive landscaping installed for visual interest. The bright red color of the fire hydrant complements and adds additional color to the site as well. On the right is an illustration of an attractive, newly installed landscaped median. Once the landscaping matures and the trees and shrubs are larger, this will be a beautiful accessory to the neighborhood it is located in. The column light is an attractive form of lighting as well, and the black pole it is mounted on blends in nicely to the surroundings.
GATEWAY ENTRANCES

A goal in urban design is to incorporate a focal point monument at significant street corners and traffic ovals to announce one’s arrival into a community. Individual subdivisions may have these monuments, as well as cities and villages. As previously mentioned, the Village of Plainfield has one focal point monument at one of its significant corners – IL Route 59 and Main Street. This corner marks the entrance to the Village’s historic downtown.

Village entries should be highlighted with plantings, signs, and medians to provide a strong community identity. To further complement these items, artwork, arches, and flags should be incorporated as well.

To the right is an example of a gateway entrance at the southwest corner of IL Route 59 and Main Street. Note the attractive sign, complemented by landscaping.

To the left is the same gateway entrance, complemented by additional landscaping. The seasonal mums, purple coneflower, and two trees help frame the sign better and add color and livelihood to the area. A well complemented sign would be the perfect entrance to the Village’s downtown core.
EXISTING GATEWAY ENTRANCE OPTIONS

These are pictures of the Village’s existing gateway entrance signs. Note how as one looks downwards from the top picture, the signs become smaller and less monumental, and have increasingly less landscaping. A goal of the Beautification Plan is to make these signs more monumental and of a higher quality as illustrated on the following page. Improvements can be made to the monument signs by adding more landscaping or upgrading the quality of materials used in their creation (specifically for the bottom two signs). The bottom sign, which is metal, should be made more attractive by using quality black, decorative iron, or being made into a brick pillar. It is small elements like this sign that can add character and charm to the public realm of the Village. Improving these signs will signify to Village residents and visitors that the Village takes pride in its appearance.
The Village will use a consistent signage theme throughout to create an attractive, uniform identity in the public realm. There are several possibilities for a theme that are outlined in the Beautification Guidelines. The favorites are illustrated as follows.

**IRON THEME**

The iron theme provides a variety of signage options with transparent signage. It is both decorative and elegant, and versatile as it can expand from signs to poles and lighting structures. Iron signs have a sort of classic simplicity to them and appeal to many. These signs are most suitable for smaller informational signs, and compacted entrances as illustrated below.

**MONUMENTAL GRANDEUR THEME**

The monumental grandeur theme focuses on larger signs crafted out of brick and other masonry materials. Using this style, the Village would aim to utilize Prairie Style architecture, to connect residents to the historic past of Plainfield as a rural community. Sketches for proposed signage options are available on the following page, but below are some large monuments that illustrate how the proposed massing and integrity of the sign would be.
BEAUTIFIED GATEWAY ENTRANCE OPTIONS

Implementing the ideas from the previous page, here are conceptual images of what the Village’s new gateway entrance signs will look like.

Display 1.

The monument sign at the southwest corner of IL Route 59 and Route 126 will be improved with the addition of landscaping to add color and beautify the entrance to the Village’s historic downtown. The sign itself is already of a high quality, so it does not need to be replaced.

Display 2.

The Village Hall sign is already an attractive, prairie styled monument that, like Display 1., only needs to be enhanced with landscaping. Note the brightly colored, seasonal mums, native black eyed susan’s and cordgrass planted at the sign base.

The metal sign just north of 119th Street, along Rt. 59 is the type of sign that will be removed and replaced with a sign with more monumental grandeur, or a more aesthetically pleasing sign, with decorative iron work. These styles of signs will be what the Village uses at smaller gateways, where a large public right of way is not available, or a larger monument sign (as illustrated in Display 1.) is not practical.

Display 3.

These bottom two displays illustrate the attractive, quality signs that will be used for permanent identification signs. They will vary between decorative wrought iron, and elegant masonry posts.
The locations identified on this map with a red rectangle are locations that the Village proposes as gateways and major entrances to the city. These will be the locations that the Village focuses on replacing or enhancing existing signage, and adding attractive landscaping and lighting fixtures. These locations are located near the streets that have been designated as key streets in the Village's green network, and at locations where people from other towns will enter the Village in high traffic volumes.
OTHER SIGNIFICANT LOCATIONS & ENTRYWAYS

There are many other locations in the Village that are not considered gateway entrances, but are very important parts of the public realm. These locations include pocket parks, green spaces, civic areas such as the Plainfield Public Library grounds or Settlers Park and more. To create an identity for these important locations, effort shall be made to install centerpieces, attractive signage, and public art for visitors and residents to enjoy. The photos below illustrate attractive signage, a floral centerpiece and a famous public art display that helps create a unique sense of place for other towns.

**Figure 1.** illustrates an attractive sign that communicates information to the public. Instead of having a standard white, metal sign to identify a parking lot and its hours of operation, this well known suburb has chosen to use a higher quality, attractive sign that will contribute positively to the area's atmosphere. The sign is simple, but has decorative touches that the Village will use to beautify its public realm and create a unique identity.

**Figure 2.** is a photo taken in the same suburb as the photo in Figure 1. Figure 2. illustrates a beautiful floral centerpiece in a pocket park. The centerpiece is further accented with landscaping at its base. The centerpiece is colorful, and can be changed each season to represent different themes. It is attractive and will draw people to the area for meeting places, photo opportunities, recreation and relaxation. The Village will use centerpieces similar to this in its own pocket parks and meeting areas to create a sense of place and beauty.

**Figure 3.** is the famous public art display known as “The Bean” in Chicago, Illinois. The Bean draws tourists and Chicago residents to it by the thousands because of its location, beauty, and tasteful reflection of the Windy City. While the Village of Plainfield may not have as famous a piece of public art in town, it will incorporate public art in significant areas of the public realm. Like Chicago, it will attract visitors and residents to the area to meet, socialize, and relax. It will strengthen the community’s character.
WAY FINDING & IDENTIFICATION SIGNAGE


The Village has a couple of different way finding signage options in place. The majority of them, as illustrated above, are temporary in nature, or located in the downtown core. If located in the downtown core, the Village’s Streetscape Plan will address them, so there is no need to develop a design scheme with the Beautification Plan. The temporary signs will be completely removed eventually, so the Beautification Plan will not address these either.

The permanent identification signs are what must be addressed via the Beautification Plan. Each of these signs are of low quality, and add clutter and no visual appeal to the Village’s roads. Signs like these must be replaced with more attractive signs of an Iron or Monumental theme. Plainfield’s Historic Lincoln Highway sign is a small metal sign on a cobra head light. The picture adjacent illustrates another town’s Lincoln Highway identification sign as a sign placed into a prairie style brick pillar. This is the type of permanent identification signs the Village will replace the older, unattractive metal signs with. If the monumental column is too costly, the Village will resort to an elegant, decorative iron sign as illustrated in the Iron Theme section of the Beautification Plan.
GOALS & STREET OBJECTIVES

GOALS

I. Install additional landscaping to landscaped boulevards and parkways.
II. Improve the quality and aesthetic value of existing lighting fixtures by painting them black or replacing them altogether; as well as utilize higher lighting standards in any new lighting fixtures being erected by requiring them to be black in color or of higher quality than cobra head lights. Energy efficient lighting structures shall be used whenever possible for environmental, social and economical reasons.
III. Install gateway entrances at the designated locations throughout the Village.
IV. Improve way finding signage options throughout the Village.

STREET OBJECTIVES

119th Street - (Major Arterial) 119th Street currently has relatively bare parkways, overhead utility lines and cobra head lights. As for development occurs and this arterial becomes a major east-west thoroughfare, efforts will be made to install additional landscaping in the parkways, paint or replace the existing lighting fixtures with ones of higher value, as well as install a gateway entrance at the corner of 119th and IL Route 59. This will help shield the utilities on the road, as well as beautify the corridor for passersby.
127th Street -  (Minor Arterial) This roadway already has landscaping medians and lighting fixtures installed on it, but there is much room for improvement. More extensive landscaping needs to be installed, and efforts should be made to install column or pipe lighting fixtures. This street will be a highly traveled street throughout the Village, and will have a lot of visitors on it because it runs adjacent to the Edward's Hospital Site. Additionally, there are a couple of large park and open space areas adjacent to this road, so the road is an important element in the Village's “Green Network.” Beautifying this road will give Village visitors good impressions of the Village's character.

143rd Street -  (Major Arterial) This roadway will become a major east-west transportation option in the future, once Rt. 30 is rerouted and more development occurs on the western border of the Village. This arterial travels directly through the Village's center and therefore is an important connector. The roadway has already been improved and is having a bike path installed on the southern border to add to the Village’s Open Space and Trails Plan. It will be important to beautify this roadway so that automobiles and pedestrians/bikers will have a scenic route to travel on.

Drauden/Steiner Road -  (Collector) Similarly to Van Dyke Road, this roadway already has landscaped medians and lighting fixtures installed on it, but there is much room for improvement. More extensive landscaping needs to be installed, and efforts should be made to install column lighting fixtures rather than the existing grey cobra-heads. This roadway is a major connector to the Village’s southern subdivisions and is adjacent to many greenways. It serves as an important north-south street in the Village’s “Green Network.”
<table>
<thead>
<tr>
<th>Roadway</th>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IL Route 59</td>
<td>(Major Arterial)</td>
<td>Route 59 is one of the busiest roadways in the Village, and it extends from the northern border, to the southern border, connecting the Village to Naperville and Joliet. The northern portion of this roadway already has a landscaped median in the center of it, however, there are no trees or attractive landscaping installed. Improving the appearance of this median, along with the parkways in the southern portion of the Village, will allow people to know when they are entering and leaving Plainfield. It will identify the Village’s reputation, as well as soften up the Route 59 commercial corridors.</td>
</tr>
<tr>
<td>Renwick &amp; Wheeler</td>
<td>(Minor Arterial)</td>
<td>This arterial will be a major east-west connection in the future. Again, this arterial should be designed with an extensively landscaped median, and have improved lighting fixtures installed.</td>
</tr>
<tr>
<td>Ridge (WIKADUKE)</td>
<td>(Major Arterial)</td>
<td>Ridge Road is an already existing roadway, but will become part of the WIKADUKE Trail in time. The existing roadway already has landscaped medians and cobra head lighting fixtures on it, but needs improvements. More extensive landscaping will be installed and the lighting fixtures must be improved. In the future this roadway will be constructed to handle high volumes of traffic as it will connect several different communities. This roadway is important for the Village’s image as well as for the “Green Network,” because it will provide a route to larger, regional open spaces and parks.</td>
</tr>
<tr>
<td>Van Dyke Road</td>
<td>(Collector)</td>
<td>This roadway already has landscaping medians and lighting fixtures installed on it, but there is much room for improvement. More extensive landscaping needs to be installed, and efforts should be made to install column lighting fixtures as this road is classified as a collector street and leads directly into the Village’s downtown core and Settlers Park - a community open space.</td>
</tr>
</tbody>
</table>
ADDITIONAL COMMENTS & CONCERNS

This Beautification Plan shall be carried out in conjunction with other initiatives the Village is utilizing to enhance the aesthetics of the community, promote environmental sustainability, and promote safety throughout. Many of the goals and ideas mentioned within this document will be addressed as redevelopment occurs and roadway improvements are completed. This plan incorporates similar ideas to the Village’s Downtown Streetscape Plan, which includes landscaping, signage, façade improvements and more. That is the reasoning behind not creating a separate downtown goal.

There may be roadways where the Village may not be able to replace cobra head lighting fixtures with new, higher quality fixtures. Though replacement is preferred, in these instances, all possible measures should be taken to reduce the visual effects of the existing lights. This could be done by making the lighting fixtures black, or planting additional landscaping around them to soften the visual impact of the grey poles.

As one can see in this photo, painting the cobra head black softens the visual impact of the lighting structure. While still not ideal, a black fixture, or stone accented fixture is more desirable than a grey/silver fixture.
APPENDIX