

Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes  
July 20, 2023

**Members Present:**

Katie Moor, Chairperson  
Paul Konstant  
Maggie Meiners  
Heather Niehoff  
Michael Ritter

**Members Absent:**

Fritz Duda

**Village Staff:**

Christopher Marx, Associate Planner  
Davorka Kirincic, Building and Code Enforcement Manager

**Call to Order & Roll Call:**

Chairperson Moor called the meeting to order at 7:06 p.m.

**Public Comments:**

No comments were made at this time.

**Approval of Minutes:**

a. June 15, 2023 Regular Meeting Minutes.

Chairperson Moor asked for a motion to approve the June 15, 2023 meeting minutes. A motion to approve the June 15, 2023 meeting minutes was made by Mr. Ritter and seconded by Ms. Meiners. A vote was taken and the motion unanimously passed, 5 to 0:

AYES: Konstant, Meiners, Moor, Niehoff, Ritter

NAYS: None

**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.**

Mr. Marx identified the property's location and size and explained the request for window decals along the Elm Street frontage along with sign permit requirements for the decals. He then identified the specifics of the side code variation being requested. Mr. Marx referred to the proposed graphics in an illustration and identified the far right doorway window which would not exceed the percentage maximum for graphics. He noted the Village Council allowed code revisions which allowed administrative staff approval of requests which met certain conditions and identified the elements which did not meet those requirements. Mr. Marx stated the applicant provided a response included as Attachment A which addressed the criteria behind the signage request. He also referred to Attachment B which included the sign area measurements along with Attachment C representing an excerpt from the design guidelines. Mr. Marx then asked if there were any questions.

Chairperson Moor also asked if there were any questions. No questions were raised at this time.

Kevin Janke stated he would present the request to the Board on behalf of the applicant. Mr. Ritter asked if the signs would be applied to the window's interior. Mr. Janke responded it could be done either way and noted it would be U-V light protected to extend the life expectancy. Mr. Ritter commented the logo and signage are attractive but he is not in favor of large photos of food which covered too much of the window. Mr. Janke referred to the client's attempt to bring awareness of their offerings to the community. Chairperson Moor agreed with the comments made and the need to inform the community of their offerings. She suggested it be presented more as a fine food market and commented the signage with food images do not accomplish that.

1 Chairperson Moor then asked if the applicant considered using a different awning. Mr. Konstant suggested it should  
2 work with the window. Chairperson Moor suggested changing the name to Lakeside Food and Delicatessen. Ms.  
3 Meiners agreed with the comments made and stated she preferred the idea of a striped awning. She also suggested  
4 the logo above the door should be included in the middle of the windows to make it consistent. Mr. Janke agreed  
5 with the comments made.

6  
7 Ms. Niehoff also agreed with the comments made and added she did not like the canopies' shape which did not  
8 agree with the window shape and should be better integrated. Mr. Janke agreed with the comments made. No  
9 additional comments were made at this time.

10  
11 Chairperson Moor then asked for a motion to recommend approval of the request or if the Board would like to  
12 continue the request with suggestions. She then stated the Board agreed that photos of the food items should be  
13 removed and they are fine with the banners in terms of items being sold. Chairperson Moor also suggested  
14 consideration be given with regard to the canopies and how to attract more people to the store with a different  
15 canopy look. Mr. Janke agreed with the suggestions made and stated the request can be represented to the Board  
16 incorporating their suggestions. Ms. Meiners suggested revisions be made to the window referencing the  
17 reconfiguration of the large selection of fine wine and craft beer without losing that message. She also suggested  
18 for the image on the left with the Lakeside Food logo and black and white banners, for it to be located below with  
19 the logo in the middle. Ms. Meiners then asked for the application to be brought back to the Board with their  
20 suggestions incorporated. Ms. Niehoff suggested the same fonts be used to integrate them better.

21  
22 Chairperson Moor then asked for a motion to continue the request to the August 2023 meeting. Ms. Meiners moved  
23 to continue the request to the August 2023 meeting based on the Board's suggestions. Mr. Ritter seconded the  
24 motion. A vote was taken and the motion unanimously passed, 5 to 0:

25 AYES: Konstant, Meiners, Moor, Niehoff, Ritter

26 NAYS: None

27  
28 **Other Business.**

29 a. August 17, 2023 Meeting – Quorum Check.

30 Chairperson Moor asked if there was any other business. No additional business was discussed at this time. The  
31 Board Members then discussed their availability.

32  
33 **Adjournment:**

34 Chairperson Moor asked for a motion to adjourn. A motion to adjourn was made by Mr. Ritter and seconded by Mr.  
35 Konstant. A vote was taken and the motion unanimously passed, 5 to 0:

36 AYES: Konstant, Meiners, Moor, Niehoff, Ritter

37 NAYS: None

38 The meeting was adjourned at 7:28 p.m.

39  
40 Respectfully submitted,

41  
42 Antionette Johnson

43 Recording Secretary

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