

SGN



VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

- All permanent commercial, multiple-family, and institutional signs (displayed for more than 30 days), regardless of size, require issuance of a sign permit and approval by the Design Review Board.
- Signs are subject to review for compliance with both the Village Sign Code and the Village's Design Guidelines. (A summary of the major design objectives is included below.)
- For assistance in determining compliance with the Sign Code and Design Guidelines, contact Christopher Marx, Associate Planner, at 847.716.3587 or email [cmarx@winnetka.org](mailto:cmarx@winnetka.org).

***Process of approval of signs***

The Design Review Board meets on the third Thursday of each month (see attached calendar for meeting dates and application deadlines). Applicants and/or their representatives are required to attend the Design Review Board meeting in order to address any issues raised by Board members.

Permits are issued shortly after approval by the Design Review Board.

The Design Review Board evaluates sign permit applications for consistency with the Design Guidelines. A copy of the complete Design Guidelines can be requested by contacting the Community Development Department at 847.716.3527. The Design Guidelines are also available online at [www.villageofwinnetka.org](http://www.villageofwinnetka.org).

***Coordination with other building alterations***

Awnings – If sign modifications include new or modified awnings, please submit a separate Awning Permit Application, together with a consolidated sign and awning plan showing both awning and sign details. The specific requirements for sign plan details are noted on the following pages.

Other building alterations – Where signs are proposed together with other building alterations such as changing paint color or façade materials, or other exterior building alterations, plans and specifications detailing such changes shall be submitted together with an application for Certificate of Appropriateness.

To expedite the design review process, please submit sign, awning and other alteration plans simultaneously.

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***Design objectives for commercial signs, as excerpted from Design Guidelines:***

- Commercial signs should reflect the character of the building style, while expressing each store's individuality.
- Sign materials are limited to painted wood, canvas, architectural glass and metal.
- Metal signs and plaque materials 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.
- Sign color must harmonize with the building upon which it is mounted, as well as adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors; pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the tenant/user.
- Neon lighting or internal illumination is not permitted. Illumination shall be accomplished with spot lighting outfitted with hoods or shields so that the source of illumination is not visible from adjacent streets, sidewalks or residences. Illumination is not permitted within 100 feet of a residential zoning district.

- The majority of signs will be located within the buildings sign band located above the storefront opening and below the second floor window sill.
- Surface mounted or pin-mounted commercial signs are either fabricated from painted wood or cast metal or flat cut metal, and are to be mounted within the sign band or storefront transom. Height is limited to 75% of sign band height or 14 inches, whichever is less. Surface mounted signs are not permitted on secondary building elevations without a defined sign band.
- Window decal signs and interior “floating” signs placed within storefront window openings may be placed within the lower section of the storefront and can occupy up to 10% of an individual window area. Decals mounted in the storefront transom area are restricted to 50% of the transom area. Decal signs are restricted to a lettering height of not more than 6 inches, unless they contain store operating hours, which are limited to 2 inches.
- Window decal signs should be placed on the interior surface of window glass.
- Projecting blade signs can be round, square or vertical, mounted at the second floor level between window openings or at the head of the storefront. Such signs shall be oriented to pedestrian scale, with dimensions not to exceed 36” height and 24” in depth. Projecting signs are to be mounted on fixed hardware; no swinging or chain mounted signs are permitted.
- Incidental signs such as building management identification and tenant directory signs should be integrated into a single sign and should be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front façade, and should be directed to public residential entries.
- Ground signs are only permitted at locations where the building is 15 feet or more from the street line, and in instances where ground signs are displayed, no other commercial signs except window signs may be displayed.

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## REQUIRED MATERIALS FOR SUBMISSION

**IMPORTANT NOTE:** *Photo simulations of proposed signs assist in conveying design intent, but should be accompanied by scaled drawings with appropriate dimensions of both sign and building to accurately convey scale, proportion and placement of sign.*

**The Applicant must provide 1 hard copy and 1 electronic copy (.pdf), of the following information. (Email electronic copy to [cm Marx@winnetka.org](mailto:cm Marx@winnetka.org).)**

- Complete application form (attached);
- \$55 review fee (permit fee of \$60 per non-illuminated sign and \$195 per illuminated sign is assessed at time of permit issuance);
- Sign artwork or representation accurately depicting or calling out all colors and materials of proposed signs;
- Photos of each storefront opening (clearly showing building details);
- Material sample(s) with manufacturer and color specifications;
- Scaled elevation drawings including all of the following elements depending on sign type:
  - **Window signs**
    - Dimensions and area of window glass area;
    - Proposed height of lettering (conforming with recommended maximum height of 6 inches);
    - Dimensions and area of proposed sign area (conforming to 10% sign area limit).

*Note: Sign area calculation includes area of all copy and associated artwork enclosed within a rectangular or circular area. Signs located within two feet of another sign are considered along with the space between as a single sign for purposes of calculating sign area.*

- **Wall signs**
  - Scaled elevation drawing should provide overall storefront dimensions, as well as dimension of background area for the proposed sign, such as the sign band, transom panel, storefront column or other details, in order to convey scale and proportion of proposed sign;
  - Proposed height of lettering (conforming with maximum height of 14 inches and no more than 75% of height of sign band);
  - Dimensions and area of proposed sign (conforming to 15% total signage area for storefront.
- **Projecting signs** – Accurate representation of sign dimension above sidewalk (minimum 8 feet), projection from face of building, and placement on storefront relative to window/door openings.
- **Ground mounted signs** – In addition to detailed elevation plans, include a site plan accurately showing location of sign on site, and proximity to property lines and adjacent buildings.

Applicants and/or their representatives are required to attend the Design Review Board meeting in order to address issues raised by Board members. The Design Review Board meets on the third Thursday of each month. Please refer to the following schedule of meetings and submittal deadlines:

MEETING DATE	SUBMITTAL DEADLINE
January 21, 2021	December 31, 2020
February 18, 2021	January 28, 2021
March 18, 2021	February 25, 2021
April 15, 2021	March 25, 2021
May 20, 2021	April 29, 2021
June 17, 2021	May 27, 2021
July 15, 2021	June 24, 2021
August 19, 2021	July 29, 2021
September 16, 2021	August 26, 2021
October 21, 2021	September 30, 2021
November 18, 2021	October 28, 2021
December 16, 2021	November 24, 2021
January 20, 2022	December 30, 2021
February 17, 2022	January 27, 2022
March 17, 2022	February 24, 2022
April 21, 2022	March 31, 2022
May 19, 2022	April 28, 2022
June 16, 2022	May 26, 2022
July 21, 2022	June 30, 2022
August 18, 2022	July 28, 2022
September 15, 2022	August 25, 2022
October 20, 2022	September 29, 2022
November 17, 2022	October 27, 2022
December 15, 2022	November 23, 2022

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**SIGN PERMIT APPLICATION**

**Tenant/Lessee**

Name of Business		Primary contact name		Phone No.	
Street Address					
City		State	Zip Code	Email	

**Sign Company**

Name of Sign Company		Primary contact name		Phone No.	
Street Address					
City		State	Zip Code	Email	

**Property Owner**

Name of Company		Primary contact name		Phone No.	
Street Address:					
City		State	Zip Code	Email	

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: _____



## Sign Permit Application Submittal Guide

The purpose of this guide is to assist applicants with providing sign permit application submittal information for common commercial signs. Applicants are encouraged to review the [sign permit application form](#), [Chapter 15.60, Sign Regulations](#), of the [Village Code](#) and the [Village's Design Guidelines](#) prior to application submission to determine the proposed sign's compliance with sign regulations & guidelines.

Winnetka Sign Code:

[https://codelibrary.amlegal.com/codes/winnetka/latest/winnetka\\_il/0-0-0-25027](https://codelibrary.amlegal.com/codes/winnetka/latest/winnetka_il/0-0-0-25027)

Design Guidelines:

[https://codelibrary.amlegal.com/codes/winnetka/latest/winnetka\\_il/0-0-0-25027](https://codelibrary.amlegal.com/codes/winnetka/latest/winnetka_il/0-0-0-25027)

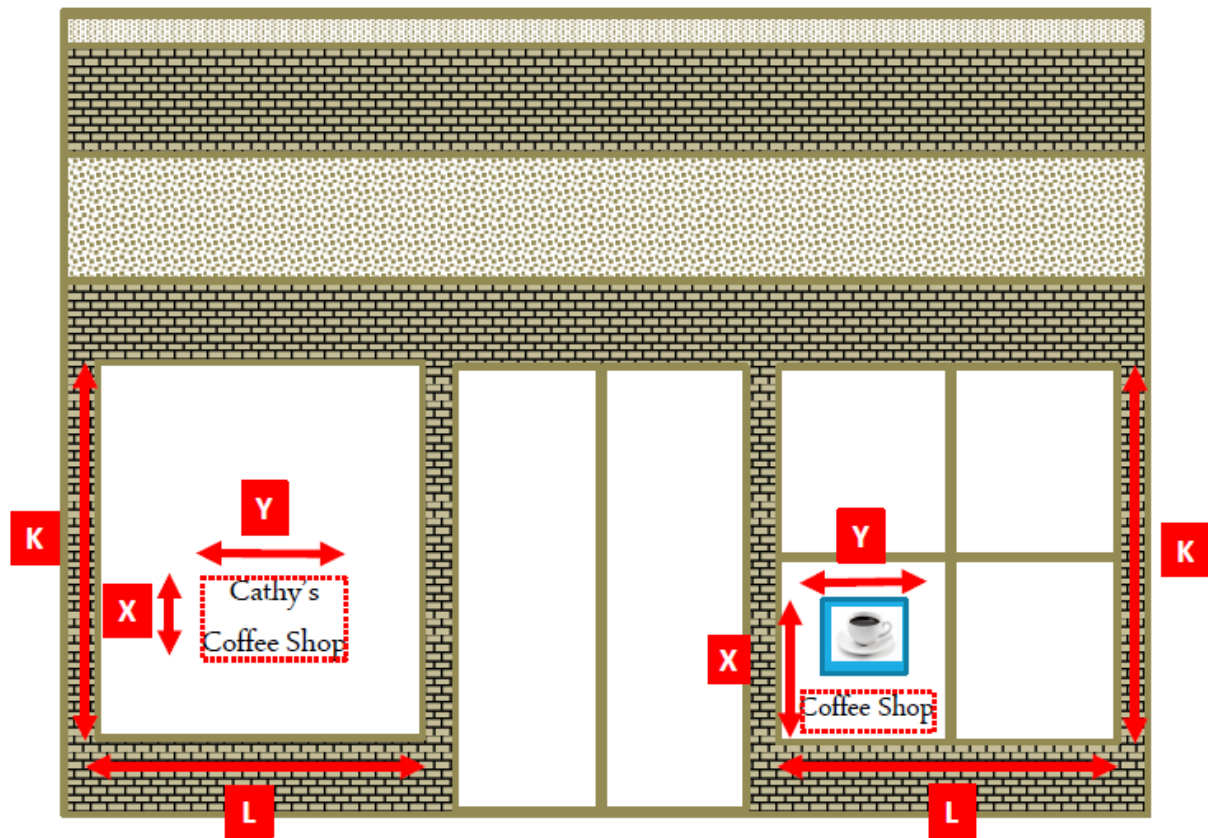
# Sign Permit Application Submittal Should Include:

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1. Completed Sign Permit Application form
2. Scaled drawing of proposed signs including a description of materials, colors, and type of external lighting
3. Photos of building elevations & existing signs
4. Schedule listing the dimensions and sign area for each existing sign and proposed sign
5. Calculations showing compliance with maximum window sign area, wall sign area, and total sign area
6. Material sample(s) with manufacturer and color specifications
7. The follow slides show (a) how to measure sign area, window area, and street frontage area, (b) where various types of signs can be placed, and (c) other submittal requirements for various types of signs

# Window Sign Applications

Must provide following:



**1. Sign dimensions and area** – The dimensions of the sign must be provided around the entire perimeter area of the sign measured from the farthest points and top-to-bottom.

$$\text{Sign Area} = X * Y$$

**2. Window dimensions and area** – The height and length of each window opening that will contain a sign. A window sign may occupy no more than 10% of a window opening.

$$\text{Window Area} = K * L$$

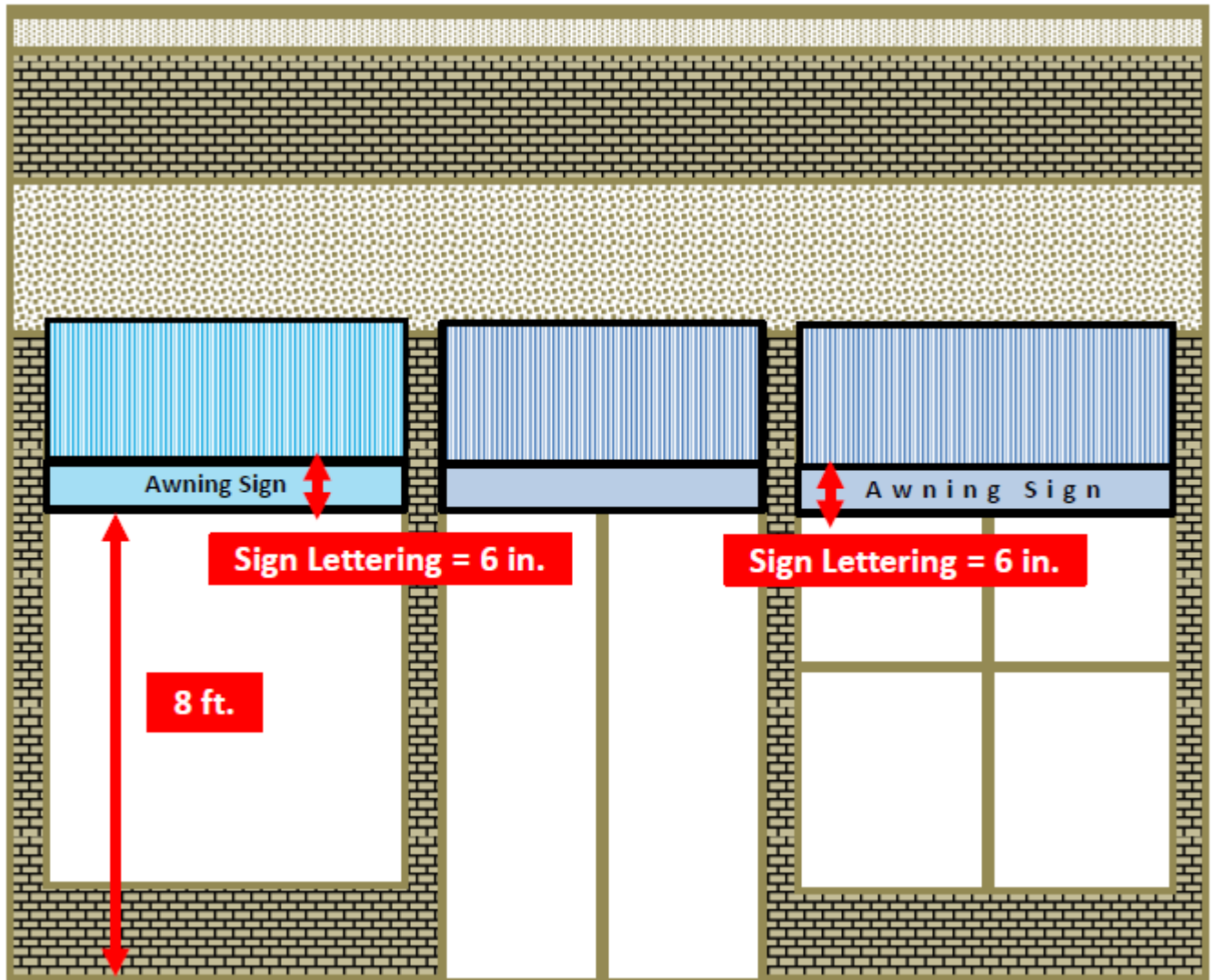
$$\text{Area of All Window Signs} \div \text{Window Area} \leq 10\%$$

**3. Sign lettering and details** – Indicate the sign color, material, and lettering height, which may be no more than 6 inches in height. Logos may be taller than 6 inches.

**4. Sign location** – The sign should generally be located in the lower half of the window.

# Awning Sign Applications

## Must provide following:

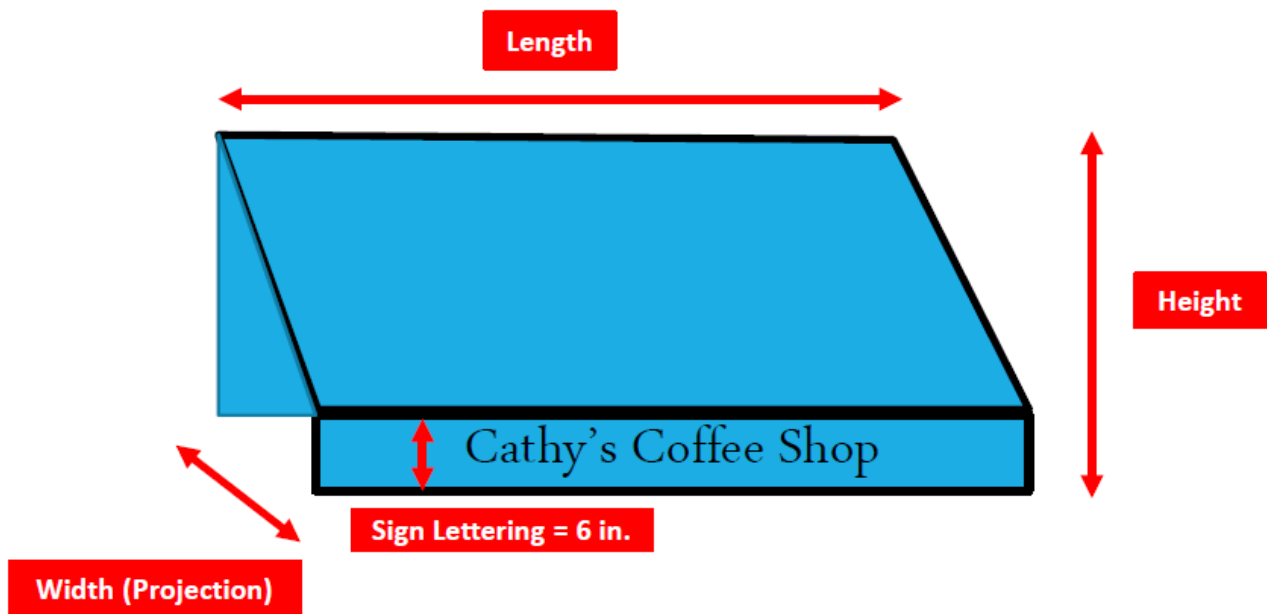
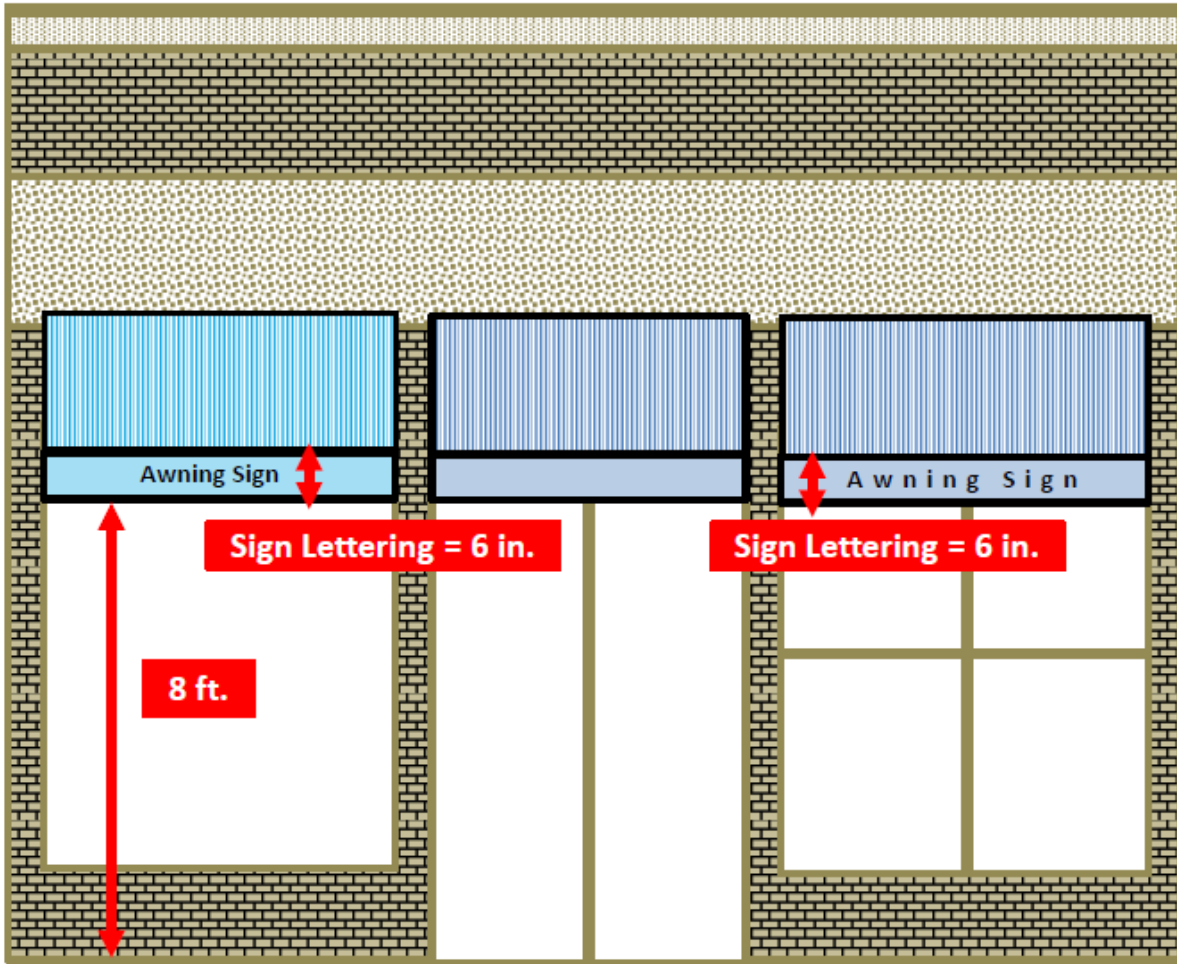


- 1. Awning height above ground** – The awning must be at least 8 feet from the ground, measured from the bottom of the valance.
- 2. Awning dimensions** – The height, length, and width of the awning must be provided including the projection length from the building. \*The awning may extend no more than 75% over the width of the public sidewalk.
- 3. Material type** - The material type and color of the awning frame and fabric should be provided.
- 4. Sign lettering** – Include the material, color, text, and height of the awning sign. The text is limited to six inches in height and may only state the name of the business, street address numbers, and logo/or trademark.



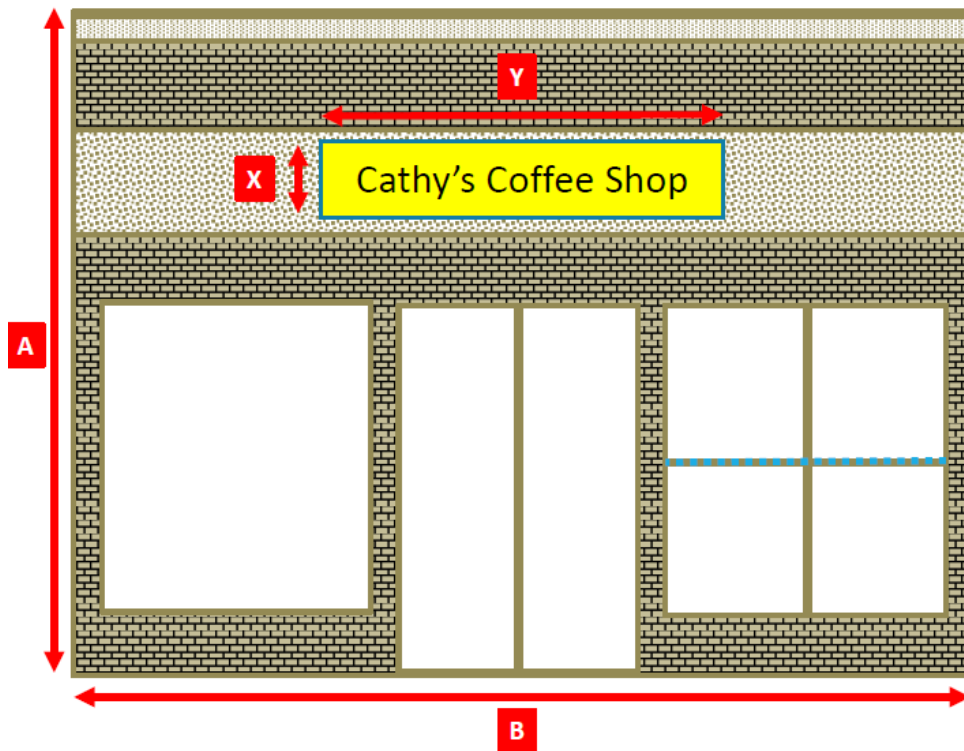
# Awning Sign Applications

Awning measurement examples:



# Wall Sign Applications

## Must provide following:



**1. Sign dimensions and area** – The dimensions of the sign must be provided around the entire perimeter of the sign measured from the farthest points and top-to-bottom. A wall sign may not be larger than 70 square feet. Sign height (X) limited to 75% of sign band height or 14 inches, whichever is less.

- **Sign Area = X \* Y** , **X\*Y ≤ 70 square feet**

**2. Street frontage dimensions and area** – The height and length of the business's storefront (all floors and space) along the public street (not alleys) should be provided. A wall sign may occupy no more than 15% of the street frontage.

- **Street Frontage = A \* B** , **(Sign Area ÷ Street Frontage) ≤ 15%**

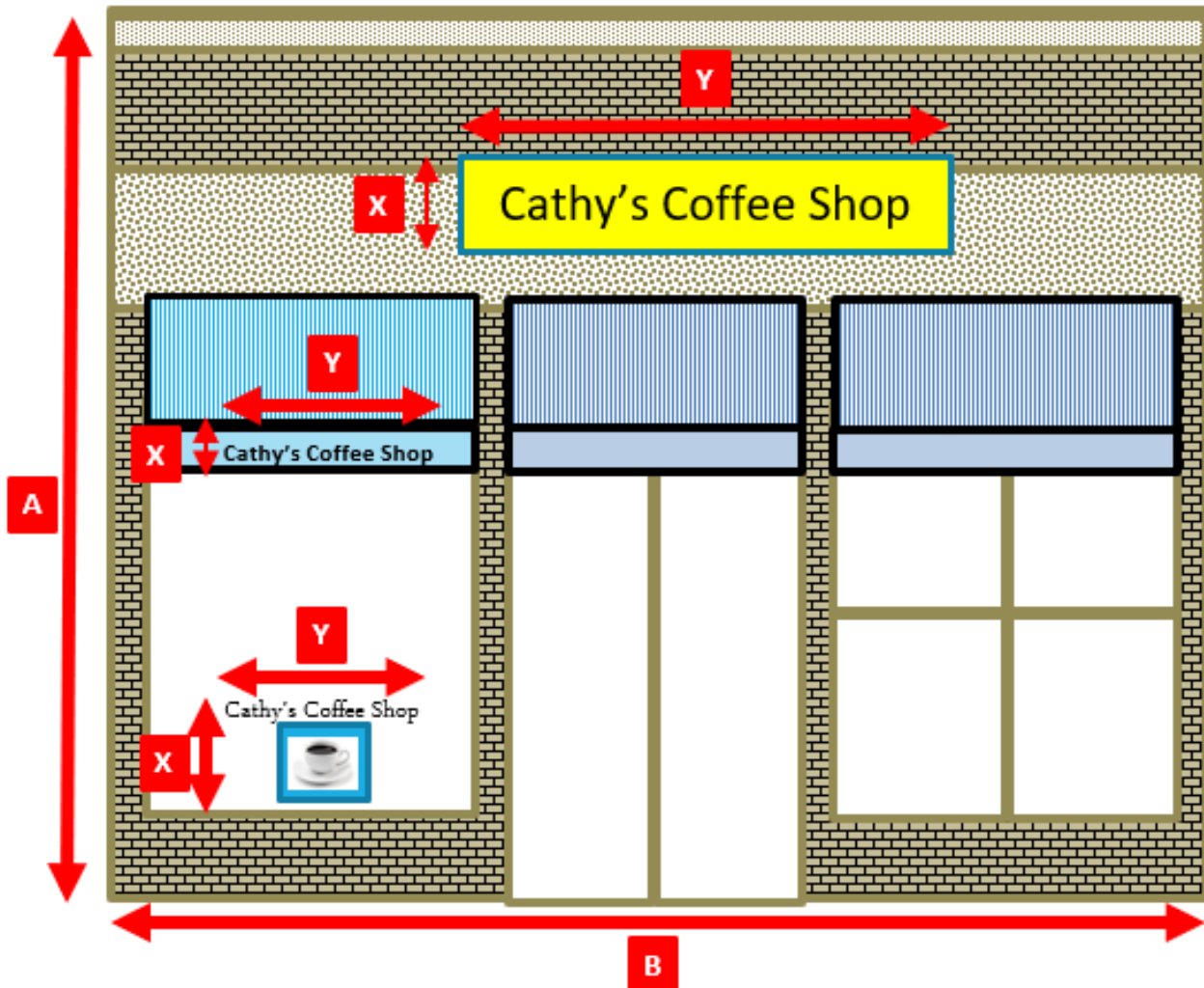
**3. Sign appearance and material** – The material, color, and text of the sign should be indicated. The text is limited to the business name, logo or trademark, and three words of generic description of products or services.

**4. Sign location** – The sign location on the storefront should be identified. A sign should be located generally close to the upper sign band of the storefront and be substantially parallel to the wall surface.

**5. Exterior lighting** - Indicate any exterior lighting including fixture location and type, material, luminescence strength, and lighting direction. **Wall signs may not be internally illuminated except for pin-mounted halo or backside lighting.**

# Applications With Multiple Signs

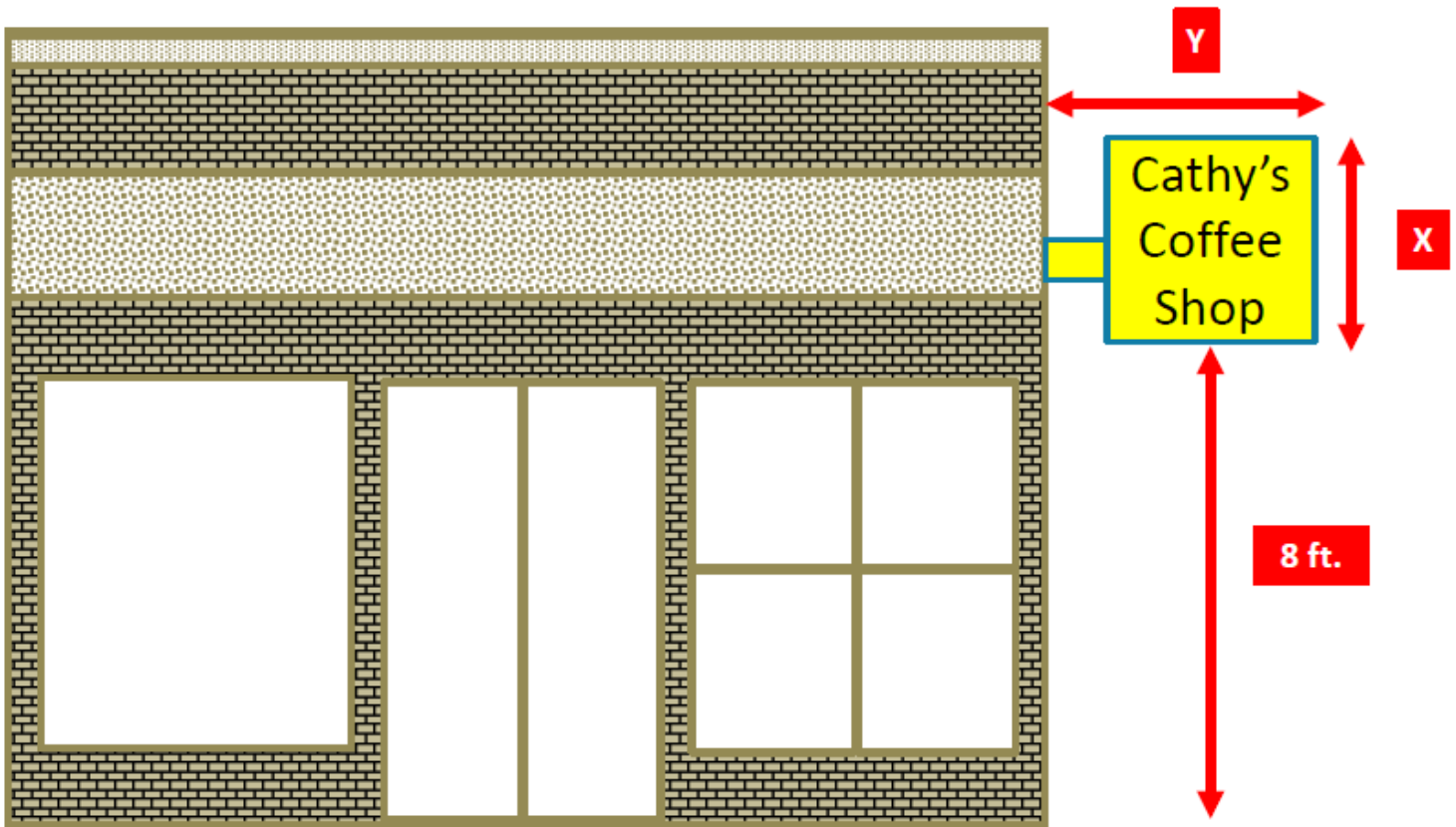
Must provide following:



- 1. Street frontage dimensions and area** – The height and length of the business's storefront (all floors and space) along the public street (not alleys).
  - $\text{Street Frontage} = A * B$
- 2. Individual sign area** – The individual area of each sign on the store frontage
  - $\text{Sign Area} = X * Y$
- 3. Total sign area** – The total area of all wall signs, window signs, and awning signs may be no more than 15% of the area of street exposure.
  - $\text{Wall Sign Area} + \text{Window Sign Area} + \text{Awning Sign Area} \leq 15\% \text{ of street frontage}$

# Projecting Sign Applications

Must provide following:



- 1. Sign horizontal projection** – The sign may not extend more than 2 feet from the wall of the building.  
- $Y \leq 2$  feet
- 2. Sign height** – The sign may not be taller than 3 feet in height, from the bottom to the top.  
- $X \leq 3$  feet
- 3. Sign vertical projection** – The sign must extend at least at least 8 feet from the ground, measured from the bottom of the sign.
- 4. Sign appearance and material** – Indicate the material, color, and text of the sign. The text is limited to the name of the business, logo or trademark, and three words of generic description of products or services. A projecting sign must be fixed and mounted, rather than hanging or chain-linked.
- 5. Exterior lighting** - Note any exterior lighting including fixture location and type, material, luminescence strength, and lighting direction. Projecting signs may not be internally illuminated.

# Free Standing Sign Applications

Must provide following:



1. **Site plan** – A graphical map or aerial map indicating the location of sign on the premises of the property. **A freestanding sign is only permitted for a property with a main building that is at least 15 feet from the street line.**
2. **Sign size and height** - Elevation renderings must show the height of the proposed sign in addition to the area of the sign face. The sign may be not taller than 12 feet and sign face area no larger than 20 square feet.
  - **K (sign height) ≤ 12 feet**
  - **Sign Face Area = X \* Y , X \* Y ≤ 20 square feet**
3. **Sign appearance and material** – Indicate the material, color, and text of the sign. The text is limited to the name of the business, logo or trademark, and three words of generic description of products or services.
4. **Exterior lighting** – Include information about any lighting including fixture location, light type, material, luminescence strength, and lighting direction. **Freestanding signs may not be internally illuminated.**