INDUSTRIAL/COMMERCIAL DESIGN GUIDELINES
Existing Building Enhancements

DRAFT:
2.12.2026

ELK GROVE VILLAGE
BEYOND BUSINESS FRIENDLY

INDUSTRIAL/COMMERCIAL DESIGN GUIDELINES
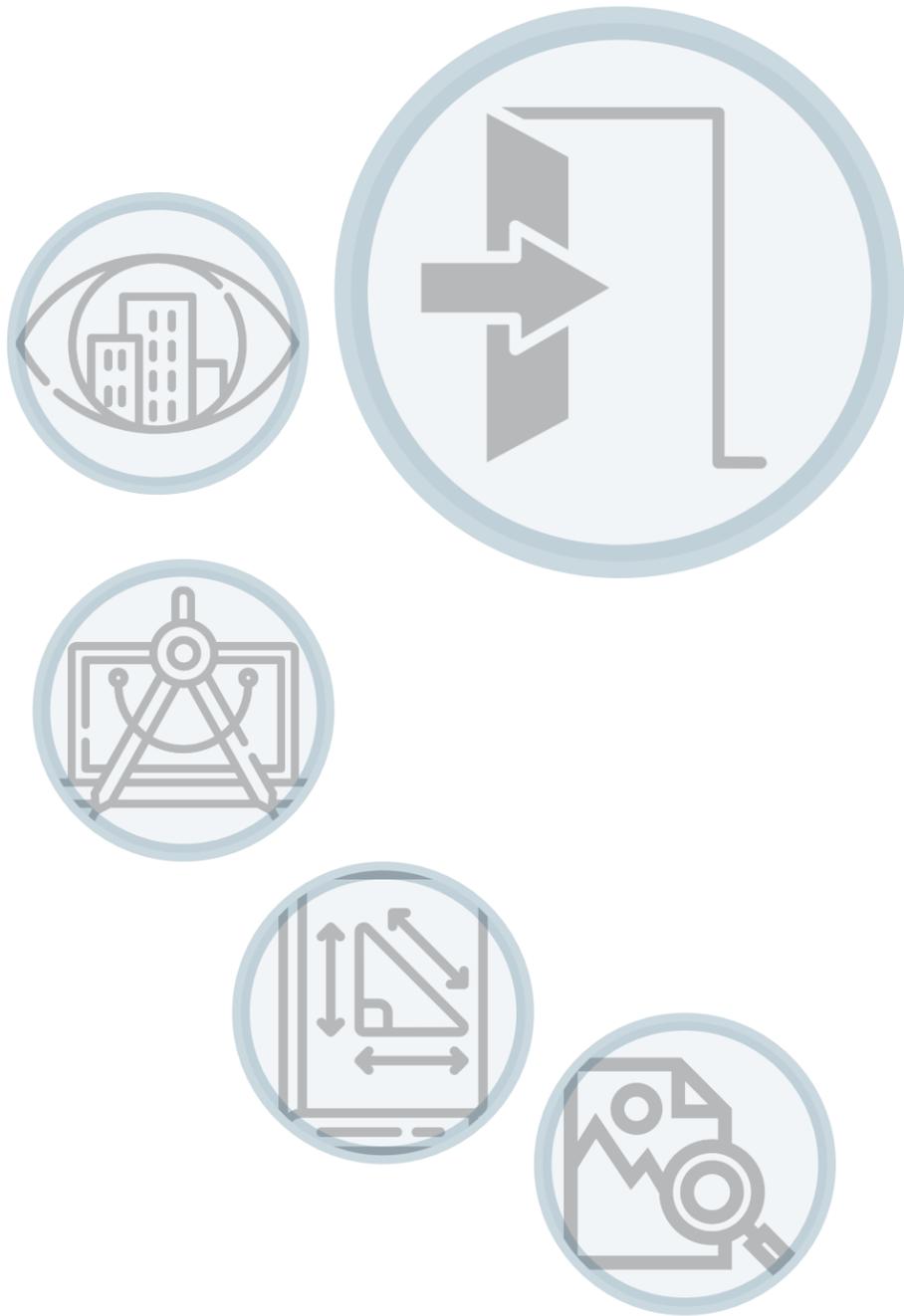
TABLE OF CONTENTS

01

INTRODUCTION

INTRODUCTION
Designing for a Better Tomorrow

ORGANIZATION OF THIS DOCUMENT

This document is for Business Park property owners, business owners, and site and building designers. It provides an overview of the Village's design expectations for architectural and site enhancements to revitalize existing industrial and commercial buildings. The overall goal of these enhancements is to create an attractive environment, a high-quality feel, and an updated and forward-looking character that will result in a positive image, successful businesses, and a proud business park and Elk Grove Village community.

Within is a menu of options intended to assist businesses and property owners in understanding and meeting the Village's design requirements for tax incentives and grant programs.

VISION
Welcoming...Attractive...Creative...Proud

IMAGINE A RENEWED BUSINESS PARK WHERE...

- Façades use modern materials and elegant accent colors

- Streets have quality landscapes

- Signage is simple, bold, and creative

- Loading docks are well-maintained, thoughtfully located, screened, and integrated

- Sites function in sustainable ways, managing stormwater, incorporating native landscaping, and using energy efficiently

- Entrances are attractive and easy to find

MODERNIZING FOR LONG-TERM SUCCESS
Investing in the Community

The Elk Grove Village Business Park is a major economic driver, providing jobs and shaping the community's reputation. With high occupancy and a prime location, it continues to thrive, but long-term success depends on ongoing renewal. Some properties still show their age, with outdated façades, underutilized sites, and street-facing loading docks that create poor first impressions.

While the Village invests in public infrastructure, property owners play a critical role in upgrading buildings and sites. Together, these efforts keep the Business Park's reputation as one of the premier business hubs in the United States.

This document provides design expectations for architectural and site enhancements to help property owners, businesses, and designers revitalize properties and access programs like the Class 6b Property Tax Incentive and the Façade Enhancement Program.

Updating sites will..

- Support property values
- Improve first impressions
- Attract new investment
- Inspire neighboring owners to reinvest

EXPECTATION

Projects should incorporate multiple improvements aligned with Village design principles and match the level of quality and investment demonstrated in the design examples.

GOAL

Maintain a modern, attractive Business Park that reflects its high quality businesses.

02

ARCHITECTURAL DESIGN PRINCIPLES

DESIGN PRINCIPLES
The Standards of Success

The structure — and especially its street-facing façade — is the public face of a business. It conveys an immediate impression of the company's identity, health, and future potential. A thoughtfully designed building not only enhances curb appeal but also communicates confidence, quality, and character.

When planning renovations or enhancements, consider these guiding principles:

- **Unify** the appearance, style, and treatment of the site and structure

- **Refresh** the site and street façade to attract and impress

- **Articulate** the street façade and building entry to add interest, beauty, and communicate use and business character

- **Enhance** the façade and site with architectural elements, color, amenities, and sustainable features

- **Mitigate** the visual impact of loading docks and utility areas

03

ARCHITECTURAL GUIDELINES

01

- Utilize a consistent and differentiated visual base and roofline/ cap of façade

- Utilize a single, unifying, and clear design style

- Incorporate similar or harmonious materials for exterior building walls and other building components visible from public streets

02

Use design elements that visually unify the façade

- Consistent colors and materials

- Consistent door and window types

- Graphic and architectural elements that tie together

03

Façades of more than 100 feet in length should include projections and recesses, material and color variations, and windows; Break up large façades into smaller architectural units

04

- Add accent color to brighten monotonous façades

- Add windows to opaque façades

- Apply new skin (i.e., building material/ products such as architectural metal panels) over worn or outdated exterior walls

01

Use design to elevate and highlight the entryway

02

Employ a transparent façade and daylit vestibule at the entryway; Size entryways to the pedestrian scale

03

Utilize high-quality materials, such as stone, brick, or engineered wood, to highlight the entryway

04

Protect users from the elements at entryway with recessed areas or canopies

AURA SURFACES

01

Utilize landscape plantings or architectural features on property to block view of docks from street

02

Continue desirable façade design elements over and around loading docks so façade continuity is maintained; Minimize unnecessary visual clutter of loading docks and service areas

03

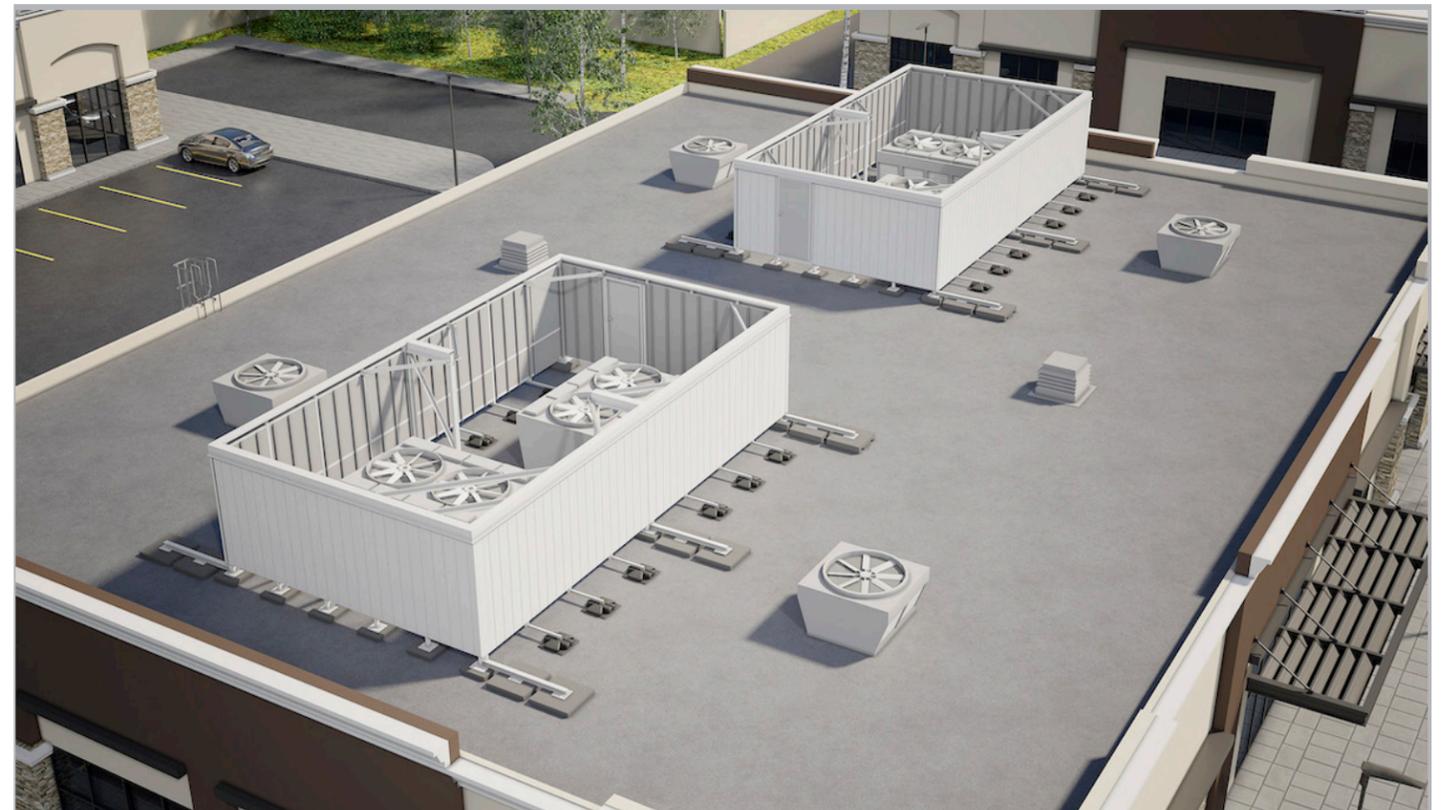Remove or relocate street-facing loading docks and service to side or rear of building

04

Locate or screen rooftop mechanical equipment to minimize visibility from street, walkways, and neighboring properties

01

Use graphic and physical elements (i.e., horizontal band, distinct base) that unify the façade

02

Highlight unique physical attributes of the existing building with new treatments

03

Remove out-of-date and residential design elements and materials (i.e., mansard roofs, aggregate stone, wood siding)

Before

After

01

Maximize visibility of interior business to showcase products

02

Use consistent window and door types, finish, and glass types

03

Utilize doors and windows to break up large blank façades and to create a desired rhythm and interest

04

Add spandrel glass to give the appearance of windows to break up long areas of walls

05

Paint trim of existing windows for an economical way to create a modern appearance

06

Utilize tinted window glazing to unify the exterior appearance

07

Add new windows to bring light into the building and break up blank façades

08

Replace residential windows with industrial-style windows

01

Integrate signage into the building's architectural elements. Color coordinate signage with overall building design motif

02

Size signage proportional to architectural elements and overall façade

01

Balance the use of several materials and colors to add interest and articulate façades while not visually cluttering; Avoid high intensity, highly reflective, or fluorescent materials and finishes

02

Brighter colors may be used as an accent but should not cover more than 10% of any façade

03

Appropriate and inappropriate materials. Select materials that are both attractive and built to last over time

Appropriate Facade Materials

BRICK

EIFS

ARCHITECTURAL METAL

ENGINEERED WOOD

SPANDREL GLASS

PRINTED METAL PANELS

Inappropriate Facade Materials

CONCRETE BLOCK

AGGREGATE STONE

RESIDENTIAL STYLE WOOD

VINYL SIDING

01

Highlight architectural elements and primary signage with limited focused lighting. Use security lighting as necessary without highlighting less enhanced areas of the facility

02

Light entry area, approach walkways, and driveways with focused downlighting; Avoid general flood lighting or other lighting that creates glare for users of walkways, drives, and street

03

Light business lobbies to showcase business activity areas

SUSTAINABLE DESIGN ELEMENTS

01

Integrate sustainable building materials and features. A building material is sustainable if it

- is sourced, produced, and disposed of in ways that minimize environmental impact

- is a high-quality and durable material

02

Add architectural elements that reduce unwanted heat gain and loss (i.e., horizontal and vertical sun shading of windows)
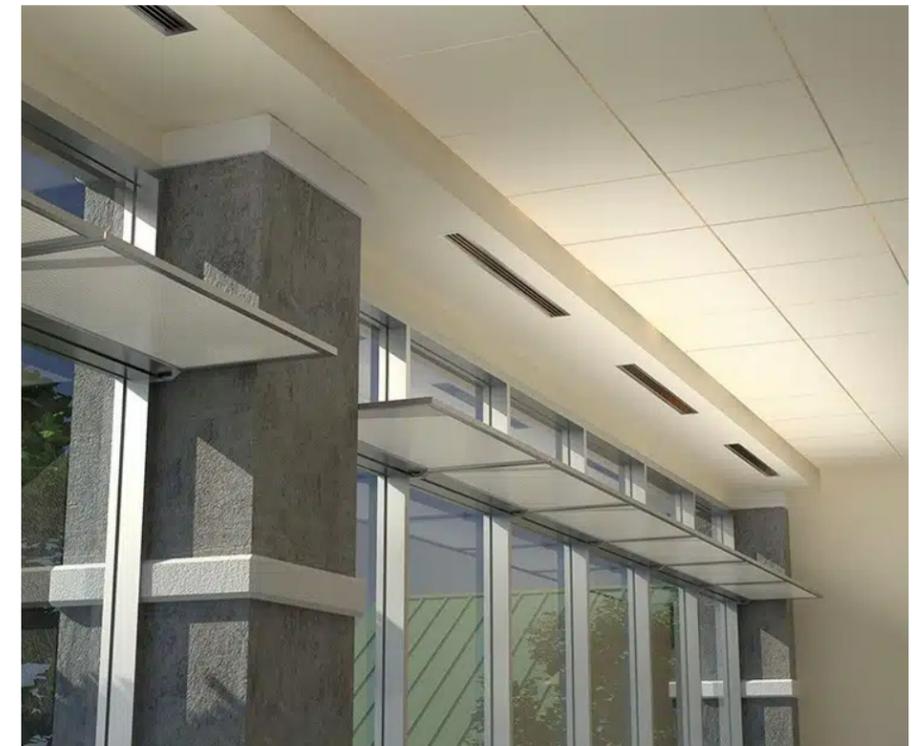
03

Locate and arrange doors and windows for desired heat gain and loss based on solar orientation

04

Incorporate passive daylighting strategies — such as well-placed windows, skylights, and reflective interior surfaces — into the building design to maximize natural light, enhance occupant comfort, and reduce reliance on artificial lighting

SUSTAINABLE DESIGN ELEMENTS

05

Utilize tinted window glazing to reduce interior temperatures

06

Integrate native and regionally adapted plant species, including trees, shrubs, and perennials, to promote ecological resilience and reduce maintenance requirements

04

DESIGN EXAMPLES

Before

After

B2 Daylit vestibule

A3 Break up large façades into smaller architectural units

H1 Highlight architectural elements with focused lighting

H3 Light business lobby

B4 Canopy protects users from the elements

B1 Use design to elevate and highlight the entryway

DESIGN EXAMPLES – SMALL BUILDING

Before

D3 Remove out-of-date mansard roof

After

F1 Integrate signage into building's architectural elements

A1 Consistent & differentiated visual base and roof line

G3 Appropriate Materials

E6 Utilize tinted window glazing to unify the exterior appearance

A4 Apply new skin (metal panels) over outdated exterior walls

B4 Protect users from the elements at entryway with canopies

E2 Consistent door and window types

B2 Transparent façade elements and daylit entryway

Before

After

A1 Treat all façades visible from the street

C2 Continue desirable façade design elements over and around loading docks so façade continuity is maintained; Minimize visual clutter; Match materials to façade

E2 Use consistent window and door types, finish, and glass types

B4 Protect users from the elements at entryway with canopy

B2 Transparent façade and daylit vestibule at pedestrian scale

E1 Maximize visibility of interior business to showcase products

Before

D3 Remove out-of-date mansard roof

After

LUXAHAUS

F1 Integrate signage into the building's architectural elements

E1 Maximize visibility of interior business to showcase products

E2 Consistent window and door types, finish, and glass types

DESIGN EXAMPLES – MEDIUM BUILDING

Before

After

A4 Metal panels over outdated exterior walls

A3 Break up large façade by using different materials

B3 Utilize quality natural materials that are human scaled at entrance

B1 Use design to elevate and highlight the entryway

C2 Paint to match façade and to not draw attention

E6/I5 Add windows to break up blank façades

Before

D3 Remove out-of-date mansard roof

After

A4 Metal panels over outdated exterior walls

A3 Break up large façade using different colors

B4 Protect users from the elements at entryway with canopy

C2 Continue desirable façade design elements over and around loading docks so façade continuity is maintained; Finish these areas to not draw attention

A1 Treatment of all façades visible from the street

Before

D3 Remove out-of-date residential windows

After

D1 Horizontal banding to unite façade

C2 Continue desirable façade design elements over and around loading docks so façade continuity is maintained

A4 Metal panels over outdated exterior walls

A1 Differentiated visual base and roof line/top of façade

B4 Protect users from the elements at entryway with canopy

H2 Light entry area, approach walkways, and driveways with focused downlighting

E2 Update colors of window and door trim

DESIGN EXAMPLES – MEDIUM BUILDING

Before

D3 Remove out-of-date residential shingles

After

B2 Transparent façade

A4 Add accent color to color monotonous façade

E6/I5 Utilize tinted window glazing to unify the exterior appearance, reduce interior temperatures

A1 Consistent visual base and roof line/ cap of façade

A4 Metal panels over outdated exterior walls

I2 Add canopies that reduce unwanted heat gain and loss

C2 Continue desirable façade design elements over and around loading docks so façade continuity is maintained

H2 Light entry area, approach walkways, and driveways with focused downlighting

DESIGN EXAMPLES – MEDIUM BUILDING

Before

D3 Remove out-of-date roof

After

F1 Integrate signage into the building's architectural elements. Color coordinate signage with overall building design color motif

F2 Size signage proportional to architectural elements and overall façade

A4 Metal panels over outdated exterior walls

A4 Add accent color to color monotonous façade

B1 Use design to elevate and highlight the entryway

DESIGN EXAMPLES – LARGE BUILDING

Before

After

A1 Consistent visual base and roof line/ cap of façade

C2 Continue desirable façade design elements over and around loading docks so façade continuity is maintained; Paint areas to match facade

E2 Update colors of window and door trim

C1 Utilize landscape plantings or architectural features to block view of docks from street

DESIGN EXAMPLES – LARGE BUILDING

Before

After

G1 Balance the use of several colors to add interest to façades

F1 Integrate signage into the building's architectural elements. Color coordinate signage with overall building design color motif

A2 Graphic and architectural elements that tie together

E7 Add new windows to bring light into the building

A4 Add accent color to color monotonous façade

B1 Use design to elevate and highlight the building entryway

Before

After

A1 Differentiated and unique roof line

A2 Use architectural elements and colors that visually unify the façade

A4 Apply new façade materials over outdated materials

E7 Add new windows to bring light into the building

F1 Integrate signage into architectural element (canopy)

A3 Break up large façades by using different materials
Incorporate projections and recesses

D2 Highlight unique physical attributes of the building with new treatments

B3 & B4 Add high-quality materials and canopy to frame entryway

ELK GROVE VILLAGE
BEYOND BUSINESS FRIENDLY