



# Village of Winnetka

## Design Review Board/Sign Board of Appeals Meeting

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February 16, 2023 at 7:00 PM  
Winnetka Village Hall - 510 Green Bay Road

### AGENDA

1. **Call to Order**
2. **Public Comments**
3. **Approval of Minutes**
  - a. Approval of January 19, 2023, Regular Meeting Minutes
4. **New Applications**
  - a. **Case No. 23-04-DR: 986 Green Bay Road - Selleria Veneta:** Sign Permit to allow the installation of window signs on the storefront of the property located at 986 Green Bay Road.
5. **Other Business**
  - a. March 16, 2023, Meeting - Quorum Check
6. **Adjournment**

### **NOTICE**

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](mailto:planning@winnetka.org); or by sending a letter to Community Development, Village of Winnetka, 510 Green Bay Road, Winnetka, IL 60093. All agenda materials are available at [www.villageofwinnetka.org/agendacenter](http://www.villageofwinnetka.org/agendacenter).

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 or facilities contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3543; T.D.D. (847) 501-6041).

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes  
January 19, 2023**

**Members Present:**

Kirk Albinson, Chairman  
Paul Konstant  
Maggie Meiners  
Michael Ritter

**Members Absent:**

Michael Klaskin  
Katie Moor  
Heather Niehoff

**Village Staff:**

Ann Klaassen, Assistant Director of Community  
Development  
Christopher Marx, Associate Planner

**Call to Order & Roll Call:**

Chairman Albinson called the meeting to order at 7:00 p.m.

**Public Comments:**

No comments were made at this time.

**Approval of Minutes:**

a. December 19, 2022, Special Meeting Minutes

Chairman Albinson asked if there were any comments or corrections or for a motion to approve the December 19, 2022, special meeting minutes. A motion was made by Mr. Konstant to approve the December 19, 2022, special meeting minutes. The motion was seconded by Ms. Meiners. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Albinson, Konstant, Meiners, Ritter

NAYS: None

**Continued Applications:**

a. **Case No. 22-26-DR: 551-553 Chestnut Street - Evereve (Continued from the December 19, 2022, special meeting):** Amended applications for a Certificate of Appropriateness and a Sign Permit to allow exterior alterations to the storefront of the existing commercial building. The plans have been amended to reduce the size of the proposed wall sign and alternative exterior building materials have been provided for consideration.

Mr. Marx stated at the December 19, 2022 meeting, the Board issued a Certificate of Appropriateness for the sign permit which was approved with conditions that the applicant would return to a future meeting with alternative material options for the façade exterior surface and a revised sign proposal to reduce the sign width to match the width of the door. He stated a revised sign proposal was submitted and that the Applicant has provided three material alternatives which are shown on page 6 of the packet. Mr. Marx then asked if there were any questions.

Chairman Albinson first asked if there were any comments from the public. No comments were made at this time.

1 Kari Ihle provided the Board with samples of three different material finishes showing the color and  
2 texture and identified option 2 as the limestone option previously discussed and option 3 being a textured  
3 marble finish which is in response to the Board's comments. Chairman Albinson asked if the Board had  
4 any concerns with regard to the revised sign. No comments were made at this time.

5  
6 Chairman Albinson then asked if option 3 required a sealant and Ms. Ihle responded it would not and  
7 stated it would be installed vertically. She informed the Board they cleaned their storefronts monthly in  
8 terms of maintenance. Ms. Ihle then stated Ryan Nielsen is the general contractor and can answer  
9 questions relating to installation. Ms. Meiners questioned the texture of option 3 and Ms. Ihle responded  
10 it would vary. Ryan Nielsen stated 12x24 would be a mud set.

11  
12 Chairman Albinson asked the Board Members for a straw poll of their preference. The Board Members  
13 preferred option 3. Ms. Ihle informed the Board they also preferred option 3. Ms. Meiners stated with  
14 regard to option 2, it would be a more conservative selection design-wise although she preferred option  
15 3. Ms. Ihle stated it would result in a nice mix between the traditional and existing storefronts without it  
16 being a stark difference.

17  
18 Chairman Albinson then asked for a recommendation to approve the revised exterior mounted sign and  
19 option 3 for the exterior wall finish of Waves 3D Rose Aurora Tile. A motion to approve the request was  
20 made by Ms. Meiners as stated by Chairman Albinson. The motion was seconded by Mr. Ritter. A vote  
21 was taken and the motion unanimously passed, 4 to 0:

22 AYES: Albinson, Konstant, Meiners, Ritter

23 NAYS: None

24  
25 **New Applications:**

26 a. **Case No. 23-01-SU: 310 Green Bay Road - North Shore Country Day School: Certificate of**  
27 **Appropriateness to allow renovation of the existing gymnasium and construction of an addition**  
28 **consisting of a new gymnasium and multi-purpose space on the school campus at 310 Green Bay Road.**

29 Mr. Marx stated the request is to renovate and expand the gymnasium to accommodate the applicant's  
30 current needs. He identified the property's location and stated the request includes demolishing Leicester  
31 Hall, the school administration offices, and pool to accommodate the gym addition. Mr. Marx stated the  
32 request would require approval of several applications including a special use permit, zoning variations  
33 and Certificate of Appropriateness. He also stated the applicant's team is present to answer any questions  
34 and identified several aspects of the request addressed in the application. Mr. Marx then asked if there  
35 were any questions.

36  
37 Mr. Ritter asked if the setback lines would be complied with or would it need a variation. Ms. Klaassen  
38 responded while the proposed improvements comply with setback requirements, the variation related to  
39 GFA which is a typical variation for an institutional use in a residential area. She added a variation is also  
40 needed for height. Chairman Albinson asked if the Board is to issue a Certificate of Appropriateness or  
41 provide a recommendation to the Village Council and Ms. Klaassen responded the Board is providing a  
42 recommendation to the Village Council.

43  
44 Chairman Albinson then asked if there were any questions from the audience. Mark George introduced  
45 himself as president of The Music Institute of Chicago which is adjacent to the property and asked for any  
46 proposal to do its best to protect their ability to fulfill their mission and livelihood. No additional  
47 comments were made at this time. Chairman Albinson then asked for the applicant's presentation.

1 Trina Sandschafer introduced herself as Executive VP of Kahler Slater, the architect design firm for the  
2 project, and referred the Board to a PowerPoint presentation noting they have worked with North Shore  
3 Country Day School for quite a while. She then introduced Tom Flemma, Head of Schools, Cindy Hooper,  
4 Director of Operations, her colleagues, Marshall and Ryan, Scott Freres of The Lakota Group, the  
5 landscape architect, and Spaceco Inc., the civil engineering company.

6  
7 Tom Flemma stated he has been with North Shore Country Day School for seven years and thanked the  
8 Village staff for assisting with the application. He stated the school has been in its current location for 104  
9 years and identified their mission. Mr. Flemma stated the project is part of their larger strategic plan to  
10 bolster wellness, facilities, and curriculum and to provide appropriate spaces for physical education,  
11 wellness and fitness classes and scholastic athletic teams as well as to bring the gym up to speed in terms  
12 of mobility access, life safety and security. He then asked if there were any questions. No questions were  
13 raised at this time.

14  
15 Ms. Sandschafer stated they have worked with school administrators, faculty, parents and students, etc.  
16 in designing the project as well as meeting with the Village. She described the campus' size and noted the  
17 project related to the Mac Gym at the southeast corner with an addition proposed to the south. Ms.  
18 Sandschafer identified the gym's existing entrance, the existing pool, Leicester Hall and parking lot as well  
19 as the existing building with its white features. She also identified surrounding views of residences and  
20 greenspace and their consideration in the project in terms of views. Ms. Sandschafer referred to an  
21 illustration of the proposed addition, the existing structures and greenspace as well as site circulation and  
22 building entrances. She also referred to code compliant setbacks which would be increased in some areas  
23 she identified and then identified the building's current and proposed uses and the proposed addition in  
24 detail.

25  
26 Ms. Sandschafer noted there would be no change to the gym's roof slope with the new gym matching its  
27 slope, which would be 3 feet taller in totality with a lower roofed area which would house screened  
28 mechanicals. She then identified the materials to be used which are a gray brick aluminum curtain wall  
29 system with white frames extending along the façade face, the lower concrete foundation and double  
30 doors. Ms. Sandschafer then identified the east elevation that would be buffered by existing landscape,  
31 which would continue along the south side and be protected during construction. She stated the east and  
32 west elevation materials would remain the same and identified a brick area which would provide relief.  
33 Ms. Sandschafer explained the reasoning behind the window placement with glass near the top and at  
34 the corners while being cognizant of the neighbors' privacy.

35  
36 Ms. Sandschafer stated there would be no change on the north elevation except for the material color  
37 and two new canopies over existing doors. She also stated with regard to the south elevation, she  
38 identified the lounge level and egress stair and gym volume which would be screened by landscaping as  
39 well as the glass area to maximize the views from inside. Ms. Sandschafer identified the detailed brick in  
40 drawing no. 3 as well as the site's aerial view and landscape screening layers. She then identified the view  
41 from Church Road/Green Bay Road of the existing and proposed gym and connection space in between.

42  
43 Ms. Sandschafer stated they were asked to discuss the curtain wall detail and material selection which  
44 consist of those currently on the campus. She identified the brick as a gray velour brick which has a rich  
45 texture with the existing brick on the Mac Gym to receive a Sherman Williams gray wash with the existing  
46 concrete to have a grout clean finish buffered with landscaping. She identified the standing seam metal  
47 roof as having a light gray color and described the storefront curtain wall finish with low-E standard glazing

1 with a gray spandrel. Ms. Sandschafer stated the materials were selected as being appropriate to the  
2 campus as well as for residential uses, durability and longevity in terms of maintenance.

3  
4 Ms. Sandschafer described the difference between a curtain wall and storefront as being basically the  
5 same from the exterior view with the difference being in terms of how they are adhered to the building.  
6 She stated the curtain wall goes past the roof and is adhered differently with spandrel glass with a  
7 storefront being a system physically connected to the top and bottom slabs. Ms. Sandschafer then  
8 referred to the southeast corner landscape layers which helped buffer the building from the neighbors.  
9

10 Scott Freres stated aside from the landscape layers, there are two themes built into it, the first of which  
11 is to address landscaping from the inside of the building and front entrance. He stated a lot of the glass  
12 and permeability related to the focus of the building from the west façade. Mr. Freres identified the first  
13 landscaping scheme which included modifications related to the sidewalks and spoke to a lower scale of  
14 landscaping which focused on an ornamental mix of native grasses, low junipers with some higher junipers  
15 to accent the building. He noted there would be no change to the vegetation and tree canopy on the  
16 quadrangle. Mr. Freres identified two trees which would be pruned with the building fitting into the  
17 existing landscaping character. He described the landscaping as low maintenance and native based with  
18 the green roof element which added screening for a second floor view from the neighbors which  
19 addressed the view from the outside in. Mr. Freres stated they discussed concerns with the Elder Lane  
20 neighbors and identified the continuous edge of Arbor Vitae with plans to install canopy trees along Elder  
21 Lane. He stated there would be another layer of evergreen screening on the campus side due to tree  
22 pruning in connection with the overhead power lines as well as Arbor Vitae to be installed from the  
23 southeast corner of the parking lot.  
24

25 Mr. Freres stated on the southwest corner, in order to keep the light in that area, there would be small  
26 landscaping as it turned the corner and identified the two story level of the building which would have  
27 two levels of screening including climbing hydrangea and columnar English oak trees along with their size  
28 and function. He then stated with regard to the grass area on the Church Road frontage, he identified the  
29 landscaping which provided buffering and softened the building base. Mr. Freres added the lawn area  
30 would be maintained and that the underwater storm water containment is in that area and identified the  
31 range of colors and seasonal interest which are low maintenance durable plant material. He then  
32 identified the natives and ornamentals to be used on the north side as well as illustrations of the green  
33 roof element and materials and walkway bollard lighting. Ms. Sandschafer then provided additional views  
34 of illustrations of the entire campus and asked if there were any questions.  
35

36 Chairman Albinson asked if the existing building would be painted with the new building having exposed  
37 brick which would not be painted. Ms. Sandschafer confirmed that is correct and provided product  
38 samples to the Board for their review. She stated they planned to keep the campus in the same color  
39 scheme with gray and white. Ms. Sandschafer noted the existing brick would be painted and informed the  
40 Board they received positive comments from the neighbors who were primarily concerned with landscape  
41 buffering, lower roof heights, windows and light spillage. Chairman Albinson asked if they considered  
42 other brick detailing patterns and Ms. Sandschafer confirmed that is correct and stated it was decided the  
43 proposed brick was the best option. She confirmed none of the mechanical elements would be visible and  
44 the existing mechanicals on the north side would remain visible although screening would be added.  
45 Chairman Albinson questioned the fascia height and if there were any concerns in that regard. Ms.  
46 Sandschafer responded they would be well within the manufacturer's guidelines. She also stated all of the  
47 glazing would be new and matched throughout the building.  
48

Ms. Meiners referred to the east elevation and windows and questioned light protocols with regard to the northeast windows. Ms. Sandschafer stated they can perform a light study noting the lights would be on a timer. She also stated they have to meet light requirements in terms of tinting and additional information can be provided to the Board. Ms. Sandschafer added there should be no issues in connection with those walking or driving.

Chairman Albinson referred to the green roof visible from the neighbors and asked if a visibility study was done. Ms. Sandschafer responded from the building across the quad and for those neighbors down the street, they would have a higher vantage point of view with the green roof providing some relief visually when compared to a standard roof. Ms. Meiners commented the proposal is great. Mr. Konstant stated the proposal is being sympathetic to the neighbors. Chairman Albinson commented it is gorgeous and is a job well done.

Chairman Albinson then asked if there were any comments from the public. No comments were made at this time. He then asked for a motion as noted on page no. 91. Ms. Meiners moved to approve the Certificate of Appropriateness for the design of the proposed building and site improvements at North Shore Country Day School at 310 Green Bay Road without conditions. Mr. Konstant seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Albinson, Mr. Konstant, Meiners, Mr. Ritter

NAYS: None

**b. Case No. 23-01-DR: 24 Green Bay Road - Memorable, Inc.: Sign Permit to allow the installation of a wall sign on the storefront of the property located at 24 Green Bay Road.**

Mr. Marx noted the applicant is not present and identified the property's location in the Indian Hill zoning district and zoning classification with the proposal being to install a wall sign to provide identification and business promotion of digitizing consumer media. He identified the sign's font, wording and color and white lettering which is to be located above the main doorway which is code compliant and would be stud mounted with acrylic lettering. Mr. Marx then asked if there were any questions.

Mr. Ritter questioned the significance of a portion of the logo and Mr. Marx responded it may be part of the applicant's branding and represented word play. He also described the applicant's business. Ms. Meiners stated the request is fine as long as it met the standards.

Chairman Albinson then asked for a motion. Mr. Ritter moved to approve the application for 24 Green Bay Road as presented. Ms. Meiners seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Albinson, Konstant, Meiners, Ritter

NAYS: None

**Other Business.**

**a. February 16, 2023, Meeting – Quorum check.**

The Board Members discussed their availability. Chairman Albinson asked the Board Members if they knew of anyone available to fill two vacant Board Member positions.

**Adjournment:**

Chairman Albinson asked for a motion to adjourn. A motion to adjourn was made by Mr. Konstant and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Albinson, Konstant, Meiners, Ritter

1 NAYS: None  
2 The meeting was adjourned at 8:03 p.m.  
3  
4 Respectfully submitted,  
5  
6 Antionette Johnson  
7 Recording Secretary

DRAFT



# MEMORANDUM VILLAGE OF WINNETKA

## COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** DESIGN REVIEW BOARD

**FROM:** DAVORKA KIRINCIC, AICP  
BUILDING AND CODE ENFORCEMENT MANAGER

**DATE:** FEBRUARY 9, 2023

**SUBJECT:** 986 GREEN BAY ROAD – SELLERIA VENETA – SIGN PERMIT (CASE NO. 23-04-DR)

### INTRODUCTION

On February 16, 2023, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Selleria Veneta (the “Applicant”), as the lessee of the commercial space located at 986 Green Bay Road (the “Subject Property”), to allow installation of three window signs on the street frontage of the Subject Property.

### PROPERTY DESCRIPTION

The Subject Property is located west of Green Bay Road between Merrill Street and Scott Avenue in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located within the Commercial Overlay District. The Subject Property contains a three-story building with a traditional brown brick façade and classic Tudor architectural elements. The first-floor commercial space the Applicant will operate its Italian leather goods retail business has been vacant for several years. Figure 1 below identifies the pertinent space of the Subject Property while Figure 2 at the end of this report further identifies the Subject Property.



**Figure 1 – Subject Property – Store frontage along Green Bay Road**

## CURRENT REQUEST

The Applicant is seeking approval of three window signs that would provide identification and promotion for their new store location that sells Italian leather artisans products.

The main storefront window would receive a die-cut black window decal with red and green accents located on the lower half that features a riding horseman with a 2.4-inch text that states “MADE IN ITALY” in a capitalized contemporary font. The total area of this window sign would measure 8.45 square feet.

The smaller window, on the right side of the masonry column, would receive a slightly smaller die-cut decal of the same image, except with a 1.56-inch text that states “SELLERIA VENETA” in a capitalized traditional font and a 1.27-inch text that reads “MADE IN ITALY” in a capitalized contemporary font. The total area of this smaller window sign would measure 2.62 square feet.

The door window would have an identical decal as the smaller window placed in its upper half.

Currently, the smaller storefront window features a temporary sign that will be removed upon approval and installation of the proposed window signs. The Applicant has provided renderings, illustrations, and specifications of the proposed signs that are available in the application materials included in Attachment A.

## SIGN CODE ANALYSIS

On January 17, 2023, the Village Council adopted Ordinance MC-01-2023, an Ordinance amending Chapter 15.60 of the Winnetka Village Code and the Village’s Design Guidelines concerning sign regulations, more specifically window sign regulations (A summary of those amendments are attached, see Attachment C). The proposed signs meet all the new window sign regulations for administrative approval except for the following standards thus requiring the Board’s review of the proposed signs:

- Letters & Logo Size Requirements. The logo in the proposed main window sign exceeds 24 inches in height and is more than 1/3 of the height of the window.
- Materials & Color Requirements. The proposed decal window signs contain more than two colors.

The proposed window signs, which would be die-cut, comply with the main window decal covering 9.9%, the smaller right window decal covering 9.98%, and the door window decal covering 12.1%. A staff analysis of the sign area with calculations is included in Attachment B.

## DESIGN GUIDELINES ANALYSIS

When reviewing the design of any signs, the Board is to consider the following standards and criteria of Section 15.60.150(F) of the Sign Code.

- 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 be in proportion and scale to the building or to other buildings or signs in the surrounding area;*
  - 2. A signage package for a business establishment that includes a number of signs and graphics shall have an overall plan that demonstrates the compatibility of the design and colors of all the signs that are part of that package;*

3. *The amount of text and graphics 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 relate 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. *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

In addition, the Board should consider the Village's Design Guidelines to provide guidance on the design and appropriate placement of window signs. The Guidelines state that the color of decal signs should harmonize with the building while reflecting the character of the building style. Lettering color can be unique to the image of the retailer. They also state that reflective materials should not be used and only external illumination or lighting should be utilized, per the Village Code.

The Applicants have submitted a sign proposal that they feel best represents the character and themes of their business with no reflective materials or illumination. An excerpt of the Design Guidelines pertaining to window signs is included in 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 submitted. Should the DRB find the proposed signs as appropriate, the Applicant must first 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: Summary of Ordinance MC-01-2023 - Window Sign Amendments



**Figure 2 – Subject Property – Store frontage and entrance along Green Bay Road**

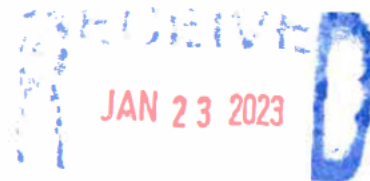
## ATTACHMENT A

Village of Winnetka  
SIGN PERMIT APPLICATION

## VILLAGE OF WINNETKA, ILLINOIS

## DEPARTMENT OF COMMUNITY DEVELOPMENT

## SIGN PERMIT APPLICATION



## Tenant/Lessee

|                                            |                    |                                             |                     |                         |
|--------------------------------------------|--------------------|---------------------------------------------|---------------------|-------------------------|
| Name of Business<br><b>Selleria Veneta</b> |                    | Primary contact name<br><b>Moses Valdez</b> |                     | Phone No.<br>[REDACTED] |
| Street Address<br><b>986 Green Bay Rd</b>  |                    |                                             |                     |                         |
| City<br><b>Winnetka</b>                    | State<br><b>IL</b> | Zip Code<br><b>60093</b>                    | Email<br>[REDACTED] |                         |

## Sign Company

|                                                      |                    |                                             |                                        |                                  |
|------------------------------------------------------|--------------------|---------------------------------------------|----------------------------------------|----------------------------------|
| Name of Sign Company<br><b>J&amp;D Instant Signs</b> |                    | Primary contact name<br><b>John Swanson</b> |                                        | Phone No.<br><b>847-965-2800</b> |
| Street Address<br><b>5614 W Dempester St</b>         |                    |                                             |                                        |                                  |
| City<br><b>Morton Grove</b>                          | State<br><b>IL</b> | Zip Code<br><b>60053</b>                    | Email<br><b>jadsigns@sbcglobal.net</b> |                                  |

## Property Owner

|                                                           |                    |                                             |                                          |                                  |
|-----------------------------------------------------------|--------------------|---------------------------------------------|------------------------------------------|----------------------------------|
| Name of Company<br><b>Hoffmann Commercial Real Estate</b> |                    | Primary contact name<br><b>Jenn Epstein</b> |                                          | Phone No.<br><b>847-828-3340</b> |
| Street Address:<br><b>825 Green Bay Rd Suite 250</b>      |                    |                                             |                                          |                                  |
| City<br><b>Wilmette</b>                                   | State<br><b>IL</b> | Zip Code<br><b>60091</b>                    | Email<br><b>jepstein@hoffmanncre.com</b> |                                  |

Sign type(s): ☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign  
(check all that apply) ☐ projecting sign ☐ other \_\_\_\_\_

Additional description of sign type and materials Decals for two windows:

Larger window: H 89 x L 138 - Decal with logo and "Imported Italian Luxury"

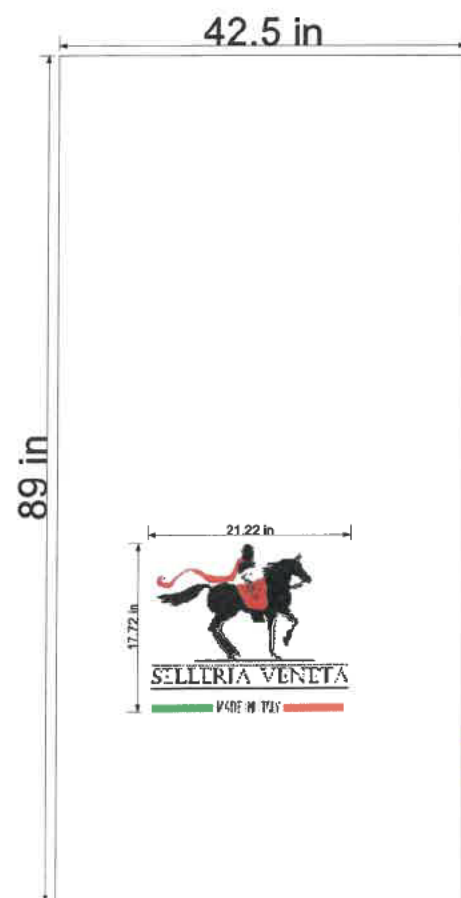
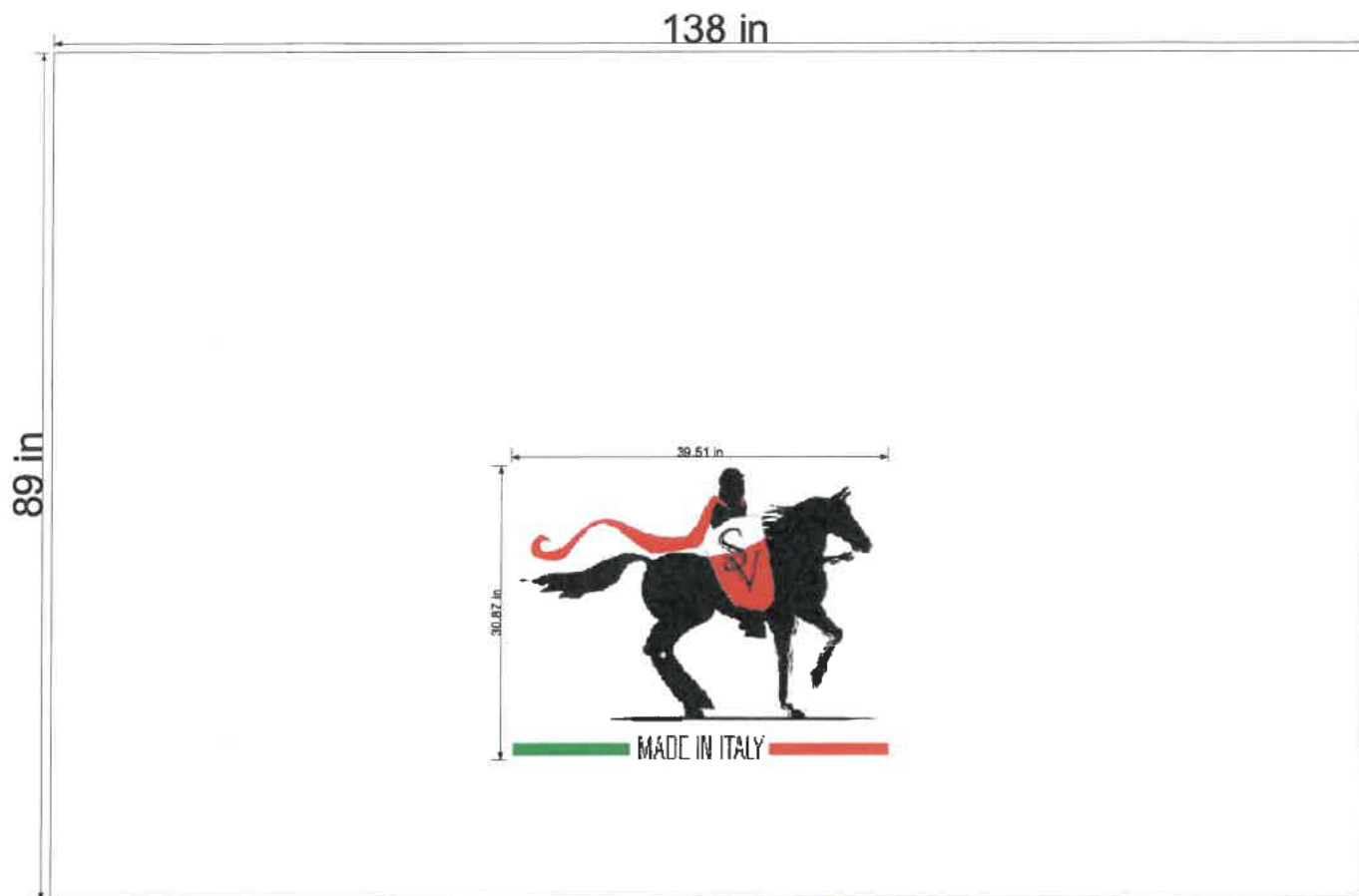
Small window: H 89 x L 42 - Decal with logo

Glass entrance door: H 82 x 38 - Decal with logo

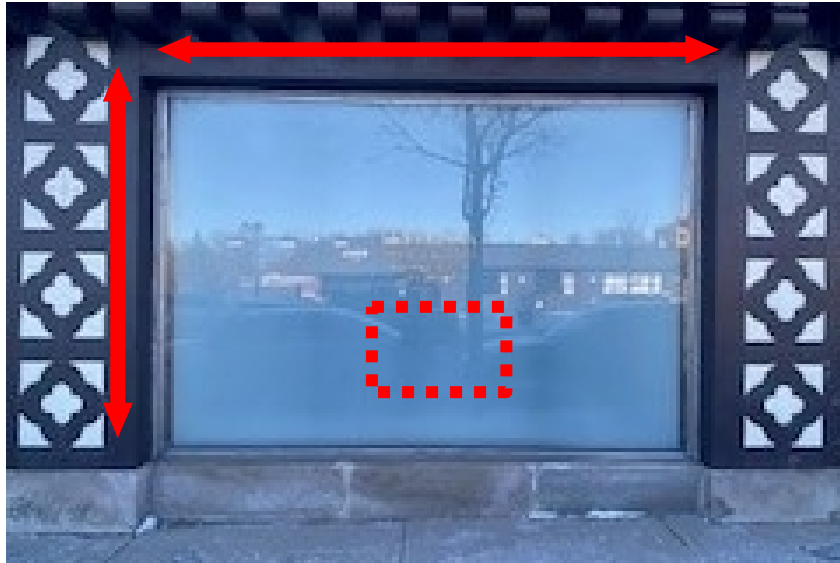
OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) \_\_\_\_\_

*SPC 2023-1042*  
*\$115.-*

CONDITIONS OF APPROVAL: \_\_\_\_\_



## Attachment B – Staff Analysis of Sign Area



Area of Main Storefront Window: 7.42 feet x 11.50 feet = 85.33 square feet  
Area of Proposed Main Storefront Window Sign: 2.57 feet x 3.29 square feet = 8.45 square feet  
Maximum Permitted Sign Area of Main Storefront Window: **8.53 square feet (10%)**  
Proposed Sign Area of Main Storefront Window: **8.45 square feet (9.9%)**



Area of Right Storefront Window: 7.42 feet x 3.54 feet = 26.27 square feet  
Area of Proposed Right Storefront Window Sign: 1.48 feet x 1.77 feet = 2.62 square feet  
Area of Door Window: 6.83 feet x 3.17 feet = 21.65 square feet  
Area of Proposed Door Window Sign: 1.48 feet x 1.77 feet = 2.62 square feet

Maximum Permitted Sign Area of Right Storefront Window: **2.63 square feet (10%)**  
Proposed Sign Area of Right Storefront Window: **2.62 square feet (9.98%)**  
Maximum Permitted Sign Area of Door Window: **10.825 square feet (50%)**  
Proposed Sign Area of Door Window: **2.62 square feet (12.1%)**

## **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. 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*