



**DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS REGULAR MEETING
THURSDAY, APRIL 21, 2022 - 7:00 PM
WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD**

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Approval of March 17, 2022, meeting minutes.
3. **Case No. 22-09-DR: 804 Elm Street – Christian Science Reading Room:** Awning Permit to allow installation of an awning on the main storefront at 804 Elm Street.
4. **Case No. 22-11-DR: 540 Lincoln Avenue – Little Honeycomb:** Awning Permit to allow installation of two awnings on the south and east street frontages of the building at 540 Lincoln Avenue.
5. **Case No. 22-12-DR: 897½ Green Bay Road – Robin Thomas Design Gallery:** Sign Permit to allow installation of window signs on the main storefront of the property at 897½ Green Bay Road.
6. **Case No. 22-07-DR: 571 Lincoln Avenue – Skyline Window Coverings:** An amended Sign Permit to allow installation of two window signs and a Certificate of Appropriateness to allow the change of color of the main entrance front door at 571 Lincoln Avenue.
7. **Case No. 22-10-DR: 1025 Tower Road – BP Gas Station:** Certificate of Appropriateness to allow exterior alterations to the main building and gas pump canopy at 1025 Tower Road.
8. Discussion of the Sign Code Requirements and Design Guidelines for Window Signs.
9. Other Business.
 - a. May 19, 2022, Meeting - Quorum check.
 - b. Comprehensive Plan – April 25 Plan Commission Special Meeting – *Quality Livable Neighborhoods and Vibrant Business Districts*. April 27 Plan Commission Meeting – *Healthy & Engaging Lifestyles and Civic Involvement*.
10. Public Comment.
11. Adjournment

Note: Public comment is permitted on all agenda items at the meeting. If you wish to provide testimony or comments prior to the meeting, you may provide them one of two ways: (1) by sending an email to planning@winnetka.org; or (2) by sending a letter to Community Development, Village of Winnetka, 510 Green Bay Rd, Winnetka, IL 60093.

All agenda materials are available at www.villageofwinnetka.org/agendacenter.

NOTICE

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting facilities, contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093 [Telephone: (847) 716-3543; T.T.Y.: (847) 501-6041.

1 **Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes**
2 **March 17, 2022**

3
4 **Members Present:**

Kirk Albinson, Chairman
Maggie Mainers
Katie Moor
Heather Niehoff

8
9 **Members Absent:**

Michael Klaskin
Paul Konstant
Michael Ritter

12
13 **Village Staff:**

David Schroon, Director of Community Development
Christopher Marx, Associate Planner

15
16 **Call to Order & Roll Call:**

17 Chairman Albinson called the meeting to order at 7:00 p.m. and took roll call of the Board Members
18 present.

19
20 **Approval of February 22, 2022 meeting minutes.**

21 Chairman Albinson asked for a motion to approve the February 22, 2022 meeting minutes. Ms. Meiners
22 moved to approve the February 22, 2022 minutes. Ms. Niehoff seconded the motion. A vote was taken
23 and the motion unanimously passed, 4 to 0:

24 AYES: Albinson, Meiners, Moor, Niehoff

25 NAYS: None

26
27 **Case No. 22-07-DR: 571 Lincoln Avenue: Sign Permit to allow the installation of three window signs**
28 **and one awning sign on the storefront at 571 Lincoln Avenue.**

29 Mr. Marx identified the property's location and type of business along with the windows' location. He
30 stated the proposal is for three window signs and one awning sign and identified the brand font,
31 coloring and wording. Mr. Marx then identified the location of the main storefront signage. He also
32 identified the awning signage and wording which is compliant with the sign code as well as the proposed
33 window sign on the door containing the logo, business hours, colors and font. He noted the sign would
34 not have a black background as shown in the rendering and asked if there were any questions.

35
36 Ms. Meiners asked if the Hunter Douglas logo is necessary and Mr. Marx responded the applicant stated
37 it is a key element of the applicant's business. Ms. Meiners commented it would appear to be two logos
38 which may set a precedent.

39
40 Chairman Albinson asked for the applicant's presentation. Mr. Marx stated the applicant was informed
41 of the meeting time and date and that the design guidelines do not specifically cite the business's
42 content but more the manner and form in which it is presented. He then stated the applicant has a
43 contractual agreement with the manufacturer to indicate their brand on its signage. Chairman Albinson
44 confirmed the applicant's website mentioned Hunter Douglas and referred to the revolving nature of
45 retail. Ms. Meiners suggested approval of the awning and to have the applicant come back to discuss it
46 further with the Board. Ms. Moor and Ms. Niehoff agreed with Ms. Meiners' comments and stated it
47 may set a strong precedent. Chairman Albinson asked the Board Members if they felt better approving

1 the request if the applicant was exclusive to Hunter Douglas and no other brand. The Board Members
2 agreed with Chairman Albinson's suggestion.

3
4 Chairman Albinson stated the Board can ask for the applicant to come before the Board or give the
5 Village staff administrative rights to approve the request if they were to determine that the applicant is
6 exclusive to Hunter Douglas.

7
8 Chairman Albinson then asked for a motion to either: (a) have the applicant remove the two Hunter
9 Douglas logos or (b) for the applicant to come to the Board if the applicant is exclusive to Hunter
10 Douglas.

11
12 Ms. Meiners moved to approve the awning sign request and for the applicant to come before to the
13 Board to discuss the Hunter Douglas window signage logos unless they agree to remove them. Ms.
14 Niehoff seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

15 AYES: Albinson, Meiners, Moor, Niehoff

16 NAYS: None

17
18 **Case No. 22-08-SU: 275 Fairview Avenue – Greeley Elementary School: Certificate of Appropriateness**
19 **to allow replacement of existing play equipment and replacement of wood chips with a rubberized**
20 **surface of the existing playground located on the northeast corner of the school property.**

21 Mr. Schoon stated the request is to replace playground equipment and the wood chips with a
22 rubberized surface and identified the color palette. He then referred to the site plan and renderings
23 noting the request also needs approval by the ZBA and PC. Mr. Schoon noted the ZBA recommended
24 approval of the request and referred to the motion on page 7 for the Board to consider.

25
26 Chairman Albinson asked if there were any questions. No questions were raised at this time. He then
27 asked for a motion to recommend approval of the request as noted on page 7. Ms. Moor moved to
28 recommend approval of the request as indicated on page 7. Ms. Meiners seconded the motion. A vote
29 was taken and the motion unanimously passed:

30 AYES: Albinson, Meiners, Moor, Niehoff

31 NAYS: None

32
33 **Case No. 22-09-SU: 1110 Chatfield Road – Hubbard Woods Elementary School: Certificate of**
34 **Appropriateness to allow replacement of existing play equipment and replacement of wood chips**
35 **with a rubberized surface of the existing playground located on the northeast corner of the school**
36 **property.**

37 Mr. Schoon stated the request is to replace the playground only on the west property line and install the
38 rubberized surface under all of the equipment in the same color palette as the previous request. He
39 referred the Board to page 5 of the staff report which showed 8 foot tall Arbor Vitae to be planted which
40 was included as a result of a neighbor's concerns. He stated the request would also need to be reviewed
41 by the ZBA and PC with the ZBA recommending approval with a condition that the school district
42 consider installing landscaping in the gap area on the west property line while realizing there are site
43 issues with storm water design. Ms. Meiners referred to the neighbor's letter and Mr. Schoon stated
44 the neighbor attended the ZBA meeting presenting his case and asking for continuous landscaping than
45 was included.

46
47 Kathryn Talty, the landscape architect, further explained the reasoning behind the playground
48 equipment's location and landscaping which would also be an improvement over the existing condition.

1 She then referred the Board to photos of the area. Ms. Talty confirmed a curb would provide separation
2 for the play surface and estimated it to be 3 feet from the property line. Mr. Schoon informed the Board
3 of the ZBA's recommendation which the applicant is considering.
4

5 Chairman Albinson asked if there were any public comments. Ms. Talty informed the Board there is a
6 color sample and confirmed it would be consistent with other playground equipment in the Village. No
7 comments were made at this time.
8

9 Chairman Albinson then asked for a motion. Ms. Niehoff moved to recommend approval of the request
10 as indicated on page 7 with the recommendation to the applicant to study the landscaping. Ms. Meiners
11 seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

12 AYES: Albinson, Meiners, Moor, Niehoff

13 NAYS: None
14

15 **Case No. 22-08-DR: 992 Green Bay Road: A preliminary review of a proposed new two story**
16 **commercial building at 992 Green Bay Road that would house The Winnetka Thrift Shop on the first**
17 **floor and the Counseling Center of the North Shore on the second floor. The proposed building would**
18 **replace the two existing buildings on the property.**

19 Mr. Marx identified the property's location and zoning classification which currently housed the
20 Counseling Center of the North Shore and The Winnetka Thrift Shop. He described the proposed new
21 two story building to be constructed which would better serve the applicant's outreach and functions.
22 Mr. Marx noted the existing two buildings appear as one building and would be removed and identified
23 a driveway in the rear and parking space. He further described the building's appearance and materials
24 and also noted the proposal would require a special use for the thrift shop to operate in the overlay
25 district as well as consideration for the parking arrangement following construction. Mr. Marx stated the
26 current use is a mixed use and the project would not be a planned development. He then asked if there
27 were any questions. No questions were raised at this time.
28

29 Bob Sanfilipo introduced himself as the Executive Director of the Counseling Center of the North Shore
30 which occupied the building since 1972 and is the oldest non-profit in Winnetka. He described the
31 growth of both facilities necessitating the need for additional space. Mr. Sanfilipo stated they decided to
32 build a new facility and identified the three objectives driving the decision. He stated prior to public
33 outreach to donors for funding, they decided to come before the Board to receive their feedback.
34

35 Ben Burley of Lamar Johnson collaborative architects introduced himself and the team to the Board. He
36 referred to photos of the current property and described how the space is accessed and how the
37 counseling center would be moved toward the front of the building. Mr. Sanfilipo stated the building
38 would follow Green Bay Road's fabric and identified a rendering of the proposed building and described
39 the basement, first floor and second floor features. He stated the building's goal is to celebrate the
40 mission of the center and the thrift shop and referred the Board to the concept diagram describing the
41 building's architecture and features. A Board Member questioned an area which appeared to extend
42 into the sidewalk and Mr. Sanfilipo explained the façade. Ms. Meiners asked for material samples and
43 Mr. Sanfilipo responded they did not yet have sample materials. Chairman Albinson questioned
44 particular areas on the second floor which Mr. Sanfilipo clarified. A Board Member asked Mr. Sanfilipo
45 how they came to the proposed general aesthetic and Mr. Sanfilipo and Drew Raineri of LJC explained
46 how they arrived at the proposed design. Mr. Rainer noted the existing foundation would not support a
47 third story.
48

1 Ms. Meiners commented she appreciated the design and signage subtlety for the Counseling Center.
2 She stated her only comments relate to seeing the proposed materials and suggested a darker color
3 than as shown in the rendering. Ms. Meiners also commented on the difference between the signage for
4 both uses and that the design is well thought out which would contemporize the business area. Mr.
5 Rainer reiterated the proposal is their first design attempt and they would take the Board's comments
6 into consideration. Chairman Albinson noted the applicant is only asking for feedback.

7
8 Ms. Niehoff commented the building is attractive but not in this location and it would not strengthen
9 the business district. She commented it would feel disjointed while applauding the business' operation.
10 Ms. Niehoff then stated she is more concerned with the streetscape, materials and their color and
11 described the proposal as foreign in a location which needed more cohesiveness. She added the
12 neighbors may also be concerned. Ms. Meiners suggested the next iteration show the concept
13 materials. Chairman Albinson agreed with some of the comments made and asked the applicant to stay
14 the course in doing something of excellent design which did not have to be Tudor. He stated the
15 proposal is a rare opportunity for new commercial construction and if it is well designed, he agreed it is
16 important for it to be contextual. Chairman Albinson agreed with the idea of doing color studies and
17 commented on the disjointed appearance for the white area pulled back in relation to the north end of
18 Hubbard Woods. He also commented the signage is not very visible and asked for it to be revisited.

19
20 Mr. Rainer informed the Board their comments were addressed in a prior rendering where the upper
21 story was pulled out more but it would have been over the property line. He stated they would further
22 consider the suggested alternatives. Chairman Albinson also asked the applicant to consider the
23 materials used between the lower and upper windows in terms of maintenance issues as well as
24 lighting. Mr. Rainer agreed with Chairman Albinson's suggestions.

25
26 Ms. Moor agreed there will be a shock factor with regard to the proposed building's appearance and
27 commented it may not be a bad idea. Ms. Meiners stated the applicant has done a great job and
28 commented it would be a great building. Mr. Sanfilipo thanked the Board for their comments.

29
30 Mr. Schoon informed the Board the request would be reviewed by the ZBA for zoning relief and the
31 Board is to provide a recommendation to the Village Council. No additional comments were made at this
32 time.

33
34 **Case No. 22-06-DR: 813 Oak Street: Certificate of Appropriateness to allow installation of a rolling**
35 **fence gate that would enclose the waste refuse container and service area.**

36 Mr. Marx identified the request and the previous approval for the space. He stated the request is for an
37 enclosed rolling gate parallel to the sidewalk for security purposes for the refuse collectors, circuit box
38 and meters. Mr. Marx then referred to the specifications, materials and gray color. He then asked if
39 there were any questions.

40
41 Chairman Albinson asked if there were any questions or for a motion. A motion to approve the request
42 was made by Ms. Meiners moved. Ms. Niehoff seconded the motion.

43
44 Jen Epstein, Hoffman Real Estate, provided background for the request to the Board. She then asked for
45 the Board's opinion on the gate's mechanical elements and header beam relating to its functionality.
46 Ms. Epstein added there is some flexibility involving the header before the plans are finalized. The Board
47 Members suggested they go with the lower height.

1 Ms. Meiners moved to issue a Certificate of Appropriateness to approve the request as presented with
2 as low of a header as possible. Ms. Moor seconded the motion. A vote was taken and the motion
3 unanimously passed, 4 to 0:

4 AYES: Albinson, Meiners, Moor, Niehoff

5 NAYS: None

6
7 **Discussion of the Sign Code Requirements and Design Guidelines for Window Sign.**

8 Mr. Schoon stated the Board is being asked to consider thinking about the issue and not to make
9 recommendations yet. He also stated they are focusing on window signs first, which represent a
10 majority of the issues and referred to businesses which installed signs which did not meet code
11 requirements. Mr. Schoon referred to the window sign definition and instances where signs became
12 merchandise displays. He then referred to window sign requirements in terms of size limits, etc. noting
13 internally illuminated signs are prohibited.

14
15 Mr. Schoon stated in addition to specific regulations/standards the Village also has design guidelines for
16 all signs which he identified as well as preferred materials. He explained the difference between window
17 sign guidelines and regulations as well as size limits and location. Mr. Schoon then described different
18 types of signs including awning signs, projecting signs, wall signs, etc. which the total sign area for
19 awning, window, and wall signs cannot exceed 15% of the street exposure or what would commonly be
20 thought of as the business facade. He also referred to temporary signs and their limitations. Mr. Schoon
21 informed the Board businesses are allowed to put up community event signs in their windows.

22
23 Mr. Schoon then stated the Village staff then identified wall sign permits approved by the Design Review
24 Board since 2000 and took pictures of such signs. Mr. Schoon began by reviewing such signs on Lincoln
25 Avenue. Ms. Meiners referred to instances where a business installed a sign which was different than
26 what was approved. Mr. Schoon responded enforcement is necessary, but they first wanted to ask the
27 Board members for their feedback regarding which window signs they found to be compatible within
28 the business districts. He then referred to signs on Chestnut Street which were recently approved and
29 referred to their visual appearance as well as several Hubbard Woods signs which were approved.

30
31 Mr. Schoon stated Mr. Marx identified businesses that had installed windows signs without submitting a
32 sign permit and receiving DRB approval even though many of those businesses had gone through the
33 preoccupancy review process, through the special use process, or both. During both process they are
34 informed of the need to apply for sign permits. He then identified several examples of unapproved
35 window signs Ms. Niehoff stated the Board should consider current procedures and trends in
36 neighboring communities and supporting retail and the community aesthetic which may have changed
37 over the years. Mr. Schoon responded sign regulations represent one of the most challenging set of
38 regulations to develop. He referred to sign regulation examples used by other communities such as
39 Highland Park, Wilmette, and Glencoe. He described it as a balance between helping businesses and
40 maintaining commercial area character. Chairman Albinson added they should also make a decision as
41 to whether complaint signs can be approved administratively.

42
43 Mr. Schoon stated compliance is the Village's ultimate goal. The Village can issue tickets, but if someone
44 does not comply, it requires going to court to get the business to comply. Some board members
45 expressed preference of windows signs without backgrounds and a single color. Some members
46 thought that a window sign with a larger sign area than what is currently allowed is appropriate, if the
47 sign doesn't have a background, so that a significant part of the sign area is transparent.

48

1
2 Mr. Schoon stated the Board may want to consider sign variation standards and limits as well as to
3 consider what other communities are doing to discuss at the next meeting.
4

5 **Other Business.**

6 a. April 21, 2022 Meeting – Quorum check.

7 The Board Members discussed their availability.
8

9 b. Comprehensive Plan – March 21 PC Meeting – Community Heritage & Placemaking, Health
10 and Engaging Lifestyles and Civic Engagement.

11 Mr. Schoon noted the PC is continuing their work on goals and initiatives and referred to their upcoming
12 discussion with the consultants. He stated the meeting information would be distributed electronically
13 and invited the Board Members to attend the March 21, 2022 special meeting.
14

15 **Public Comment.**

16 No comments were made at this time.
17

18 **Adjournment:**

19 A motion to adjourn was made by Ms. Meiners and the motion was seconded. A vote was taken and the
20 motion unanimously passed, 4 to 0:

21 AYES: Albinson, Meiners, Moor, Niehoff

22 NAYS: None

23 The meeting was adjourned at 9:09 p.m.
24

25 Respectfully submitted,

26
27 Antionette Johnson

28 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 14, 2022
SUBJECT: 804 ELM STREET - CHRISTIAN SCIENCE READING ROOM - AWNING PERMIT (CASE NO. 22-09-DR)

INTRODUCTION

On April 21, 2022, the Design Review Board (DRB) is scheduled to consider an awning permit application submitted by the Christian Science Reading Room (the "Applicant"), as the owner of the building located at 804 Elm Street (the "Subject Property"), to allow the installation of an awning and awning sign on the street frontage of the Subject Property along Elm Street.

PROPERTY DESCRIPTION

The Subject Property is located on the south side of Elm Street between Chestnut Street and Green Bay Road. In addition to having street frontage on Elm Street, the Subject Property has street frontage on Chestnut Court along the south property line. The Subject Property is located in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building used by the Christian Science Reading Room for its study activities and liturgical purposes. Figure 1 below identifies the Subject Property.

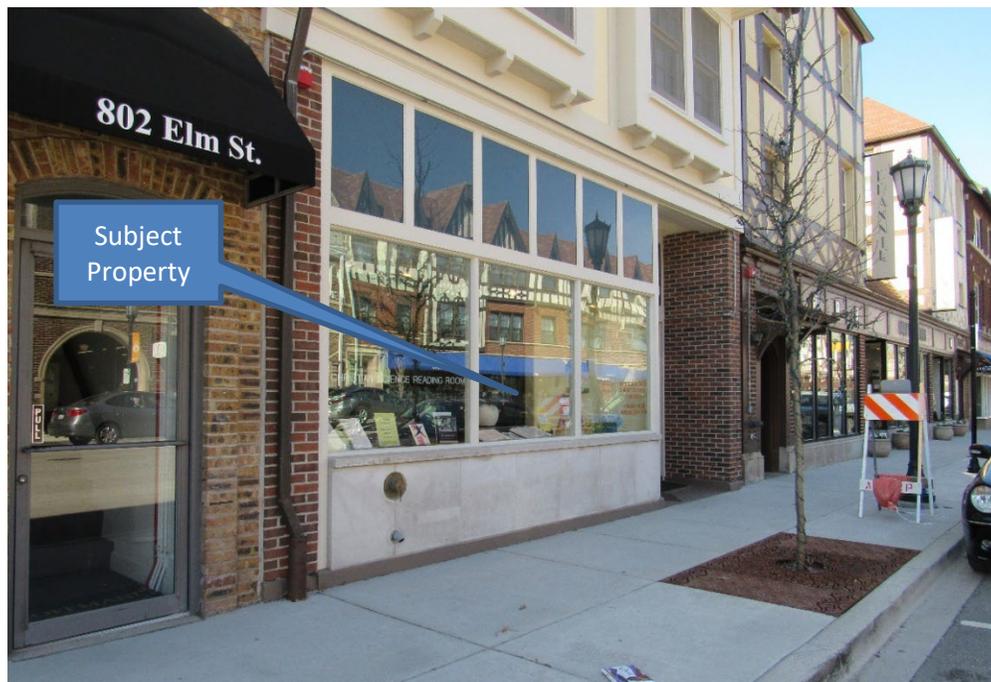


Figure 1 – Subject Property – Store frontage of business along Elm Street

PREVIOUS APPROVALS

In July 2021, the DRB approved a Certificate of Appropriateness to allow hardscape improvements in the courtyard of the Subject Property along Chestnut Court.

Also, in September 2019, the DRB approved a Certificate of Appropriateness to allow exterior improvements to both front façades of the building. The improvements along Chestnut Street included installation of limestone panels below the main windows, as well as painting the wood trim on the front façade and re-staining the front door.

CURRENT REQUEST

The Applicant is seeking approval of an awning installation over the main entrance and storefront of the Subject Property along Elm Street. The awning would be a Sunbrella fabric that is a greenish hue described as “Silica Sage” with 5-inch white text on the valance that would read “CHRISTIAN SCIENCE READING ROOM” in a plain font. The awning would be approximately 22.17 feet in length and 4 feet in height while extending from the building wall by 1.5 feet with an 8-foot clearance above the sidewalk. The Applicant has provided renderings and illustrations of the proposed awning that are available in the application materials included in Attachment A.

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The proposed awning complies with the requirements of having a minimum clearance of eight feet above the sidewalk and not extending over more than three-fourths of the sidewalk with its minimal extension of 1.5 feet. The proposed awning is compliant with Awning Code requirements.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code states that awning signs are limited to only the establishment name and a font height of no more than 6 inches. The proposed sign would only state the name of the organization and be 5 inches in height, representing compliance with Sign Code requirements.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the appearance of awnings. The Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings’ color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors, and secondary colors. The proposed awning would have a natural green tone against the backdrop of the white and cream stucco façade of the building storefront. The neighboring building context is further accented by brown brick veneers, stucco facades, Tudor architectural elements, and black and brown awnings. A Design Guidelines excerpt pertaining to awnings is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed awning as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the proposed awning as appropriate, the Applicant would first need to receive the approved awning permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

ATTACHMENT A

Village of Winnetka
AWNING PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business <i>Christian Science Reading Room</i>		Primary contact name <i>Bill Parke</i>		Phone No. [REDACTED]
Street Address <i>804 Elm St.</i>				
City <i>Winnetka</i>	State <i>IL.</i>	Zip Code <i>60093</i>	Email [REDACTED]	

Awning Company

Name of Awning Company <i>Evaston Awning Co.</i>		Primary contact name <i>Daryl Hunzinger</i>		Phone No. <i>847-864-4520</i>
Street Address <i>2801 Central St.</i>				
City <i>Evaston</i>	State <i>IL.</i>	Zip Code <i>60201</i>	Email <i>awnings@evastonawnings.com</i>	

Property Owner

Name of Company <i>1st Church of Christ</i>		Primary contact name <i>Bill Parke</i>		Phone No. [REDACTED]
Street Address: 2801 <i>440 Ridge Ave</i>				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email [REDACTED]	

Awning is retractable or rigid
 new awning or recovering of existing frame

Description of fabric type and color (attach samples) *Sunbrella fabric # 4896 Silica Sage (green)*

Description of awning sign material, method of application and color: *letters to be white color, and "painted-on" to stationary valance.*

Height of awning logo/copy: *5"* inches

Awning Dimensions: Width *22'-2"* Height *4'-0"* Projection from Building Face *1'-6" out*

OFFICE USE ONLY: PERMIT FEE (\$70 each) _____
CONDITIONS OF APPROVAL: _____



2801 Central St.
 Evanston, IL 60201
 Phone: 847-864-4520
 Fax: 847-864-5886
 awnings@evanstonawnings.com
 EVANSTONAWNINGS.COM

Sales: George Schaefer, CPP, Sales Mgr
 Rendering by: Aaron Hunzinger



- NOTES:**
- Traditional style stationary awning recovered and installed on the existing framework, over the N/F storefront.
 - Awning size: 22'-0" w x 4'-0" h x 1'-6" out (88 sq ft)
 - Using Sunbrella fabric #4896 Silica Sage.
 - Signage/lettering to be white color @ 5" h.



JOB NAME	Christian Science Reading Room	PHONE	312-296-1574
CONTACT	Bill Parke	FAX	
JOB ADDRESS	804 Elm St.	EMAIL	
CITY, STATE, ZIP	Winnetka, IL. 60093	MISC.	

This image belongs to Evanston Awning Co. and was produced to only represent awning design, fabric color and graphic placement, as recommended from discussion with customer. Changes can be made to any feature prior to production. Please indicate your approval of this image with your signature.



All | Enter Keyword or Item # | [Search]



Home \ Fabric \ Sunbrella® Awning / Marine



Sunbrella® Awning / Marine 46" Silica Sage 4896-0000

Item # 874896

Description

Our Silica Sage (4896-0000), as part of the 46" Sunbrella Awning / Marine collection, is just one of several Sunbrella fabrics that looks its very best even when the elements are at their worst. With Sunbrella fabrics, your customers will never have to worry about fading, mildew or constant cleaning.

The durability of these amazingly popular fabrics has made them a top preference for marine applications such as enclosures, boat covers, t-tops, exterior storage options and others! Silica Sage is

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e. Awnings and Banners

Awning scale and proportions are to be appropriate for the building on which they are mounted as well as the adjacent structures. It is highly recommended that awnings be uniform in size, shape (except for arched openings, see “Forms” below) and color in order to unify multiple storefronts within a single building. The length of the awning is to be restricted to the length of the storefront opening; awnings must not continue over masonry piers. The vertical and horizontal dimension should be proportional to the overall projection of the awning. (See figure 42)



Figure 42

Awning projection is preferred at 36 inches, but awnings will be considered which range from a minimum of 24 inches to a maximum of 36 inches. Projection depth should match the existing adjacent awnings provided they comply with the acceptable minimum and maximum projection. Awnings should be placed at a minimum height of 8 feet above the sidewalk. If awnings are lit it should be from an outside source; no backlit awnings are allowed.

Forms: Awning forms are to conform to the general shape of the opening. Arched openings are to receive ½-round domed awnings, whereas rectangular openings are to receive rectangular, gently sloping; planar forms with closed ends. Valances may be fixed or loose.

Mounting: Awnings may be fixed or retractable. Retractable awnings must be kept either in the fully projected position or the fully closed position. Fixed awnings are to have concealed rigid metal frames. Retractable awnings should have a canopy cover and automatic retractable rollers mounted to the building. Underpanels are not desired. Frames should be painted to match or compliment the color of the awning cover material or its underside.

Materials: The awning material should be taut, not relaxed. Awning materials may include matte finish painted army duck, vinyl-coated cotton, acrylic-coated polyester, and vinyl-coated polyester or cotton and solution-dyed acrylic. All materials should receive silkscreen, painted, cutout lettering, heat color-transfer, pressure sensitive vinyl films or sewn appliqué signs. Awning signs and logos are limited to a height of six inches, and may be placed on the valence only.

Colors: Awning and banner colors must take into account the color selection of the surrounding materials, buildings, signs, awnings, and image of the retailer/user and district. All awnings located on the same building must be the same color. Colors should enhance and compliment the building and are restricted to earthtones and primary and secondary colors. Final color selection is contingent on approval by the Design Review Board and compliance with the Village awning ordinance.

Banners should be considered as identification of commercial districts. Banners may be location, event, holiday or sponsor specific and can create a unifying thread between the independent districts. Banners are to be mounted on existing poles by fixed brackets and hardware. The Design Review Board must approve the final design.

All new or replacement Awnings and Banners must comply with Village Ordinances and the Design Guidelines.

f. ADA Compliance:

Federal and State regulations require all public spaces to be accessible. Accessibility alterations shall allow access from either the primary or the secondary facade; additions of elevators or ramps should be designed as an integral element of the building.

Entrances: Commercial and mixed-use facilities should provide first floor access from the primary or secondary facade.

Elevators: Where possible, elevators should be incorporated into the existing building envelope. If physically impossible, the elevator and stair core can be located on the exterior of the building but should be located so as not visible from the main public way.

Ramps: Where required, the slope of the ramp should be as gradual as possible to eliminate the need for handrails. Although a 1:12 slope is permitted, 1:20 is encouraged. A ramp should be an integral design element, reflecting the design of the building it serves and surrounding site. This can be accomplished by concealing the ramp behind a low screen wall.

g. Mechanical Equipment

1. Location

Mechanical Equipment must not be visible from pedestrian view. Roof top equipment should be located either in the center of the roof or in one corner away from the street elevation so as not to be visible from the primary or secondary approach.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 14, 2022
SUBJECT: 540 LINCOLN AVENUE - LITTLE HONEYCOMB RESTAURANT -
AWNING PERMIT (CASE NO. 22-11-DR)

INTRODUCTION

On April 21, 2022, the Design Review Board (DRB) is scheduled to consider an awning permit application submitted by 540 Lincoln Avenue, LLC (the "Applicant"), as the owner of the building located 540 Lincoln Avenue (the "Subject Property"), to allow the installation of two awnings on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the northwest corner of the intersection of Lincoln Avenue and Elm Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building with traditional architectural elements and minor Tudoresque accents with commercial space on the first and second floors that includes *Little Honeycomb Restaurant* on the first floor and *Dr. Roma Franzia Pediatric Practice* on the second floor. Figure 1 below, and Figures 2 through 4 at the end of this report, identify the Subject Property.



Figure 1 – Subject Property – Corner frontage of building, facing northwest

PREVIOUS APPROVALS

In August of 2021, the DRB approved awning signs and a wall sign for *Little Honeycomb*. In October 2017, the DRB approved the second floor awnings on the Subject Property, and in September of 2017, the DRB approved the recovering of the existing retractable awning on the first floor level. The existing signage and awnings can be seen in Figures 1 through 4

CURRENT REQUEST

The Applicant is seeking approval of two new rigid awning installations over its Elm Street and Lincoln Avenue frontages. The proposed awnings would replace the existing retractable awnings but are designed to be similar in appearance. The awning installation on the south building façade along Elm Street would be a black fixed awning with dimensions of 22.42 feet in length and 1.83 feet in height, with a 5-foot projection from the building wall. The height of the awning above the sidewalk would range from 8 feet to 8.5 feet. The awning installation on the east building façade along Lincoln Avenue would be a black fixed awning with dimensions of 12.25 feet in length and 2.75 feet in height, with a 6-foot projection from the building wall. The awning would be 8 feet above the sidewalk. Each awning would have an identical sign that reads “LITTLE HONEYCOMB” in a traditional white 6-inch font with a small honeycomb logo. The Applicant has provided renderings and illustrations of the proposed awnings that are available in the application materials included in Attachment A.

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The proposed awnings comply with the requirements of having a minimum clearance of eight (8) feet above the sidewalk and not extending over more than three-fourths of the sidewalk with its extension of 5 feet and 6 feet, respectively. The proposed awnings are compliant with Awning Code requirements.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code states that awning signs are limited to only the business name and logo with a font height of no more than 6 inches. The proposed awning signs would only state the business name with a small logo and be 6 inches in height, representing compliance with Sign Code requirements.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the appearance of awnings. The Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors, and secondary colors. The proposed awnings would have a black color to match the existing awnings on the Subject Property and are similar to awnings of nearby businesses in the Elm Street district. A Design Guidelines excerpt pertaining to awnings is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed awnings as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the proposed awnings as appropriate, the Applicant would first need to receive the approved awning permit from the Community Development Department prior to installation.

ATTACHMENTS



Figure 2 – Subject Property – South building frontage along Elm Street



Figure 3 – Subject Property – East building frontage along Lincoln Avenue



Figure 4 – Subject Property – East building frontage along Lincoln Avenue facing north

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION



Tenant/Lessee

Name of Business 540 Lincoln Avenue, LLC		Primary contact name Jenn Epstein		Phone No. [REDACTED]
Street Address 540 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email jepstein@hoffmanncre.com	

Awning Company

Name of Awning Company Acme Awning		Primary contact name Steve Normandy		Phone No. 847-446-0153
Street Address PO Box 23				
City Winnetka	State IL	Zip Code 60093	Email acmeawning@att.net	

Property Owner

Name of Company 540 Lincoln Avenue, LLC		Primary contact name Jenn Epstein		Phone No. [REDACTED]
Street Address: 825 Green Bay Road, Suite 100				
City Wilmette	State IL	Zip Code 60091	Email jepstein@hoffmanncre.com	

Awning is retractable or rigid
 new awning or recovering of existing frame

Description of fabric type and color (attach samples) Black Sunbrella #4608

Description of awning sign material, method of application and color: Logo applied via stencil in ~~opaque white~~ ^{opaque}

Height of awning logo/copy: 6" inches

Awning Dimensions: Width Atta Height Atta Projection from Building Face Attache

OFFICE USE ONLY: PERMIT FEE (\$70 each) _____	<i>ABC-2022-239</i> <i>\$125 - pd 331.20</i>
CONDITIONS OF APPROVAL: _____	

Awnings for Consideration on 2 Elevations
 540 Lincoln Av.
 Winnetka, IL 60043

Project scope
 3 retractable awnings are currently on the building in dis-repair. Remove three retractable awnings and replace with stationary awnings.



Presented by
 Jenn Epstein
 jepstein@ospreycapitalllc.com
 Hoffmann Family of Companies

Prepared by
 Steve Normandy
 AcmeAwning@att.net
 Acme Awning Co. LLC

Client Name and Project

HOFFMANN
 COMMERCIAL REAL ESTATE

TBD

Install Date

Manufacturer Name



Structural Designer

Steve Normandy

Building Notes

All load specifications are in accordance with ASCE 7-05
 Partially enclosed structure classification-C
 Wind load - Minimum 90mph W/ 3 sec gust
 Snow load - Minimum 25 pounds per sq. foot
 Uniform live load - Minimum 5 pounds per sq. foot
 Welding follows AWS standards and protocol

South Elevation
1 Awning Proposed



Notes

-Proposing spanning mason pier to allow for extra table/
seating

Awning #



Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBD

Install Date

Manufacturer Name



Structural Designer

Steve Normandy

Building Notes

All load specifications are in accordance with ASCE 7-05
Partially encorded structure classification-C
Wind load- Minimum 90mph W/ 3 sec gust
Snow load - Minimum 25 pounds per sq. foot
Uniform live load- Minimum 5 pounds per sq. foot
Welding follows AWS standards and protocol

Date

Sheet

Shop drawing South Elevation

TBD

Install Date

Manufacturer Name



Structural Designer

Steve Normandy

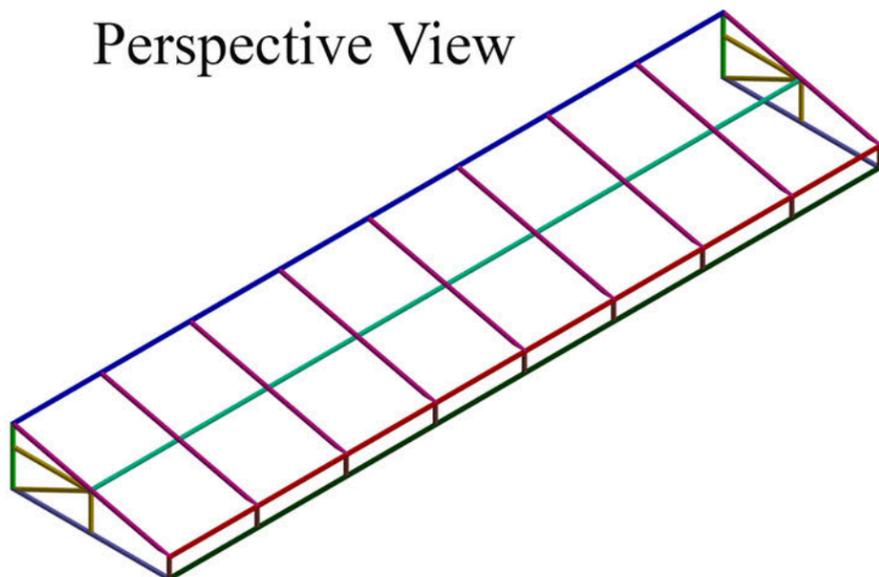
Building Notes

All load specifications are in accordance with ASCE 7-05
Partially encorded structure classification-C
Wind load - Minimum 90mph W/ 3 sec gust
Snow load - Minimum 25 pounds per sq. foot
Uniform live load - Minimum 5 pounds per sq. foot
Welding follows AWS standards and protocol

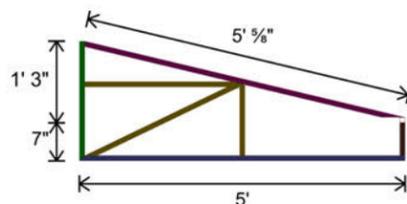
Cut Sheet

#	Name	Qty	Length	M1	M2
1	Top bar	1	22' 5"	45°	45°
2	Front bar	1	22' 5"	0°	0°
3	Down bars	2	1' 10"	45°	45°
4	Rafters	9	5' 5/8"	13°	77°
5	Trusses	2	2' 8 1/8"	65.2°	51.8°
6	Trusses	2	2' 4 1/4"	64.3°	0°
7	Trusses	2	1' 1 5/16"	25.7°	0°
8	SB front bar	1	22' 5"	45°	45°
9	SB out bars	2	5'	45°	45°
10	SB supports	9	6"	0°	0°
11	Spreader bar	1	22' 5"	0°	0°

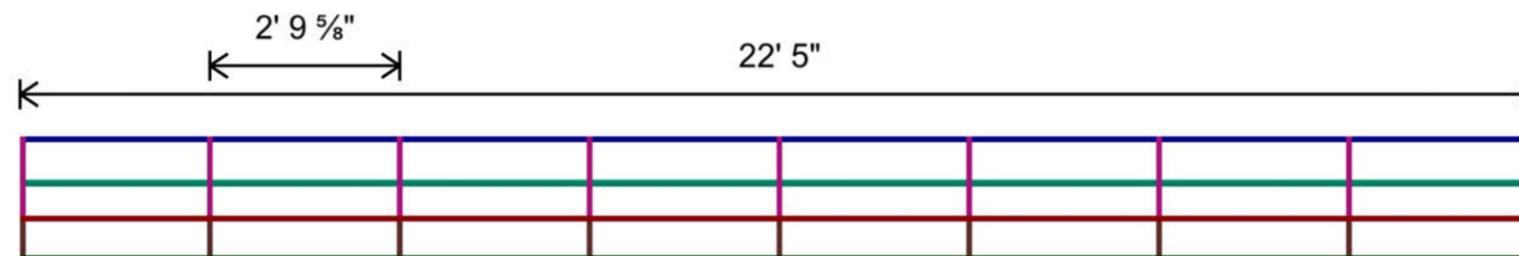
Perspective View



Side View



Front View



Date

Sheet

East Elevation (Awning #3)
1 Awning



8' above grade

Stock Photo/ Awning Number



Variance Request
1) Awnings projects 6'

Building Notes
- Awning covered in Sunbrella Black-#4608
- Logo applied via stencil in Opaque White

Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBD

Install Date

Manufacturer Name



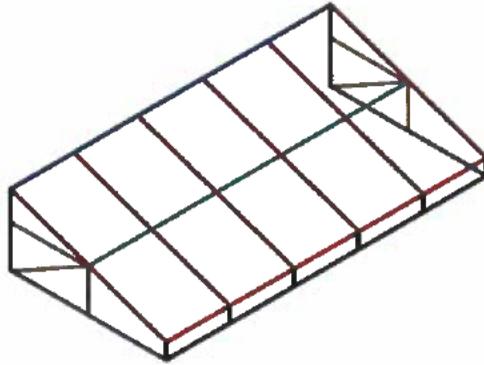
Structural Designer

Steve Normandy

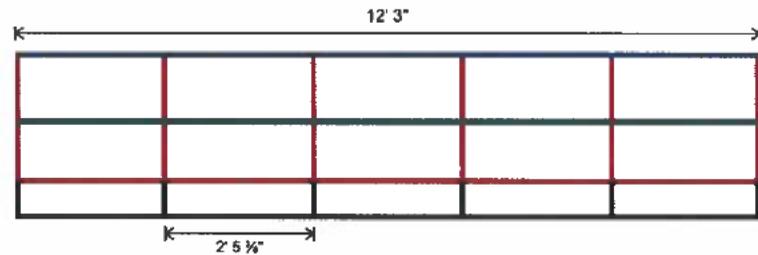
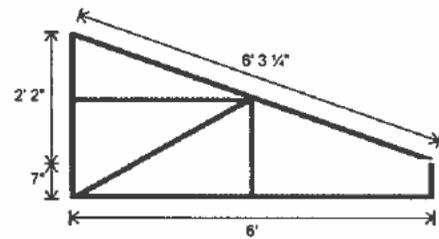
Building Notes

All load specifications are in accordance with ASCE 7-05
Partially enclosed structure classification-C
Wind Load- Minimum 90mph W/ 3 sec gust
Snow Load - Minimum 25 pounds per sq. foot
Uniform live load- Minimum 5 pounds per sq. foot
Welding follows AWS standards and protocol

Shop Drawing East Elevation



#	Name	Qty	Length	M1	M2
1	Top bar	1	12' 3"	45°	45°
2	Front bar	1	12' 3"	0°	0°
3	Down bars	2	2' 9"	45°	45°
4	Rafters	6	6' 3 1/4"	19.2°	70.8°
5	Trusses	2	3' 3 1/4"	61.5°	42.1°
6	Trusses	2	2' 10 1/4"	60.9°	0°
7	Trusses	2	1' 6 1/4"	29.1°	0°
8	SB front bar	1	12' 3"	45°	45°
9	SB out bars	2	6"	45°	45°
10	SB supports	6	6"	0°	0°
11	Spreader bar	1	12' 3"	0°	0°



Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBD

Install Date

Manufacturer Name



Structural Designer

Steve Normandy

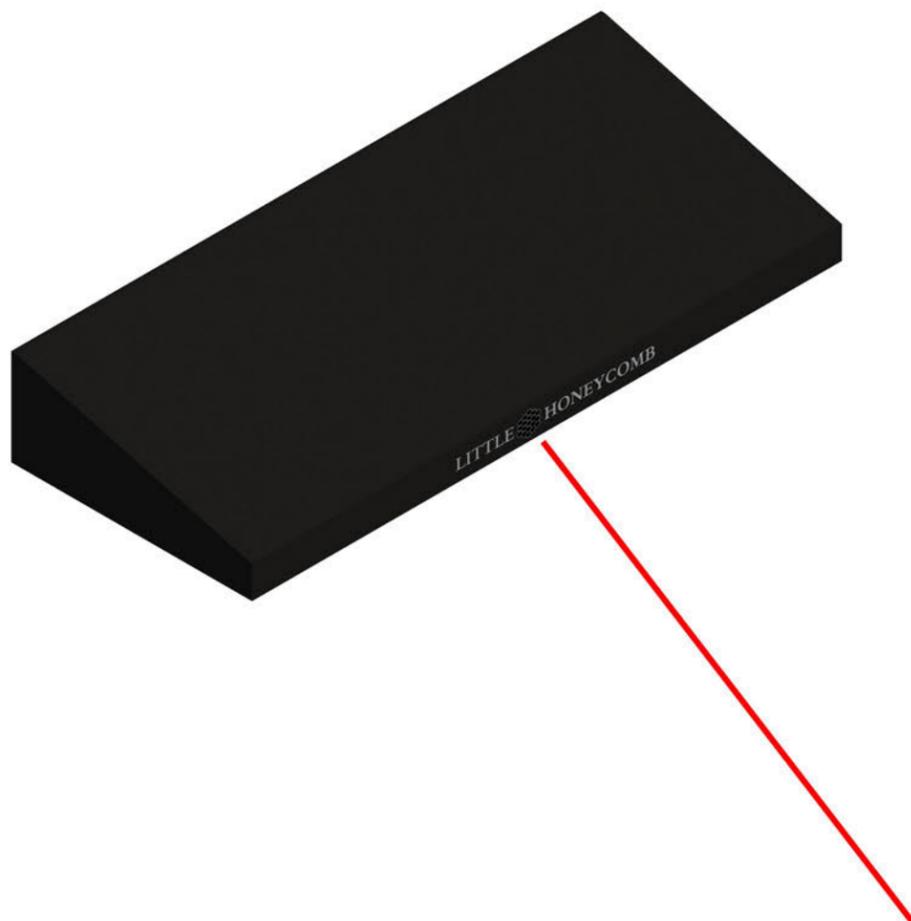
Building Notes

All load specifications are in accordance with ASCE 7-05
Partially enclosed structure classification-C
Wind load - Minimum 60mph W/ 3 sec gust
Snow load - Minimum 25 pounds per sq. foot
Uniform live load- Minimum 5 pounds per sq. foot
Welding follows AWS standards and protocol

Date
3/30/22

Sheet
6 of 6

Logo Detail



Logo Notes

- Logo applied via stencil
- Opaque White on Sunbrella Black
- All logos to be 6”H X 50.1425”W
- Logo centered on 8” valance
- Logos on all awnings

8”
Valance



50.1425”

Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBD

Install Date

Manufacturer Name



Structural Designer

Steve Normandy

Building Notes

All load specifications are in accordance with ASCE 7-05
Partially encorded structure classification-C
Wind load - Minimum 90mph W/ 3 sec gust
Snow load - Minimum 25 pounds per sq. foot
Uniform live load - Minimum 5 pounds per sq. foot
Welding follows AWS standards and protocol

Date

Sheet

e. Awnings and Banners

Awning scale and proportions are to be appropriate for the building on which they are mounted as well as the adjacent structures. It is highly recommended that awnings be uniform in size, shape (except for arched openings, see “Forms” below) and color in order to unify multiple storefronts within a single building. The length of the awning is to be restricted to the length of the storefront opening; awnings must not continue over masonry piers. The vertical and horizontal dimension should be proportional to the overall projection of the awning. (See figure 42)



Figure 42

Awning projection is preferred at 36 inches, but awnings will be considered which range from a minimum of 24 inches to a maximum of 36 inches. Projection depth should match the existing adjacent awnings provided they comply with the acceptable minimum and maximum projection. Awnings should be placed at a minimum height of 8 feet above the sidewalk. If awnings are lit it should be from an outside source; no backlit awnings are allowed.

Forms: Awning forms are to conform to the general shape of the opening. Arched openings are to receive ½-round domed awnings, whereas rectangular openings are to receive rectangular, gently sloping; planar forms with closed ends. Valances may be fixed or loose.

Mounting: Awnings may be fixed or retractable. Retractable awnings must be kept either in the fully projected position or the fully closed position. Fixed awnings are to have concealed rigid metal frames. Retractable awnings should have a canopy cover and automatic retractable rollers mounted to the building. Underpanels are not desired. Frames should be painted to match or compliment the color of the awning cover material or its underside.

Materials: The awning material should be taut, not relaxed. Awning materials may include matte finish painted army duck, vinyl-coated cotton, acrylic-coated polyester, and vinyl-coated polyester or cotton and solution-dyed acrylic. All materials should receive silkscreen, painted, cutout lettering, heat color-transfer, pressure sensitive vinyl films or sewn appliqué signs. Awning signs and logos are limited to a height of six inches, and may be placed on the valence only.

Colors: Awning and banner colors must take into account the color selection of the surrounding materials, buildings, signs, awnings, and image of the retailer/user and district. All awnings located on the same building must be the same color. Colors should enhance and compliment the building and are restricted to earthtones and primary and secondary colors. Final color selection is contingent on approval by the Design Review Board and compliance with the Village awning ordinance.

Banners should be considered as identification of commercial districts. Banners may be location, event, holiday or sponsor specific and can create a unifying thread between the independent districts. Banners are to be mounted on existing poles by fixed brackets and hardware. The Design Review Board must approve the final design.

All new or replacement Awnings and Banners must comply with Village Ordinances and the Design Guidelines.

f. ADA Compliance:

Federal and State regulations require all public spaces to be accessible. Accessibility alterations shall allow access from either the primary or the secondary facade; additions of elevators or ramps should be designed as an integral element of the building.

Entrances: Commercial and mixed-use facilities should provide first floor access from the primary or secondary facade.

Elevators: Where possible, elevators should be incorporated into the existing building envelope. If physically impossible, the elevator and stair core can be located on the exterior of the building but should be located so as not visible from the main public way.

Ramps: Where required, the slope of the ramp should be as gradual as possible to eliminate the need for handrails. Although a 1:12 slope is permitted, 1:20 is encouraged. A ramp should be an integral design element, reflecting the design of the building it serves and surrounding site. This can be accomplished by concealing the ramp behind a low screen wall.

g. Mechanical Equipment

1. Location

Mechanical Equipment must not be visible from pedestrian view. Roof top equipment should be located either in the center of the roof or in one corner away from the street elevation so as not to be visible from the primary or secondary approach.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 14, 2022
SUBJECT: 897½ GREEN BAY ROAD - ROBIN THOMAS DESIGN GALLERY - SIGN PERMIT (CASE NO. 22-12-DR)

INTRODUCTION

On April 21, 2022, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Robin Thomas Design (the “Applicant”), as the lessee of the commercial space located at 897½ Green Bay Road (the “Subject Property”), to allow the installation of window signs on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property was previously occupied by *Dandelion Seeds* and is one of several commercial spaces in a one-and-a-half-story Tudor revival building that includes *BloOuts Blow Dry Bar*, *Vivid Art Gallery*, *Grateful Bites Pizza Shop*, and *Benvenuti and Stein Architects*. *Erika’s Lighthouse*, a nonprofit organization, is located on the upper floor of the building. Figure 1 below identifies the Subject Property. Figures 2 and 3 at the end of this report identify the neighboring businesses and Subject Property.



Figure 1 – Subject Property – Store frontage of business along Green Bay Road

CURRENT REQUEST

The Applicant is seeking approval of a series of window signs that would provide identification and promotion for her new interior design and gallery space. The center window of the storefront would have a graphic in the middle that says “robin thomas design gallery” in a white lowercase sans serif font of 3 inches in height. Below the business name would be two decals reading “featuring” and “Maison Lévy Paris” in an elegant font of 2.6 inches in height. At the very bottom of the window would be a graphic that reads “art for everyday living” in the same white lowercase sans serif font of 2 inches in height. The door window would have a stylized square graphic that reads “robin thomas design gallery” in a vertical arrangement with a blue and lowercase sans serif font over a grey background. In the center of the door window, the gallery’s business hours and contact information are vertically listed in a simple white font of less than 6 inches in height. The Applicant has provided renderings and illustrations of the proposed signs that are available in the application materials included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs in the commercial districts. Window signs are limited to 10% of the overall window area. The proposed windows signs would be compliant as their decal graphics would take up 1.54% of the window area. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on the design and appropriate placement of window signs. The guidelines recommend that decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed main window signs would comply with placement in the lower half and font height that does not exceed 6 inches. For signs on main entrance doors and transoms, they recommend that signage take up no more than 50% of the window area. The proposed door signage would take up only 1.66% of the door window and comply with the recommendations of the Design Guidelines. An excerpt of the Design Guidelines pertaining to window signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed signs as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the proposed signage as appropriate, the Applicant would first need to receive the approved sign permit from the Community Development Department prior to installation.

ATTACHMENTS

- Attachment A: Application Materials
- Attachment B: Staff Sign Code Analysis
- Attachment C: Design Guidelines Excerpt



Figure 2 – Subject Property – Store frontage of neighboring businesses along Green Bay Road



Figure 3 – Subject Property – Building façade along Green Bay Road, facing southeast

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business <i>Romin Thomas Design</i>		Primary contact name <i>Romin Thomas</i>		Phone No. [REDACTED]
Street Address <i>897 1/2 Green Bay Road</i>				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email <i>Romin@RominThomasDesign.com</i>	

Sign Company

Name of Sign Company <i>Mike Pini</i>		Primary contact name <i>Tim</i>		Phone No. [REDACTED]
Street Address <i>717 Park Avenue</i>				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60022</i>	Email <i>mikepini@gmail.com</i>	

Property Owner

Name of Company <i>LINA MANAGEMENT GROUP INC</i>		Primary contact name <i>Greg Huber</i>		Phone No. [REDACTED]
Street Address: <i>610 Sunnyside Commons Park Drive 2137 Oakwood Drive</i>				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60201</i>	Email <i>greg@sunshon.com - ven@ven.com</i>	

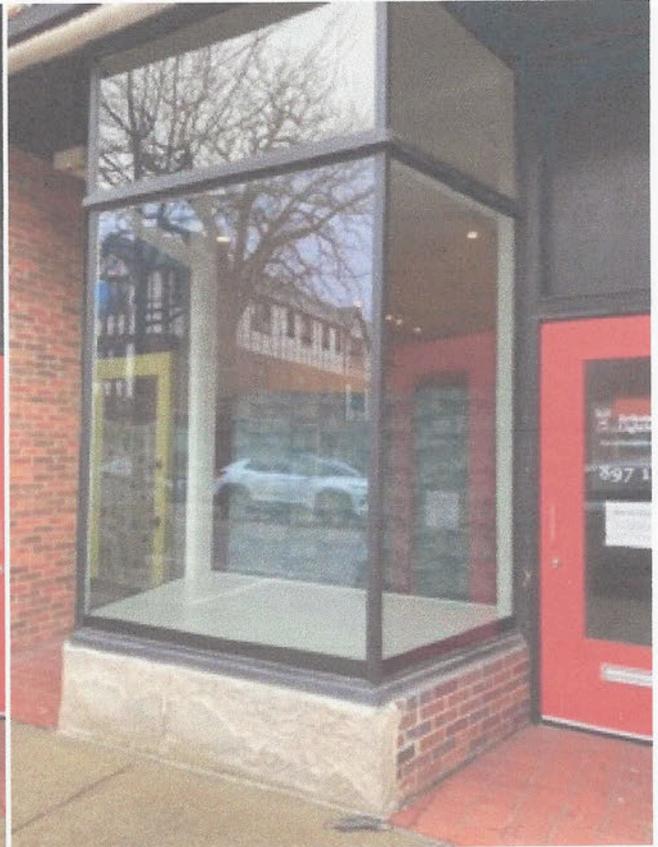
- Sign type(s): (check all that apply)
- window graphics
 - wall-mounted sign
 - ground-mounted sign
 - projecting sign
 - other _____

Additional description of sign type and materials _____

OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) _____
CONDITIONS OF APPROVAL: _____

897 ½ Green Bay Road

robin thomas design gallery



Window Dimension

64x87

White Vinyl Lettering

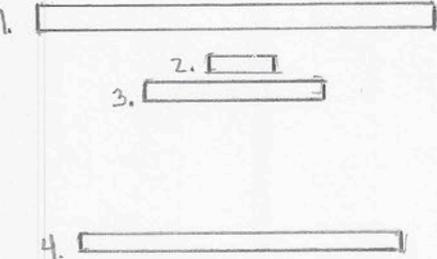
3"x56.39" **robin thomas design gallery**

2.6"x9.24" *featuring*

2.6"x26.46" *Maison Lévy Paris*

2"x39.92" **art for everyday living**

STORE FRONT WINDOWS

<p>BAY TRANSOM 48" W x 29" H</p>	<p>CENTER TRANSOM 64" W x 29" H</p>	<p>BAY TRANSOM 48" W x 29" H</p>
<p>BAY SIDE 48" W x 87" H</p>	<p>CENTER WINDOW 64" W x 87" H</p> 	<p>BAY SIDE 48" W x 87" H</p>
<p>24" H TRUSS BRACE</p>	<p>STONE BRACE</p>	<p>TRUSS BRACE</p>

SCALE 1/2"

897 1/2 GREEN BAY ROAD

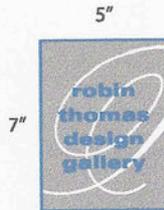
CENTER WINDOW

1. Robin Thomas design gallery
2. featuring
3. Maison Levy Paris
4. art for everyday living

Door Window Dimension

27x59

pms 294 and pms Cool Gray 6



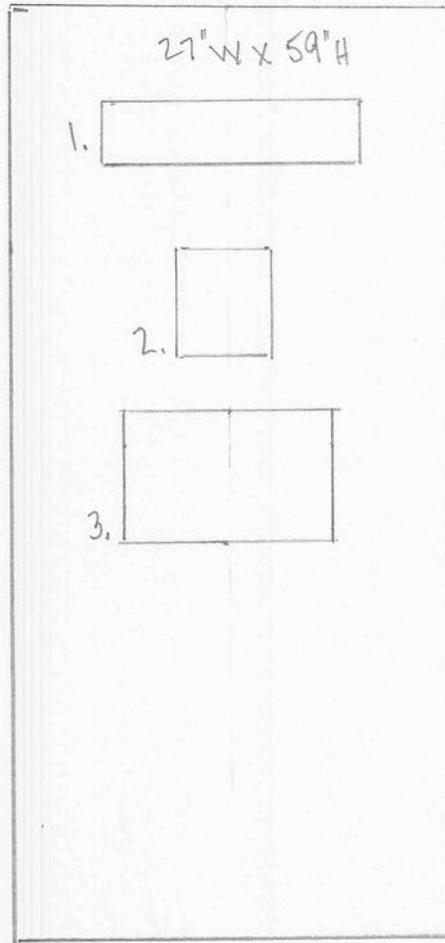
8.3"x13.13"

Gallery Hours
Tuesday - Friday
11:00am - 4:00pm

&

By Appointment
312-573-7707

DOOR WINDOW



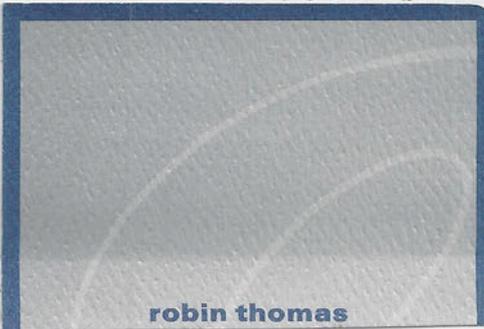
SCALE: 1"

897 1/2 GREEN BAY ROAD

1. 897 1/2 *EXISTING 4" H x 14" L
2. robin thomas design gallery logo
3. Hours + phone number.

Logo (+ Hours)

PARKONE 294 + PARKONE COOL GRAY



Floor color

EXTRAORD + HALL ARKLEY BLUE NO. 281



Attachment B – Staff Analysis of Sign Area



Area of Storefront Window: 11.67 feet x 13.33 feet = 155.56 square feet

Area of Proposed Top Window Sign: 0.25 feet x 4.7 feet = 1.18 square feet

Area of Proposed Top Middle Window Sign: 0.22 feet x 0.77 feet = 0.17 square feet

Area of Proposed Bottom Middle Window Sign: 0.22 feet x 2.21 feet = 0.49 square feet

Area of Proposed Bottom Window Sign: 0.17 feet x 3.33 feet = 0.56 square feet

Combined Area of Proposed Storefront Window Signs: 1.18 ft² + 0.17 ft² + 0.49 ft² + 0.56 ft² = 2.4 ft²

Maximum Permitted Sign Area Coverage of Window: **15.56 square feet (10%)**

Proposed Sign Area Coverage of Window: **2.4 square feet (1.54%)**

d. Building Signage

Commercial signs should reflect the character of the building style, while expressing each store's individuality. There are several prominent sign styles that are appropriate to Winnetka: surface mounted, pin-mounted, interior, decal and projecting blade signs. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors, whereas pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the retailer/user. Metal sign and plaque material such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron or similarly appearing materials are preferred. Highly reflective metallic signs are not allowed. Signs should be lit by marquee or spot lighting; neon lighting is not permitted. Spot lighting should be minimal and unobtrusive and, per the Village Code, the source of illumination shall not be visible from any street, sidewalk or dwelling. Simplified industrial light fixtures are not permitted. Contextual solutions are recommended. The majority of the signs will be mounted within the building's sign band, defined as the wall area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" above grade and a maximum of 15'-0" above grade.

Signs must comply with the general provisions of the Winnetka Sign Ordinance as well as design provisions contained within these Design Guidelines.

1. Surface mounted commercial signs are either fabricated from painted wood or cast metal plaques and are to be mounted within the sign band or within the storefront transom. The height of the sign is restricted to 75% of the area of the sign band or 14 inches - whichever is less. The sign band of a building consists of the area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" and a maximum of 15'-0" above grade. Refer to figures 28, 29, and 30 for location. Surface mounted or pin-mounted signs are not permitted on secondary elevations without a defined sign band.
2. Pin-mounted commercial signs consist of reverse channel, cast metal and flat cut metal letters mounted above the storefront in the masonry sign band or suspended in front of the storefront at the transom or recessed entry. The size of the lettering is restricted so that the height of the letters does not exceed 75% of the height of the sign band or 14 inches - whichever is less. The length of the lettering is to be contained within 75% of the length of the sign band. (See figure 38)



Figure 38

3. Interior signs floating independently are set behind the glass either at the transom or at the sill of the storefront and are lit from a separate source. This sign must adhere to the size limitations of the decal signs. (See figure 39)

4. Decal Signs are defined as painted or vinyl transfer letters and numbers. Decal signs can be mounted within the transom and at the lower section of the storefront window area so as not to interfere with the merchandising. The decal sign area at the lower section of the window can occupy up to 10% of the glass area of a single pane. Decals mounted at the transom are restricted to 50% of the area of the transom. Decals located at the lower section of the main display area are to be limited to 6" in height unless they contain store operation hours, which are restricted to 2". (See figure 40)

Figure 39



Figure 40

5. Projecting blade commercial signs can be round, square or vertical, mounted from the face of the building at the second floor level between the windows or at the head of the storefront and are oriented to pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The dimensions of the sign are not to exceed 6 square feet (36" high and 24" deep) (See figure 41). If illuminated, the signs should be lit with an unobtrusive light source.



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 14, 2022
SUBJECT: 571 LINCOLN AVENUE – SKYLINE WINDOW COVERINGS – SIGN PERMIT (AMENDED CASE NO. 22-07-DR)

INTRODUCTION

On April 21, 2022, the Design Review Board (DRB) is scheduled to consider a Certificate of Appropriateness and an amendment to a previously approved Sign Permit, submitted by Skyline Window Coverings (the “Applicant”), as the lessee of the commercial space located at 571 Lincoln Avenue (the “Subject Property”), to allow a new front door color and the installation of two additional window signs on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Lincoln Avenue between Elm Street and Pine Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a one-story building with a traditional brick façade, clay tile roof, and minor architectural accents. Other tenants in the building include *M. Stefanich Antiques, Ltd.*, *Mirani’s at home*, *J. McLaughlin Clothing Store*, and *Compass Real Estate*. Figure 1 below identifies the Subject Property. Figures 2 and 3 at the end of this report also identify the Subject Property.



Figure 1 – Subject Property – Store frontage of *Skyline Window Coverings* along Lincoln Avenue

PREVIOUS APPROVALS

The Applicant received approval of a Sign Permit and an Awning Permit at the March 17, 2022, DRB meeting with a condition that the signage not contain any of the proposed display of the Hunter Douglas window brand. The window signs, as approved by the DRB, have been installed. The DRB noted that the Applicant could return to a meeting at a later date if they wished to seek installation of the original signs with better explanation and clarification.

CURRENT REQUEST

The Applicant is seeking approval of a Certificate of Appropriateness to change the color of the front door and two additional window signs to be added to the previously approved Sign Permit. The wooden front door would be changed from its existing color of grey to black, in order to match the awnings and the doorway of the neighboring business (see Figure 3).

The Applicant is back before the DRB requesting approval of the originally proposed window signs, which included the text "Hunter Douglas." The Applicant has provided a narrative explaining the need for the additional signage; this narrative is included in the application materials provided in Attachment A. The proposed identical window signs on the north and west windows would receive decals that provide additional wording below the "Skyline" portion with text that says "Hunter Douglas" in a standard 3.5-inch white font and logo and a gold horizontal accent line above it. The additional text is meant to highlight a signature product line of the Applicant's business that they state is important for any exterior signage. The Applicant has provided renderings, illustrations, and design specifications of the proposed signs and door that are available in the application materials included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs and awning signs in the commercial districts. Window signs are limited to 10% of the overall window area. The proposed window signs, with their new decals, would be compliant as their decal graphics would take up 4.87% and 4.66% of their respective window areas. The overall sign area of the Lincoln Avenue frontage would take up 3.52% of the maximum permitted 15% cumulative sign area for all window signs, wall signs, and awning signs. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on materials and color for doorways in addition to the design and appropriate placement of window signs. For main doorways, the guidelines state that doors should be made of wood with colors that are sympathetic to the overall building color palette and look of adjacent buildings. The only change to the door would be a black coat of paint that would be matching the awning and doorway color of several adjacent businesses and buildings in the Elm Street district.

The guidelines recommend that sign decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed signs would be located near the center of the windows and have a font that is no taller than 6 inches. An excerpt of the Design Guidelines pertaining to signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed door and signs as appropriate and compatible with the Design Guidelines and approve the applications as proposed. Should the DRB find the proposed

signage and doorway changes as appropriate, the Applicant would first need to receive the approved Sign Permit and Certificate of Appropriateness from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Staff Sign Code Analysis

Attachment C: Design Guidelines Excerpt



Figure 2 – Subject Property – North façade window of building along private alley way, facing south



Figure 3 – Subject Property – Store frontage of *Skyline* along Lincoln Avenue, facing north

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 571 Lincoln Ave. Winnetka, IL 60093

Name of Business(es): Skyline Window Coverings

Application is hereby made for the following work (please check all that apply):

- Sign Sign Permit Application attached?
- Awning Awning Permit Application attached?
- Other (general description) Modification to color of front facing door

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): In order to fully detail these changes refer to the additional information attached

I/We hereby certify that as Skyline (Lessee/Owner) of the property located at 571 Lincoln Ave. Winnetka, IL 60093 (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED



PRINTED NAME(S)

ADDRESS

4050 N. Rockwell St. Chicago, IL 60618

PHONE NO.

312.800.1296

EMAIL

hannahj@skylineconsultingco.com

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM

Skyline Marketing + Consulting

CONTACT NAME

Hannah Jackson

ADDRESS

4050 N. Rockwell St. Chicago, IL 60618

PHONE NO.

312.800.1296

EMAIL

hannahj@skylineconsultingco.com



VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Skyline Window Coverings		Primary contact name Jason Roellchen		Phone No. 312-434-1001
Street Address 571 Lincoln Ave.				
City Winnetka	State IL	Zip Code 60093	Email jasonr@skylinewindowcoverings.com	

Sign Company

Name of Sign Company FastSigns		Primary contact name Todd Fisher		Phone No. 7736988115
Street Address 1101 W Belmont Ave,				
City Chicago	State IL	Zip Code 60657	Email todd.fisher@fastsigns.com	

Property Owner

Name of Company Skyline Window Coverings		Primary contact name Jason Roellchen		Phone No. 312-434-1001
Street Address: 4050 N. Rockwell St.				
City Chicago	State IL	Zip Code 60618	Email jasonr@skylinewindowcoverings.com	

Sign type(s):
(check all that apply)

window graphics
 wall-mounted sign
 ground-mounted sign
 projecting sign
 other Awning sign

Additional description of sign type and materials _____

OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) _____
CONDITIONS OF APPROVAL: _____

To whom it may concern,

As a business in partnership with a highly respected and sought after brand it is imperative to display the connection between Hunter Douglas (the product) and Skyline Window Coverings (the business providing said product).

Because of this, I believe it is necessary for both Hunter Douglas and Skyline Window Coverings to be displayed on the exterior facing windows of the retail showroom at 571 Lincoln Ave. This is similar in nature to an adjacent storefront like Compass Real Estate Agency (product/service) that is being managed by real estate agent Kipp Blackburn (provider of said product/service). It is understood that agents acting within the scope of that company are allowed to brand themselves as such in order to increase brand awareness and a sense of identification with the mind of the consumer. The inclusion of "Hunter Douglas" is the same.

In regards to the modification of the color of the exterior facing door, I propose that this change is in alignment with the existing style and character of the encompassing structure. The shift to charcoal black not only compliments the design aesthetics of the building, but it would be a much needed refresh on a door that has seen its fair share of weathering. I would also point out that this change would not be overly distracting due to how recessed the door is from the main sidewalk.

A representative from Skyline Window Coverings will be present at the next meeting of the Design Review Board should this document and provided materials not be enough to satisfy questions or concerns that have arisen.

Thank you,

Hannah Jackson
Skyline Marketing and Consulting



skyline Window Coverings

Awning placement - 5.5x46" tall

skyline

HunterDouglas 

North Facing Window - 23x12" tall

Front Facing Window - 30x15"

From:

Subject:

Date:

Attachments:

Re: Sign Permit Application Followup

Thursday, March 3, 2022 6:03:09 PM

[image001.png](#)

[winnetka-signs copy.pdf](#)

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Chris,

Here is everything you need from us.

The approximate dimensions are on the pdf sheets. Per our calculations these fall between the allowed 10% window spacing for each window.

The font size for the graphics is as follows:

Door: 57pt for the hours/phone # and web address respectively

Awning: 207pt for the words "window covering"

North and front facing glass: Because these are custom fonts they do not have a standard font height. However, I have measured them out and on the largest window the Skyline falls below the 6" font height allowance and a 432pt the Hunter Douglas logo falls below the 250 pt range.

Let me know if you have any questions,

Hannah Jackson

DIGITAL MARKETING COORDINATOR



skylineconsultingco.com

4050 N Rockwell St Ste A Chicago, IL

LinkedIn

On Thu, Mar 3, 2022 at 2:07 PM Christopher Marx <CMarx@winnetka.org> wrote:

It should be. The most important things are 1. Sign graphics 2. Sign Measurements 3. Store Frontage Rendering. Those three items and the details laid out in the previous email.

Please be sure that the convex of the window graphic measures to be less than 10% of the window. See example below that is excerpted from our sign permit application.

From: [REDACTED]
Subject: Re: Skyline Window Coverings Winnetka Signage
Date: Monday, February 28, 2022 12:08:30 PM
Attachments: [Skyline-2022-Sign-Permit-Design-Review-Application-Packet-PDF.pdf](#)
[Skyline-signs-winnetka-signs-new.pdf](#)

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Chris,

Here are the renderings of the signs. Be aware that the information on the front of the door may change although size will be compliant with the space allowance.
if you cannot view the pdf in your browser please download it

Here are the measurements for the windows

Front: 113.875 x 84.875"
Side: 81.5 x 69.75"
Door: 23.125 x 68.5"

Materials will be vinyl die-cut lettering and colors are as proposed in the renderings. Awning materials will be fade resistant ink. Colors are Black and gold. If color codes are needed please let me know.

The application states signs are not permitted to be above 6" however the size of the windows dictates that 10% of the area allowed would give us up to 8". What is the actual maximum height allowance?

Please let me know if the application is missing any information.

Thank you!

Hannah Jackson

DIGITAL MARKETING COORDINATOR



- skylineconsultingco.com
- 4050 N Rockwell St Ste A Chicago, IL
- LinkedIn

On Mon, Feb 28, 2022 at 10:37 AM Christopher Marx <CMarx@winnetka.org> wrote:

Jason and Hannah,

Good morning. We needed a sign permit application before this past weekend to be certain

Attachment B – Staff Analysis of Sign Area



Area of North Window: 6.79 feet x 5.81 feet = 39.45 square feet
Area of Proposed Sign: 1 foot x 1.92 feet = 1.92 square feet
Maximum Permitted Sign Area Coverage of Window: **3.945 square feet (10%)**
Proposed Sign Area Coverage of Window: **1.92 square feet (4.87%)**



Area of Storefront Window: 7.07 feet x 9.49 feet = 67.09 square feet

Area of Proposed Storefront Window Sign: 2.5 feet x 1.25 feet = 3.12 square feet

Maximum Permitted Sign Area Coverage of Storefront Window: **6.7 square feet (10%)**

Proposed Sign Area Coverage of Window: **3.12 square feet (4.66%)**

Area of Door Window: 5.71 feet x 1.93 feet = 11.02 square feet

Area of Proposed Door Window Sign: 1.08 feet x 0.96 feet = 1.04 square feet

Proposed Sign Area Coverage of Door Window: **1.04 square feet (9.44%)**

Area of Storefront Frontage: 12 feet x 14 feet = 168 square feet

Area of Proposed Awning Sign: 0.46 feet x 3.83 feet = 1.76 square feet

Maximum Permitted Sign Area Coverage of Storefront: **25.2 square feet (15%)**

Proposed Sign Area Coverage: 3.12 square feet + 1.04 square feet + 1.76 square feet = **5.92 square feet (3.52%)**

d. Building Signage

Commercial signs should reflect the character of the building style, while expressing each store's individuality. There are several prominent sign styles that are appropriate to Winnetka: surface mounted, pin-mounted, interior, decal and projecting blade signs. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors, whereas pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the retailer/user. Metal sign and plaque material such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron or similarly appearing materials are preferred. Highly reflective metallic signs are not allowed. Signs should be lit by marquee or spot lighting; neon lighting is not permitted. Spot lighting should be minimal and unobtrusive and, per the Village Code, the source of illumination shall not be visible from any street, sidewalk or dwelling. Simplified industrial light fixtures are not permitted. Contextual solutions are recommended. The majority of the signs will be mounted within the building's sign band, defined as the wall area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" above grade and a maximum of 15'-0" above grade.

Signs must comply with the general provisions of the Winnetka Sign Ordinance as well as design provisions contained within these Design Guidelines.

1. Surface mounted commercial signs are either fabricated from painted wood or cast metal plaques and are to be mounted within the sign band or within the storefront transom. The height of the sign is restricted to 75% of the area of the sign band or 14 inches - whichever is less. The sign band of a building consists of the area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" and a maximum of 15'-0" above grade. Refer to figures 28, 29, and 30 for location. Surface mounted or pin-mounted signs are not permitted on secondary elevations without a defined sign band.
2. Pin-mounted commercial signs consist of reverse channel, cast metal and flat cut metal letters mounted above the storefront in the masonry sign band or suspended in front of the storefront at the transom or recessed entry. The size of the lettering is restricted so that the height of the letters does not exceed 75% of the height of the sign band or 14 inches - whichever is less. The length of the lettering is to be contained within 75% of the length of the sign band. (See figure 38)



Figure 38

3. Interior signs floating independently are set behind the glass either at the transom or at the sill of the storefront and are lit from a separate source. This sign must adhere to the size limitations of the decal signs. (See figure 39)

4. Decal Signs are defined as painted or vinyl transfer letters and numbers. Decal signs can be mounted within the transom and at the lower section of the storefront window area so as not to interfere with the merchandising. The decal sign area at the lower section of the window can occupy up to 10% of the glass area of a single pane. Decals mounted at the transom are restricted to 50% of the area of the transom. Decals located at the lower section of the main display area are to be limited to 6” in height unless they contain store operation hours, which are restricted to 2”. (See figure 40)

Figure 39



Figure 40

5. Projecting blade commercial signs can be round, square or vertical, mounted from the face of the building at the second floor level between the windows or at the head of the storefront and are oriented to pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The dimensions of the sign are not to exceed 6 square feet (36” high and 24” deep) (See figure 41). If illuminated, the signs should be lit with an unobtrusive light source.



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.

Architectural Series of Asphalt Shingles
(3 ply) (See figure 49)
Wood Shingles (Fire treated)
Slate (See figure 48)
Real Copper (No other metal roofs are
allowed)



Figure 46

Institutional only

Flat roofs must be hidden by parapet
on primary / secondary facades.

Commercial and Multiple- Family

Flat roof must not be visible from
street, pedestrian, or open spaces.



Figure 47

d. Door and Window Materials:

Commercial, Mixed Use, Institutional,
Multiple- Family Residential:

Entry doors should be wood or aluminum
stile and rail with varying degrees of
glass. Public entry doors should be
fully glazed whereas private and semi-
private entries should be primarily
solid panel doors. Storefront window
units should be either paneled
aluminum or brass. Many original
storefronts, some with transom
windows, remain in the districts.
Efforts should be taken to
repair and renovate these systems
where feasible. Window frames should
be wood, steel or aluminum. Vinyl
windows are not acceptable. Muntin
divisions should be real divided glass
or simulated with spacer bars. Snap-in
muntins are not acceptable. Color
selection should be sympathetic with
the overall building color palette and
take into account the adjacent building
materials within the structure,
immediately adjacent structures,
structures within the same block and
structures across the street.

Entry door hardware is to be exterior grade with weather-resistant finish. Hardware design and finish is to be appropriate with facade articulation, color palette and district character. Glazing should be clear glass without tint or film.



Figure 48



Figure 49



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 15, 2022
SUBJECT: 1025 TOWER ROAD – CERTIFICATE OF APPROPRIATENESS (CASE NO. 22-10-DR)

INTRODUCTION

On April 21, 2022, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by Nick Panchal (the “Applicant”), as the owner of the property located at 1025 Tower Road Street (the “Subject Property”). The Applicant is requesting approval of a Certificate of Appropriateness to allow the installation of exterior stone, brick, and stucco on portions of the facades of the main building and gas pump canopy on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the northeast corner of the intersection of Tower Road and Green Bay Road, in the Hubbard Wood Business District. It is zoned C-2 General Retail Commercial and is partially located in the Commercial Overlay District. The Subject Property contains a single-story commercial building that contains a BP gas station along with a series of gas pumps and a large overhead canopy structure. Figure 1 below identifies the Subject Property. Figures 2 through 4 at the end of this report also identify the pertinent area of the Subject Property.



Figure 1 – Subject Property

CURRENT REQUEST

The Applicant is seeking approval to install new façade material on the building and canopy structure to improve their appearances. The thick, parapet-like sill across the top of the main building would have its exterior panels removed and replaced with a traditional white stucco application. The sill would also have

an arched stone clad gable at the horizontal ends of the building. Each arch would be capped with limestone coping at the top. The stone material would be a lightly toned and smooth application that would provide contrast to the existing red brick veneer of the building. The large canopy over the gas pumps would have similar stone placed over its support posts at the base while transitioning to a grey brick veneer on the upper half. The Applicant has provided visuals, elevation renderings, and design specifications of the proposed changes that are available in the application materials included as Attachment A.

While the elevation renderings of the proposed changes represent a wall sign for the business, it should be noted that no changes to the existing signage is proposed at this time. Any changes to the signage will require the Applicant to submit a Sign Permit for consideration by the DRB at a future meeting.

CERTIFICATE OF APPROPRIATENESS CONSIDERATIONS

As established by the Village Code, the Design Review Board is to consider the following four (4) factors in determining whether to grant a Certificate of Appropriateness:

“(1) whether the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;”

“(2) whether the proposed external architectural features and site improvements are appropriate to and compatible with adopted Village plans for and improvements in the immediate neighborhood, and including both urban design and site arrangement considerations;”

“(3) whether the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and”

“(4) the probable effect of the proposed external architectural features on the integrity of the immediate vicinity.”

The proposed alterations to the façade are intended to improve the building’s appearance and aesthetics within the context of the Hubbard Woods Business District and surrounding neighborhood.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on materials for external building features on commercial properties. The Guidelines state that primary and secondary materials should include masonry, stucco, and modular brick where appropriate. An excerpt of the Design Guidelines that pertains to the Applicant’s proposal are included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed exterior alterations as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the façade materials as appropriate, the Applicant would first need to receive an approved building permit from the Community Development Department prior to any construction.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 2 – Subject Property – West building façade along Green Bay Road



Figure 3 – Subject Property – South building façade along Tower Road



Figure 4 – Subject Property – Gas pump canopy structure along Tower Road

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 1025 W TOWER RD. WINNETKA IL 60093

Name of Business(es): GAS STATION

Application is hereby made for the following work (please check all that apply):

- Sign Sign Permit Application attached?
- Awning Awning Permit Application attached?
- Other (general description) FACADE TO BE REMOVED AND REPLACED AT EXISTING MASONRY BUILDING

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.):

FACADE TO BE REMOVED AND REPLACED AT EXISTING COMMERCIAL SPACE AT EXISTING MASONRY BUILDING AS PER PLANS.

I/We hereby certify that as Nick Pancha (Lessee/Owner) of the property located at 1025 W Tower Rd, Winnetka il, (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED [REDACTED]

PRINTED NAME(S) SOAIB AKHTAR

ADDRESS _____

PHONE NO. [REDACTED]

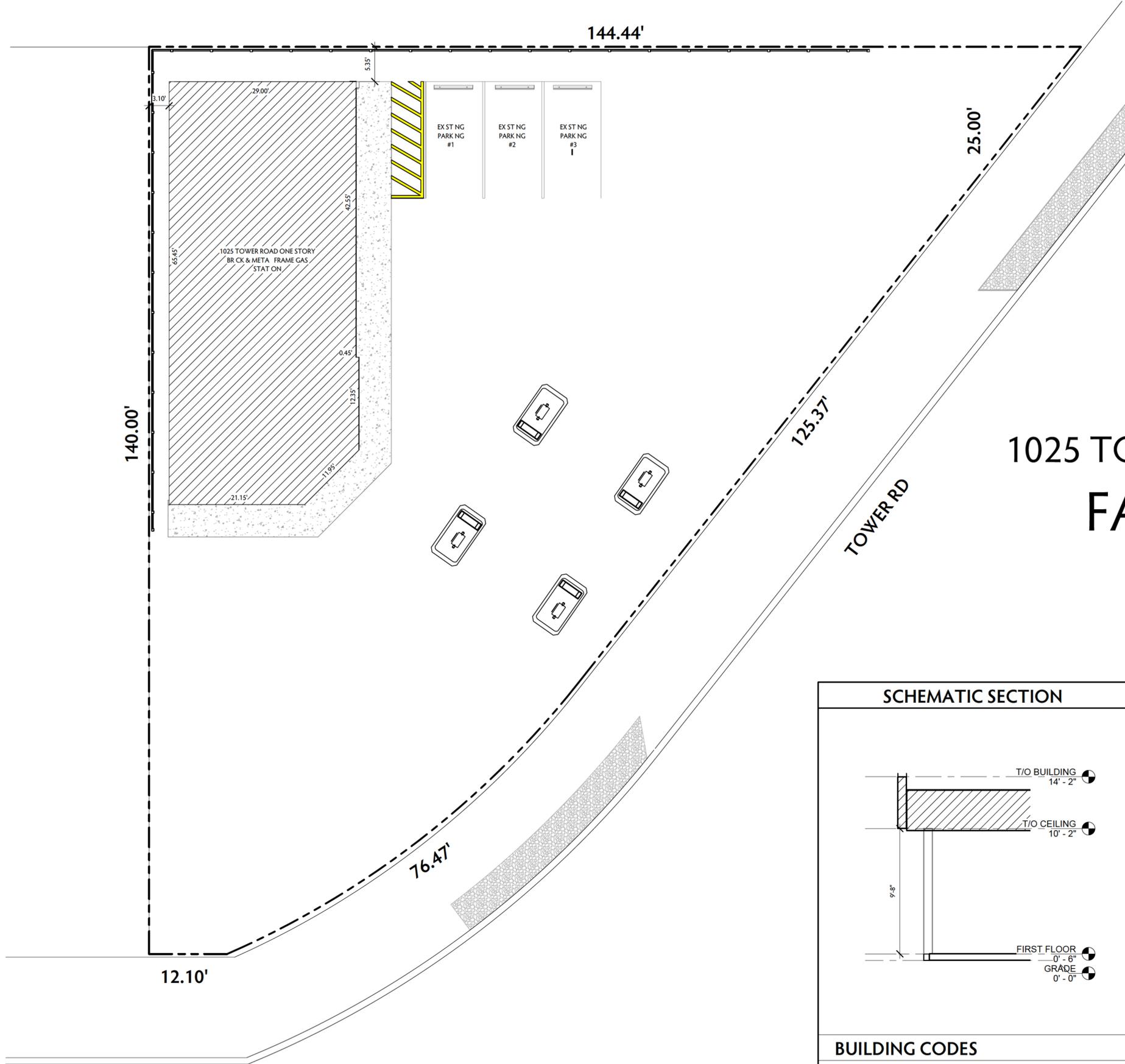
EMAIL [REDACTED]

FOR OFFICE USE ONLY	
COA applied for (date):	_____
COA Case Number:	_____
COA Issued (date):	_____

PRIMARY DESIGN FIRM	<u>PMPC ARCHITECTS</u>
CONTACT NAME	_____
ADDRESS	<u>965 W CHICAGO AVE</u> <u>CHICAGO, IL 60642.</u>
PHONE NO.	<u>312 - 207-0501</u>
EMAIL	<u>INFO@PMPCARCH.COM</u>

COA2022-172





1025 TOWER RD, WINNETKA, IL 60093 FACADE RENOVATION

SCHEMATIC SECTION

T/O BUILDING 14' - 2"

T/O CEILING 10' - 2"

FIRST FLOOR GRADE 0' - 0"

9'-8"

BUILDING CODES

- 2015 n e n a Bu d ng Code (BC) - W nne ka Amendmen s
- 2015 n e n a Ex s ng Bu d ng Code (EBC) - W nne ka Amendmen s
- W nne ka V age Code, T e 15 - Bu d ngs and Cons uc on
- 2015 n e n a P ope y Ma n enance Code (PMC)
- Na ona E ec ca Code, NFPA 70, 2014 Ed on
- V age o W nne ka Bu d ng Code Amendmen s, August 1, 2019

SCOPE OF WORK

FACADE TO BE REMOVED AND REPAIRED AT EXISTING COMMERCIAL SPACE AT EXISTING MASONRY BUILDING AS PER PLANS

WORK AREA

FIRST FLOOR	1698 SF
	1698 SF

BUILDING AREA

BUILDING AREA	1879 SF
	1879 SF

LOCATION MAP

1025 TOWER RD, W WINNETKA, 60093

INDEX OF DRAWINGS

GENERAL :	T T E SHEET
T100	

ARCHITECTURE :	DEMO PLANS	FLOOR PLANS	ELEVATIONS
A100			
A300			
A500			

GENERAL NOTE

PMPC ARCHITECTS AND THE ARCHITECT OF RECORD HAVE NOT BEEN RETAINED FOR ANY PROFESSIONAL SERVICES BEYOND THE ISSUANCE OF THESE DOCUMENTS AND ARE NOT IN CHARGE OF THE WORK. BY USE OF THESE DOCUMENTS, THE CLIENT AGREES TO INDEMNIFY, DEFEND AND HOLD HARMLESS PMPC ARCHITECTS, ITS PRINCIPALS AND CONSULTANTS FROM ANY CLAIMS OR LIABILITY FOR INJURY OR LOSS ARISING FROM PROBLEMS DURING CONSTRUCTION THAT ALLEGEDLY RESULT FROM THE CONTRACTOR'S MISINTERPRETATION OF FINDINGS, CONCLUSIONS, RECOMMENDATIONS, PLANS OR SPECIFICATIONS DEVELOPED BY PMPC ARCHITECTS AND ITS CONSULTANT OR FOR CLAIMS RELATING TO THE MEANS AND METHODS OF WORK. PERFORMANCE, SUPERINTENDENCE, SEQUENCING OF CONSTRUCTION OR SAFETY IN OR ABOUT THE JOBSITE. THE CLIENT ALSO AGREES TO COMPENSATE PMPC ARCHITECTS AND ITS CONSULTANTS FOR ANY TIME SPENT AND EXPENSES INCURRED IN DEFENSE OF ANY SUCH CLAIM.

CERTIFICATION

I HEREBY CERTIFY THAT THESE DRAWINGS WERE PREPARED UNDER MY PERSONAL SUPERVISION AND TO THE BEST OF MY KNOWLEDGE COMPLY WITH THE LOCAL CODES OF THE VILLAGE OF WINNETKA, IL.

ARCHITECT IS NOT RESPONSIBLE FOR MEANS AND METHODS OF CONSTRUCTION

ILLINOIS LICENSE NUMBER: 001 020008
LIC EXP: 11 30 2022
PRASHANTH MAHAKALI P C
ILLINOIS DESIGN FIRM
REG NUMBER: 184 00 230
LIC EXP: 10/2022

ENERGY

I CERTIFY THAT I AM A REGISTERED ENERGY PROFESSIONAL (REP) AND ALSO CERTIFY THAT TO THE BEST OF MY PROFESSIONAL KNOWLEDGE AND BELIEF THAT THE ATTACHED PLANS FULLY COMPLY WITH THE REQUIREMENTS OF 2018 INTERNATIONAL ENERGY CONSERVATION CODE WITH STATE AMENDMENTS OR CURRENT ADOPTED EDITION (SECTION 101.01) AS WELL AS THE STATE OF ILLINOIS ENERGY CONSERVATION CODE AS REQUIRED BY STATE LEGISLATION.

SIGNED (ARCH) DATE: 02/10/2022

NOT FOR CONSTRUCTION
UNLESS STAMPED BY
APPROVING AUTHORITY.

PMPC ARCHITECTS

OFFICE: 312.207.0501
INFO@PMPCARCH.COM
PMPCARCH.COM

965 W Chicago Ave.
Chicago, IL 60642
mHUB Chicago

BUSINESS NAME:
MEDICAL PRACTICE
Owner

REVISIONS

NO.	DATE	DESCRIPTION
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ISSUED: 4/11/2022 12:22:44 PM

1025 TOWER RD,
WINNETKA, IL 60093

PERMIT #: 0000000000

TITLE SHEET

T100

DRB - 1025 Tower - Page 6

DEMOLITION NOTES

1. COMP Y W TH APP CAB E OCA , STATE AND FEDERA CODES AND REGU AT ONS PERTA N NG TO SAFETY OF PERSONS, PROPERTY AND ENV RONMENTA PROTECT ON
2. PROV DE AND MA NTA N BARR CADES, GHT NG, AND GUARDRA S AS REQU RED BY APP CAB E CODES AND REGU AT ONS TO PROTECT OCCUPANTS OF BU D NG AND WORKERS.
3. ERECT AND MA NTA N DUSTPROOF PART T ONS AS REQU RED TO PREVENT SPREAD OF DUST, AND SMOKE, ETC. TO OTHER PARTS OF THE BU D NG. ON COMP ET ON, REMOVE PART T ONS AND REPA R DAMAGED SURFACES TO MATCH ADJACENT SURFACES.
4. F DEMO T ONS S PERFORMED N EXCESS OF THAT REQU RED, RESTORE AFFECTED AREAS AT NO COST TO THE OWNER.
5. REMOVE EX ST NG F OOR F N SHES.
6. REMOVE EX ST NG DRYWA CE NG.
7. REMOVE EX ST NG PART T ON WA S . PROV DE ANY NECESSARY SHOR NG & BRAC NG DUR NG DEMO WORK.
8. REMOVE EX ST NG DOORS, FRAMES, AND HARDWARE.
9. REMOVE EX ST NG GHT F XTURES AND CE NG F N SHES DOWN TO GYPSUM BOARD AND/OR P ASTER AND ATH CE NG.
10. REMOVE A BU T -N/REFE STAND NG D SP AYUN TSEQUIPMENT CAB NETS, COUNTER TOPS, SHE V NG/ETC. STORE FOR RE-NSTA AT ON. COORD NATE W TH OWNER.
11. REMOVE EX ST NG COOK NG EQUI PMENT & EXHAUST HOOD ASSEMB Y AND STORE FOR RE-NSTA AT ON. COORD NATE W TH OWNER.
12. REMOVE EX ST NG P UMB NG F XTURES AND CAP OFF EX ST NG WASTE, WATER P P NG/ETC. STORE FOR RE-NSTA AT ON. COORD NATE W TH OWNER.
13. REMOVE EX ST NG MECHAN CA EQUI PMENT & E CTR CA EQUI PMENT SERV CES AS REQU RED.

CUTTING, PATCHING & REFINISHING

1. WHERE REQU RED TO CUT NTO EX ST NG CONSTRUCT ON, RESTORE SURFACES TO THE R OR G NA COND T ON OR TO THE ADJO N NG NEW SURFACE. USE MATER A S THAT ARE IDENT CA TO EX ST NG MATER A S UN ESS OTHERW SE NOTED. F IDENT CA MATER A S ARE NOT AVA AB E, MATCH W TH REGARD TO SUA EFFECT. RESTORE NA MANNER WH CH W E M NATE EV DENCE OF PATCH NG AND REF N SH NG.
2. DO NOT CUT AND PATCH STRUCTURA WORK, OR OPERAT ONA -OR SAFETY-RE ATED COMPONENTS, THAT WOU D RESU T N A REDUCT ON OF OAD-CARRY NG CAPAC TY, OAD-DEF CT ON RAT O, OR CAPAC TY TO PERFORM.
3. TEMPORAR Y SEA DUCT REG STER BOXES, SUPP Y P ENUMS, RANGE HOOD, BATH EXHAUST FANS, AND NER BOXES D RECT Y FO OW NG MECHAN CA ROUGH-N TO PREVENT ENTRY OF CONSTRUCT ON DUST AND PO UTANTS NTO DUCT SYSTEM.
4. EAD BASED PA NT TEST NG: TH S HOME WAS CONSTRUCTED N 1967, AND S REQU RED BY FEDERA AW TO BE TESTED FOR EAD BASED PA NT.
 - A. TEST A NTER OR AND EXTER OR PA NTED SURFACES FOR THE PRESENCE OF EAD. TH S TEST NG SHA BE PERFORMED PR OR TO ANY REPA R WORK. TEST RESU TS SHA BE FURN SHED TO THE O'WNER W TH N 10 CA ENDR DAYS OF THE NOT CE TO PROCEED.
 - B. CERT F ED TESTER: THE TEST NG SHA BE ACCOMP SHED AND A REPORT FURN SHED BY A CERT F ED AND CENSED ND Y DIA A PROCEDURES AND TEST NG METHODS SHA COMP Y W TH FEDERA , STATE, AND OCA AWS AND REGU AT ONS.
 - C. EAD BASED PA NT ABATEMENT, REMOVA ,OR ENCAPSU AT ON: F ANY SURFACES TEST POS T VE FOR THE PRESENCE OF EAD BASED PA NT, THE CONTRACTOR SHA RECOMMEND THE MOST COST EFFECT VE METHOD OF ABAT NG, REMOV NG, OR ENCAPSU AT NG THE HAZARD AND A B D FOR THE ACCOMP SHMENT OF THE REQU RED WORK.
 - D. COMP ANCE RECORDS: SHARE A COPY OF THE COMP ANCE RECORDS REQU RED FOR REMODE ERS UNDER THE REGU AT ON (SUCH AS THE CHECK ST OF FO OWED PRACT CES) W TH HOME OWNERS W TH N 30 DAYS OF COMP ET ON OF THE WORK.
5. ASBESTOS ABATEMENT: F ASBESTOS-CONTA N NG MATER A S D STURBED, THEN MOVE, REMOVE, ENCAPSU ATE OR D SPOSE OF ACCORD NG TO A OCA , STATE AND FEDERA AWS AND REGU AT ONS.

UTILITIES

1. EX ST NG UNDERGROUND UT TES SHOU D BE OCATED BY THE CONTRACTOR PR OR TO BEG NN NG DEMO T ON OR CONSTRUCT ON.

SITE WORK

1. GENERA CONTRACTOR SHOU D FE D VER FY A D MENS ONS AND GRAD NG COND T ONS AND SHOU D NFORM ARCH TECT OF FE D COND T ONS WH CH REQU RE MOD F CAT ONS TO THE DRAW NGS.

PHASE LEGEND

ND CATES EX ST NG COND T ON TO REMA N

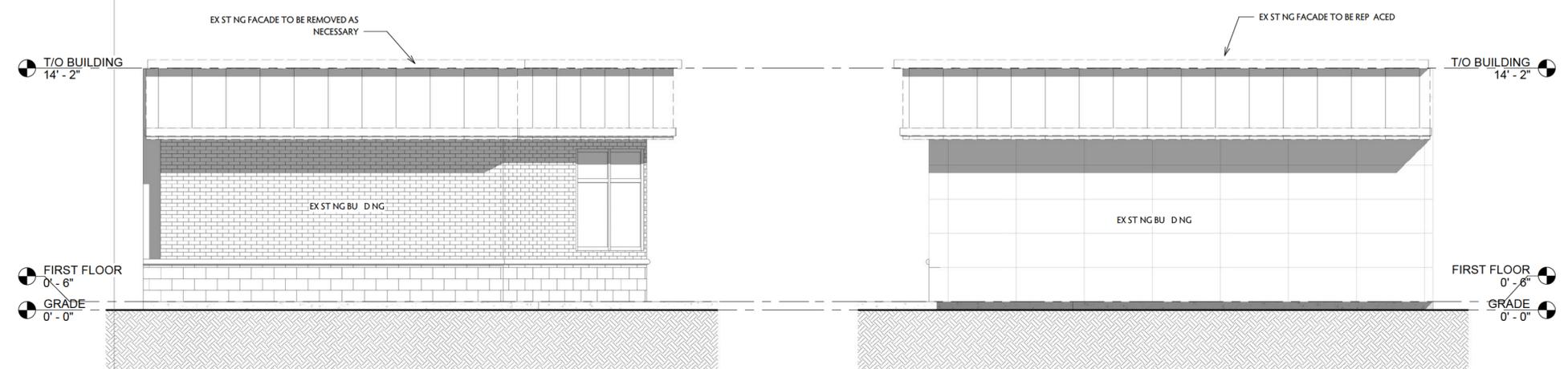
ND CATES EX ST NG COND T ON TO BE REMOVED

GRAPHIC SCALE

0 2 4 8



1 DEMO - SOUTH ELEVATION
1/4" = 1'-0"



3 DEMO - WEST ELEVATION
1/4" = 1'-0"

4 DEMO - EAST ELEVATION
1/4" = 1'-0"



5 3D DEMOLITION

NOT FOR CONSTRUCTION
UNLESS STAMPED BY
APPROVING AUTHORITY.



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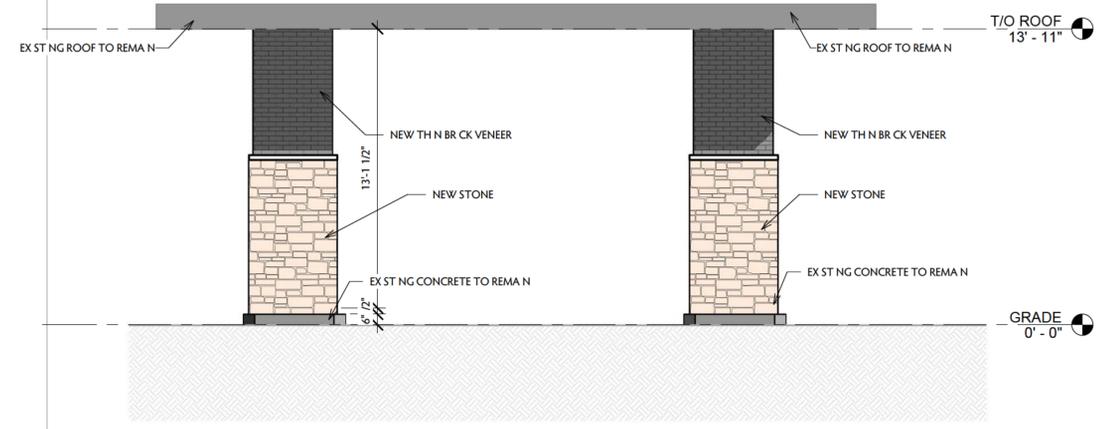
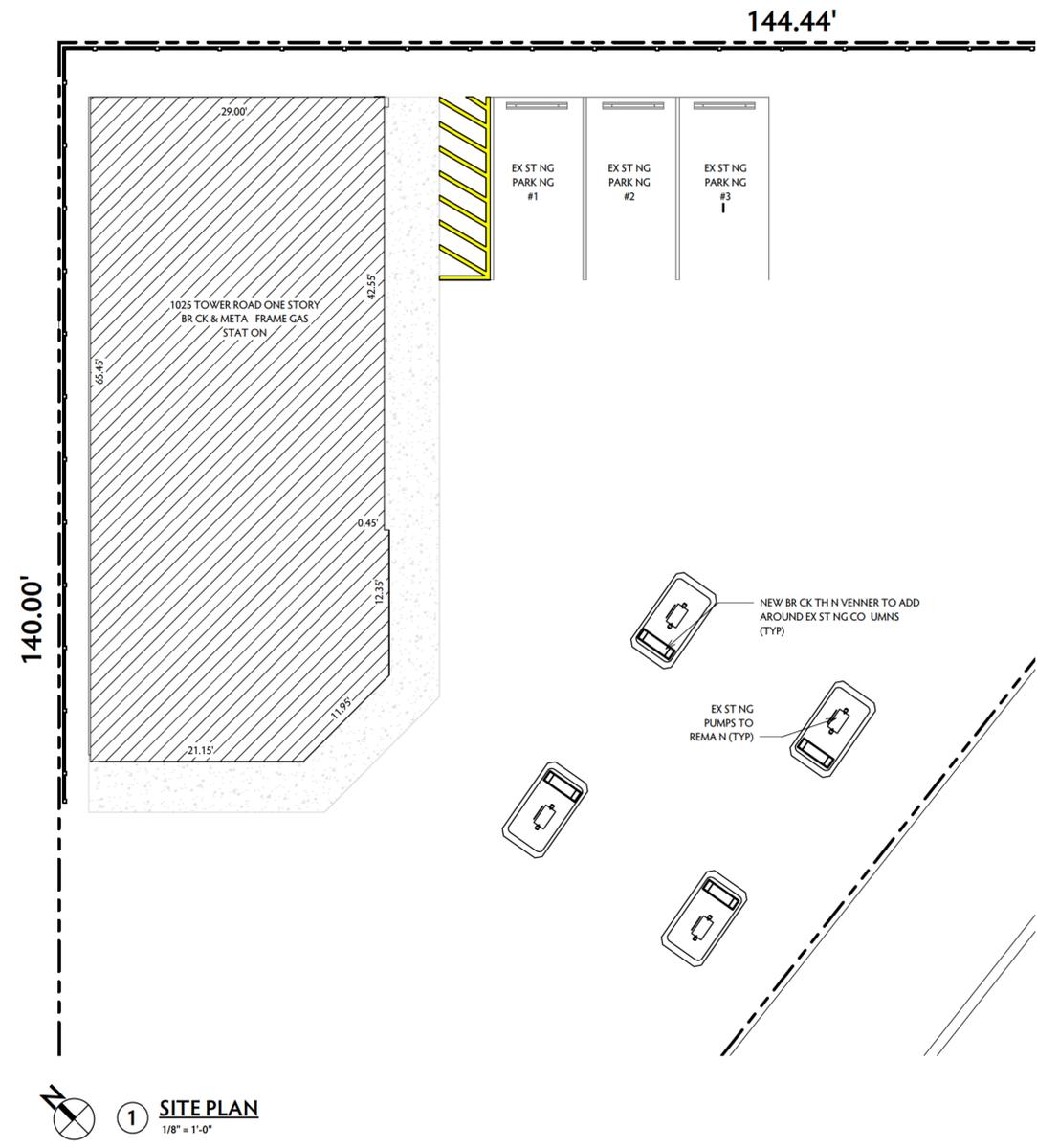
1025 TOWER RD,
WINNETKA, IL 60093

PERMIT #: 0000000000

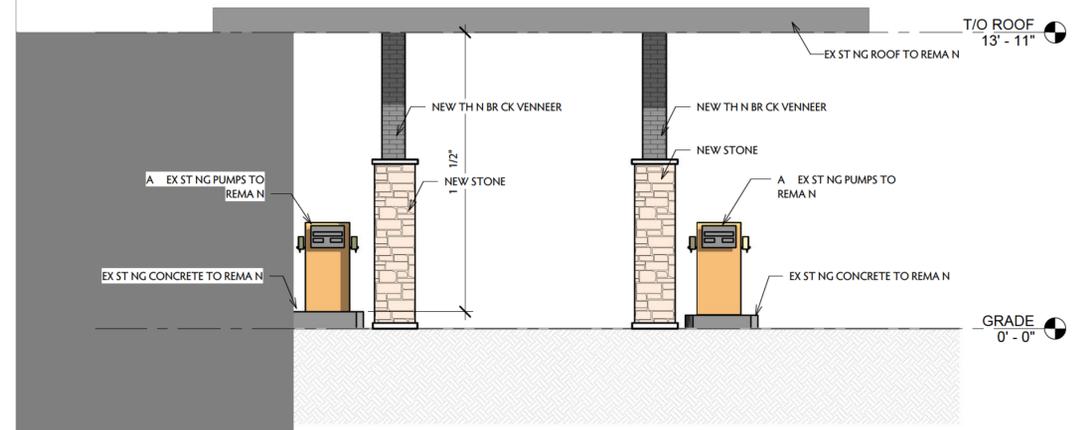
DEMO PLANS

A100
DRB - 1025 Tower - Page 7

SYMBOLS	
	ELEVATION MARKER
ROOM NAME	
000	ROOM NUMBER
000 SF	ROOM AREA
00-00-00	REVISION NUMBER REVISION DATE
	REVISION CLOUD
D-00	DOOR TAG
W-00	WINDOW TAG
	WALL TAG
00' X 00"	WIDTH BY HEIGHT SCHEDULE
00 R @ 00"	NUMBER OF RISERS RISER HEIGHT
00 T @ 00"	TREAD DEPTH NUMBER OF TREADS
	SECTION NUMBER
0 X000	SHEET NUMBER
0 X000	CADOUT NUMBER SHEET NUMBER
UNIT NAME	UNIT TAG
UNIT DESCRIPTION UNIT TYPE	



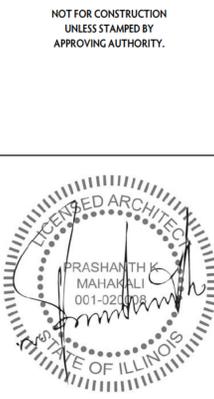
2 **EAST - GAS STATION ELEVATION**
1/4" = 1'-0"



3 **NORTH - GAS STATION ELEVATION**
1/4" = 1'-0"

PHASE LEGEND	
	INDICATES EXISTING CONDITIONS TO REMAIN
	INDICATES NEW WORK

GRAPHIC SCALE	
	0 2 4 8



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FLOOR PLANS

A300
 DRB - 1025 Tower - Page 8

GENERAL NOTES

1. COMPLY WITH CODES AND LAWS, ORDINANCES, RULES, AND REGULATIONS OF PUBLIC AUTHORITIES GOVERNING THE WORK.
2. GENERAL CONTRACTOR TO REVIEW DOCUMENTS, VERIFY DIMENSIONS AND FIELD CONDITIONS AND CONFIRM THAT WORK SUBMITTED AS SHOWN. REPORT ANY CONFLICTS OR OMISSIONS TO THE ARCHITECT FOR CLARIFICATION PRIOR TO PERFORMING ANY WORK REQUESTION.
3. SUBMIT REQUEST FOR SUBSTITUTIONS, REVISIONS, OR CHANGES TO ARCHITECT FOR REVIEW PRIOR TO PURCHASE, FABRICATION OR INSTALLATION.
4. COORDINATE WORK WITH THE OWNER, INCLUDING SCHEDULING TIME AND LOCATIONS FOR DEVIATIONS, BUILDING ACCESS, USE OF BUILDING SERVICES AND FACILITIES, AND USE OF ELEVATORS. MINIMIZE DISTURBANCE OF BUILDING FUNCTIONS AND OCCUPANTS.
5. OWNER WILL PROVIDE WORK NOTED BY OTHERS OR "N/C" UNDER SEPARATE CONTRACT. INCLUDE SCHEDULE REQUIREMENTS IN CONSTRUCTION PROGRESS SCHEDULE AND COORDINATE TO ASSURE ORDER SEQUENCE OF INSTALLATION.
6. COORDINATE TELECOMMUNICATIONS, DATA AND SECURITY SYSTEMS INSTALLATION.
7. MAINTAIN EXISTING, EXTERIOR LIGHTING, FIRE PROTECTIVE DEVICES, AND AN ARMS CONFORMANCE WITH CODES AND ORDINANCES.
8. PROTECT AREA OF WORK AND ADJACENT AREAS FROM DAMAGE.
9. MAINTAIN WORK AREAS SECURE AND LOCKED DURING CONSTRUCTION. COORDINATE WITH TENANT AND AND ORDER TO ENSURE SECURITY.
10. DO NOT SCALE DRAWINGS, WRITTEN DIMENSIONS GOVERN IN CASE OF CONFLICT, CONSULT THE ARCHITECT.
11. PARTITIONS ARE DIMENSIONED FROM FINISH FACE TO FINISH FACE, UNLESS OTHERWISE NOTED. MAINTAIN DIMENSIONS MARKED "CLEARANCE" FOR THICKNESS OF FINISHES.
12. COORDINATE AND PROVIDE BACKING FOR MWORK AND ITEMS ATTACHED OR MOUNTED TO WALLS OR CEILING.
13. WHERE EXISTING ACCESS PANELS CONFICT WITH CONSTRUCTION, RELOCATE PANELS TO AVOID WITH AND FIT WITH NEW CONSTRUCTION.
14. ALL WINDOW HEIGHTS TO BE MEASURED FROM FINISH FLOOR TO GRADE. GENERAL CONTRACTOR TO REVIEW AND VERIFY DIMENSIONS WITH WINDOW SCHEDULE. REPORT ANY CONFLICTS TO ARCHITECT BEFORE COMMENCING ANY WORK. ARCHITECT NOT RESPONSIBLE FOR INACCURATE WORK FROM CONSULTED PRIOR TO WORK COMMENCEMENT.
15. UNDERCUT DOORS TO CLEAR TOP OF DOOR FINISHES BY 1/4" UNLESS OTHERWISE NOTED.
16. SMOKE, NOISE OR ODOR PRODUCING ACTIVITIES MUST BE DONE AFTER HOURS, WITH CONSENT OF BUILDING MANAGEMENT, INCLUDING BUT NOT LIMITED TO PAINTING, WALL COVERING, CARPET, VENT INSTALLATION.
17. CONTRACTORS SHALL NOT INTERRUPT ANY SERVICE TO ANY BUILDING TENANT WITHOUT THE CONSENT OF BUILDING MANAGEMENT.
18. CONTRACTORS ARE RESPONSIBLE FOR COMPLIANCE WITH BUILDING CONSTRUCTION MANUAL NOT BY BUILDING & ARCHITECT OF ANY CONFLICTS IN DOCUMENTS.
19. CONTRACTORS ARE RESPONSIBLE FOR PROTECTING BUILDING HVAC SYSTEMS FROM CONSTRUCTION DUST & DEBRIS. INSTALL & PERIODICALLY REPAIR FILTERS, REPAIR AND MAINTAIN FILTER & CLEAN DUCTWORK UPON COMPLETION OF WORK.
20. THE ASSIGNED ARCHITECTS SHALL HAVE NO RESPONSIBILITY FOR JOB SITE SAFETY ON THE PROJECT AND DOES NOT HAVE CHARGE OF THE WORK. THE CONTRACTOR SHALL HAVE FULL AND SOLE AUTHORITY FOR ALL SAFETY PROGRAMS AND PRECAUTIONS IN CONNECTION WITH THE WORK. WHEN THE ARCHITECTS ARE PRESENT AT THE SITE, WHETHER PARTICIPATING IN MEETINGS OR OBSERVING ANY OF THE WORK, SUCH PRESENCE SHALL ONLY BE FOR THE PURPOSE OF ENDEAVORING TO PROTECT AGAINST ANY DEFICIENCIES OR DEFECTS IN THE COMPLETED WORK, AND THE ARCHITECTS SHALL HAVE NO AUTHORITY TO TAKE ANY ACTION WHATSOEVER ON THE SITE REGARDING SAFETY PRECAUTIONS OR PROCEDURES.
21. ARCHITECTS NOT RESPONSIBLE FOR CHANGE ORDERS/CONSTRUCTION ADMINISTRATION/OBSERVATION.
22. ARCHITECTS NOT RESPONSIBLE FOR VERIFYING SHOP DRAWINGS.
23. CONTRACTOR TO VERIFY LOCATION OF DUCTWORK IN FIELD, DRAWINGS ARE FOR GRAPHICAL PURPOSES ONLY.
24. CONTRACTOR TO VERIFY LOCATION OF ELECTRICAL OUTLETS AND FEATURES IN FIELD.
25. CONTRACTOR TO VERIFY LOCATION OF PLUMBING FIXTURES AND PIPING IN FIELD.

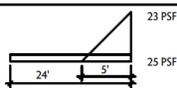
FINISH NOTES

1. ENSURE SURFACES TO RECEIVE FINISHES ARE CLEAN, TRUE, AND FREE OF IRREGULARITIES. DO NOT PROCEED WITH WORK UNTIL UNSATISFACTORY CONDITIONS HAVE BEEN CORRECTED.
2. REPAIR EXISTING SURFACES TO REMAIN AS REQUIRED FOR APPLICATION OF NEW FINISHES.
3. PROVIDE STRAIGHT, FINISH READY CARPENTERS AREAS, AND COVERED, TOP SET READY BENCHES AT REFINISHING AREAS, UNLESS OTHERWISE NOTED. PROVIDE MANUFACTURER'S PRE-FORMED OUTLETS DE CORNERS AT ALL OUTLETS OF CORNER LOCATIONS. DO NOT BEND OR FIELD FORM BASE AT OUTLETS OF CORNERS.

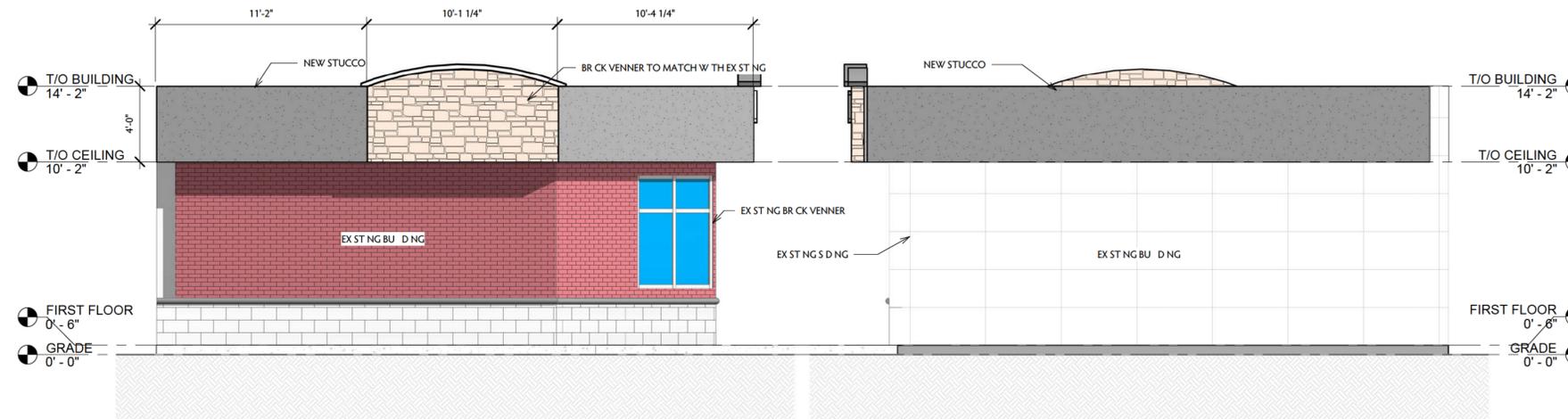
UNIFORM LOAD TABLE

USE (FLOOR & ROOF)	MIN. UNIFORM LOAD (P.S.F.)
DWELLING UNITS / SLEEPING ROOMS	40
COMMERCIAL FLOOR	100
CORRIDORS / STAIRS	100
EXTERIOR BALCONIES / ROOF DECKS	100
STAIRWAYS AND DRIVEWAYS	250
ROOF - UNIFORM	25 (SEE DR. FT. DIAGRAM)
PARTITION LOAD	15
SNOW LOAD (F.A.T.)	25
WALLS (WIND LOAD)	20 (SURFACE / UP FT)

ROOF



1 SOUTH ELEVATION
1/4" = 1'-0"

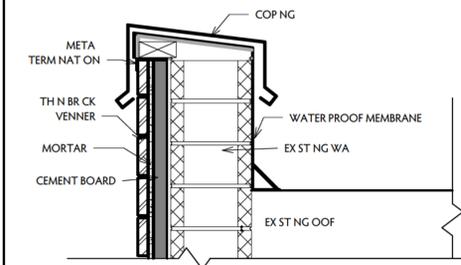


2 WEST ELEVATION
1/4" = 1'-0"

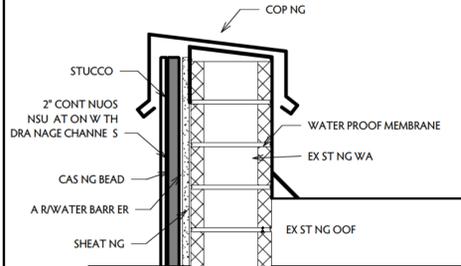
3 EAST ELEVATION
1/4" = 1'-0"



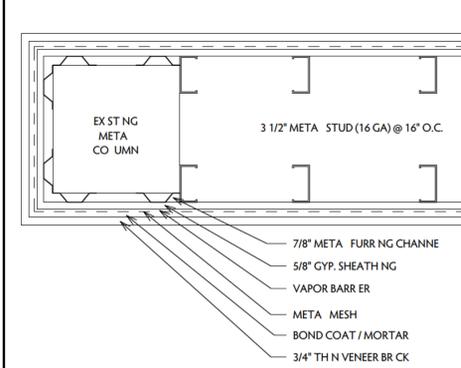
PARAPET WALL DETAILED WITH NEW THIN BRICK VENEER



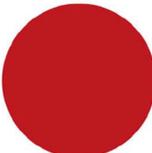
PARAPET WALL DETAILED WITH NEW EXTERIOR SIDING PANEL



COLUMN DETAIL



NOT FOR CONSTRUCTION
UNLESS STAMPED BY
APPROVING AUTHORITY.



PMPC
ARCHITECTS

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1025 TOWER RD,
WINNETKA, IL 60093

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ELEVATIONS

A500
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2. Screening

For at-grade equipment screening, see Sections IX.a (p.26), X.c.9 (p. 33), and XI.d.5 (p.57).

Mechanical equipment located at grade should be screened from view with a fence or wall that is constructed of the same materials as the adjacent building. Rooftop equipment that cannot be located out of view should be screened by walls constructed of materials sympathetic to those of the primary facade.

VIII. Materials

Building materials throughout the districts consist primarily of masonry and stucco. The existing buildings currently have a good palette of colors, textures and material mixes from which new materials should be selected. The masonry palette consists of wirecut, smooth and textured modular brick and rough-face and dressed limestone veneer. Rough-faced limestone should be limited to accent or base pieces only. The brick color palette should be restricted to those present in the district but can vary in color from reds to yellows and have varying levels of iron spotting. Pink or orange brick is not allowed.

English Tudor buildings obtain some of their character from the mix of materials used in the upper floors. Creative use of material combinations is encouraged to break up the massing. The number of facade colors should be minimized to maintain unified districts – white and cream stucco with reds and browns, emphasizing earth tones and eliminating saturated colors.

Commercial and Mixed Use: Acceptable materials include modular brick, rough-faced or dressed limestone and exterior grade stucco with wood trim. Wood, aluminum or vinyl siding, metals, rough/random lannon stone, concrete block (split face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher and the finish and articulation are acceptable. The finish of the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Institutional: Institutional buildings are encouraged to have monochromatic material selection such as modular brick, or rough-faced or dressed stone. Wood, aluminum or vinyl siding, metals, rough/random lannon stone, concrete block (split-face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher on secondary facades only and the finish and articulation are acceptable. The finish of the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Multiple-Family Residential: Acceptable material for multiple-family structures includes modular brick, limited areas of dressed limestone, and exterior grade stucco with wood trim. Wood siding is allowed on secondary facades on upper floors only. Aluminum or vinyl siding, metals, rough/ random lannon stone, concrete block (split face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher and the finish and articulation are acceptable. The finish of

the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Acceptable Materials:

a. Primary Facade

Commercial, Mixed Use, Multiple-Family and Institutional

- Modular face brick (See figure 43)
- Limestone (Limited to partial first floor only. Limestone is to be integrated with brick for multiple-family residential) (See figure 44)
- Cast stone, which clearly simulates stone, is limited to accent pieces such as belt courses, sills and shoes. (Split face or rusticated are not permitted.)
- Exterior grade stucco with wood trim (See figure 45)
- Wood siding (Multi family Residential only)



Figure 43

b. Secondary Facade

Commercial, Mixed Use, Multiple-Family and Institutional

- Modular face brick (See figure 43)
- Modular common brick
- Dressed limestone (Limited to first floor only) (See figure 44)
- Cast stone, which clearly simulates stone, is limited to accent pieces such as belt courses, sills and shoes. (Split face or rusticated are not permitted.)
- Exterior grade Stucco with wood trim (See figure 45)
- EIFS (upper floors only, troweled texture to resemble stucco) (See figure 46)



Figure 44

c. Roof materials

Commercial, Mixed Use, Multiple-Family and Institutional.

- Clay Tiles (See figure 47)
- Cement Tiles and Shingles
- Ceramic Tiles that simulate natural materials.



Figure 45



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: APRIL 15, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the April 15, 2022, Design Review Board meeting, the Board will continue its review of the Village's current window sign code requirements and design guidelines. The Board will also continue its discussion regarding any changes the Village should consider to our window sign code regulations and guidelines.

As was mentioned at the March meeting, staff has identified several businesses that have installed signs without a permit. Some of the signs appear to be compliant, while others do not. Prior to us reaching out to those businesses to discuss compliance, we first wanted to review the Village window sign requirements and guidelines to see if the Board would find it appropriate to amend our codes and guidelines. Then based upon any amended sign regulations, staff would reach out to businesses regarding compliance.

At the March 17, 2022, Board meeting, staff reviewed with the Board (1) a summary of the Village's window sign requirements and guidelines, (2) images of window signs that the DRB has approved since 2000, and (3) images of windows sign that had been installed without a sign permit. Due to the late hour, the Board continued discussion of potential code amendments to its next meeting. Attachment A is a copy of the March 17 presentation. Also attached is a copy of the Village's sign regulations as well as a copy of excerpts from the Village's Design Guidelines related to signs (Attachment B).

At the April meeting, staff will briefly rereview the existing window sign regulations and design guidelines and then present some ideas regarding how the Board may wish to consider amending the window sign regulations.

ATTACHMENTS

- Attachment A Presentation from the March 17, 2022, DRB Meeting, which summarizes the Village wall sign regulations and guidelines, includes images of Recently approved window signs, images of window signs recently installed without sign permits, and ideas for potential window sign code amendments
- Attachment B A Copy of the Village Sign Regulations and Excerpts form the Village Design Guidelines



VILLAGE OF WINNETKA

Attachment A

WINDOW SIGN REGULATIONS & GUIDELINES REVIEW

MARCH 17, 2022, DESIGN REVIEW BOARD MEETING

Community Development Department





WHAT IS A WINDOW SIGN?

"Window sign" means a sign, picture, symbol, or combination, applied or attached to the *exterior or interior* of a window, or located *within five feet of the interior side of a window* and displayed so that it is *visible from the exterior of the window*.

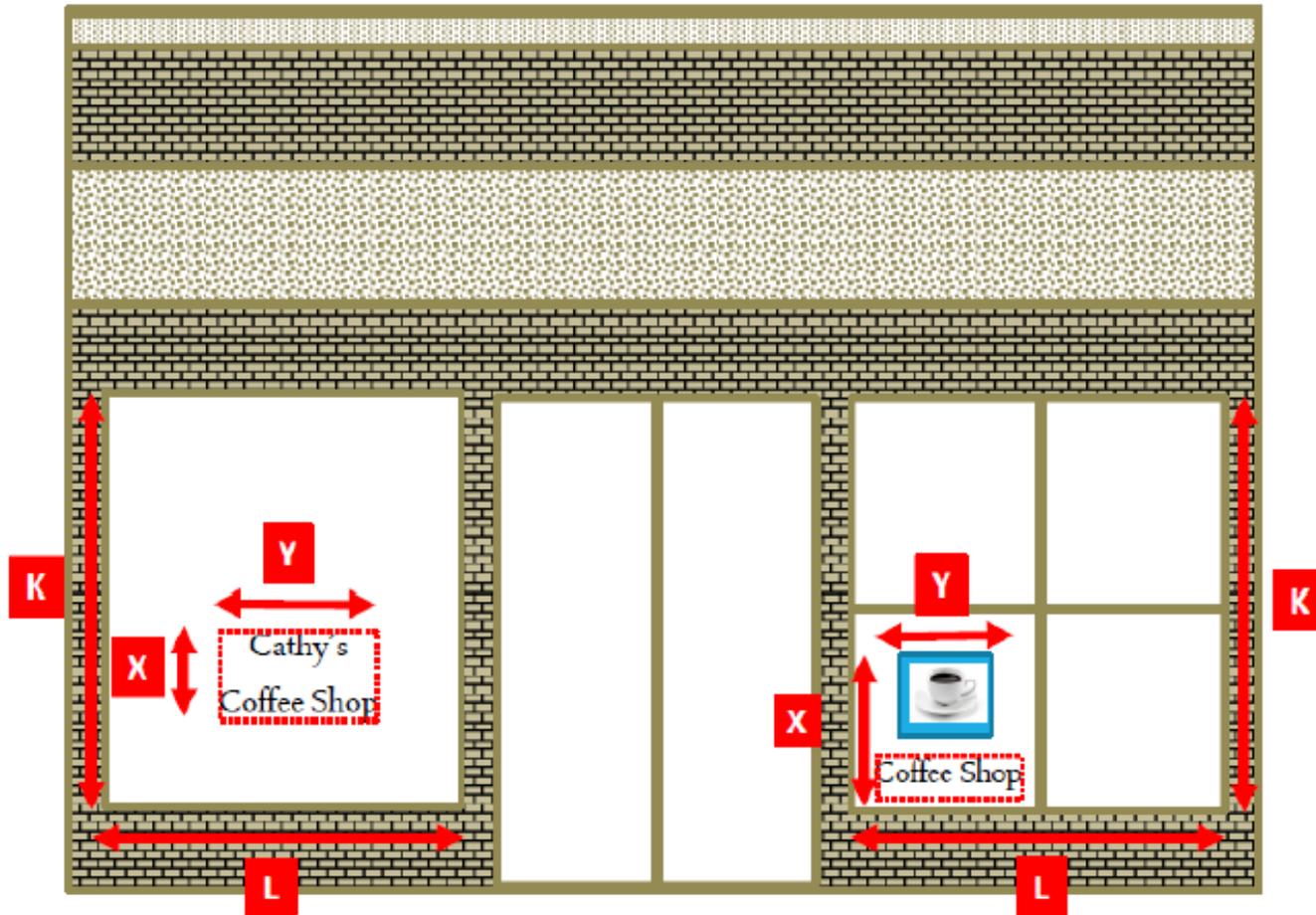
For purposes of this code, displayed merchandise or products shall not be considered a window sign.

Winnetka Sign Code Definition





WINDOW SIGN – SIGN CODE REQUIREMENTS



- May occupy no more than 10% of a window opening
$$\text{Sign Area/Window Area} = (X * Y) \div (K * L) \leq 10\%$$
- Shall not exceed 70 sf in area
- Internally illuminated signs are prohibited.





WINDOW SIGN – SIGN CODE INTERPRETATIONS



- A window sign may occupy no more than 50% of a doorway's glass area.
- Single windowpane/single section of window includes total window area between masonry columns or other building structural elements.





SIGN DESIGN GUIDELINES – GENERAL FOR ALL SIGNS



- Colors
 - Must harmonize with building.
 - Background colors limited to earth tones and primary colors (pastel, neon & secondary colors not allowed)
- Materials
 - Preferred materials – metal, plaque, brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron.
 - Materials not permitted – high reflective metallic





SIGN DESIGN GUIDELINES – GENERAL FOR ALL SIGNS

- Lighting
 - Should be lit by marquee or spot lighting (independent source)
 - Source of lighting not visible from street, sidewalk or dwelling.
 - Industrial fixture not permitted





SIGN DESIGN GUIDELINES – WINDOW SPECIFIC



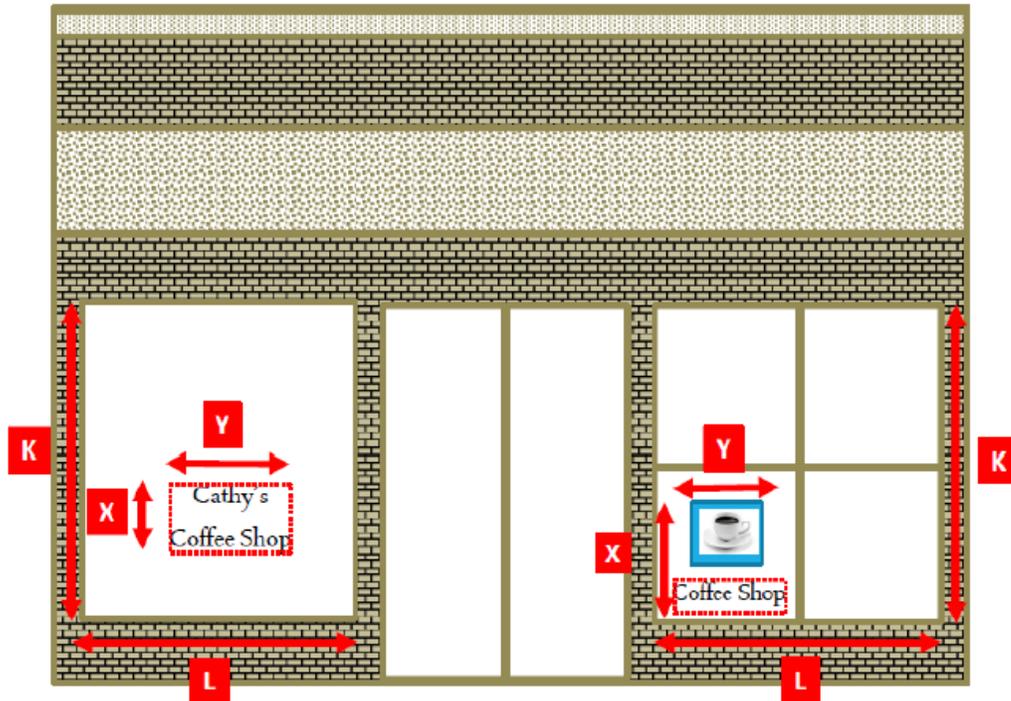
- Floating Signs
 - Behind glass at transom or sill of the store front.
 - Lit from separate source
- Decal Signs
 - Painted or vinyl letters and numbers.
 - Within transom or lower section of storefront window so as not to interfere with merchandising
 - 50% of transom area
 - 10% of window area
 - Text size
 - Store hours – 2"
 - All Other - 6"





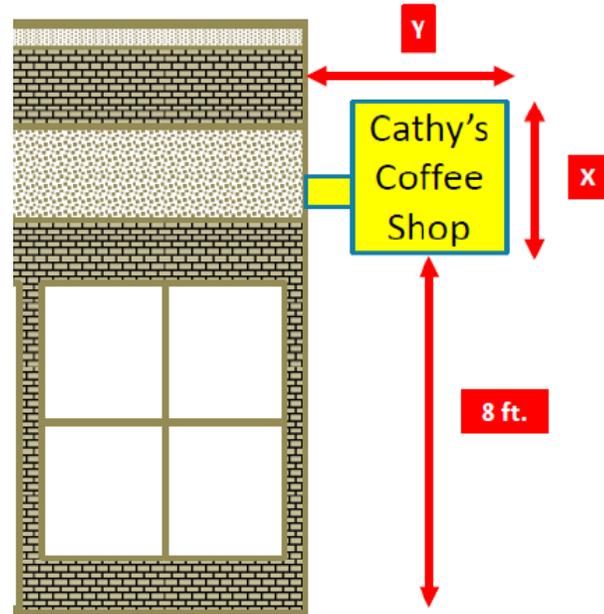
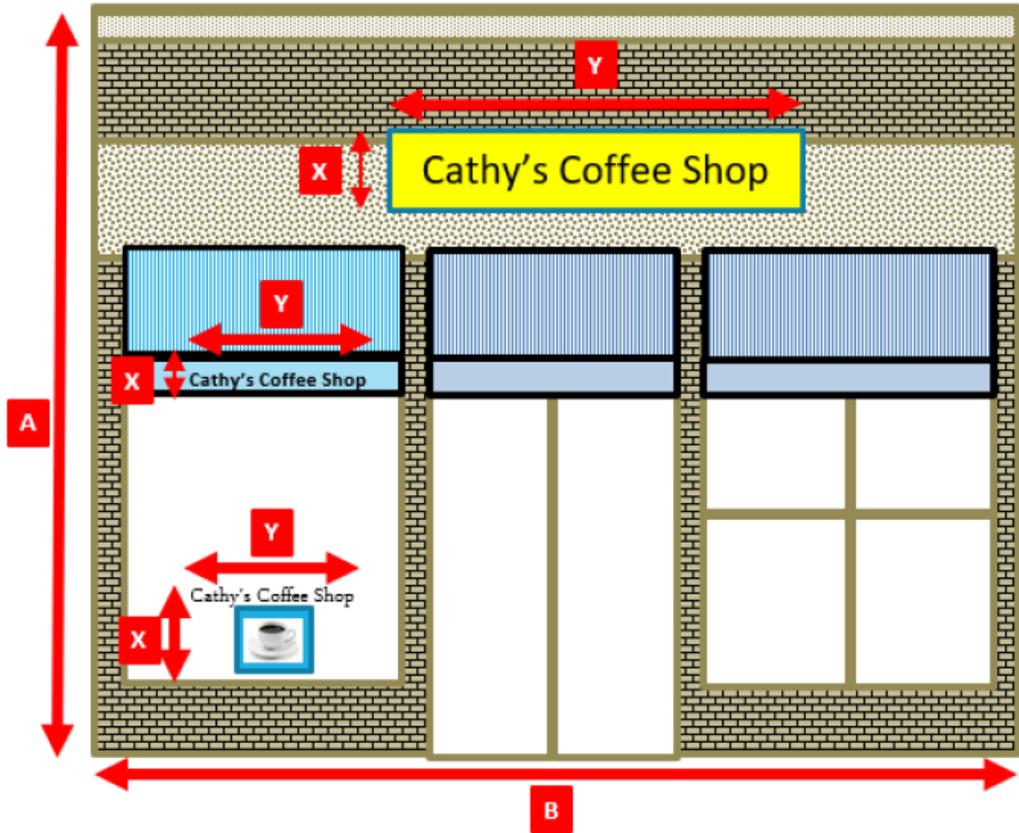
WINDOW SIGN DESIGN GUIDELINES – INTERPRETATIONS

- Window graphics should be applied as “second surface” graphics (e.g., mounted on interior of window glass.)





A BUSINESS MAY HAVE THE FOLLOWING TYPES OF PERMANENT BUILDING SIGNS



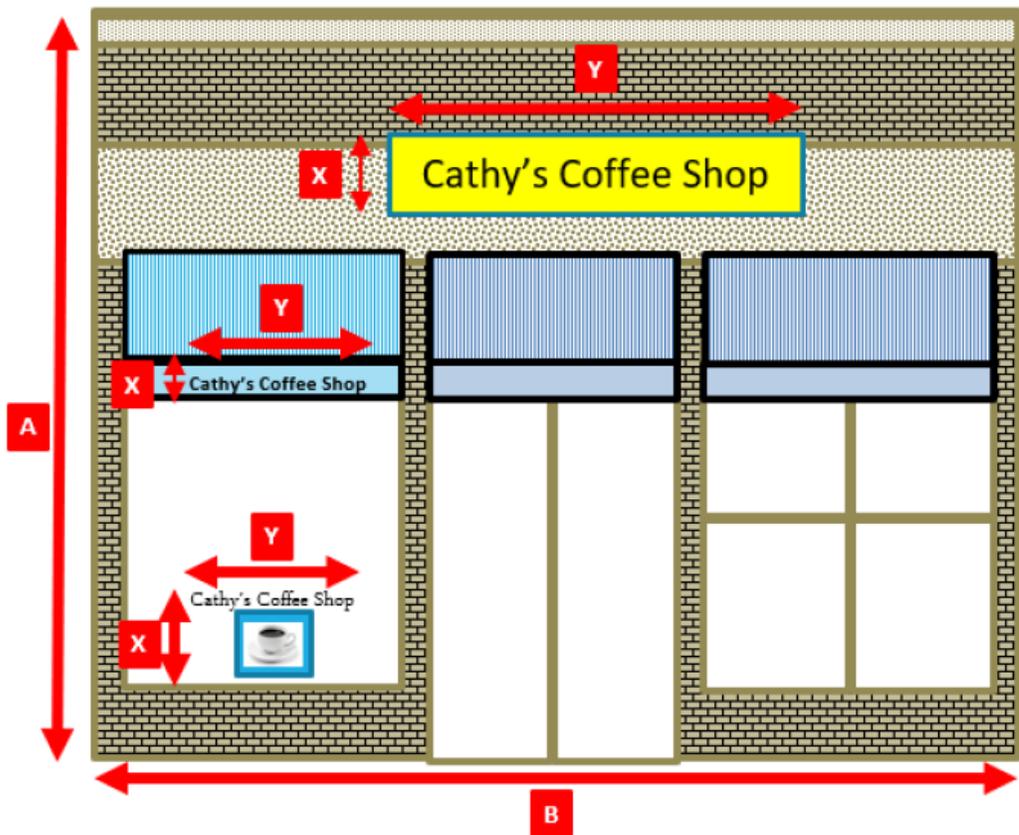
- Window
- Wall
- Awning
- Projecting





BUILDING SIGNS – TOTAL SIGN AREA LIMITATIONS

10



The total area of all **wall signs**, **window signs**, and **awning signs** may be no more than 15% of the area of street exposure

$$\text{Total Street Exposure} = A * B$$

(Wall Sign Area + Window Sign Area + Awning Sign Area) \leq 15% of Total Street Exposure





TEMPORARY BUSINESS WINDOW SIGNS ALLOWED WITHOUT A PERMIT

11

- Are allowed to advertise special sales of merchandise or special commercial events
- May not be illuminated
- Shall be no more than 8 square feet in area and the total area of all window signs, both temporary and permanent, shall not exceed 10% of window area
- Shall not be displayed for more than 30 days.

"Temporary sign" means a sign that is not designed, constructed or intended for long-term use and that is not permanently mounted.

Interpretation - Temporary window signs for community events are allowed without permits and do not count toward 10% rule.





SIGNS REVIEWED BY DRB AND SINCE INSTALLED (2020 TO TODAY)





EAST ELM

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
552	Lincoln	Mitch's Cookies	7.50	7.13%	8"	Center	Projecting





EAST ELM

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
574	Lincoln	Mandarine Home	5.89	3.80%	< 6"	Center	Wall & Projecting
550	Lincoln	Balloons & Paper	3.60	6.13%	8'	Center	Wall



Not included with Sign Permit





EAST ELM

Street #	Street Name	Business Name	Sign Area Square Feet Approved	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
561	Lincoln	Kaleidoscope Floral	7.50	6.73%	6"	Center	Awning



Approved



Installed





WEST ELM

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
556	Chestnut	La Taquiza - Window 1	6.59	7.77%		Center	None
556	Chestnut	La Taquiza - Window 2	6.59	7.77%	1.82	Center	None
556	Chestnut	La Taquiza - Window 3	6.59	17.00%	1.82	Center	None
556	Chestnut	La Taquiza - Window 4	2.99	10.90%	1.58	Lower Section	None





WEST ELM

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
566	Chestnut	Fizz & Pop - Window 1	2.00	5.73%	3.75"	Lower Section	None
566	Chestnut	Fizz & Pop - Window 2	6.00	8.60%	5"	Lower Section	None
559	Chestnut	Bunny & Babe	5.27	7.90%	2.5"	Center	Awning





WEST ELM

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
818	Elm Street	Bliss (Elm side)	24.82	28.98%	38"	Center	None
818	Elm Street	Bliss (Chestnut side)	11.09	20.62%	25"	Center	None





HUBBARD WOODS

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
913	Green Bay	Arch Glow	3.21	7.78%	2"	Lower Section	None
911	Green Bay	Munder Skiles	3.65	6.65%	5"	Lower Section	None





HUBBARD WOODS

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
901	Green Bay	Rebel House - Window 1	3.30	5.90%	1.3'	Center	None
901	Green Bay	Rebel House - Window 2	3.30	5.90%	1.3'	Center	None
901	Green Bay	Rebel House - Window 3	1.29	6.08%		Center	None





HUBBARD WOODS

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
874	Green Bay	Kameo Vintage	6.76	7.95%		Upper Section	None
874	Green Bay	Ciao Bella Sewing - Window 1	4.00	9.22%	6"	Center	None
874	Green Bay	Ciao Bella Sewing - Window 2	4.00	6.10%	6"	Center	None



Sign band appears larger than approved





HUBBARD WOODS

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
894	Green Bay	Pedago - Each Sign	2.22	10.00%	8.4"	Bottom	Awning
890	Green Bay	State Farm	4.67	8.41%	6"	Lower Section	Wall





SIGNS RECENTLY INSTALLED WITHOUT A SIGN PERMIT





SARAH DIPPOLD HOME – 906 GREEN BAY

24



**Window sign installed without a permit, business opened in Summer 2019.
Likely compliant**





KMK LUXURY CONSIGNMENT – 930 GREEN BAY

25



- Window sign installed without permit, possibly exceeds 10% of window area.
- Moved to current location in January of 2021.





NORTH SHORE BARBERSHOP – 1083 GAGE

26



- Window sign installed without sign permit and possibly exceeds 10% of window area.
- Business opened in 2019, expanded space in late 2021.





ONCE UPON A BAGEL - 1050 GAGE

27



- Frequent ancillary signage and take-out window signage installed in 2021 without permit.
- Total signage area may exceed 15% of overall storefront area.





EXCELLENT CLEANERS – 1046 GAGE



- Window sign installed without permit and possibly exceeds 10% of window area.
- Signage installed as early as September of 2016.





ALCHEMY AND CLOTHE – 897 GREEN BAY

29



- **Window sign was installed without permit in December of 2020.**
- **Applicant was made aware of sign permit process during walk-through.**
- **Likely compliant**





BLISS SALON – 818 ELM



- Variation for window sign exceeding 10% area was not approved by DRB, areas of 28.98% and 20.62%, respectively.
- DRB offered until February of 2022 to update signage to compliance.





MICHELLE'S CLEANER – 805 ELM

31



Projecting sign was installed without permit and possibly exceeds sign code standards.





1920, THE TRAVEL STORE – 807 ELM



Signage was installed without permit and possibly exceeds sign code standards.





CHESTNUT STREET FLOWERS – 547 CHESTNUT

33



- Window sign was installed without permit and might exceed 10% of window area.
- Sign installed sometime after September of 2018.





CLASSIC KIDS PHOTOGRAPHY – 566 CHESTNUT



- Window sign was installed without permit, as early as September of 2016.
- Signage includes excess ancillary signage.





MAISON DU PRINCE – 566 CHESTNUT



- Window sign was installed without permit in early 2020.
- Business informed by DRB of sign compliance by February of 2022.
- Signs exceed 10% window area by 26.5%, 12.4%, 26.5%, and 12.4% respectively.





SOUPECUREAN – 566 CHESTNUT



- Window sign was installed in July of 2020 without permit, excessively exceeds 10% of window area.
- Business informed by DRB of sign compliance by February of 2022.





JEWELBOX DRESS COMPANY – 723 ELM

37



Window sign was installed without permit in November of 2020, possibly exceeds 10% of window area.





BLOWDRY BOUTIQUE – 717 ELM



Window sign was installed without permit in November of 2020 and likely exceeds 10% of window area.





THE 60'S BEAUTY LASH – 572 LINCOLN

39



Window sign deviates from approved permit specifications in 2014, likely exceeds 10% of window area.





At the March 17, 2022, DRB Meeting,
the Board stopped at this slide.

SIGN VARIATIONS





SIGN VARIATION STANDARDS (SEC. 15.60.250)

41

C. Variations shall be permitted only if:

1. They are in harmony with the general purpose and intent of this chapter; and
2. The plight of the petitioner is due to ***unusual circumstances***; and
3. There are ***practical difficulties or particular hardship in the way of carrying out the strict requirements*** of this chapter; and
4. The variation will not alter the essential character of the locality.





SIGN VARIATIONS (SEC. 15.60.250)

E. Notwithstanding the provisions of this section, the Sign Board **shall not** have the power to:

1. **Permit signs that are prohibited;**
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.





PROHIBITED SIGNS

- A. Animated signs & signs and displays consisting of a string, cluster or series of lights
- B. Internally illuminated signs;
- C. Translucent awnings signs;
- D. Changeable copy signs, other than gasoline price signs, incidental signs, portable menu board signs, display case signs;
- E. Building roof signs (e.g., attached to, located upon, or located above the roof eave line);
- F. Signs painted directly on the wall of a building, fence, or similar structure;
- G. Off-premises sign
- H. Any sign not specifically permitted by the provisions of this chapter is prohibited.





POTENTIAL WALL SIGN REQUIREMENT/ GUIDELINE AMENDMENTS





SIGN ~~VARIATION~~ EXCEPTION STANDARDS – POTENTIAL AMENDMENTS

- C. ~~Variations~~ Exceptions shall be permitted only if:
1. They are in harmony with the general purpose and intent of this chapter; and
 2. ~~The plight of the petitioner is due to unusual circumstances;~~ **Given the design of the building and its elements or the design of site on which the building is located, the character of the community would be more appropriately served by granting an exception to the sign regulations,** and
 3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ **The design of the sign better complements the design of the building's architectural elements or better allows the viewing of store products or services than the standard sign code requirements would allow, and**
 4. The ~~variation~~ exception will not alter the essential character of the locality.





SIGN VARIATIONS - POTENTIAL AMENDMENTS

E. Notwithstanding the provisions of this section, the Sign Board shall not have the power to:

1. Permit signs that are prohibited, **unless it can be demonstrated the exception would allow such a type of sign that historically had been used on the subject site;**
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.





SIGN DEFINITION

- **“...within 5 feet of interior side of window...and visible from exterior (Winnetka)**
- **“...within 12” of window surface & visible from street” (Oak Park)**
- **“...placed within 18 inches of glass” (Lake Forest)**
- **“... within 3 feet of window & plainly visible from exterior...” (Glencoe)**





SIGN AREA MAXIMUMS

- **Permanent & Temporary – 10% of glass area (Winnetka)**
- Permanent – 10% of window area, **if no wall or awning signs, permitted up to 20%**
(Limit one)
Temporary – 15% of window area, limited to 8 weeks
Temporary & Permanent – 20% of window area (**Wilmette**)
- Permanent – 10% of total area of all windows or 6 SF
Temporary – **20% of all windows on ground floor**, 30-day limit
(**Highland Park**)
- Permanent – **20 % of glass area**
Permanent & Temporary – 40% of glass area
(**Arlington Heights**)





WINDOW SIGN GUIDELINE IDEAS

- Height of sign limited to 1/3rd height of glass area; Width of sign limited to 90% glass width **(Lake Forest)**
- Sign shall not extend over or through architectural features, including but not limited to window muntins **(Barrington)**
- Should be limited to individual letters and logos. **(Barrington)**





ADMINISTRATIVE REVIEW OR ALLOWED WITHOUT A PERMIT

Are there certain window signs that should be allowed without a permit or administratively reviewed? Potential examples:

1. Window signs that meet the following **do not require sign permits**:
 1. Consist of individual letters and logos;
 2. Meet sign area requirements,
 3. Located in the lower one-third of the window, **and**
 4. Meet all other identified guidelines (e.g., letter size, color, etc.)

2. Window signs that comply with the following **can be administratively approved**:
 1. Meet sign area requirements,
 2. Located in the lower 50% of the window, **and**
 3. Meet all other identified guidelines (e.g., letter size, color, etc.)



Chapter 15.60 - SIGNS

Sections:

- 15.60.010 Title.
 - 15.60.020 Scope.
 - 15.60.030 Intent.
 - 15.60.040 Rules of construction.
 - 15.60.050 Definitions.
 - 15.60.060 Prohibited signs.
 - 15.60.070 Exempt signs.
 - 15.60.080 Signs allowed without a permit.
 - 15.60.090 Permitted temporary signs.
 - 15.60.100 Signs on residential properties.
 - 15.60.110 Signs of religious, charitable, educational, and other specified organizations.
 - 15.60.120 Commercial signs.
 - 15.60.130 General standards.
 - 15.60.140 Sign permit procedures.
 - 15.60.150 Certificate of appropriateness.
 - 15.60.160 Amendment to permit work.
 - 15.60.170 Expiration and revival of permits.
 - 15.60.180 Failure to complete work.
 - 15.60.190 Review of existing permanent signs.
 - 15.60.200 Nonconforming signs.
 - 15.60.210 Unlawful display deemed nuisance.
 - 15.60.220 Enforcement, penalties and revocation of permit.
 - 15.60.230 Violation of regulations.
 - 15.60.240 Appeals.
 - 15.60.250 Variations.
 - 15.60.260 Liability for damages.
- * Prior ordinance history: Ord. MC-192-97.

Section 15.60.010 Title.

This chapter shall be known, cited, and referred to as the Winnetka Sign Code.
(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.01)

Section 15.60.020 Scope.

This chapter governs and controls the erection, enlargement, expansion, alteration, operation, maintenance, relocation, and removal of all signs within the Village that are visible from any street, sidewalk, or public or private common open space. This chapter relates to the location, type, materials and size of signs within the various zoning districts established by Title 17 of this code (the Winnetka Zoning Ordinance), and is in addition to the provisions of Title 15 of this code (the Winnetka Building Code) that apply to the

Chapter 15.60 - SIGNS

location, construction, installation, operation, maintenance, and electrical wiring of signs and their sources of illumination.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.02)

Section 15.60.030 Intent.

This chapter is intended to reduce visual confusion; to restrict signs that overload the public's capacity to receive information or that distract attention, obstruct vision or otherwise increase the risk of accidents, personal injury or property damage; to enable the public to locate goods, services and facilities in the Village without difficulty or confusion; to encourage a high quality of development and excellence in the design of signs throughout the Village; and to promote the use of signs that are appropriate to the type of activity to which they pertain as well as expressive of the identity of the proprietors of the premises on which they are located.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.03)

Section 15.60.040 Rules of construction.

A. In the event any provision of this Sign Code is in conflict with any provision of the Building Code, or with applicable statutes, the provision imposing the stricter regulation, as determined by the Director, shall prevail unless otherwise provided by law.

B. Words used in the singular shall include the plural and words used in the plural shall include the singular.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.04)

Section 15.60.050 Definitions.

A. Terms Defined in Other Ordinances and Codes. Terms used in this chapter, but not otherwise defined, shall have meanings ascribed to them in the Zoning Ordinance, Building Code or this code.

B. Definitions. For the purposes of this chapter, certain words and phrases are defined as follows:

"Animated sign" means a sign that uses flashing or moving parts, bright color or light, or movement of any kind. Examples of such signs include pennants, banners, streamers, balloons, search lights, beacons and flashing lights.

"Area of an exposure" means the area of a building wall facing in one principal direction, including doors and windows contained in the wall; except that where a wall is irregular in plane, the area of an exposure shall be based on the area of a projection of the wall upon a plane parallel with the nearest adjacent street.

"Awning" means a structure attached to a building, typically made of tubular frame and covered with canvas, vinyl or similar soft material.

"Backlit illumination" means a method of illumination by which the sign is illuminated from within and the light is projected back onto the support surface to create a halo effect around the sign copy. Such signs are usually fabricated from opaque materials which do not allow light to filter through the face or sides of the sign, and thus only illuminate the

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wall the sign is affixed to. "Backlit illumination" also is commonly referred to or known as "halo" illumination.

"Blade sign" means a projecting sign that is mounted perpendicular to the surface of a wall.

"Board" means the Winnetka Design Review Board.

"Building Code" means Title 15 of the Winnetka Village Code.

"Building marker" means a permanent sign indicating the name of a building, the date and other incidental information about its construction, and which is cut into a masonry surface or made of bronze or other permanent material.

"Building Officer" has the same meaning ascribed to it in the Building Code.

"Bulletin board" means a permanent sign that identifies an institution or organization on whose premises it is located and which contains greetings, announcements of events, hours, or similar messages which may consist of changeable letters.

"Business sign" means a sign that directs attention to a business or profession conducted, or to a commodity or service sold, offered, or manufactured, or to an entertainment offered, on the premises where the sign is located and which is limited in content to the name and generic description of the business or product.

"Changeable copy sign" means a sign other than a bulletin board, all or part of which uses characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered an animated sign, and not a changeable copy sign for purposes of this code.

"Civic event sign" means a temporary sign announcing an event of a religious, civic or philanthropic organization.

"Commercial message" means any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

"Court yard" means an area of open space, other than a parking lot or loading area, that abuts a public street, is walled by buildings on three sides and is open to the public.

"Directional sign" means a sign limited to information and directions necessary for the safety or convenience of persons coming on the property, including signs marking entrances and exits, parking areas, one-way drives, pickup and delivery areas, and the like.

"Director" means the Director of Community Development or authorized representatives.

"Display case sign" means a changeable sign attached to the exterior wall of a building, the message of which is communicated by the posting of one or more sheets of paper and not by individual characters, letters, or illustrations.

"Externally illuminated sign" means a sign that is illuminated by directing a source of artificial light at the face of the sign or that is illuminated by backlit illumination.

"Freestanding sign" means a sign attached to a completely self-supporting structure such as a pole or brace placed on, or anchored in or below the ground, and not attached to any building or similar structure.

"Garage sale" means a sale that is open to the general public and is conducted from or on property zoned or used for a single-family residence, for the purpose of disposing of

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personal property owned by one or more persons residing in the single-family residence on the property and which was acquired in the normal course of living in or maintaining the residence, rather than for purpose of resale.

"Incidental sign" means a small sign, emblem or decal informing the public of goods, facilities or services available on the premises, such as a credit card sign or a sign indicating hours of business; provided, the cumulative area of such signs on any premise does not exceed one square foot.

"Internally illuminated sign" means a sign that is illuminated by a source of artificial light that directs the light through one or more translucent surfaces of the sign from within or behind it, rather than at the face of the sign. Internally illuminated signs include neon signs and similar illuminated gaseous tube signs with exposed lighting components.

"Nameplate sign" means a nonelectric on-premises sign giving the name, address and/or occupation of an occupant or group of occupants of the building or premises on which the sign is located.

"Portable sign" means any sign designed to be moved easily and not permanently attached to a building, structure or the ground, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames; menu board and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless the vehicle is used in the normal day-to-day operation of the business.

(Amended MC-7-2002 § 2, 08/06/02)

"Projecting sign" means a sign affixed to a building or wall in such a manner that its leading edge extends more than twelve (12) inches beyond the surface of the building or wall.

"Public street" means the area lying within the described limits of a dedicated right-of-way or thoroughfare for vehicular traffic (excluding an alley), whether or not so used.

"Sign" means any fixture, placard or structure that is readily visible from any street, sidewalk or public or private common open space and that uses any color, form, graphic, illumination, symbol or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

"Sign Board" means the Winnetka Sign Board of Appeals.

"Street exposure" means the exterior wall (including doors and windows) of a building having its frontage on a public street or a court yard. If a building is occupied by more than one person or entity, the street exposure for each portion of the building so occupied is the street exposure of the portion of the building wall included in the space occupied by such occupant.

"Temporary sign" means a sign that is not designed, constructed or intended for long-term use and that is not permanently mounted.

"Wall sign" means a sign that is attached substantially parallel to, but within twelve (12) inches of, a wall, or is erected and confined within the limits of an outside wall of any building or structure, is supported by such wall or building, displays only one sign surface and does not project above the highest point of a building with a flat roof, or above the eave line of a building with gable, hip, gambrel or mansard roof, or beyond the end of the building or street exposure.

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"Window sign" means a sign, picture, symbol, or combination, applied or attached to the exterior or interior of a window, or located within five feet of the interior side of a window and displayed so that it is visible from the exterior of the window. For purposes of this code, displayed merchandise or products shall not be considered a window sign.

(MC-3-2021 § 2, Amended, 5/4/2021; MC-3-2020 § 2, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.05)

Section 15.60.060 Prohibited signs.

No person shall display any sign of the following prohibited types, or in the following prohibited locations:

A. Animated signs and signs and displays consisting of a string, cluster or series of lights, except those permitted in connection with civic, patriotic or religious holidays in accordance with Section 15.60.090(A)(3);

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

D. Changeable copy signs, other than gasoline price signs erected at automobile service stations, incidental signs, portable menu board signs displayed in accordance with Section 15.60.080 J, display case signs in accordance with Section 15.60.120(B)(7), and that portion of bulletin board signs erected in accordance with Section 15.60.110(A)(5) of this chapter;

E. Signs that are attached to the roof of any building, or that are located upon or above a roof, or above the eave line of a roof;

F. Signs painted directly on the wall of a building, fence, or similar structure;

G. (Repealed.)

H. Signs that advertise or direct attention to a business, commodity, service or entertainment conducted or offered for sale at a place other than the premises on which the sign is located. This prohibition shall not apply to signs that are located inside a building and direct attention to noncommercial events or organizations;

I. Off-premises signs that advertise or direct attention to a garage sale;

J. Signs on or attached to any utility pole, street light or lamp post, or placed or displayed on a public street, sidewalk, alley or parkway, except (1) banners, portable menu board signs or portable sandwich board signs displayed in accordance with Section 15.60.080. J and (2) signs erected for orderly traffic control and other municipal or governmental purposes;

K. Any sign not specifically permitted by the provisions of this chapter is prohibited.
(MC-3-2020 § 3, Amended, 8/18/2020; Ord. MC-7-2002 § 3, 08/06/02; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.06)

Section 15.60.070 Exempt signs.

Signs, flags and emblems of and on the premises of the United States, the state, the Village, and other municipal corporations and public bodies of the state shall be exempt from the regulations of this chapter. Murals and building decorations not an integral part of a sign are not considered signs for the purpose of this chapter.

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(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.07)

Section 15.60.080 Signs allowed without a permit.

The following signs shall be allowed without a permit; provided that the sign is not prohibited by Section 15.60.060 of this chapter and that it complies with Section 15.60.130 of this chapter.

- A. Permitted, nonilluminated temporary signs, as provided in Section 15.60.090;
- B. Permitted, nonilluminated signs on single and two-family dwellings, as provided in Section 15.60.100(A);
- C. Permitted, nonilluminated signs of organizations, as provided in Section 15.60.110; provided, the area of any such sign does not exceed eight (8) square feet;
- D. (Repealed.)
- E. Memorial plaques, building markers, cornerstones, historical plaques and similar designations displayed for noncommercial purposes; provided that, the area of any such signs does not exceed six (6) square feet;
- F. Signs and pavement markings required by the police, fire or other governmental departments for the safety and convenience of the public;
- G. Street or house number signs not exceeding one and one-half square feet in area;
- H. Nonilluminated directional signs that do not contain a commercial message, logo or illustration, and that do not exceed three square feet in area;
- I. Incidental signs that do not exceed one square foot in area.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.08)

J. Self-supporting portable menu board signs displayed at restaurants or other food service establishments that offer food service for consumption on the premises, subject to the following limitations:

- 1. The signs shall be no more than 24 inches wide and 36 inches high, including support elements.
- 2. No restaurant or food service establishment shall be allowed more than one such sign.
- 3. The signs may be displayed only during the hours that the business is open to the public.
- 4. The signs may be placed on a public sidewalk, provided they do not extend more than two feet from the face of the building.
- 5. The signs may only be displayed between May 1 and November 30 of each year.
- 6. The proposed location of a sign for a restaurant with outdoor seating shall be depicted on the site plan submitted with the application for the outdoor seating permit and the sign shall be placed only in the location specified on the approved outdoor seating plan.
- 7. Notwithstanding the foregoing, the Village reserves the right to order the relocation or removal of any menu board sign if the Director determines that the sign poses a safety hazard for pedestrian or vehicular traffic.

K. Any outdoor sign located on residential property that pertains to an election or political campaign; provided, that no such sign shall be more than eight (8) square feet in area.

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L. Subject to the approval of the Village Council, banners displayed on any utility pole, street light or lamp post in the Hubbard Woods or Elm Street business districts, provided the Village Council determines that the banner is not a commercial or political advertisement.

(Amended MC-7-2002 § 4, 08/06/02; Amended MC-3-2003, 03/04/03; Amended MC-1-2011, 2/8/11; Amended MC-7-2012 § 2, 10/16/12)

Section 15.60.090 Permitted temporary signs.

A. Signs Permitted. The following temporary signs shall be allowed without a permit; provided, they meet the requirements of this section; and provided further, that, unless specifically provided otherwise, the area of the sign shall not exceed eight (8) square feet:

1. Nonilluminated real estate signs, advertising the sale or lease of the lot or premises on which they are located; provided that, any such sign shall be less than six feet in height. No more than one such sign shall be allowed on the lot or premises, except that on corner lots, there may be one such sign facing each street. All such signs shall be removed within seven days after the sale or lease of the premises.

2. Nonilluminated construction-site signs identifying the parties engaged in the design and construction on the lot or premises on which they are displayed, subject to the following conditions.

a. Any sign in a residential zoning district shall have an area of no more than eight square feet in area nor shall the top of the sign be more than six feet above grade.

b. Any such sign in a nonresidential zoning district shall be no more than sixteen (16) square feet in area nor shall the top of the sign be more than twelve (12) feet above grade.

c. No more than one such sign shall be allowed on the lot or premises.

d. All such signs shall be removed within seven days after completion of the work to which the sign pertains, as determined by the Director.

3. Decorations displayed in connection with civic, patriotic or religious holidays, except that they shall be removed within seven days after the specific holiday.

4. Certain signs pertaining to elections or political campaigns, and signs displayed by civic, philanthropic, religious or educational organizations regarding an event sponsored by the organization, subject to the following conditions:

a. No outdoor sign on non-residential property that pertains to elections or political campaigns shall be more than eight (8) square feet in area;

b. No sign that is for an event sponsored by a civic, philanthropic, religious or educational organization and that is located on the exterior of the premises of the organization sponsoring the event shall be more than thirty-two (32) square feet in area;

c. No sign that is for an event sponsored by a civic, philanthropic, religious or educational organization and that is located in an exterior location other than on the premises of the organization sponsoring the event shall be more than eight (8) square feet in area; and

d. Any sign subject to this paragraph 4 shall be removed no later than seven days after the election or event for which it was displayed.

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5. Window signs displayed on nonresidential premises located in a commercial zoning district to advertise special sales of merchandise or special commercial events, subject to the following conditions:

- a. No such sign may be illuminated,
- b. No such sign shall be more than eight square feet in area and the total area of all window signs, both temporary and permanent, shall not exceed the ten (10) percent limitation for window signs as provided in Section 15.60.120(B)(1)(d),
- c. No such sign shall be displayed for more than thirty (30) days;

6. Nonilluminated garage sale signs displayed on the residential property on which the sale is conducted, subject to the following conditions:

- a. No such sign shall be more than eight square feet in area,
- b. No more than one such sign shall be permitted on the lot or premises, except that on corner lots one such sign may face each street,
- c. No such signs shall be displayed for more than seventy-two (72) hours.

7. Signs such as banners, balloons, and similar devices that are displayed on residential property in a single-family residential zoning district to announce a birth, birthday, anniversary or similar special occasion; provided, no such sign shall be displayed more than twelve (12) hours before the occasion, and no such sign shall be displayed for more than forty-eight (48) hours.

B. Removal of Signs. All signs permitted by this section shall be removed by the person displaying it. The director is authorized to remove any such sign that has not been removed within the time limits established by this section whenever such removal can be accomplished without entering a nonpublic portion of any building. In addition to any other penalty provided by this code, the person responsible for the posting or displaying of such sign shall pay the Village for the removal, such fee to be established by resolution of the Village Council.

(MC-7-2012 § 3, Amended 10/16/12; 10/16/12; Ord. MC-1-2011, 2/8/2011; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.09)

Section 15.60.100 Signs on residential properties.

A. Single-Family and Two-Family Dwellings. No sign shall be displayed on any building or premises or part of such building or premises used for residential purposes, regardless of the zoning district in which it is located, and on any vehicles parked or stored on such residential property so as to be readily visible to the general public, except for the following permitted signs:

1. Signs exempted from this chapter pursuant to Section 15.60.070;
2. Signs allowed without a permit pursuant to Section 15.60.080;
3. Temporary signs permitted pursuant to Section 15.60.090;
4. One nameplate sign not exceeding two square feet in area;
5. Noncommercial signs behind or affixed to windows and doors, including signs prohibiting solicitors and identifying security services; and
6. Lawn signs prohibiting solicitors or identifying security services.

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B. Multifamily Dwellings. In addition to signs permitted by subsection A of this section and any other signs permitted in this chapter by reason of any commercial use of the first floor, a multifamily dwelling building may display one nameplate sign not exceeding three square feet in area; provided, the permit requirements of Section 15.60.130 have been met. (Ord. MC-209-98 § 2 (part), 1998; prior code § 27.10)

Section 15.60.110 Signs of religious, charitable, educational, and other specified organizations.

A. Signs Permitted. No sign shall be displayed on the building or premises of a religious, philanthropic, civic, charitable or private educational institution or organization or any private club, except for the following:

1. Signs exempted from this chapter pursuant to Section 15.60.070;
2. Signs allowed without a permit pursuant to Section 15.60.080;
3. Temporary signs permitted pursuant to Section 15.60.090;
4. Signs, identifying the name or nature of the institution or organization; and
5. Bulletin board and changeable copy signs.

B. Size of Signs. The total area of all signs permitted by subsections (A)(4) and (5) of this section shall not exceed fifty (50) square feet, and no one sign shall exceed thirty (30) square feet in area.

C. Off-Premises Directional Signs. No more than two off-premises directional signs, neither of which shall have an area of more than four square feet, shall be permitted for each such institution; provided, the size, location, placement, design and color of such signs is approved by the Board.

(Ord. MC-209-98 § 2 (part), 1998; prior code § 27.11)

Section 15.60.120 Commercial signs.

A. Defined. All signs not included or regulated in Sections 15.60.080, 15.60.090, 15.60.100 and 15.60.110 and not exempt pursuant to Section 15.60.070 shall be deemed to be commercial signs for the purposes of this chapter, regardless of the zoning district in which the signs are located.

B. Regulations. Commercial signs of any type not prohibited by Section 15.60.060 may be displayed, subject to obtaining a permit pursuant to this chapter; provided, they comply with the following regulations and the general standards set forth in Section 15.60.130:

1. Wall Signs and Window Signs.
 - a. No wall sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.
 - b. No wall sign or window sign shall exceed seventy (70) square feet in area.
 - c. Wall signs shall be placed substantially parallel to the surface of the wall.
 - d. Window signs may be displayed on the street exposure or nonstreet exposure windows of an occupant; provided that, the total area of window signs in any single window pane or any single section of window shall not exceed ten (10) percent of the area of the single window pane or single section of window on which it is located.

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e. For each street exposure the total area of all window signs, wall signs and awning signs other than exempt signs, permitted directional signs, display case signs, and incidental signs of this section, shall not exceed fifteen (15) percent of the total area of street exposure.

f. In buildings with more than one commercial premises, the total area of all commercial wall signs, window signs, and awning signs shall be limited to fifteen (15) percent of the area of street exposure of the occupant of each such premises.

g. Commercial wall signs shall be displayed only upon street exposures; except that one wall sign not exceeding twenty (20) square feet in area may be displayed by each occupant on each nonstreet exposure of the premises occupied by such occupant; provided that, such signs shall not be located above the second floor window sill level and shall not be higher than fourteen (14) feet above grade if there is no second floor window sill. The total area of all such nonstreet exposure wall signs displayed on a building shall be limited to forty (40) square feet and the area of such signs shall count toward the maximum sign area allowed for the street exposure of such occupant as provided in this section. This provision shall not prohibit window signs or the painting of signs on doors.

h. In cases where an occupant of a building occupied by no more than two commercial occupants does not have any street exposure, such occupant shall be permitted to display on or attach to the building, including the doors and windows, one commercial sign the area of which shall not exceed five square feet. The area of such sign shall be included in the fifteen (15) percent overall limitation established in this section.

i. In addition to other signs displayed on or attached to a building, a building occupied by three or more commercial occupants may display a directory type wall sign (subject to the fifteen (15) percent limitations contained within subsections (B)(1)(e) and (B)(1)(f) of this section) which lists only the names of such commercial occupants and the name of the building. The total area of such a directory-type sign shall not exceed thirty-five (35) square feet in area and no one individual listing shall exceed three square feet in area.
(amended MC-3-2003, 03/04/03)

2. Projecting Signs.

a. One projecting sign may be placed perpendicular to the surface of a wall on a court yard for each business located on a court yard; provided that, the area of the sign does not exceed three square feet.

b. Blade signs may extend over a public way or a public sidewalk, provided that the blade sign extends no more than 2 feet from the wall of the building and is no more than 3 feet high, and provided that the clearance between the bottom of the sign and the sidewalk is at least 8 feet.

c. No projecting sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.

(Amended MC-3-2003, 03/04/03)

3. Freestanding Signs.

a. No freestanding sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.

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b. One directory type freestanding sign may be displayed on the premises of a building occupied by three or more commercial occupants; provided, the sign lists only the names of such commercial occupants and the name of the building; provided that, the building in which the occupants are located is set back from the street line at least fifteen (15) feet. The total area of any such sign shall not exceed forty (40) square feet in area, and the area of any one side of the sign shall not exceed twenty (20) square feet, and no one individual listing shall exceed three square feet in area. The total height of such a sign shall not exceed eight feet above grade.

c. If a building is occupied by fewer than three occupants, one freestanding sign may be displayed on the premises on which the building is located; provided that, no commercial signs are displayed other than exempt signs, window signs and a nameplate sign not exceeding three square feet in area, that the building is setback from the street line at least fifteen (15) feet, that the total area of such sign does not exceed forty (40) square feet, that the total area of any one side of the sign shall not exceed twenty (20) square feet, and that the total height of the sign does not exceed twelve (12) feet above grade.

4. Awning Signs.

a. No awning sign shall contain information other than the name of the occupant or business, the street address numbers of the premises and the occupant's logo or trademark.

b. The total area of all signs on an awning shall not exceed fifteen (15) percent of the total exterior surface area of the awning. The area of such awning sign shall be included in the fifteen (15) percent overall limitation established by this section.

c. The size of letters, logos or trademarks on awnings shall not exceed six inches in height and shall be placed on the descending vertical front skirt only.

5. Directional and Incidental Signs. Directional or incidental signs accessory to parking and driveway areas are permitted in addition to signs permitted under Section 15.60.080, subject to the following regulations:

a. One directional sign may be erected to designate each entrance to or exit from a parking or driveway area; provided that, the area of each such sign shall not exceed three square feet;

b. One wall sign or freestanding sign designating the conditions of use shall be permitted for each parking or driveway area; provided that, the area of any such sign shall not exceed ten (10) square feet.

6. Signs on or accessory to automobile service stations and car washes shall conform to all regulations contained in this chapter and shall be limited to four signs per establishment. In computing the number of signs displayed, however, the following shall not be deemed to constitute signs on such premises:

a. Information appearing on gasoline pumps as purchased or installed;

b. Signs containing information required by state or federal law regarding the operation of automobile service stations or pump islands; provided that, the size of each such required sign shall be related to the state mandated letter size and shall be approved by the Board.

7. Display case signs on those types of commercial establishments listed as allowed uses in (i) Section 17.46.010(E) Food Products Uses and (ii) Section 17.46.010(F) Food and

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Beverage Service Uses, of the Winnetka Zoning Ordinance, subject to the following limitations:

- a. Only one display case sign is allowed per commercial establishment;
- b. The changeable copy in the display case shall be used to advertise or provide information about products and services offered by the commercial establishment;
- c. Display case signs must be fully enclosed with a transparent front face;
- d. The signs shall (a) project no more than four inches beyond the face of the wall to which it is mounted, (b) be no larger than three square feet measured from outer edge of the case to outer edge of the case, and (c) shall be mounted or hung no more than six feet above grade;
- e. Display case signs are prohibited from using any type of backlit illuminations, and may use external illumination subject to the permitting requirements of Section of this Code;
- f. Display case signs may not cover or interfere with exterior architectural details or windows of the building to which it is attached; and
- g. Display case signs must either match the primary exterior storefront frame color or be compatible with the overall materials and colors of the building façade design as determined by the Director.

(MC-3-2020 § 4, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.12)

Section 15.60.130 General standards.

All signs permitted by this chapter, whether with or without a permit, shall comply with the following standards:

A. Sign Measurement.

1. **Area to Be Included.** The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign. When a sign has more than one display face, all faces shall be included in determining the area of the sign; provided that, if the distance between the sign faces of a two-faced sign does not exceed twelve (12) inches, the area of the sign shall be measured as the area of one face.

2. **Area of Sign With Background Panel.** A sign placed or painted on a background panel shall be measured by computing the area of the background panel.

3. **Area of Sign Without Background Panel.** A sign with individual letters or symbols placed separately on a building wall, awning, or other structure without a background panel shall be measured as the sum of the area of the smallest regular geometric figures that can separately encompass all words, letter areas, figures, emblems, and other elements of the sign.

4. **Sign Spacing.** No sign wording, illustration or element that is less than two feet from any other sign wording, illustration or element shall be considered a separate sign for purposes of calculating sign area.

5. **Sign Height.** The height of a sign shall be measured from the adjacent natural grade, to the highest point of the sign.

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B. Illumination.

1. Location and Design of Light Source. The source of light for any externally illuminated sign shall be located, shielded and directed so as not to be directly visible from any dwelling or public street. No receptacle, device, fixture or housing for a light fixture shall project more than three inches into the right-of-way of any public street, sidewalk, parkway, alley or public place (except that such an electrical device more than eight feet above the adjoining sidewalk may project a maximum of twenty (20) inches into a public right-of-way).

2. Location of Externally Illuminated Signs on Building. No externally illuminated signs, whether displayed on a building or as a window sign, shall be displayed above the second floor window sill level of the building.

3. Externally Illuminated Signs Adjacent to Residential Zoning Districts. No externally illuminated sign shall be located within, or within one hundred (100) feet of the boundary of, any residential zoning district, if an illuminated face of such sign is parallel with or at an angle of less than forty-five (45) degrees from the residential zoning district boundary or otherwise has an adverse visual impact on adjacent residential properties; provided that, this restriction shall not apply if the property is in a multifamily zoning district and is not used for residential purposes.

4. Display Case Sign Light Source. The source of light for any externally illuminated display case sign shall be located, shielded and directed so as to direct the light to the contents of the display case sign only, and shall not be directly visible from any dwelling or public street.

C. Electrical Elements. All signs and appurtenant light fixtures in which electrical wiring and connections are to be used shall comply with the Building Code.

D. Structural Design. All signs shall comply with the Building Code and shall be designed and constructed adequately and safely to support their weight and to withstand wind and other stresses to which they may be subjected.

E. Obstruction of Accessways. No sign shall be erected, relocated, maintained, or otherwise permitted to obstruct or prevent free ingress and egress from any window, door, fire escape or stairway of any building or structure. No sign shall be attached to a fire escape.

F. Traffic Safety. No sign shall be erected, constructed or maintained where by reason of its position, shape, color or wording, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device, nor shall it otherwise cause a safety hazard.

G. Sign Maintenance. In addition to complying with all other applicable provisions of this code, all signs and awnings shall be kept and maintained in a safe, neat and orderly condition and appearance, including, without limitation, keeping all changeable copy in a display case sign unfaded, legible, and in a condition that is not worn, torn or shredded. The owner of a sign shall be responsible for providing such maintenance for freestanding signs. Maintenance shall also require that the ground area, for a distance of not less than ten (10) feet in all directions, be kept free and clean of weeds, trash and other debris. In the event that a sign is not maintained in a safe, neat and orderly condition by the owner, the sign shall be subject to removal.

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H. Removal of Signs. Whenever any business, service or other use moves from or vacates premises previously occupied by it, or if, for any reason a sign is no longer applicable to the premises or has been abandoned, the sign and related mounting hardware and electrical service shall be removed from the premises within ten (10) days from the date of such cessation of the business or occupancy. In the event that such sign is not removed by the owner or operator of such business, service or use, the owner of the premises upon which such sign is displayed shall be liable for such removal within ten (10) days.

I. Civic Event Signs. Areas of land designated by the Village Council as community information areas may have civic event signs posted subject to the following:

1. Application for civic event signs shall be filed with, and approved by the Director, subject to issuance of a certificate of appropriateness as provided in this chapter.

2. Such signs shall be constructed of wood or similar material and shall be securely fastened to the ground.

3. Such signs shall be no more than thirty-two (32) square feet in area and no more than twelve (12) feet in height.

(MC-3-2020 § 6, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.13)

Section 15.60.140 Sign permit procedures.

A. Applicability. Any nonexempt sign for which a permit is required shall comply with the procedures established by this section.

B. Permit Application Requirements. No sign permit application shall be accepted unless it is complete. Application for a sign permit shall be submitted to the Director on forms provided by the Director and shall be accompanied by all applicable fees, deposits and bonds in the amounts set from time to time by resolution of the Village Council. An application for a sign permit shall at a minimum contain or have attached to such application the following information and material, in sufficient detail to illustrate clearly the design for which approval is being sought and its relationship to the structure it serves:

1. Name, address and telephone number of the owner of the property;
2. Name, address and telephone number of the applicant (owner of the sign);
3. Name, address and telephone number of the sign contractor, and where applicable, the name, address and telephone number of the electrical contractor;
4. Address or location of building, structure or lot to which, or upon which, the sign is to be attached or erected;
5. Application for certificate of appropriateness and, where applicable, application for building permit;
6. Illustrated calculations of the aggregate size of all signs existing on the premises at the time of making such application;
7. Such other information as the Director or the Board shall require to show full compliance with this chapter;
8. Ten (10) copies of the following materials or information:
 - a. Drawings showing the position of a proposed sign in relation to adjacent signs, buildings and structures,

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b. Information, drawings, samples, or other materials regarding the design and size, structural details, materials and colors, and placement on the premises of a proposed sign or sign structure,

c. Current color photographs showing existing signs on the premises and adjacent property, and the date that the photographs were taken.

C. Review of Sign Permit Applications; Requests for Additional Information. Permit applications shall be examined by the Director to determine if the application materials meet the requirements of this code. The Director may request such additional information or clarification as is necessary to complete review of the sign permit application. If it appears that a proposed sign is in compliance with the minimum requirements of this chapter, and with other laws and ordinances of the Village, the Director shall promptly refer the application materials to the Board for consideration of the granting or denial of a certificate of appropriateness.

D. Issuance of Permit. Except as provided in Section 15.60.150(D) of this chapter, no sign permit shall be issued by the Director prior to the granting of a certificate of appropriateness by the Board, or on appeal by the Village Council as provided for in Section 15.60.150(E) of this chapter.

E. Display Case Signs. Notwithstanding anything to the contrary in this Section, applicants for a permit to install a display case sign shall not be required to submit an application for, or obtain, a certificate of appropriateness to obtain a sign permit.

(MC-3-2020 § 7, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.14)

Section 15.60.150 Certificate of appropriateness.

A. Application for Preliminary Consideration. If requested in writing by a prospective applicant for a sign permit, the Board shall give preliminary consideration to a specific project before a formal application is filed, and shall provide recommendations on matters pertaining to the purpose, intent, standards and criteria of this chapter it may deem appropriate to guide the prospective applicant in developing a plan for signage that will comply with this chapter. The preliminary consideration is advisory only and no approval or denial shall be given during such preliminary consideration.

B. Final Approval. Upon receipt of a complete application, the Board shall, as soon as practicable, consider whether a certificate of appropriateness should issue.

C. Recommendation for Changes. The Board may, prior to making its decision, make recommendations to the applicant as to changes in the signage plans which, in the Board's judgment, would tend to effect the general intent and purpose of this chapter. If the Board recommends changes in the signage plan, the applicant shall notify the Board within fifteen (15) days in writing of the applicant's acceptance or reasons for rejection of such recommendations. If the applicant does not respond in writing to the Board's recommendations within the specified time period, it shall be assumed that the applicant has rejected such recommendations.

D. Issuance of Certificate.

1. A certificate of appropriateness shall be issued by the Board upon the concurring vote of a majority of the members present. However, if fewer than two-thirds of the

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members present vote to grant the certificate of appropriateness, the certificate shall not be issued until the time for the notice of appeal provided in subsection E of this section has lapsed, or if an appeal has been taken, until a final decision on the appeal has been reached by the Village Council.

2. If consideration of an application for certificate of appropriateness by the Board has not been initiated within forty-five (45) days following referral of the application by the Director to the Board, or having been initiated has not been concluded within forty-five (45) days following the submission by the applicant of additional evidence required by the Board, the Director shall, if the application is in order and the plans are in compliance with the minimum technical standards and requirements set forth in this chapter, issue a sign permit to the applicant for the work specified within such application and plans.

3. The Board, in its discretion, may extend the time limits of the preceding subsection, provided the applicant consents to such a continuance.

E. Appeal to Council. If a certificate of appropriateness is granted or denied by a concurring vote of fewer than two-thirds of those Board members present, the applicant or any person affected by the Board's decision may take a written appeal to the council within thirty (30) days from the date of such granting or denial. No appeal may be taken unless written notice of intent to file such appeal is made to the Director within seven days of the board's decision denying or granting the certificate. The Village Council shall render its decision within thirty (30) days from the date of such written appeal and its decision shall be final.

F. Standards and Criteria for Issuance. The following factors and characteristics relating to the safety and appearance of signage, shall govern the board's evaluation of design submittals:

1. The sign area shall not exceed the maximum permitted area and shall be in proportion and scale to the building or to other buildings or signs in the surrounding area;

2. Projects which include a number of signs and graphics shall have an overall plan;

3. The amount of information contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;

4. Signs and graphics shall have a harmonious relationship with nearby signs, buildings and the neighborhood, and shall be designed so as not to adversely affect adjacent structures. In this respect the sign shall be related to its building, structure and neighborhood in terms of size, shape, material, color, texture, lettering, location, arrangement, lighting, and the like;

5. Colors shall be used with restraint and excessive brightness shall be avoided;

6. External lighting shall be arranged so that the light source is screened from view;

7. The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.15)

Section 15.60.160 Amendment to permit work.

It is unlawful to alter or in any way modify or deviate from the permit work. If the owner desires to deviate from the approved construction documents during the progress of permit work, the owner shall submit to the Director a certified description of the changes

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and complete revised construction documents which clearly show all revisions. Prior to proceeding with the work, any amendments to the original permits and approved construction documents shall be approved by the Director or other building officers in accordance with this code.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.16)

Section 15.60.170 Expiration and revival of permits.

If, after the date that any permit is approved, the permit work has not begun within three months, or substantial progress is not made on the permit work within six months, or the permit work is not completed within fifteen (15) months, or the permit work is suspended or abandoned for a period of three months after it has commenced, then the permit shall lapse. Upon lapse of any permit, all retained fees and deposits shall be forfeited and any permit bonds shall be subject to forfeiture upon approval of the Village Council. No work shall be done under a lapsed permit and no further inspections shall be performed on the work that was the subject of the lapsed permit unless the permit is first revived pursuant to this section. Any request to revive a permit after it has lapsed pursuant to this section shall be considered a new permit application and shall be subject to all fees, costs, deposits and approvals applicable to a new permit application for such work.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.17)

Section 15.60.180 Failure to complete work.

A. Notice. In the event that the person to whom the sign permit has been granted fails to complete or assure completion of the work required in accordance with the provisions of the permit, the Director shall notify such person in writing of any such failure. If such failure is not corrected within ten (10) days after notification the sign permit may be revoked by order of the Director.

B. Revocation of Permit. Any sign permit or certificate of appropriateness issued under this chapter may be revoked by order of the Village Council when it is shown by satisfactory proof that:

1. The permit was issued without or in excess of the authority of the Director;
2. The application for sign permit and certificate of appropriateness contained material misrepresentation of fact; or
3. The sign(s) or structure was erected, constructed, reconstructed, altered or used in a manner not in compliance with the submittals which served as the basis for the issuance of the permit or certificate of appropriateness.

C. Removal of Signs. In the event of revocation of a sign permit or certificate of appropriateness, the sign(s) or structure authorized by said permit or certificate shall be removed promptly at the expense of the applicant.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.18)

Section 15.60.190 Review of existing permanent signs.

A. Identification. The Director shall inspect existing permanent signs for the purpose of identifying those existing permanent signs which are not in compliance with this chapter.

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B. Requests for Review. Any person may file a request with the Director for review of specific existing permanent signs. The Director shall inspect such sign or signs for the purpose of determining compliance with the provisions of this chapter.

C. Notice of Violation. The Director shall notify the owner of any existing permanent sign found to be in violation of any provision of this chapter pursuant to inspections made under subsection A or B of this section. The notice shall refer to each section of this chapter under which a violation has been found to exist and the notice shall describe the features found to be deficiencies.

D. Effect of Notice. Each existing permanent sign which is the subject of a notice given under subsection C of this section shall thereupon be classified as a nonconforming sign subject to Section 15.60.200.

E. Appeals. The owner of a sign with respect to which a notice has been given under subsection C of this section above may appeal the determination by the Director by filing an appeal pursuant to Section 15.60.230 not later than thirty (30) days after the date of notice. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.19)

Section 15.60.200 Nonconforming signs.

A. Any sign that becomes nonconforming as the result of the adoption of this chapter on May 20, 1980, or of any subsequent amendments to this chapter, may be continued, subject to the conditions and limitations of this section; provided, the sign was lawfully in existence at the time of such adoption or amendment and has remained nonconforming.

B. Ordinary repair and maintenance may be made to any nonconforming sign except a sign that is prohibited by Section 15.60.060 of this chapter. For purposes of this provision, the rewiring or change of any electrical element of an internally illuminated sign or the replacement of any neon tubing shall not be considered ordinary repair and maintenance.

C. No nonconforming sign, or part of such sign, shall be operated, maintained or changed in any way if such operation, maintenance or change will either create an additional nonconformity or increase the extent or degree of the existing nonconformity.

D. No nonconforming sign shall be moved in whole or in part to any other location on the same zoning lot unless the Director has determined that the proposed relocation will decrease the degree of nonconformity.

E. If a nonconforming sign is damaged by fire or other casualty to the extent of fifty (50) percent or more of the value of the entire sign (measured in terms of replacement cost for the sign as a whole, and as determined by the Director) it shall not be restored unless the entire sign is made to conform to the provisions of this chapter.

(Amended during 1999 codification; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.20)

Section 15.60.210 Unlawful display deemed nuisance.

It is unlawful to display any sign in violation of the provisions of this chapter. Any sign displayed in violation of this chapter shall be deemed a public nuisance.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.21)

Section 15.60.220 Enforcement, penalties and revocation of permit.

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A. Authorization of Director. The Director is authorized and empowered to enforce this chapter.

B. Final Inspection Required. Before any use may be made of a sign authorized under the provisions of this chapter, a final inspection of the premises must be obtained from the Director to assure compliance with the evidence upon which the sign permit was issued.

C. Authority of Building Officers. Building Officers are empowered, during reasonable hours, to lawfully enter upon any premises or into any structure or addition to such structure for which a sign permit has been issued but which has not received a final certificate of use or when necessary to do so in the performance of any duty imposed upon them by this code. If entry is refused or not obtained, a Building Officer is authorized to pursue remedies as provided by law or this code.

D. Enforcement Actions. Any Building Officer is authorized to exercise the police power of the Village in order to secure compliance with the provisions of this chapter. Enforcement actions shall include, but not be limited to, the issuance of a stop work order, permit revocation, prosecution for violations, the bringing of a civil action to recover any penalty of fine, or the institution of the appropriate action at law or in equity to restrain, correct or abate such violation or to require the removal of the unlawful use or act. The filing of a civil action to recover any penalty or fine shall preclude incarceration or imprisonment. Prior written notice of a violation shall not be required for the initiation of enforcement actions under this section if the violation creates any emergency or unsafe condition, if the violation is the resumption of an activity that was the subject of a written notice of violation issued within the previous thirty (30) days, or if the Building Officer determines that the violation is part of a pattern of behavior at the site which discloses a disregard for the requirements of this code.

E. Penalties--Fines.

1. Fines for Violations. Except as provided in subsection (E)(2) of this section, any person who violates a provision of this chapter shall be subject to a fine of not less than one hundred dollars (\$100.00) nor more than seven hundred fifty dollars (\$750.00) and the cost of prosecution. The village attorney or, at the direction of the village manager, the village prosecutor, may file a civil action to recover any penalty or fine against any such person; provided, however, that the filing of such civil action shall preclude incarceration or imprisonment.

2. Pre-Court Payment. Except as provided in this paragraph, any person charged with a violation of this chapter may pay directly to the Village, at the Village Hall, the minimum fine applicable to the offense charged, as established in subsection (E)(1) of this section; provided, such payment is made no later than five days before the date of a court hearing set for such violation at the request of the person receiving the citation alleging the violation. A receipt shall be issued for any pre-court payment so made and any violation for which such a pre-court payment has been made shall not be subject to further prosecution. No pre-court payments will be accepted less than five days before the scheduled court hearing date. If more than two violations are issued for the same work site in any thirty (30) day period, only the first two such violations may be subject to a pre-court payment pursuant to this paragraph.

3. Separate Offenses. Each act of violation and each day upon which a violation occurs shall constitute a separate offense.

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(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.22)

Section 15.60.230 Violation of regulations.

A. The Director shall give a written notice of violation to any person displaying a sign in violation of this chapter (other than violations of Section 15.60.180). Such notice shall demand compliance with the requirements of this chapter within forty-eight (48) hours from the time of receipt of such notice (weekends and holidays excluded) for temporary and window signs, and within ten (10) days for other signs.

B. Any person displaying a sign in violation of this chapter after such forty-eight (48) hours or ten (10) day period, as the case may be, shall be subject to a penalty not exceeding seven hundred fifty dollars (\$750.00) per offense. Each day of such violation shall constitute a separate offense with respect to the computation of fines.

C. If a sign shall be found to be unsafe or insecure, or constructed, erected or maintained in violation of this chapter, and if the owner of the sign fails to remove or alter the sign (following proper notice), the sign may be removed or altered by the village at the expense of the owner of the sign.

D. In the event that any sign presents an immediate peril to persons or property, the sign may be removed by the Village summarily and with out notice. Such removal without notice shall not preclude the Village from recouping the costs of such removal.

E. In addition to other remedies as specified in this chapter, the Village may institute any appropriate action or proceeding to prevent, restrain, correct, or abate any violation of this chapter, including such actions as may be necessary for the Village to recoup costs incurred in pursuance of the removal or alteration of signs as may be required by this chapter.

F. Any permit shall be a license to proceed with the permit work and shall not be construed as authority to violate, cancel or set aside any provision of this code or any other applicable law.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.23)

Section 15.60.240 Appeals.

A. An appeal may be taken to the Sign Board of Appeals from any order, requirement, decision or determination made by the Director in the enforcement of this chapter, which appeal shall act as a stay of all proceedings in furtherance of the action appealed from until a final decision by the Sign Board.

B. All final decisions of the Sign Board under this section shall be subject to judicial review pursuant to the provisions of the Administrative Review Act approved May 8, 1945 and all amendments and modifications (735 ILCS 5/3-101, et seq.).

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.24)

Section 15.60.250 Variations.

A. Any person may apply to the Sign Board for a variation from the terms of this chapter and a permit to construct or alter or maintain any sign which does not conform to the requirements of this chapter.

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B. No variation application shall be accepted unless it is complete. Variation applications shall be made on forms provided by the Director. Variation application fees shall be set from time to time by resolution of the Village Council.

C. Variations shall be permitted only if:

1. They are in harmony with the general purpose and intent of this chapter; and
2. The plight of the petitioner is due to unusual circumstances; and
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter; and
4. The variation will not alter the essential character of the locality.

D. Every variation granted by the Sign Board shall be accompanied by findings and facts specifying the reasons for granting the variation.

E. Notwithstanding the provisions of this section, the Sign Board shall not have the power to:

1. Permit signs that are prohibited;
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.25)

Section 15.60.260 Liability for damages.

Neither the provisions of this chapter nor the issuance of any sign permit or certificate of appropriateness shall be construed as relieving any person erecting, owning or maintaining any sign from liability arising by reason or personal injury or property damage resulting from such sign or work relating to such sign, or as limiting the liability of any such person by reason of personal injury or property damage so resulting. The provisions of this chapter shall not be construed as imposing upon the Village or its officials or employees any liability by reason of the approval of any sign under any of the provisions of this chapter.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.26)

The Village of

Winnetka

Design Guidelines

Signage Excerpts



d. Building Signage

Commercial signs should reflect the character of the building style, while expressing each store's individuality. There are several prominent sign styles that are appropriate to Winnetka: surface mounted, pin-mounted, interior, decal and projecting blade signs. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors, whereas pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the retailer/user. Metal sign and plaque material such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron or similarly appearing materials are preferred. Highly reflective metallic signs are not allowed. Signs should be lit by marquee or spot lighting; neon lighting is not permitted. Spot lighting should be minimal and unobtrusive and, per the Village Code, the source of illumination shall not be visible from any street, sidewalk or dwelling. Simplified industrial light fixtures are not permitted. Contextual solutions are recommended. The majority of the signs will be mounted within the building's sign band, defined as the wall area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" above grade and a maximum of 15'-0" above grade.

Signs must comply with the general provisions of the Winnetka Sign Ordinance as well as design provisions contained within these Design Guidelines.

1. Surface mounted commercial signs are either fabricated from painted wood or cast metal plaques and are to be mounted within the sign band or within the storefront transom. The height of the sign is restricted to 75% of the area of the sign band or 14 inches - whichever is less. The sign band of a building consists of the area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" and a maximum of 15'-0" above grade. Refer to figures 28, 29, and 30 for location. Surface mounted or pin-mounted signs are not permitted on secondary elevations without a defined sign band.
2. Pin-mounted commercial signs consist of reverse channel, cast metal and flat cut metal letters mounted above the storefront in the masonry sign band or suspended in front of the storefront at the transom or recessed entry. The size of the lettering is restricted so that the height of the letters does not exceed 75% of the height of the sign band or 14 inches - whichever is less. The length of the lettering is to be contained within 75% of the length of the sign band. (See figure 38)



Figure 38

3. Interior signs floating independently are set behind the glass either at the transom or at the sill of the storefront and are lit from a separate source. This sign must adhere to the size limitations of the decal signs. (See figure 39)

4. Decal Signs are defined as painted or vinyl transfer letters and numbers. Decal signs can be mounted within the transom and at the lower section of the storefront window area so as not to interfere with the merchandising. The decal sign area at the lower section of the window can occupy up to 10% of the glass area of a single pane. Decals mounted at the transom are restricted to 50% of the area of the transom. Decals located at the lower section of the main display area are to be limited to 6” in height unless they contain store operation hours, which are restricted to 2”. (See figure 40)

Figure 39



Figure 40

5. Projecting blade commercial signs can be round, square or vertical, mounted from the face of the building at the second floor level between the windows or at the head of the storefront and are oriented to pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The dimensions of the sign are not to exceed 6 square feet (36” high and 24” deep) (See figure 41). If illuminated, the signs should be lit with an unobtrusive light source.



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.