



Transforming Spaces, Building Places: Innovative Placemaking Across Illinois

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Berwyn

PRINCIPLES OF PLACEMAKING

A vibrant street scene in a small town. On the left, a bright yellow building has a sign that reads "HERNDAL BOUTIQUE". Above the entrance, a black sign with white text says "BERWYN SHOPS A LUTHERAN CHURCH". To the right, a blue building is visible. A man in a white shirt is sitting on a bench in the foreground, looking down. Two men are standing and talking on the sidewalk; one is wearing a dark jacket and the other a blue polo shirt. A large, dried corn stalk decoration stands near the yellow building. A banner in the background reads "THANK YOU FOR VISITING THE SHOPS: A HOMECROWN". The scene is set under a clear blue sky with string lights hanging over the sidewalk.



Placemaking



Placemaking is both a philosophy and practical process for transforming public spaces.



It is centered on observing, listening to, and asking questions of people who live, work, and play in a particular space to understand their needs and aspirations for that space and for their community as a whole.



The community knows best.

People in the community know how to create a sense of place.



You are creating a place, not a design.

How a neighborhood works today is more important than the design.





3

**You can't do it
alone.**

People with the right skills, energy, and
resources will ensure success.

4

What they really mean is that it's new
and uncertain way of doing things.
They say,
"It can't be done"





5

**You can learn a lot
just by observing.**

Observe what works and what needs to
change before assuming the “right ideas.”

Make a place more than pretty. Make it sociable.



Form supports function.



A great
neighborhood
has to do to
help strangers
become friends.

8

Make the connection.



Little changes can
build confidence for
taking on bigger
and better projects.

Start with petunias.





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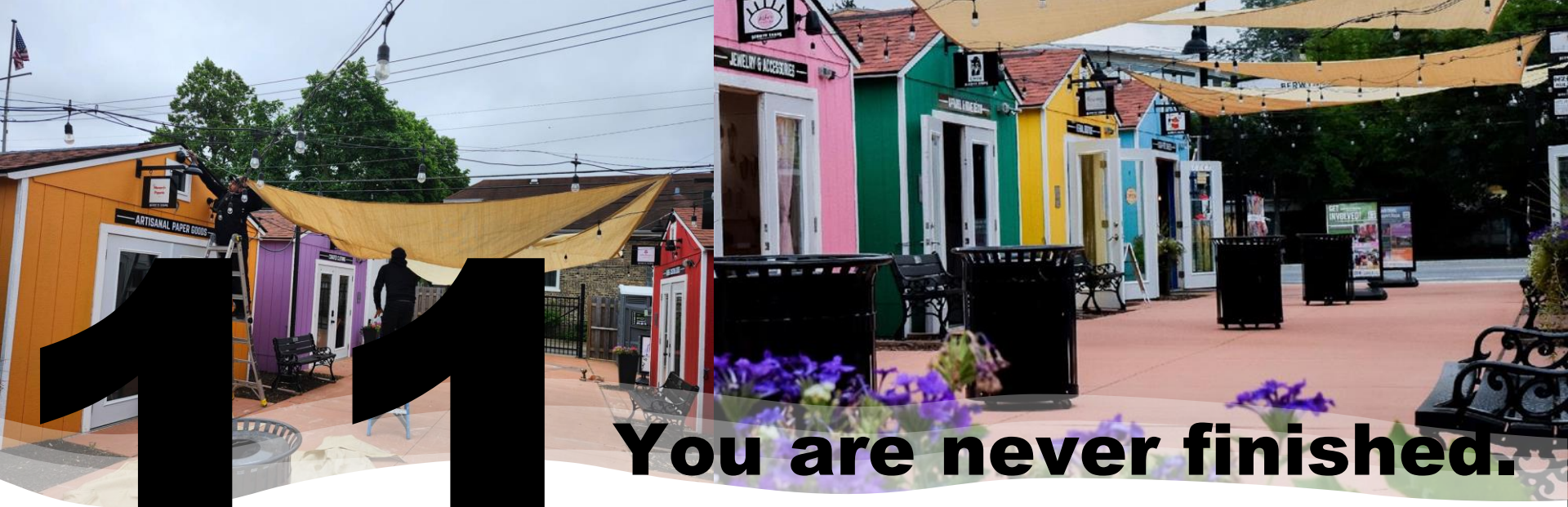
**Money is not
the issue.**

Creative thinking can
overcome more obstacles
than financial support.

BERWYN SHOPS A HOMEOWN PROJECT COMMUNITY PARTNERS

CITY OF BERWYN • BERWYN DEVELOPMENT CORPORATION
WOMEN'S BUSINESS DEVELOPMENT CENTER
BMO HARRIS BANK • INDUSTRIAL FENCE INC.
COOK COUNTY SMALL BUSINESS SOURCE

JUST WALLPAPER CHICAGO • REPUBLIC BANK • COMCAST BUSINESS
BAIRBALLIET • SHERWIN-WILLIAMS • WASTE MANAGEMENT • WINTRUST BANK



You are never finished.

Be the guardians of your place and
continue to bring your community
together.

Crystal Lake

WATER'S EDGE – Crystal Lake, IL



Aerial Looking South

Three Oaks Recreation Area



QUARRY
CABLE PARK



Water's Edge – City Park



Water's Edge – Residential Site Amenities



Evanston

EVANSTON THRIVES

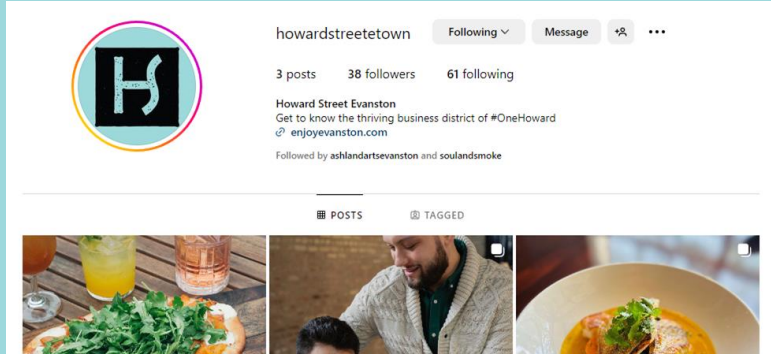
RETAIL DISTRICT ACTION PLAN

- Reimagine our neighborhood business districts, balancing market realities with bold and creative design.
- Protect and reinforce our city's most precious assets at the neighborhood level.
- Celebrate the unique identity of each district—past, present and future stories—through branding and placemaking.
- Identify the ideal use of ground floor space for each district and citywide.
- Build a toolkit to ensure more equitable investment and support for local businesses
- Inform the City's business recruitment and retention efforts in these areas.

Enjoy Evanston COMMUNICATIONS



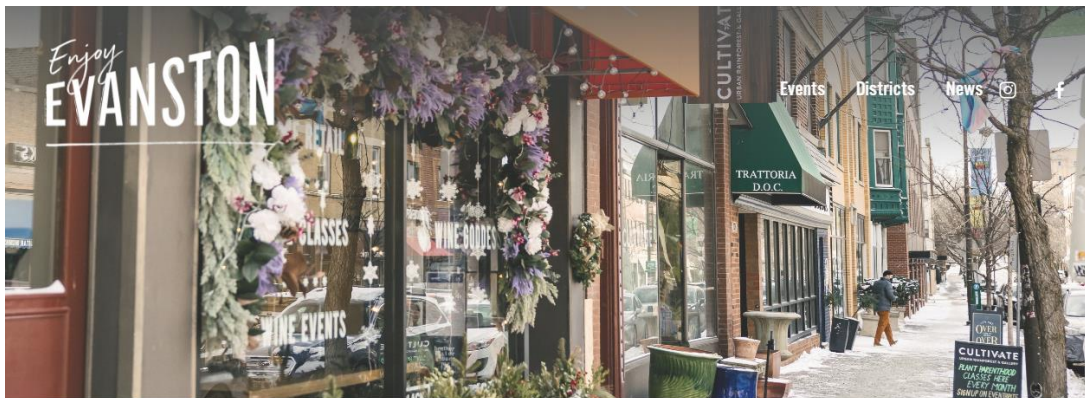
With nine unique business districts, we have something for everyone to enjoy in Evanston!



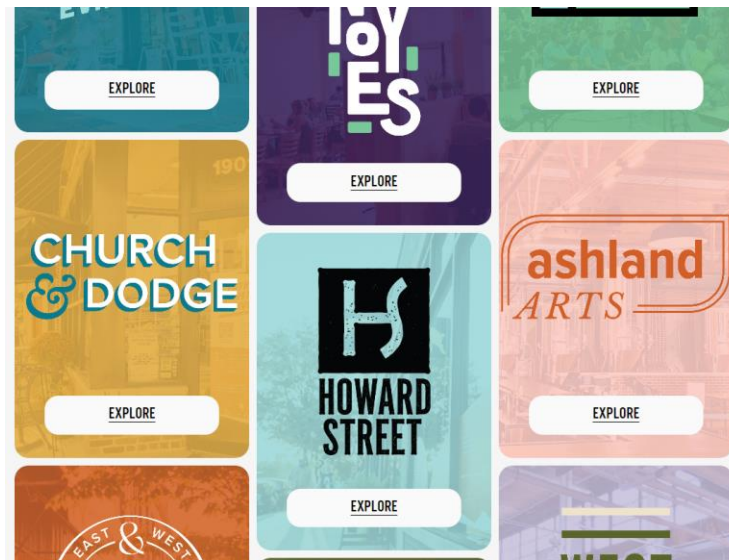
Enjoy Evanston PLACEMAKING



Communications: Digital and Public Realm Marketing



With nine unique business districts, we have something for everyone to enjoy in Evanston!



Digital Marketing

- Enjoy Evanston website
- Photography of each district
- Social media accounts

Public Realm Marketing

- Enjoy Evanston Cement Decals
- Print-ready file of Enjoy Evanston Map
- Branded banners/street pole wraps throughout districts

Placemaking: Artistic Bridge Lighting



The City of Evanston has contracted with Leni Schwendinger Light Projects to design and oversee implementation of dynamic and artistic lighting under our Metra and CTA bridges (9 bridges in total).

- Two rounds of stakeholder engagement
- Currently in design phase
- Project completion by 12/31/2026

Each design will be unique to its district, while sharing a “light story” with all.

<https://www.lslp.net/>

Placemaking: City Center Plaza

Site Renderings
South Gateway



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Site Renderings
North Plaza



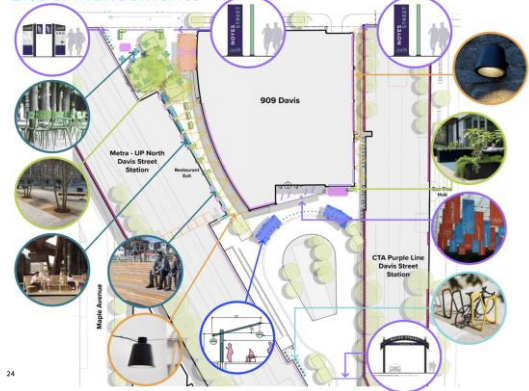
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Site Renderings
South Gateway



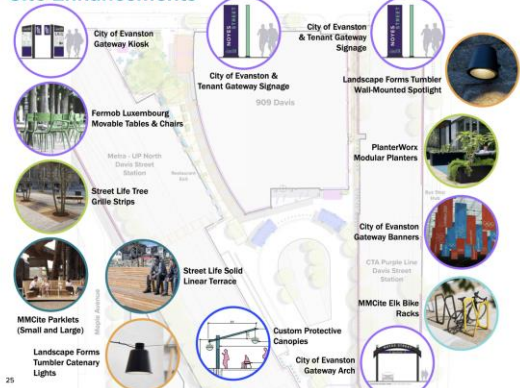
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Site Enhancements



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Site Enhancements



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Site Renderings - Future Phase
West Gateway - Church Street & Maple Avenue



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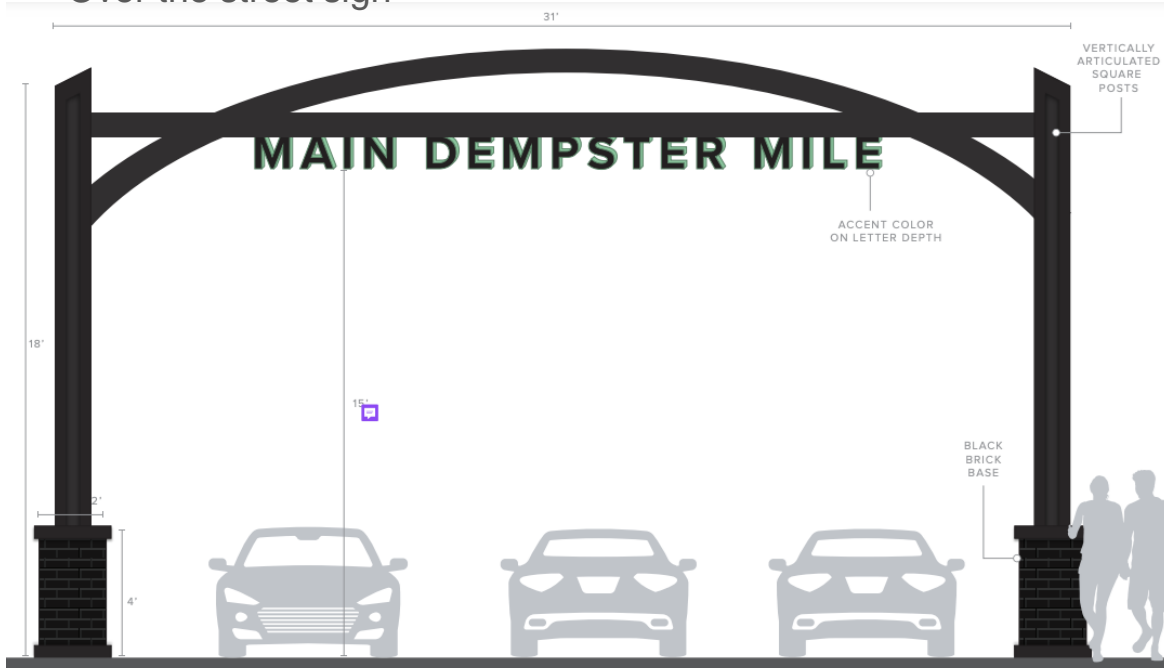
Placemaking: Placemaking Kits

- String lights
- Custom portable stage
- Giant chess & checkers boards
- LED cornhole
- Marquee Tent
- Giant Jenga
- Laser Projector & Outdoor Screen
- Portable seating
- And more!



Placemaking: Business District Gateway Signs

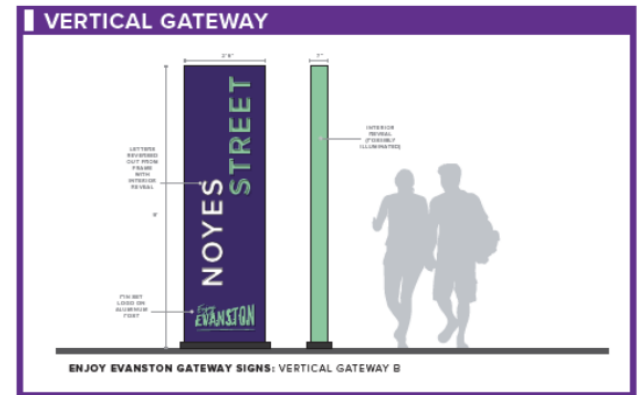
Over the street sign



ENJOY EVANSTON GATEWAY SIGNS: OVER THE STREET SIGN A



ENJOY EVANSTON GATEWAY SIGNS: KIOSK B



ENJOY EVANSTON GATEWAY SIGNS: VERTICAL GATEWAY B

Questions?



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