



GINKGO PLANNING & DESIGN INC

# Design Guidelines | State Street

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as Associate & Senior Planner  
Skidmore, Owings & Merrill LLP

Location Chicago, Illinois

Client Dept. of Planning & Development  
City of Chicago

Status Adopted in 2000

Reference Ms. Julie Burros  
Director of Cultural Planning  
Department of Cultural Affairs  
City of Chicago  
312.744.8938

As part of the Master Plan for the Historic State Street Corridor, Ms. Zerin led the effort to develop design and sign guidelines for the street. Adopted in 2000, these guidelines have been critical in shaping the appearance of new developments on the street. One of the major contributions of the Design Guidelines was to bring back projecting signs and marquees to the City, especially around the Theater District.

## SIGN GUIDELINES

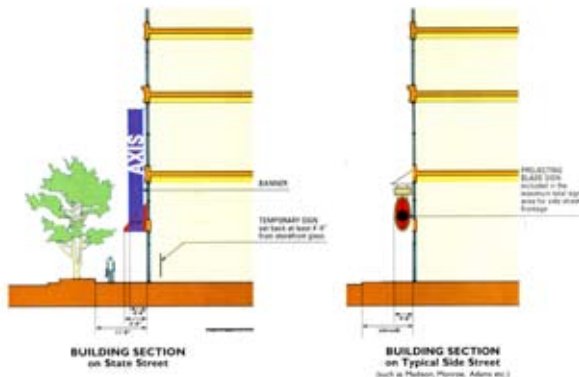


**BUILDING ELEVATION**  
Example: State Street elevation of The Boston Store

(TOTAL SIGN AREA ALLOWED) - 4 TIMES (ON E.P.), THE LINEAL FRONTAGE OF THE BUILDING (IN FT.)

Includes: all window and wall signs as shown in elevation

Excludes: all projecting signs, banners and marquees that are allowed on State Street frontage



<p><b>1. AWNINGS</b></p> <p>Retractable fabric awnings with lettering located on awning skirt</p>			
<p><b>2. WINDOW SIGNS</b></p> <p>Gold leaf sign and other well-designed signs</p>			
<p><b>3. BLADE SIGNS</b></p> <p>Well-scaled, projecting blade signs that have great designs and craftsmanship</p>			
<p><b>4. MARQUEES</b></p> <p>Well-designed theater marquees that also enhance the evening character of the Street</p>			
<p><b>5. BANNERS AND FLAGS</b></p> <p>Projecting banners mounted to the vertical columns of a building</p>			
<p><b>6. UPPER FLOOR DISPLAYS</b></p> <p>Well-designed and well-lit retail displays in the second-floor windows that greatly enhance both the daytime and evening character of the Street.</p>			