

Village Green Center Subcommittee Descriptions

Pleasantville (Aesthetics, Branding and Themes)

Summary: Creating a sense of community involves many aspects, but the overriding factor is the consistent and harmonious blend of visual elements creating an unmistakable sense of place, a “place you want to be,” set apart from any other area in the Village.

This sense of “being somewhere else” is created by careful development of all visual elements that everyone “sees” as they enter Village Green Center. These elements are found in the design of all structures, the street lights and banners, the use of lighted bollards along walkways, trail signs and markers, neighborhood monuments, wayfinding signage, business signage, crosswalk markings, street signs, information kiosks, just to name a few.



The highly coordinated design and placement of these major components all contribute to the essential aesthetic quality and integrity to all who visit Village Green Center. Successful integration of these elements creates an unmistakable sense of “being somewhere else” and a temporary escape from home or work life.

Focus: This subcommittee will be responsible for creating a master vision of the overall aesthetic, theme and branding design of Village Green Center.

