



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

July 20, 2023 at 7:00 PM
Winnetka Village Hall Council Chambers
510 Green Bay Road

AGENDA

1. **Call to Order**
2. **Public Comments**
3. **Approval of Minutes**
 - a. June 15, 2023, Regular Meeting Minutes
4. **New Applications**
 - a. **Case No. 23-15-DR: 800 Elm Street - Lakeside Foods:** Sign Permit to allow installation of window signs on the storefront of the building located at 800 Elm Street and a Side Code Variation to allow: (i) decal window signs that are not die-cut; (ii) window signs that exceed 10% of their respective window area; and (iii) the total area of all wall signs and window signs to exceed 15% of the area of street exposure along Elm Street.
5. **Other Business**
 - a. August 17, 2023, Regular 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; 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.

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
June 15, 2023**

Members Present:

Katie Moor, Acting Chairperson
Fritz Duda
Maggie Meiners
Heather Niehoff
Michael Ritter

Members Absent:

Paul Konstant

Others Village Officials Present:

Kirk Albinson

Village Staff:

David Schoon, Director of Community Development
Davorka Kirincic, Building and Code Enforcement
Manager

Call to Order & Roll Call:

Mr. Schoon called the meeting to order at 7:00 p.m. and took roll call of the Board Members present. He then asked for a motion to appoint Ms. Moor as Acting Chairperson. A motion to appoint Ms. Moor as Acting Chairperson was made and seconded. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Meiners, Moor, Niehoff, Ritter

NAYS: None

Approval of Minutes:

a. May 18, 2023, Regular Meeting Minutes

Chairperson Moor asked if there were any questions or for a motion to approve the May 18, 2023, meeting minutes. A motion was made and seconded to approve the May 18, 2023, meeting minutes. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Meiners, Moor, Niehoff, Ritter

NAYS: None

Chairperson Moor then asked for a motion to take the agenda out of order and consider the One Winnetka agenda item as agenda item no. 4. A motion was made to take the agenda out of order was made and seconded. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Meiners, Moor, Niehoff, Ritter

NAYS: None

New Applications:

a. Case No. 23-11-DR: 552 Lincoln Avenue - Fons Plant-Based Empanadas/Deep Purple: Sign Permit to allow two window signs and face change on the existing projecting sign at the storefront of Fons Plant-Based Empanadas/Deep Purple.

Chairperson Moor asked for the applicant's presentation. Dan Burns introduced himself as the owner's representative and identified the blade sign which would be changed. He noted the blade sign is done but has not been installed. Chairperson Moor asked for additional information on the window signs. Mr. Burns described be circular, non-illuminated logo signage and its location. Ms. Meiners questioned the interior hanging signs. Mr. Schoon confirmed they are allowed by code. Ms. Meiners commented that

1 the proposed signage is nice but together with the floating signage is too much. Mr. Duda questioned
2 the relief being questioned and Mr. Schoon clarified the portions of the request requiring approval.

3
4 Chairperson Moor asked if there were any other questions. No additional questions were raised at this
5 time. She then asked for a motion to approve the request as presented. A motion to approve the
6 request as presented was made by Ms. Niehoff and the motion was seconded. A vote was taken, and
7 the motion passed, 4 to 1:

8 AYES: Duda, Moor, Niehoff, Ritter

9 NAYS: Meiners

10
11 **b. Case No. 23-12-DR: 768 Oak - Winnetka/Northfield Library: Certificate of Appropriateness to**
12 **allow the replacement of an existing freestanding ground-mounted sign along Linden Street, as well**
13 **as the installation of a new freestanding ground-mounted sign along Green Bay Road.**

14 Chairperson Moor asked the Board Members if there were any questions or if any clarification is
15 needed. No comments were made at this time. She then asked for a motion to approve the request. A
16 motion to issue a Certificate of Appropriateness to approve the request was made by Mr. Ritter and
17 seconded by Mr. Duda. A vote was taken, and the motion unanimously passed, 5 to 0:

18 AYES: Duda, Meiners, Moor, Niehoff, Ritter

19 NAYS: None

20
21 **c. Case No. 23-13-DR: 554-558 Green Bay Road: Awning Permit and Amendment to a previously**
22 **approved Certificate of Appropriateness.**

23 Chairperson Moor asked if there were any questions or if the Board Members needed additional
24 information from the Village staff or the applicant. No comments were made at this time. She then
25 asked for a motion to approve the request. A motion to issue a Certificate of Appropriateness to
26 approve the request was made by Ms. Niehoff and seconded by Mr. Ritter. A vote was taken, and the
27 motion unanimously passed, 5 to 0:

28 AYES: Duda, Meiners, Moor, Niehoff, Ritter

29 NAYS: None

30
31 **d. Case No. 23-14-DR: 80 Green Bay Road – John Plunkett Interiors: Certificate of**
32 **Appropriateness to allow the replacement of existing windows, installation of new exterior building**
33 **lighting, and painting of the exterior of the building. The Village Council has final jurisdiction on this**
34 **request.**

35 Chairperson Moor asked if there were any questions or if the Board Members needed additional
36 information from the Village staff or the applicant. She then asked for the applicant's presentation.

37
38 John Plunkett introduced himself and Robert Jaydos, the architect. Mr. Jaydos described the existing site
39 which required a lot of interior and exterior work. He also described the windows, roof materials and
40 colors to be used on the project. Mr. Plunkett described the colors as neutral with the current green
41 mansard roof to be changed to a slate gray color and provided samples to the Board for their review. He
42 also referred to the previous sign tower which would be painted a dark bronze color with the proposed
43 sign to be presented at the next Board meeting. Mr. Plunkett then described the request as
44 noncontroversial and an improvement over the existing condition.

45
46 Chairperson Moor asked if there were other questions. No questions were raised at this time. She then
47 asked for a motion to recommend approval of the request as presented. A motion to recommend

1 approval of a Certificate of Appropriateness for the request as presented was made by Mr. Duda and
2 seconded by Mr. Ritter. A vote was taken, and the motion unanimously passed, 5 to 0:

3 AYES: Duda, Meiners, Moor, Niehoff, Ritter

4 NAYS: None

5
6 **Continued Applications:**

7 a. **Case No. 22-25-PD: 714-16, 718-732, 736 & 740 Elm Street and 511 & 515 Lincoln Avenue -**
8 **One-Winnetka Preliminary Planned Development (Continued from April 20, 2023, meeting):**
9 **Certificate of Appropriateness to allow construction of a new four-story mixed-use building as part of**
10 **planned development. The Village Council has final jurisdiction on this request.**

11 Chairperson Moor provided background for the request and Kirk Albinson's role in the application's
12 presentation. She then asked for a motion to appoint Mr. Albinson as presiding officer for this
13 application's presentation. A motion to nominate Mr. Albinson as Chairperson for the request was made
14 by Ms. Meiners and the motion was seconded. A vote was taken, and the motion unanimously passed, 5
15 to 0:

16 AYES: Duda, Meiners, Moor, Niehoff, Ritter

17 NAYS: None

18
19 Mr. Schoon provided a staff introduction including the background of the request and details relating to
20 the application and questions raised by the Board at its previous meeting. He also stated the applicant
21 was asked to clarify some elements which are included on Table 1 of the Staff Report. Mr. Schoon
22 identified two design elements that the Village staff would like to briefly review for the Board, the
23 electronic transformer location and proposed streetscape elements. He identified the concerns raised
24 relating to the transformer location and referred to the lighted bollard theme at the intersections and
25 for the applicant to consider extending the pedestrian light element to the edge of the property on the
26 east and south with the elements being consistent with the Village's streetscape design. Mr. Schoon
27 then stated in connection with the proposed design elements to be used in the private plaza area, they
28 are asked for more specific information relating to the paving material and proposed seating as well as
29 additional information on the area's landscaping elements.

30
31 Mr. Schoon then referred to the factors the Board is to consider when reviewing a Certificate of
32 Appropriateness as well as guidelines in making their recommendation to the Village Council. He stated
33 following the applicant's presentation, public comment and the applicant's response to public comment,
34 the Board will determine if they are ready to make a recommendation on the project or if they need
35 additional information. Mr. Schoon then asked if there were any questions. No questions were raised at
36 this time.

37
38 Chairman Albinson asked for the applicant's presentation. John Talty of OKW Architects introduced
39 himself and Katherine Talty, the landscape architect, John Murphy and Deidre Klein of Murphy
40 Development to the Board. He referred to the Board's positive comments received at the April 2023
41 meeting and the issues they were instructed to address. Mr. Talty also referred to the comments made
42 regarding the Lincoln and Elm Street elevations and noted they were sensitive to the issue of scale. He
43 then outlined how the presentation would take place.

44
45 Mr. Talty began by stating the building grew 4 inches in height which would result in better architecture
46 and an increase in the fourth-floor transparency by 8% with the remainder of the factual elements
47 remaining the same. He referred to comments made relating to the pedestrian walkway which they
48 wanted to be safe, well-lit, and welcoming. Mr. Talty stated after much consideration, they decided to

1 remove the walkway and replace it with a north-south corridor to remain inside the building with access
2 off Elm. He referred to interior underground parking, ground floor commercial space and residential
3 units on the second, third and fourth floors.
4

5 Mr. Talty stated regarding the building's architecture and aesthetic, he referred to the previous
6 discussion relating to Tudor architecture. He identified some of the gables which contributed to Tudor
7 architecture and described the exterior change to brown stone and white brick which he described as an
8 elegant and beautiful solution. Mr. Talty also stated the top floor and roof of the building were darkened
9 to address transparency and relate to the material's color palette. He described the Elm Street solution
10 as powerful and explained how they introduced a triple gable element mid-block to break it up and
11 created a double gabled expression at the east end like that at the Lincoln Avenue corner. Mr. Talty
12 stated regarding the view from east to the southwest, he identified the transformer location and noted
13 the pergola previously used as part of the solution was removed. He added the wall along the public
14 parking lot on the east side is articulated and there would be an inset for the backup generator. Mr.
15 Talty then identified the second-floor terraces and bay on the third floor which wrapped the corner.
16

17 Mr. Talty referred to the second-floor courtyard and common area activity for the building with
18 gathering and dining options. He stated that in lieu of using lighter color material, the bays were
19 addressed similarly to the perimeter architecture. Mr. Talty identified areas where the architecture is
20 now wrapped inside the building which would be articulated with a different material color to help
21 activate that space. He then identified the Lincoln elevation and entrance and described the architecture
22 used on it with landscaping addressing the building's luxury. Mr. Talty identified the ramp leading to the
23 underground parking area and the residential entry point.
24

25 Mr. Talty then stated they were asked to consider the scale from the Elm Street bridge and referred to a
26 rendering and stated the building would not overwhelm the community and would fit comfortably in the
27 community. He also identified streetscape elevations compared to the neighbors. Mr. Talty stated the
28 Lincoln elevation would be viewed as a true elevation of a building with Elm Street never being able to
29 be viewed in that context. He also identified renderings of the color changes and the stone based used
30 on the ground floor on Lincoln and Elm all the way across with the stone rising to meet the third floor on
31 Lincoln. Mr. Talty also identified the true white brick used on the second floor and gables along with the
32 use of white brick and stucco material. Mr. Ritter questioned the gable's timber material. Mr. Talty
33 responded it would be a cementitious, hardy material which will be used as a divider. He noted the
34 south and east elevations would speak to the same material use. Mr. Talty then described the four sides
35 of the building as four-sided architecture with the building having no back side.
36

37 Mr. Talty identified the elevations of the amenity terrace and described the materials used. He also
38 stated proposed material boards would be provided to the Board for their review. Mr. Talty then stated
39 the building and tenant signage would be presented later with the building's actual address to be later
40 confirmed. He also referred to the transformer location which was relocated and enclosed to address
41 the Board's concerns. Mr. Talty then identified the gate, fencing and railings in the rendering as well as
42 the planter at the residential entrance.
43

44 Katherine Talty stated she would identify the landscape changes made based on the architecture
45 evolution. She referred to the corner feature on the building as the bunch of trees which she described
46 as an overhead living pergola, and which was adjusted to respond to the entry door at that corner. Ms.
47 Talty stated they determined a table and chair setup would be more appropriate for that corner. She
48 stated the comments received from Teska relating to streetscape have been addressed. Ms. Talty stated

1 the plaza surface material would marry the streetscape pallet architecture which she described as deep
2 red brick and would be a banded, stained concrete plaza. She also described the tree's flush grating
3 system and identified a streetscape holistic streetscape view. Ms. Talty confirmed the private amenity
4 terrace on the second floor would not change.

5
6 Mr. Talty stated regarding lighting, he referred to an illustration of the variety of types which are
7 standard for the Village. He identified the areas where ornamental, parking and apartment lighting
8 would be used. Mr. Talty then identified a comparison of the previous and revised proposal and referred
9 to shed dormers and gables which served to break up the Elm Street corridor elevation and on the
10 Lincoln elevation. He also identified previous and revised elevation comparisons comparing the changes
11 made and stated any other information the Board would like to see is available. Mr. Talty then asked if
12 there were any questions.

13
14 Chairman Albinson first asked for public comment and asked for comments to be limited to three
15 minutes or less. Mr. Schoon noted for the record written comments were received.

16
17 Frank Petrek, 711 Oak, referred to a photo he submitted of windows on the north façade from his
18 building. He stated his concern related to the fact that there were not supposed to be balconies on the
19 south façade. Mr. Petrek referred to his view of the fourth floor, the number of windows and their view
20 and the ability of fourth floor residents of the proposed building to see into their building. He stated his
21 concerns relate to privacy and noise and added his concern also relating to the transformer location
22 with the applicant having done a nice job addressing it.

23
24 John Phelan, President of the Condominium Association, stated his concerns related to the backup
25 generator's location, its size, and the ability to minimize the amount of noise generated from it. He
26 asked for clarification regarding its proposed location.

27
28 No additional public comments were made at this time. Chairman Albinson then called the matter in for
29 discussion.

30
31 Mr. Duda thanked the Village staff and the applicant for the presentation. He noted he submitted
32 comments at the previous meeting and the applicant addressed all the concerns raised by the
33 Commission. He stated the request met the design guidelines and standards with the revised proposal
34 resulting in a better expression of the Board's comments. Mr. Duda stated he is in support of the project
35 and added of the previously approved requests for this site over the last several years, the proposal is
36 the best submittal so far. He added he would like to see the project advance from the Board and noted
37 four of the Village Trustees recommended at the January 2023 meeting to get the project moving
38 forward.

39
40 Ms. Meiners agreed with Mr. Duda's comments and thanked the applicant for considering the Board's
41 concerns. She stated her only comment related to the fourth floor and asked for the corners of the top
42 floor to be cut in order to not lose ceiling height but visually lower the building height. Ms. Meiners also
43 stated she appreciated the site line provided from the bridge and the proposal looked as though it
44 belonged and is a contemporary proposal.

45
46 Chairman Albinson agreed with Ms. Meiners' suggestion and stated the factor creating the concern is
47 the cornice piece creating a heavy shadow line making the building feel top heavy. He stated removing
48 the cornice at a minimum would help. Mr. Talty asked for clarification on Ms. Meiners' suggestion,

1 which she provided to the applicant. Mr. Ritter commented that if it is taken off entirely, it would
2 appear unfinished. Mr. Talty agreed with the Board's suggestion and that it is a simple solution which
3 can be achieved.
4

5 Ms. Niehoff stated she also appreciated the applicant addressing the Board's concerns and noted for the
6 record she did not feel there was a direction to pursue Tudor in any way. She commented that the
7 building needed to be a center piece project for Winnetka and the site, and she did not see it that way
8 yet. Ms. Niehoff then referred to page 34 with the image looking over the bridge. She stated regarding
9 the view and bookend of mimicry from the corner of Hometown Juice, she commented it did not feel it
10 is right to be book ended. Ms. Niehoff reiterated the Board agreed at the April 2023 meeting that the
11 applicant is going in the right direction and that she did not feel it is at the quality level or material use
12 standpoint although she liked the use of white brick. She also commented that the building at the corner
13 of Elm and Lincoln did not come down to the ground enough with the continuous stone base band felt
14 like generic suburban retail versus upscale residential in a mixed-use environment. Ms. Niehoff
15 suggested they break the material at the ground floor and referred to page 22.
16

17 Ms. Niehoff also stated there seemed to be too many different articulations from a coloration and
18 materials standpoint of the outside versus the inside. She referred to page 34 and commented on the
19 scale sold the height and the way the top floor was setback which is positive from a massing standpoint.
20 Ms. Niehoff then asked for a view from Elm looking to the west. She stated she is also concerned
21 regarding the transformer location in terms of precedent. Mr. Schoon informed the Board he could not
22 think of another property where there was a similar condition in terms of the transformer location,
23 which he noted are no longer allowed to be located underground. Mr. Talty responded it could not be
24 located on the east elevation due to the zero-lot line condition in that area or the south elevation. Mr.
25 Schoon confirmed access from either of those elevations would not be allowed to service the
26 transformer in that area, and there are limited onsite options to locate it.
27

28 Ms. Niehoff then referred to the triple gables on Elm and stated she preferred the double gables on
29 Lincoln and questioned their use from the design of units' perspective. Mr. Talty responded that the
30 units were designed inside out and outside in. Ms. Niehoff commented she preferred more simplicity of
31 elements on the façade and referred to the different expressions.
32

33 Chairman Albinson agreed with Ms. Niehoff's comments relating to the three gables on Elm and two
34 gables on Lincoln. He commented that the previous Elm elevation felt too long and horizontal, and the
35 revised delivery is not correct. Mr. Talty commented that it is subjective, and they were advised to
36 enhance the wall's verticality which was done with these elements. He described their attempts to
37 break up the façade and noted they have months of work ahead of them with the proposal not a
38 construction document. He stated they want the project to meet their objectives and the general
39 objectives of the Village and the Board.
40

41 Chairman Albinson commented individually, the elements are nice and referred to the wider expanse of
42 more horizontal with shed dormers in between which he felt were too spaced out and lacked rhythm.
43 He then identified his areas of concern in the illustration and suggested a simplification option.
44 Chairman Albinson then referred to the width of the shed dormer element and commented that it
45 should be simplified. He suggested the gable dormer elements be eliminated with only the shed dormer
46 included.
47

1 Mr. Talty referred to the comments made several years ago that any project for the site should contain
2 Tudor architecture, which was repeatedly suggested. He stated for the project to advance, their hands
3 were tied, and they had to include Tudor in the proposal. Mr. Talty then stated he appreciated the
4 Board's comments relating to the inclusion of Tudor. Ms. Niehoff stated the project is very important to
5 the Village and the Board would encourage the project's advancement. Mr. Ritter agreed with Mr.
6 Talty's comments relating to the inclusion of Tudor elements and added the project looked great. He
7 stated he felt no changes were necessary but would agree with the removal of the small dormers
8 suggested by Chairman Albinson and Ms. Niehoff. Mr. Duda referred to the approval on the prior project
9 proposal for the site years ago and referred to unintended consequences and to being sensitive to the
10 applicant's work. Mr. Talty provided the Board with the reasoning for the inclusion of the dormer
11 elements.

12
13 Ms. Meiners asked if there would be an opportunity to reapprove the materials. Chairman Albinson
14 responded there would not. Ms. Niehoff provided clarity relating to her comment about the building
15 coming down in certain areas and referred to the line of material change in the illustration at Elm and
16 Lincoln. Chairman Albinson referred to Image 31 as an example of Ms. Niehoff's suggestion. Mr. Talty
17 identified the differentiation between each bay as well as additional information on the piers and their
18 materials. The Board Members and Mr. Talty discussed several options regarding relocating the gables
19 and brick to break up the Lincoln and Elm elevations as well as how those alternatives would relate to
20 the sign band.

21
22 Mr. Talty stated regarding the generator's location, he identified a carve-out and the generator access
23 point. He stated it would only be visible to those parking in the public lot and not to the 711 Oak
24 residents with it generating minimal noise. Mr. Talty then addressed Mr. Petrek's concerns regarding the
25 private tenant terrace location. He identified the terraces' locations on the various elevations noting
26 there would be no terrace on the fourth floor. Mr. Talty stated the only terraces on the south side of the
27 building are for two units on the second floor. He stated they were mindful of how the spaces live and to
28 be considerate of the neighbors.

29
30 Ms. Moor then stated she appreciated the nod to Tudor with the new pallet being more elevated and
31 having a more luxurious feel. She stated she understood more after taking Mr. Talty's comments into
32 consideration and applauded the applicant's presentation. Ms. Moor also commented she liked the new
33 landscape plan better and identified her concerns relating to the corner on the illustration on page 36
34 which she commented felt corporate as opposed to warm and welcoming. Ms. Talty informed the
35 Board it is stained concrete, and the rendering provided the idea of the color change of two gradients of
36 gray and identified the most accurate photograph in the rendering. She also identified the entry doors
37 which would be accentuated with a low-level planter to define the space. Ms. Moor then stated the
38 project is moving in the right direction.

39
40 Ms. Niehoff asked for additional clarification regarding the courtyard material change which Mr. Talty
41 provided to the Board, noting the intent was to make the courtyard as open and transparent as possible.
42 He also described the proposed materials noting there is a structural implication to the space since
43 public parking is located below. Mr. Talty then provided color samples to the Board for their review. Ms.
44 Niehoff commented she is troubled with how different it appeared from the rest of the building.
45 Chairman Albinson stated he understood from a continuity standpoint and indicated there could be a
46 lighter shade of cementitious material while understanding the applicant's budget concerns. Mr. Talty
47 explained the reasoning for the color change noting it is a private space.

1 Ms. Niehoff asked who the building would be marketed to. Mr. Murphy responded mostly transitional
2 residents or those selling their homes. He estimated the monthly rent to be \$1,700 and up to \$14,000-
3 \$15,000 per month for the larger units. Mr. Talty provided information regarding the square footage for
4 the various units.

5
6 Chairman Albinson commented the proposal is beautiful and the comments the Board made were
7 splitting hairs. He referred to the rendering on the Elm elevation and the slope change and questioned
8 how it worked with the street and sidewalk. Mr. Talty explained how the grade change would be
9 addressed. Chairman Albinson asked if the lattice and vines in the previous proposal for the parking lot
10 could be reintroduced. Mr. Talty responded it is a zero-lot line and they are challenged with the lack of
11 space for planting. Chairman Albinson suggested an easement be worked out with the Village. Mr.
12 Murphy suggested a decorative screen be used in those locations.

13
14 Chairman Albinson stated at the previous meeting, he referred to his comments relating to color
15 focused on the fourth floor and did not expect an entirely different color pallet. He stated he preferred
16 the original color although he is not opposed to the alternate scheme. Mr. Talty described the color
17 pallet as a far more elegant solution for the building when compared to farmhouse coloring. Mr.
18 Murphy stated the current proposal's stone enhancements are far beyond those of the previous
19 proposal as well as the addition of copper along with the gutters. Ms. Meiners stated the current color
20 scheme provided enough variation as well as the materials.

21
22 Chairman Albinson asked the applicant if they considered removing the half timbering. Mr. Talty
23 responded they did, and it would have been too pronounced. Chairman Albinson then commented on
24 the transformer's relocation as being a good solution. He also stated he appreciated the comments
25 made regarding the use of stone and then questioned the timeline. Chairman Albinson asked the Board
26 if they would like to make a recommendation to the Village Council with conditions or to ask the
27 applicant to come back before the Board. Mr. Schoon noted the Board must be clear as to what the
28 conditions are. Mr. Duda suggested the Board approve the submittal with suggestions as opposed to
29 conditions. Mr. Schoon stated that the Village Council is looking for as much clarity as possible from the
30 Board with their recommendation if it should include conditions. Mr. Talty stated the triple gables and
31 double gables can be modified on the Elm and Lincoln elevations and they can go back to the shed
32 dormer expression, the cornice on the fourth floor can be modified with an edge detail to soften the top
33 floor expression, and the horizontal band sitting on top of the retail commercial base can be broken up
34 by pulling the masonry to the ground while considering it be done in an architecturally sensible fashion.
35 Chairman Albinson also included the addition of a screening element on the ground floor wall along the
36 Village parking lot. Ms. Meiners stated she would be in favor of approving the request with the
37 condition of the items mentioned being evaluated noting the applicant has listened to the Board's
38 previous comments.

39
40 Chairman Albinson then asked for a motion to recommend approval of a Certificate of Appropriateness
41 for the design of the building, streetscape and landscaping proposed for the mixed-use building on the
42 subject property subject to the conditions as outlined by Mr. Talty.

43
44 A motion to recommend approval of a Certificate of Appropriateness for the One Winnetka project with
45 the following conditions was made by Mr. Duda and seconded by Mr. Ritter.

- 46
47 1. Replace the triple gable design element on Elm Street and the double gable design element on
48 Lincoln Avenue with shed dormers.

2. Study and modify the cornice on the fourth floor to recede rather than come forward.
3. Break up the horizontality of the band that sits atop the commercial storefronts by varying the height of that stone cap.
4. Add ornamental lattice to the painted CMU block wall elements on the east and south ground floor elevations to soften the wall behind it.

A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Meiners, Moor, Niehoff, Ritter

NAYS: None

Other Business.

- a. July 20, 2023, Meeting – Quorum check.

The Board Members discussed their availability.

Public Comment.

No comments were made at this time.

Adjournment:

Chairperson Moor asked for a motion to adjourn. A motion to adjourn was made by Ms. Meiners and the motion was seconded. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Meiners, Moor, Niehoff, Ritter

NAYS: None

The meeting was adjourned at 9:47 p.m.

Respectfully submitted,

Antionette Johnson

Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JULY 20, 2023
SUBJECT: 800 ELM STREET – LAKESIDE FOODS – SIGN PERMIT AND SIGN CODE VARIATION (CASE NO. 23-15-DR)

INTRODUCTION

On July 20, 2023, the Design Review Board/Sign Board of Appeals (DRB) is scheduled to hold a public hearing on an application submitted by Lakeside Foods (the “Applicant”) as the lessee of first-floor commercial space at 800 Elm Street (the “Subject Property”). The Applicant has submitted applications seeking the following approvals:

1. **Sign Permit** to allow installation of eight window decal signs; and
2. **Sign Code Variation** to allow the following:
 - a. Window decal signs that are not die-cut;
 - b. Window signs that exceed 10% of their respective window area; and
 - c. Total area of all wall signs and window signs that exceeds 15% of the area of street exposure along Elm Street.

PROPERTY DESCRIPTION

The Subject Property is located on the south side of Elm Street between Green Bay Road and Chestnut Street, is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District, and contains a two-story commercial building, which includes the Applicant’s grocery store, *Lakeside Foods*, on the first floor. The building consists of a traditional brick façade and roof parapet with a stucco-clad second story. Figure 1 below identifies the Subject Property. Figures 4 and 5 later in this report further identify the Subject Property.



Figure 1 – Subject Property – Store frontage of Lakeside Foods along Elm Street

CURRENT REQUEST

The Applicant is seeking additional signage in the form of window decals for promotion and identification of the existing grocery business. The signs would be applied on the exterior of the windows of the first floor along the building's north façade along Elm Street. The proposed signs are as follows:

- Far-left window:
 - Logo decal in the middle that says "Lakeside Foods – SINCE 1958" in traditional commercial white fonts; and
 - Above the logo decal would be a picture graphic of a deli sandwich with text that reads "SANDWICHES" and "SALAD BAR" in a modern sans-serif white font.
- Main storefront window:
 - Expansive decal showing pictures of vegetables, sliced ham, and cold cuts with text that reads "GROCERIES", "PRODUCE", "MEAT & FISH", "FRESH CUTS", along with the Boar's Head brand logo in modern white; and
 - Center would have the same logo decal as the far-left window.

The signs described above are identified below in Figure 2.



Figure 2 – Rendering of Proposed Far-Left & Main Storefront Window Signs

- Doorway entrance:
 - Main transom window would have a full decal that shows pictures of beer and wine with text that reads "CRAFT BEER · FINE WINE · SPIRITS · HARD SELTZER" in a modern white font. The center of the decal would have a circular logo with text that reads "Lakeside Foods – SINCE 1958" in traditional gold fonts;
 - Left doorway window would receive a graphic that shows bottles of wine with text that reads "LARGE SELECTION OF FINE WINE & CRAFT BEER" in a modern white font.
 - Right door window would receive a decal on the upper half that states the business hours in a basic white font of varying letter heights between 2 inches and 4 inches.

The lower half of the right door window would receive a decal showing an artistic white outline of a wine bottle and chalet.

The proposed entrance signs described above are identified below in Figure 3. The Applicant has provided details of the proposed signs that are available in the application materials included in Attachment A.



Figure 3 – Rendering of Proposed Entrance Window Signs

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. The proposed signs would not meet the new window sign requirements for administrative approval for the following standards, thus requiring the Board's review of the proposed signs:

- Sign Area – Some of the decals would take up more than 10% of their respective window areas.
- Area of Street Exposure – The total area of the existing wall sign and the proposed window signs would exceed 15% of the street exposure along Elm Street.
- Letter & Logo Size - Store hours and contact information is limited to 2 inches in height. The text proposed for the store hours varies in height from 2 to 4 inches.
- Sign Height and Width – Some of the decals would exceed one-third of the height of the glass area and exceed 90% of the window width.
- Sign Placement – Some of the decals would be located in the upper third of the window area.
- Die-Cut Decals – The decals would have background panels, not be die-cut, and contain more than just individual letters and logos.
- Sign Color – Some of the decals would have more than two colors.
- Application of Sign – The proposed decals would be applied on the exterior of the windows.

The proposed window signs would comply with the requirements of having no illumination, having no reflective materials, and not extending over architectural features. A staff analysis of the sign areas with calculations is included as Attachment B.

SIGN CODE VARIATION REQUEST

The Applicant has applied for a Sign Code Variation from Section 15.60.120 [Commercial Signs] to allow the following:

1. Window sign decals that are not die-cut;
2. Window signs that exceed 10% of their respective window area; and
3. Total Sign area that cumulatively exceeds the maximum permitted coverage of 15% of the street exposure along Elm Street.

Ordinance MC-01-2023, adopted on January 17, 2023, by the Village Council, also amended the standards for granting a variation from the Sign Code. The Design Review Board (also sitting as the Sign Board of Appeals) may grant relief from the Sign Code if it determines that the following standards set out in Section 15.60.250 [Variations] are met:

1. *The variations would be in harmony with the general purpose and intent of this chapter;*
2. *Given the design elements of the building or site on which the sign is located, the design of the sign is as compatible, if not more compatible, with character of the business district than the standard sign regulations would otherwise allow;*
3. *For window signs, the design of the sign would not significantly inhibit the viewing of store products, activities, or services;*
4. *The variation will not alter the essential character of the locality;*
5. *The design of the sign is contextually appropriate for the type of business; and*
6. *The design of the sign exhibits a high degree of artistic embellishment.*

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 and style of decal signs should harmonize with the building while reflecting the character of the building style. They also state that reflective materials should not be used, and only external illumination or lighting should be utilized, per the Village Code. An excerpt of the Design Guidelines pertaining to commercial 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 Sign Permit and Sign Code Variation as submitted. Should the DRB find the proposed signs as appropriate, the Applicant must first receive the approved permits 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 4 – Subject Property – Corner of main storefront along Elm Street, facing southwest



Figure 5 – Subject Property – Storefront façade along Elm Street

800 ELM STREET WINNETKA IL

Lakeside Foods

SINCE 1958

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

WITH Variance on the Ordinance in place.

MAY 30 2023

Tenant/Lessee

Name of Business Lakeside Foods		Primary contact name Manu Saini		Phone No. [REDACTED]
Street Address 800 elm street				
City winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Sign Company

Name of Sign Company Rendex LLC		Primary contact name Basia Janke		Phone No. [REDACTED]
Street Address [REDACTED]				
City Bloomington	State IL	Zip Code 60108	Email [REDACTED]	

Property Owner

Name of Company Hoffmann Commercial Real Estate		Primary contact name Jenn Epstein		Phone No. 847-512-3191
Street Address: 568 Lincoln Avenue				
City winnetka	State IL	Zip Code 60093	Email jepstein@hoffmanncre.com	

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 _____

Owner is asking for a Variance on the Ordinance in place in this PROJECT

WINDOW GRAPHICS LARGER THAN 10% OF THE COVERED AREA.

MATERIAL: High resolution Vinyl print graphics, adhesive backing, with lamination.

Attached to the outside part of the windows. 10 years warranty

Decals/ cut out window graphics on the right door of the building

SBC 2023-505

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

\$315.-

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT
SIGN CODE VARIATION APPLICATION

Property Information

Site Address: **800 Elm Street**

Name of Business: **Lakeside Foods**

Parcel Identification Number(s) (PIN): _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) **variation 3/ window**
of Chapter 15.60 Signs of the Village Code for the following work: **The owner requesting to use more**
10% of a window area. There is 50% of the window area that is requested to be covered.

It is hard to recognize what business is conducted inside the building. This is why we need the
window graphics

Attach a separate written document which explains in detail how the requested variation complies with all of the following standards:

1. The requested variation is in harmony with the general purpose and intent of the Sign Code.
2. The plight of the petitioner is due to unusual circumstances.
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of the Sign Code (i.e., compliance would result in a clearly demonstrable hardship that is unique to the applicant or property).
4. The variation will not alter the essential character of the locality. (In that the Village has adopted Design Guidelines which are intended to preserve the character of the Village, it is important that the applicant establish that the request is consistent with the intent and purpose of the Design Guidelines.
5. The design of the sign is contextually appropriate for the type of business.
6. The design of the sign exhibits a high degree of artistic embellishment.

Property Owner Information

Legal Name: **Manu Saini**

Owner

Primary Contact: _____

Address: **800 Elm St**

City, State, Zip: **Winnetka IL**

Phone: _____

Email: _____

Owner Signature: _____

Applicant Information

Legal Name: **BASIA JANKE**

Designer

Primary Contact: _____

Address: _____

City, State, Zip: **Bloomington IL 6010**

Phone: _____

Email: _____

Applicant Signature: _____

5/26/23

FROM:

Basia Janke
Commercial Designer
800 Elm St
Winnetka IL 60093

TO:

Village of Winnetka
510 Green Bay Road
Winnetka, Illinois 60093

Response to email received on 6/26/23.

1. Your sign code variation application also needs to include a request for the graphics to not be die cut, since they are not. Can you confirm in a reply email that the variation is intended to cover that request, too?

In addition to our previous request, we would like to request window graphics not be die cut but large piece of laminated print.

2. The request is in harmony with the general purpose and intent of the Sign Code*.

Given the design elements of the building or site on which the sign is located, the design of the sign is as compatible, if not more, with the character of the business district than standard sign regulations allow.

The buildings windows are **radius windows**, very elegant in style and striking in appearance of historical, traditional, and modern architecture.

Our proposed design follows the exact shape of the arched windows. Proposed signs will be custom cut in the shapes of arch to fit the architecture aspect of the windows. The graphics of the sign also follow the Archy aspect, the way the entire design has the same design language making the building look very elegant.

3. If the sign is a window sign, the design of the sign does not significantly inhibit the viewing of store products, activities, or services.

Our proposed design does not inhibit the viewing of store products, activities, or services. Windows are partially clear of signage what makes them open for viewing.

4. The design of the sign is contextually appropriate for the type of business.

The design of the sign is very accurate. It emphasizes services and products sold at the Market.

5. The design of the sign exhibits a high degree of artistic embellishment.

The design of the sign has been created by professional architectural designers. The entire project is visually pleasing, emphasizing the structure of the building. There is large use of neutral or earth colors that follow the palette of the building design.

6. The variation will not alter the essential character of the locality.

The proposed design of the sign will enhance the local character also of the nearby building.

5/26/23

FROM:

Basia Janke
Commercial Designer
800 Elm St
Winnetka IL 60093

TO:

Village of Winnetka
510 Green Bay Road
Winnetka, Illinois 60093

Explanation of request for a Variance on the Ordinance in Sign Code

My name is Basia. I am a Commercial designer working closely with Mr. Manu Saini -Owner of Lakeside Foods Market located at 800 Elm St, Winnetka, IL 60093.

The purpose of this letter is to kindly ask the Village of Winnetka for a Variance in the Ordinance in place.

I understand that by following the guideline the window openings can occupy only up to 10% of an individual window area and that decals mounted in the storefront transom area or door window area are restricted to 50% of the transom area or door window area. It seems like there is not enough signage space for a large Market space such as Lakeside foods store -to promote its business when it comes to economic development, to easily navigate customers to the market location and to show what type of business has been modeled inside.

We are currently proposing very elegant, classy design graphics, however the total area covers close to 50% instead of 10% of the total glass area. We would greatly appreciate your consideration of reviewing our proposal and accepting the One-time Variance in the standard Sign Ordinance.

Please note that:

The proposal of presenting below graphics for Lakeside Foods has been strategically designed to benefit multiple aspects related to community development.

Here are some of the most important arguments why on requesting the Variance in area coverage from 10%-50%:

- Customers often complain that Lakeside Foods is very difficult to find due to lack of visible Signage.
- Currently the building's outlook is simply brown bricked with Black Awnings looking more like Offices than Fresh Market.
- There are currently no indication signs on the building of any fresh produce or what has been sold inside.
- The main wall sign is in script font, making it hard to read and barely visible from the outside.
- Customers often mistakenly enter the Mart looking for different business.
- Neighborhood Market should bring some excitement to the neighborhood, colors, freshness, and vibrance.
- When people go Grocery shopping the experience shouldn't happen at a Dunn place, but place nicely decorated, with shoppers encouraged support the city economically. What would help is the visual experience of beautiful prints of fresh produce and foods, enhancing customers to purchase the products.
- Convenience Markets are one of the most important places to every community when it comes to tax dollars spent by customers, places such as important should be very easy to be find, welcoming to enter and exciting to navigate through it.
- Right now, Winnetka doesn't Have one great Grocery Market-Lakeside Food could become a be a perfect Model for others if properly dressed.
- Thanks to the Clings there surely be a visible increase in foot traffic that will obviously benefit the city of Winnetka, due to increase in taxation, available work spots , healthy foods delivery and many more.
- The graphics are precisely designed by professional designers, visually pleasing fresh foods prints, printed on high quality vinyl, professionally installed, following the shapes of the windows.

I appreciate your time in allowing presentation of our proposal to the city of Winnetka and I appreciate your kind consideration.





SANDWICHES

S A L A D B A R

Lakeside Foods

SINCE 1958



GROCERIES
PRODUCE



Boar's **Head**



MEAT & FISH
FRESH CUT

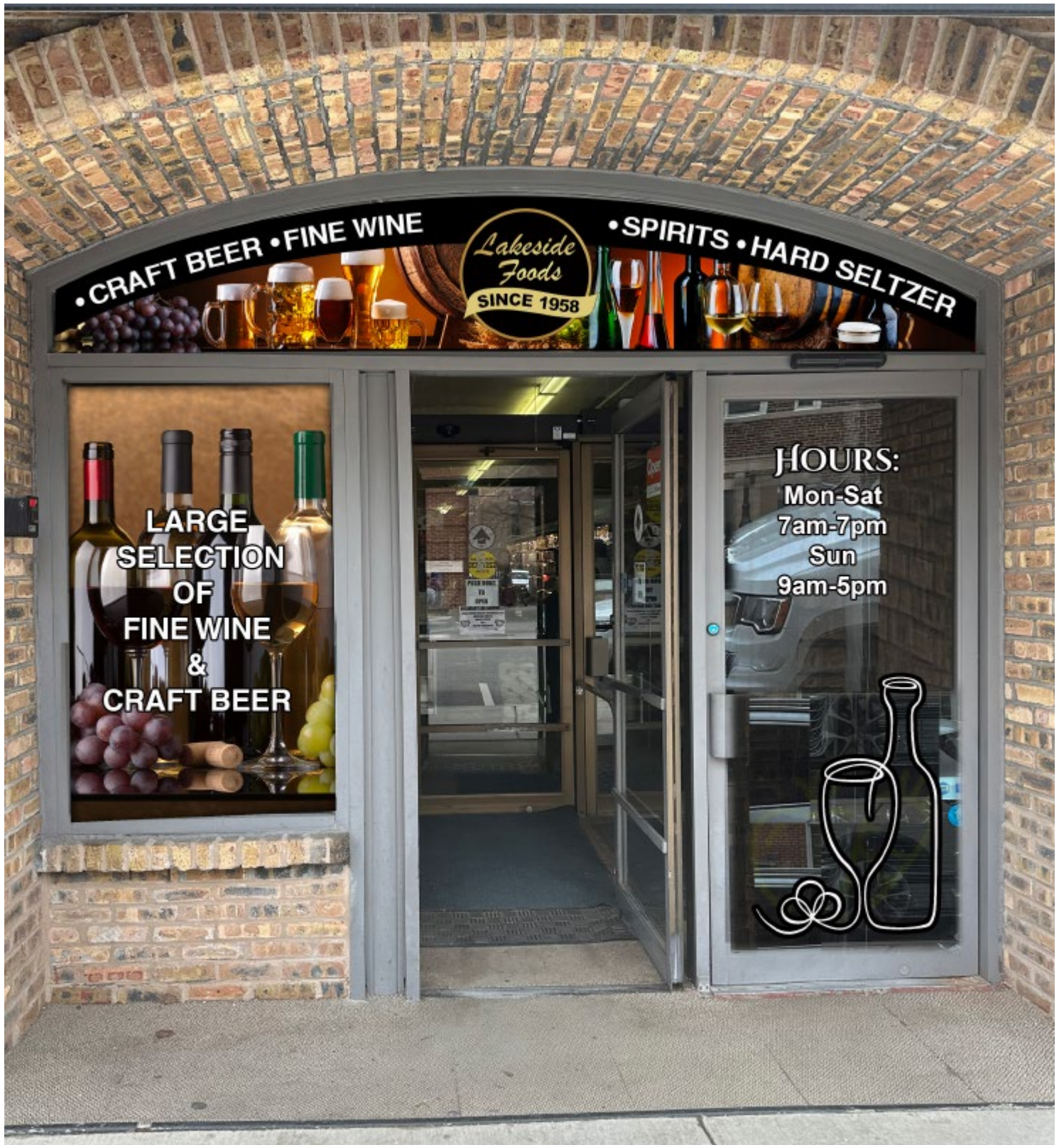


**LARGE
SELECTION
OF
FINE WINE &
CRAFT BEER**

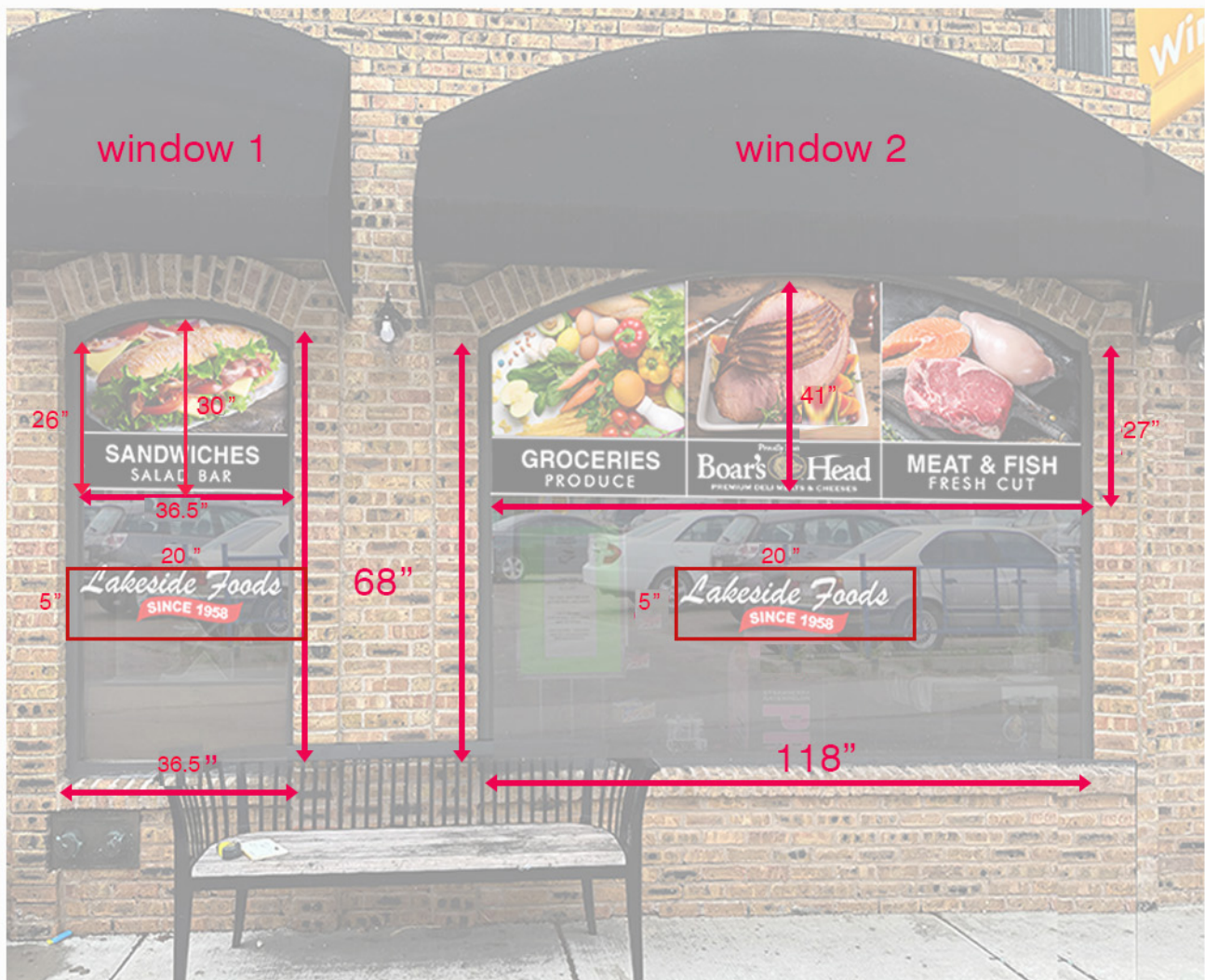
HOURS:

Mon Sat
7am-7pm
Sun
9am-5pm









window 1

Total area= 17sq feet

Graphics area=11 sq feet

window 2

Total area=56 sq feet

Graphics area=28 sq feet



Window1
Total area=13sq feet
Graphics area=13sq feet

Window2
Total area=13sq feet
Graphics area=13sq feet

Window3
Total area=17 sq feet
Graphics area=0 sq feet

Window: 4
Total area=17 sq feet
Graphics area= 5sq feet

ALL WINDOWS AREA 60 SQ FEET

GRAPHICS AREA 30 SQ FEET =50%

Current:



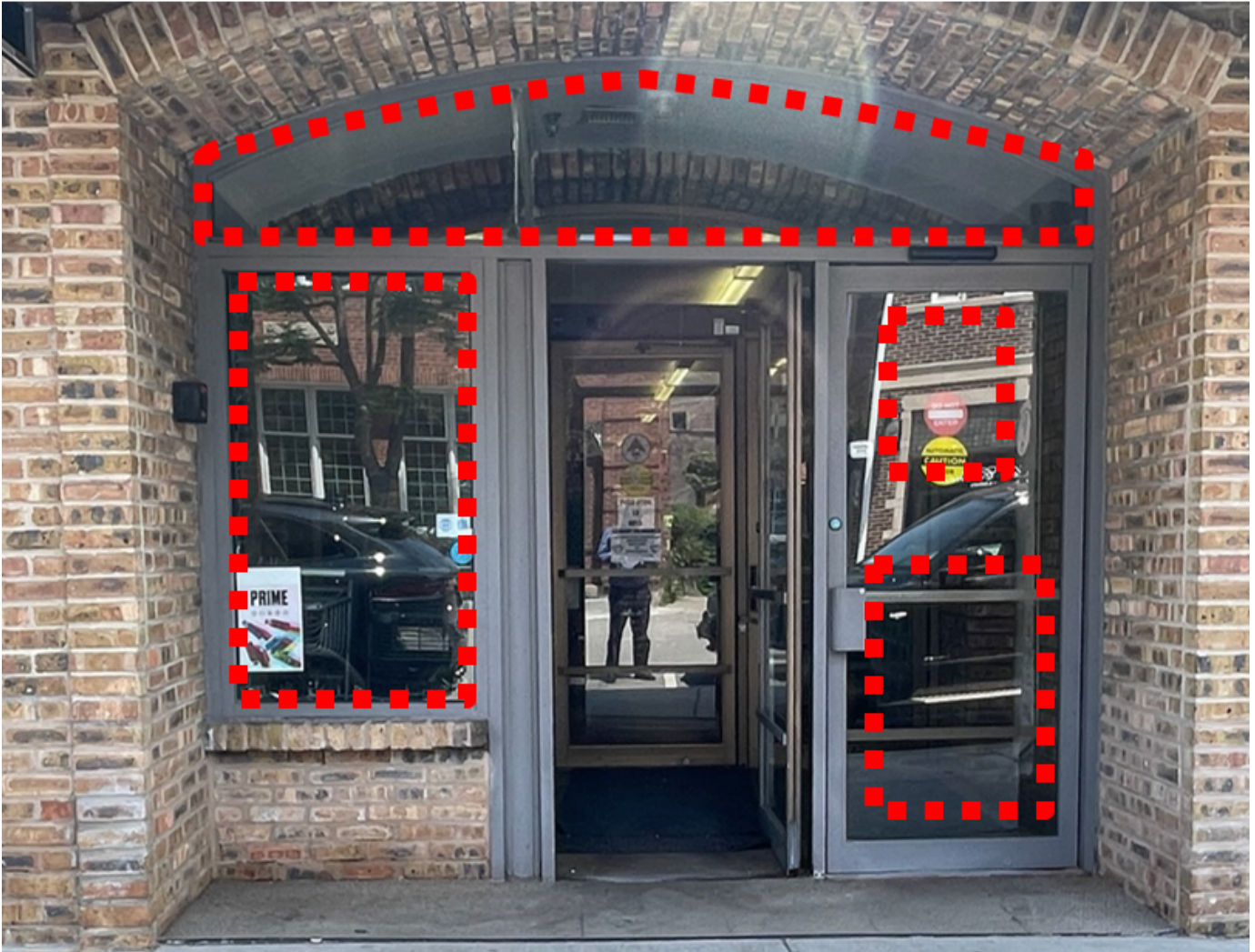
Proposal:



800 Elm St. Project Proposal



Attachment B – Staff Analysis of Sign Area



Lakeside Foods – Elm Street Frontage - Entrance

Area of Transom Window: 15.88 square feet

Area of Proposed Transom Window Sign: 15.88 square feet

Maximum Permitted Sign Area: **1.59 square feet (10%)**

Proposed Sign Area: **15.88 square feet (100%)**

Area of Left Doorway Window: 5.33 feet x 2.5 feet = 13.33 square feet

Area of Proposed Left Doorway Window Sign: 5.33 feet x 2.5 feet = 13.33 square feet

Maximum Permitted Sign Area: **1.33 square feet (10%)**

Proposed Sign Area: **13.33 square feet (100%)**

Area of Right Doorway Window: 6.33 feet x 2.66 feet = 16.84 square feet

Area of Proposed Right Doorway Window Sign: (1.67 feet x 1.5 feet) + (2 feet x 1.67 feet) = 5.85 square feet

Maximum Permitted Sign Area: **8.42 square feet (50%)**

Proposed Sign Area: **5.85 square feet (34.74%)**



Lakeside Foods – Elm Street Frontage

Area of Left Window: 5.67 feet x 3.04 feet = 17.24 square feet

Area of Proposed Left Window Sign: (0.42 feet x 1.67 feet) + (2.5 feet x 3.04 feet) = 8.3 square feet

Maximum Permitted Sign Area: **1.72 square feet (10 %)**

Proposed Sign Area: **8.3 square feet (48.14%)**

Area of Storefront Window: 5.67 feet x 9.83 feet = 55.74 square feet

Area of Proposed Storefront Window Sign: (0.42 feet x 1.67 feet) + (3.42 feet x 9.83 feet) = 34.32 square feet

Maximum Permitted Sign Area: 5.57 square feet **(10 %)**

Proposed Sign Area: 34.32 square feet **(61.58%)**

Area of Existing Wall Sign: (2.1 feet x 11.5 feet) + (2.1 feet x 7.5 feet) = 39.9 square feet

Combined Area of All Signs: 39.9 ft.² + 15.88 ft.² + 13.33 ft.² + 5.85 ft.² + 8.3 ft.² + 34.32 ft.² = 117.58 square feet

Storefront Street Frontage Area: 13 feet x 46 feet = 598 square feet

Maximum Permitted Sign Coverage Area: **89.17 square feet (15%)**

Proposed Sign Coverage Area: **117.58 square feet (19.66%)**

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. (MC-01-2023, amended, 01/17/2023)

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. 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 39 & 40
MC-01-2023, Removed, 01/17/2023*



Figure 41

4. 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 (MC-01-2023, amended, 01/17/2023)