



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

September 21, 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. August 17, 2023, Regular Meeting Minutes
4. **Continued Applications**
 - a. **Case No. 23-17-DR: 80 Green Bay Road - John Plunkett Interiors:** Sign Permit to allow installation of wall and glass door signs and a Sign Code Variation to allow a non-street exposure wall sign to exceed 20 square feet in area. *This item was continued from the August 17, 2023, Board meeting.*
5. **New Applications**
 - a. **Case No. 23-18-DR: 547 Chestnut Street - Chestnut Street Flowers:** Sign Permit to allow existing window signs to remain, a Sign Code Variation to allow existing window signs that exceed 10% of their respective window area to remain, and an Awning Permit to allow replacement of the awning cover and sign.
 - b. **Case No. 23-19-DR: 550 Lincoln Avenue - Bashy Bash:** Sign Permit to allow replacement of the existing wall and window signs and to install additional signage on the existing awning valance with the new business name.
 - c. **Case No. 23-20-DR: 42 Green Bay Road - Winnetka Dental Associates:** Sign Permit to allow the existing storefront window and door signs to remain and to allow existing window signs that exceed 10% of their respective windows to remain.
 - d. **Case No. 23-21-DR: 725 Elm Street - Forsyth Jeweler:** Sign Permit to allow installation of a window sign on the storefront.
 - e. **Case No. 23-13-TX: 808 Oak Street - New Multifamily Residential Building:** An application submitted by 808 Oak Street, LLC, seeking approval of a Certificate of Appropriateness for the construction of a new four-story multifamily building. The Village Council has final jurisdiction on this request.
6. **Other Business**

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).

- a. October 19, 2023, Regular Meeting - Quorum Check

7. Adjournment

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes
August 17, 2023**

Members Present:

Katie Moor, Chairperson
Fritz Duda
Paul Konstant
Maggie Meiners
Heather Niehoff

Members Absent:

Michael Ritter

Village Staff:

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

Call to Order & Roll Call:

Chairperson Moor called the meeting to order at 7:06 p.m. Ms. Kirincic took a roll call of the Board Members present.

Public Comments:

No comments were made at this time.

Approval of July 20, 2023, Regular Meeting Minutes:

Chairperson Moor asked for a motion to approve the July 20, 2023, meeting minutes. A motion to approve the July 20, 2023, meeting minutes was made by Ms. Niehoff and seconded by Mr. Duda. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Konstant, Meiners, Moor, Niehoff,

NAYS: None

Chairperson Moor then requested a motion to take the agenda out of order and consider the Lakeside Foods agenda item as agenda item No. 1 and the BP Gas Station agenda item as agenda No. 2. 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, Konstant,

NAYS: None

Continued Applications:

a. **Case No. 23-15-DR: 800 Elm Street – Lakeside Foods: An amended Application for a Sign Permit to allow the installation of window signs on the storefront of the building located at 800 Elm Street and a Sign Code Variation to allow the installation of window signs that exceed 10% of their respective window area. This item was continued from the July 20, 2023, Board meeting.**

Chairperson Moor stated that the applicant submitted an application and presented at the July 20, 2023, meeting to allow the installation of window signs on the storefront of the building located at 800 Elm Street and a Sign Code Variation to allow the installation of window signs that exceed 10% of their respective window area. Ms. Kirincic provided a staff presentation to the Board.

Ms. Kirincic emphasized that the applicant has provided the attached revised storefront elevation renderings in the Agenda Packet, which was sent out and posted on the Village website. The primary changes include removing posters of food and banners with black backgrounds and food items listed in

1 white text from all windows previously proposed at the DRB meeting on July 20, 2023. She summarizes
2 which window signs exceed the max. allowed 10% of sign coverage of the window area and explained
3 that the doorway signs comply and do not exceed an allowed 50% of the door sign coverage. Also, the
4 proposed signs comply with the maximum allowed sign area street exposure allowance.

5 Ms. Kirincic notified DRB that the applicant proposed a different design since the Agenda Packet went
6 out and would like to represent it to BRD tonight. She summarized that the applicant requests additional
7 signs on the back doorway/Chestnut Court Elevation with the new proposal. These doorway signs were
8 not included in the original Agenda Packet for this meeting. Additionally, she stated that the staff briefly
9 reviewed the new proposed signage and concluded that Variation is still needed for window signs
10 exceeding 10% of the respective window area but also needs a Variation exceeding 15 % of the Sign
11 Street Exposure on the Elm Elevation (16%). Front entrance doorway signs at Elm Elevation comply and
12 do not exceed the max. 50% sign coverage of the door glass area. The back doorway signs/Chestnut
13 Court Elevation comply and do not exceed the max. 50% sign coverage of the door glass area. Also, the
14 total sign area on Chestnut Court Elevation complies and does not exceed 15% of the allowed Sign
15 Street Exposure. I would ask the Applicant to represent their new proposal.

16 Afterward, Ms. Kirincic asked the Applicant to represent the newest proposed signage.

17
18 Kevin Janke, Sign Company Representative/Applicant, represented the newest sign proposal.
19 He referred to the Board to an illustration of the windows and color change being proposed.
20 Chairperson Moor commented that the proposal is an improvement over the prior submission and
21 would prefer the image at the bottom not to be red. She then asked the Board Members for their
22 comments. Ms. Meiners described the proposal as sophisticated and agreed with Chairperson Moor's
23 comments with regard to the red color. Mr. Fritz, Mr. Konstant, and Ms. Niehoff agreed with the
24 comments made. Ms. Niehoff added that she preferred the wine glass image at the bottom. The Board
25 Members thanked the applicant for making the changes.

26
27 Additional information was provided with regard to the request. The initial presenter identified an
28 image that would also be part of the project. Ms. Kirincic identified the signage's percentage coverage in
29 the windows, noting that the windows would exceed the maximum by 10% and that the door signage is
30 compliant. Chairperson Moor suggested that the images be reduced by 20% in order to be compliant
31 and would look better. The Board Members discussed image alternatives. The applicant asked if seating
32 could be added to the front. Mr. Schoon responded that there would have to be enough pedestrian
33 clearance, and a permit would need to be obtained. The applicant stated that the image placement was
34 intentional in order to allow visibility. The Board Members agreed that the imagery should be removed
35 from the window sign panel.

36
37 Chairperson Moor asked if there were any other questions. Mr. Konstant asked the applicant if they
38 would consider leaving the wine bottle imagery from the original presentation on the window on Elm.
39 The applicant referred to an image in the PowerPoint presentation.

40
41 Mr. Schoon then provided the applicant with information regarding outdoor seating requirements.

42
43 Chairperson Moor then requested a motion to approve the request contingent on removing the red
44 color and the imagery underneath the Panini soup and salad bowl wording, along with a slight reduction
45 in the imagery size in the window. A motion to approve the request, as stated by Chairperson Moor, was
46 made by Mr. Duda. The motion was seconded. A vote was taken, and the motion unanimously passed,
47 5 to 0:
48

1 AYES: Duda, Konstant, Meiners, Moor, Niehoff

2 NAYS: None

3
4 **b. Case No. 22-10-DR: 1025 Tower Road – BP Gas Station: An amended Application for a**
5 **Certificate of Appropriateness to allow exterior alternations to the main building and gas canopy at**
6 **1025 Tower Road. This item was continued from the April 21, 2022, Board meeting.**

7 Chairperson Moor stated that the applicant submitted an application presented at the April 2022
8 meeting to allow exterior alternations to the existing gas station main building and gas canopy.
9

10 Ms. Kirincic provided a staff presentation to the Board. The Applicant provided the revised site plan,
11 visuals, elevation renderings, and proposed building lighting specifications and came to represent a
12 revised design incorporating DRB suggestions at the April 2022 DRB meeting. The primary changes
13 include adding scone lights on the white stucco fascia, removing the arched stone-clad gable at the
14 parapet horizontal ends of the building previously proposed at the DRB meeting on April 21, 2022, and
15 replacing it with arched thin stone veneer, which matches the existing stone base of the building, only
16 above the entrance door. The proposed large canopy columns would have the same thin stone veneer
17 at the base and white stucco at the upper portion of the columns to achieve a cohesive look with the
18 main building.
19

20 Chairperson Moor asked if there were any questions. Ms. Niehoff referred to the applicant's company
21 colors and questioned how green and white would be incorporated into the proposal. Saab Akhtar,
22 General Contractor of the project, provided the Board with information relating to the color choices for
23 the application. Mr. Nick Panchal, the owner of BP Gas Station, informed the Board that they are leasing
24 the gas station and identified the current sign and location approved by the Village. He confirmed they
25 did not want the BP sign or logo with the only BP sign included on the pricing signage. Mr. Akhtar
26 referred to the maximum sign allowed on the pump, which was approved, and noted that promotional
27 signage is also not allowed on top of the pumps. He then informed the Board that the canopy color was
28 previously black, and the colors were changed during the remodel. Mr. Akhtar confirmed that
29 everything else would remain the same. The second presenter identified the finish to be used on the
30 band and canopy.
31

32 Ms. Niehoff questioned the stone piece size. The first presenter stated it would be custom work and
33 estimated the size to be between 4x6 or 4x8 inch pieces. He also stated that red brick and a slab would
34 go on top of the stone. He noted that stucco would remain at the top. The Board Members commented
35 that the area above the entry door appeared plain. Mr. Akhtar stated that a sign over the door could be
36 added.
37

38 Chairperson Moor stated that the revised request is a big improvement over the previous proposal. Ms.
39 Niehoff agreed with Chairperson Moor's comments.
40

41 Chairperson Moor asked if there were any other questions. No additional questions were raised at this
42 time. She then asked for a motion to approve the request as presented. A motion to approve the
43 request as presented was made by Mr. Duda, and Ms. Niehoff seconded the motion. A vote was taken,
44 and the motion passed 5 to 0:

45 Duda, Konstant, Meiners, Moor, Niehoff

46 NAYS: None
47
48

New Applications:

a. **Case No. 23-16-DR: 1083 Gage Street – Northshore Barbershop: Sign Permit to allow existing window and door signs to remain at the storefront of the Northshore Barbershop and a Sign Code Variation to allow installation of window signs that exceed 10% of their respective window area.**

Ms. Kirincic provided information regarding the request to the Board. She stated that the applicant has three additional locations and identified the image for their trade sign, which exceeded the requirements by 10%. Ms. Kirincic also stated that the signage would extend across the mullions and would be located on the upper 1/3 of the window, which needed to meet administrative approval requirements. She also mentioned that the signage would be applied to the glass's exterior.

Chairperson Moor asked if the wording on the awning was compliant. Ms. Kirincic confirmed it is 5 inches, within the Sign Code requirements, and is consistent with the building. Chairperson Moor commented that the fact that the applicant has other locations is unacceptable and suggested that the logo be reduced in size. Mr. Duda stated that the signage is fine and referred to the 10% size limitation as a problem for many retailers. He stated that they should be consistent in their application of the requirements. Mr. Duda stated that the mullion affected its appearance and would have been fine if it had not been there. Ms. Meiners referred to the issue of the Board's consideration of various logos and the fact that it is an existing sign done during COVID-19. She suggested approval only be given due to the fact that it existed during Covid circumstances and to confirm it is not because of their logo. Ms. Meiners then stated that in terms of consistency, she would prefer to see similar signage in the Village and referred to the sign's aesthetics and font. She commented that consistency is difficult since each store and brand is different, which is problematic. Ms. Meiners concluded they should note in the record the Board's reasoning for approving the request.

Chairperson Moor stated the Board could approve the request since it was installed during Covid and referred to the mullion, which affected the design. She then asked for a motion to approve the request. Mr. Duda moved to approve the request as presented. The motion was seconded by Ms. Meiners. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Konstant, Meiners, Moor, Niehoff

NAYS: None

b. **Case No. 23-17-DR: 80 Green Bay Road – John Plunkett Interiors: Sign Permit to allow installation of wall and glass door signs at the building located at 80 Green Bay Road and a sign Code Variation to allow a non-street exposure wall sign to exceed twenty square feet in area.**

Chairperson Moor stated the application would be continued to the September 21, 2023, meeting and asked for a motion to continue the request. Ms. Meiners moved to continue the application to the September 21, 2023, meeting. Mr. Duda seconded the motion. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Konstant, Meiners, Moor, Niehoff

NAYS: None

Other Business.

a. **September 21, 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 Mr. Konstant and seconded by Mr. Duda. A vote was taken, and the motion unanimously passed, 5 to 0:

AYES: Duda, Konstant, Meiners, Moor, Niehoff

NAYS: None

The meeting was adjourned at 7:55 p.m.

Respectfully submitted,

Antionette Johnson

Recording Secretary

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: SEPTEMBER 14, 2023
SUBJECT: 80 GREEN BAY ROAD – JOHN PLUNKETT INTERIORS – SIGN PERMIT
AND SIGN CODE VARIATION (CASE NO. 23-17-DR)

INTRODUCTION

On September 21, 2023, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by *John Plunkett Interiors* (the “Applicant”) as the lessee of the commercial space located at 80 Green Bay Road (the “Subject Property”). The Applicant has submitted applications seeking the following approvals:

1. **Sign Permit** to allow the installation of wall and door window signs on the Subject Property and
2. **Sign Code Variation** to allow a non-street exposure wall sign to exceed twenty (20) square feet.

PROPERTY DESCRIPTION

The Subject Property is generally located on the west side of Green Bay Road between Winnetka Avenue and the Village of Kenilworth. It contains a one-story commercial building that was formerly occupied by Fields Maserati. The Subject Property is located in the C-1 Neighborhood Commercial zoning district. **Figure 1** and **Figure 2** on the following page identify the subject property and show the location of all three proposed signs.



Location of Proposed East
Elevation Wall Sign

Location of Proposed
East Elevation Entrance
Door Window Sign

Figure 1 – Subject Property – Storefront View Along Green Bay Road



Figure 2 – Subject Property – Building View Along Green Bay Road Driving Northwest

PREVIOUS APPROVALS

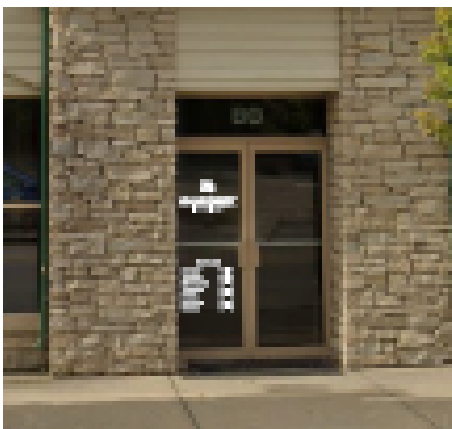
On June 15, 2023, the DBR recommended approval of the Certificate of Appropriateness for the exterior building improvements. The Village Council adopted resolution R-66-2023, granting a Certificate of Appropriateness for the Subject Property.

CURRENT REQUEST

The Applicant is seeking approval for two entrance door windows and two wall signs to identify and promote their new store location that sells furniture. All four signs will feature the logo and name of the business, as shown in the illustrations below.

Each door window sign is:

- Individual text die-cut decals in white color;
- Applied on the exterior surface of the glass;
- Less than 8” in height, including individual logo, letters, and numbers;
- Less than 50 % of the door glass area; and
- Not exceeding 1/3 of the height of the glass area and 90% of the glass width.



Proposed East Entrance Door Window Sign



Proposed South Entrance Door Window Sign

East elevation wall sign is:

- Single face non-illuminated ACM sign with 2 inches border and logo/copy - 3/4" acrylic flat cut-outs painted satin MAP MP41342SP brushed aluminum;
- 8 feet above grade, and mounted in the center of the building's vertical projected wall;
- Illuminated externally with wall light above sign panel; and
- 25 square feet of sign area.



Proposed Wall Sign on East Elevation

South elevation wall sign is:

- Reused wall panel sign from the previous location;
- Showing green logo and business name in gray, black, and white letters on a light gray background;
- 8 feet above grade; and
- 37 square feet of sign area



Proposed Wall Sign on South Elevation

A copy of the Applicant's application materials is included in **Attachment A**.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes commercial district window and wall sign standards.

Door window signs that meet the following standards can be administratively approved by staff:

- Limited to 50% or less of a door window or transom;
- Height of the sign to not exceed 1/3 of the height of the glass area and 90% of the glass width;
- Limited letters and logos no taller than 8", except one logo, and the first letter of each word may be up to no taller than 24" and except store hours and contact information shall be limited to 2" in height;
- No window sign should be illuminated;
- Without reflective materials;
- Limited to two colors;
- Decal sign shall be die-cut and limited to individual letters and logos;
- Only be applied to the interior of the window;
- Shall not extend over or through architectural features/window muntin;
- Comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure; and

Area	Square Foot	Percentage
Proposed East Entrance Door Window	13.17	-
Max Allowed per Sign Code (50% of Door Glass)	6.58	50%
Proposed Door Window Sign	3.71	28%
Proposed South Entrance Door Window	25.98	-
Max Allowed per Sign Code (50% of Door Glass)	12.99	50%
Proposed Door Window Sign	7.03	27%

The Proposed door window signs meet all the above standards for door window signs, except that it will be applied externally, and, therefore, require review and approval by the Design Review Board.

Wall sign standards

- Sign may only contain the business name, a three-word generic description of the types of products or services offered, and the occupant's logo or trademark;
- Sign may not exceed 70 square feet in area;
- Shall be placed substantially parallel to the surface of the wall;
- Shall not be located above the second-floor windowsill level and shall not be higher than fourteen (14) feet above grade if there is no second-floor window sill;
- Comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure; and
- Commercial wall signs shall be displayed only upon street exposures, except that one wall sign not exceeding 20 square feet in area may be displayed by each occupant on each non-street exposure of the premises occupied by such occupant.

The Proposed wall signs meet all the above standards for wall signs except that the non-street exposure wall sign on the South Elevation exceeds 20 square feet in area and, therefore, requires a Sign Code Variation.

Signage Street Exposure

Area	Square Foot	Percentage
Green Bay Road Street Exposure	951	-
Max Allowed per Sign Code (15% of the Street Exposure)	142	15%
All Proposed Signs counted toward Street Exposure	28.71	3%

The proposed door window and wall signs on the East Elevation along Green Bay Road comply with the maximum allowed sign area street exposure requirement.

SIGN CODE VARIATION REQUEST

The Applicant has applied for a Sign Code Variation from Section 15.60.120 [Commercial Signs] to allow a non-street exposure wall sign on South Elevation to exceed twenty square feet.

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 the 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 not to affect adjacent structures adversely. 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; excessive brightness shall be avoided; and*
6. *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

The Board should also consider the Village Design Guidelines to approve the proposed signage. The Village's Design Guidelines provide guidance on the design and appropriate placement of wall signs **(See Attachment B)**.

- *The sign should harmonize with the building and reflect the character of the building style;*
- *Sign Materials should be limited to painted wood, canvas, architectural glass, and metal;*
- *Sign color must harmonize with the building upon which it is mounted and adjacent structures;*
- *Sign should be located at least 8 feet above grade, but no more than 15 feet above grade, with a height measurement of no more than 14 inches; and*
- *Sign should be externally illuminated or highlighted where possible.*

SUMMARY

The Applicant requests that the DRB find the proposed signs appropriate and compatible with the Design Guidelines and approve the Sign Permit and Sign Code Variation as submitted. Should the DRB find the proposed improvements as appropriate, the Applicant would first need to receive the approved sign permit from the Community Development Department prior to the installation of the signs.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business John Plunkett Interiors		Primary contact name John Plunkett		Phone No. 847-906-1000
Street Address 80 Green Bay Rd.				
City Winnetka	State IL	Zip Code 60093	Email john@johnplunkettinteriors.com	

Sign Company

Name of Sign Company Landmark Sign Group		Primary contact name Jake Slager		Phone No. 219-762-9577
Street Address 7424 Industrial Ave.				
City Chesterton	State IN	Zip Code 46303	Email jslager@landmarksign.com	

Property Owner

Name of Company Chicago Title Land Trust Company, Trustee, Trust 2033		Primary contact name [REDACTED]		Phone No.
Street Address: [REDACTED]				
City [REDACTED]	State IL	Zip Code [REDACTED]	Email [REDACTED]	

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 Window vinyl for the front entrance. Along with one single
face sign with dimensional cut letters (external illumination). We would also like to ask for a variance in order to add an additional
single face sign on the east side of the building. (external illumination)

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN CODE VARIATION APPLICATION

Property Information

Site Address: 80 Green Bay Road

Name of Business: John Plunkett Interiors

Parcel Identification Number(s) (PIN): _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) _____
of Chapter 15.60 Signs of the Village Code for the following work: John Plunkett Interiors to add an additional sign
to the non-street-facing side of the building. (Southeast side)

Attach a separate written document that 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. Given the design elements of the building or site on which the sign is located, the design is as compatible, if not more, with the character of the business district than the standard sign regulations allow.
3. For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services.
4. The design of the sign is contextually appropriate for the type of business.
5. The design of the sign exhibits a high degree of artistic embellishment.
6. The variation will not alter the essential character of the locality.

Property Owner Information

Legal Name: Chicago Title Land Trust Company,

Trustee, Trust [REDACTED]

Primary Contact: [REDACTED]

Address: [REDACTED]

City, State, Zip: [REDACTED]

Phone No. _____

Email: 80GreenBayRd@gmail.com

Owner Signature: [REDACTED]
Representative

Applicant Information

Legal Name: Landmark Sign Group

(Jake Slager) _____

Primary Contact: Jake Slager

Address: 7424 Industrial Ave.

City, State, Zip: Chesterton, IN, 46304

Phone No. 219-762-9577

Email: jslager@landmarksign.com

Applicant Signature: [REDACTED]

To whom it may concern:

We are seeking a variance for John Plunkett Interiors located at 80 Green Bay Rd. Winnetka, IL. We would like to have a variance granted that would allow an additional single face sign to be mounted on the southeast elevation of the building (parking lot side). Adding this sign exceeds the allotted amount of signage that the building would typically be granted.

This sign aesthetically matches the style of the architecture along with the "look" of the building and the rest of the proposed signage. This would give John Plunkett Interiors a chance to advertise the business to passing traffic, which would be essential since there is currently a low hanging tree that slightly impedes the signage on the frontside of the building. This sign is not bold or obnoxious and would fit in with the regulations of the Winnetka sign code.

Thank you,

John Plunkett Interiors & Landmark Sign Group



JOHNPLUNKETT
INTERIORS

EXTERIOR SIGNAGE PACKAGE 2023

Jake Slager

Jr. Project Manager

Office (219) 762-9577

Cell (219) 310-5871

jslager@landmarksign.com

By signing the **Customer Acceptance** on this print, I understand that I am accepting all aspects of this drawing.
This includes Artwork, Specifications, Dimensions, Spelling, and all other representations herein.
I also understand that color reproductions on this print are approximate, and may not match manufactures samples exactly.

X
Customer Acceptance SIGNATURE **DATE**

X
IF REQUIRED: **Landlord Acceptance SIGNATURE** **DATE**

L.S.G SALES INITIALS **DATE**

Total Square Footage
25FT²



LANDMARKSIGN
A Sign of Excellence Since 1983

7424 Industrial Avenue
Chesterton, IN 46304
office 219.762.9577
cell 219.310.5871
www.landmarksign.com

PRINT #
JS-27069-1A

JAKE SLAGER
LSG SALES REPRESENTATIVE

06.12.2023
DATE

**JOHN PLUNKETT
INTERIORS**
CLIENT NAME

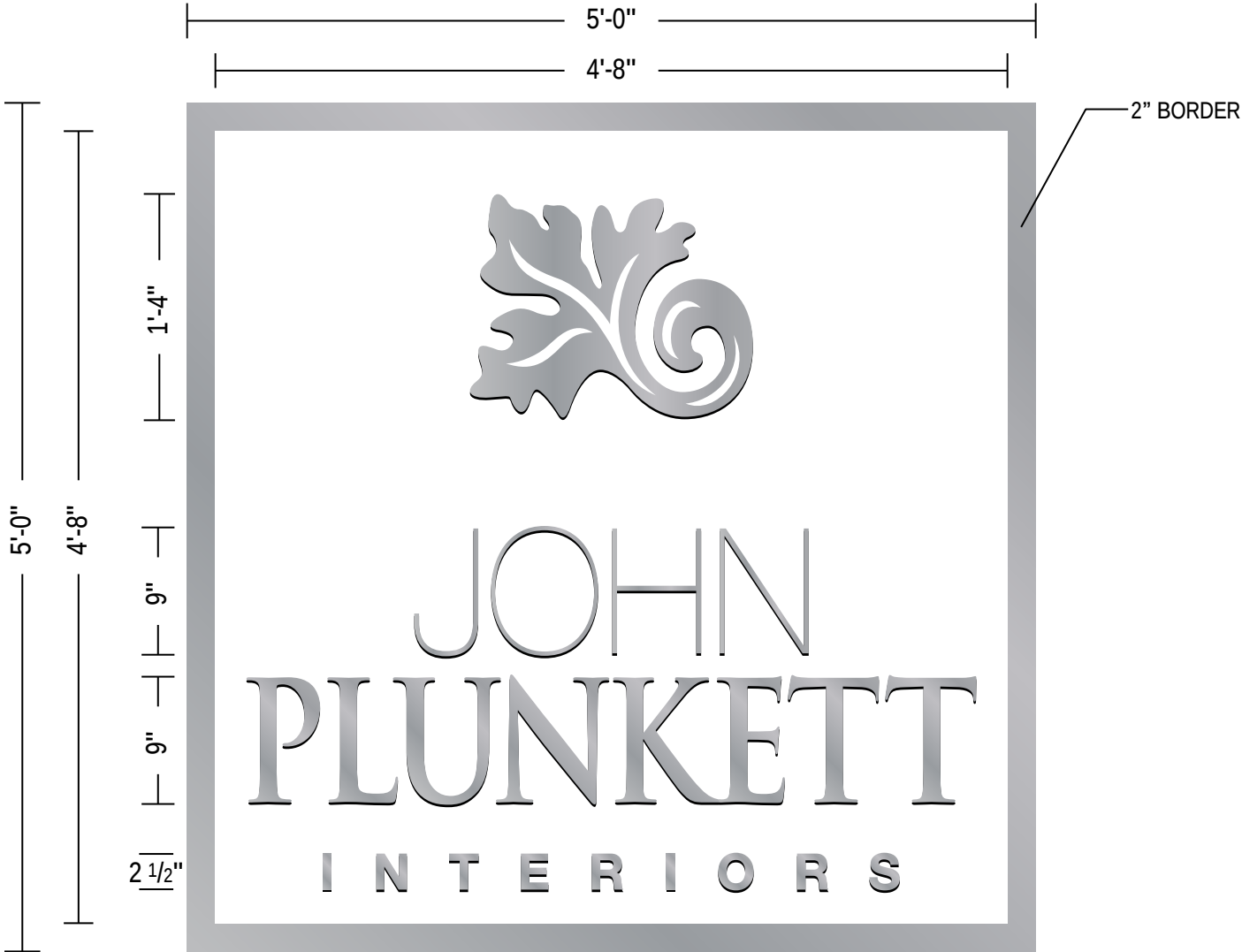
**80 GREEN BAY RD.
WINNETKA, IL**
JOB LOCATION

LS **AS NOTED**
DRAWN BY SCALE

REVISIONS:
1. UPDATED MOCK UP 06.15.23 LS
2. UPDATED SIZE 06.28.23 LS
3. UPDATED SIZE 08.04.23 LS



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Front View 1" = 1'-0"

► **ONE (1) SINGLE FACE NON ILLUMINATED ACM SIGN with ACRYLIC FLAT CUT OUT LETTERS and BORDER**

- **SIGN FACE** = 4MM WHITE ACM
- 2" BORDER** = 3/4" ACRYLIC FLAT-CUT-OUTS PAINTED SATIN MAP MP41342SP BRUSHED ALUMINUM
- LOGO / COPY** = 3/4" ACRYLIC FLAT-CUT-OUTS PAINTED SATIN MAP MP41342SP BRUSHED ALUMINUM



Proposed - N.T.S.

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X
Customer Acceptance SIGNATURE **DATE**

X
IF REQUIRED: **Landlord Acceptance SIGNATURE** **DATE**

L.S.G SALES INITIALS **DATE**

Total Square Footage
3.71FT²



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Chesterton, IN 46304

office 219.762.9577
cell 219.310.5871
www.landmarksign.com

PRINT #
JS-27069-2

JAKE SLAGER
LSG SALES REPRESENTATIVE

06.12.2023
DATE

**JOHN PLUNKETT
INTERIORS**
CLIENT NAME

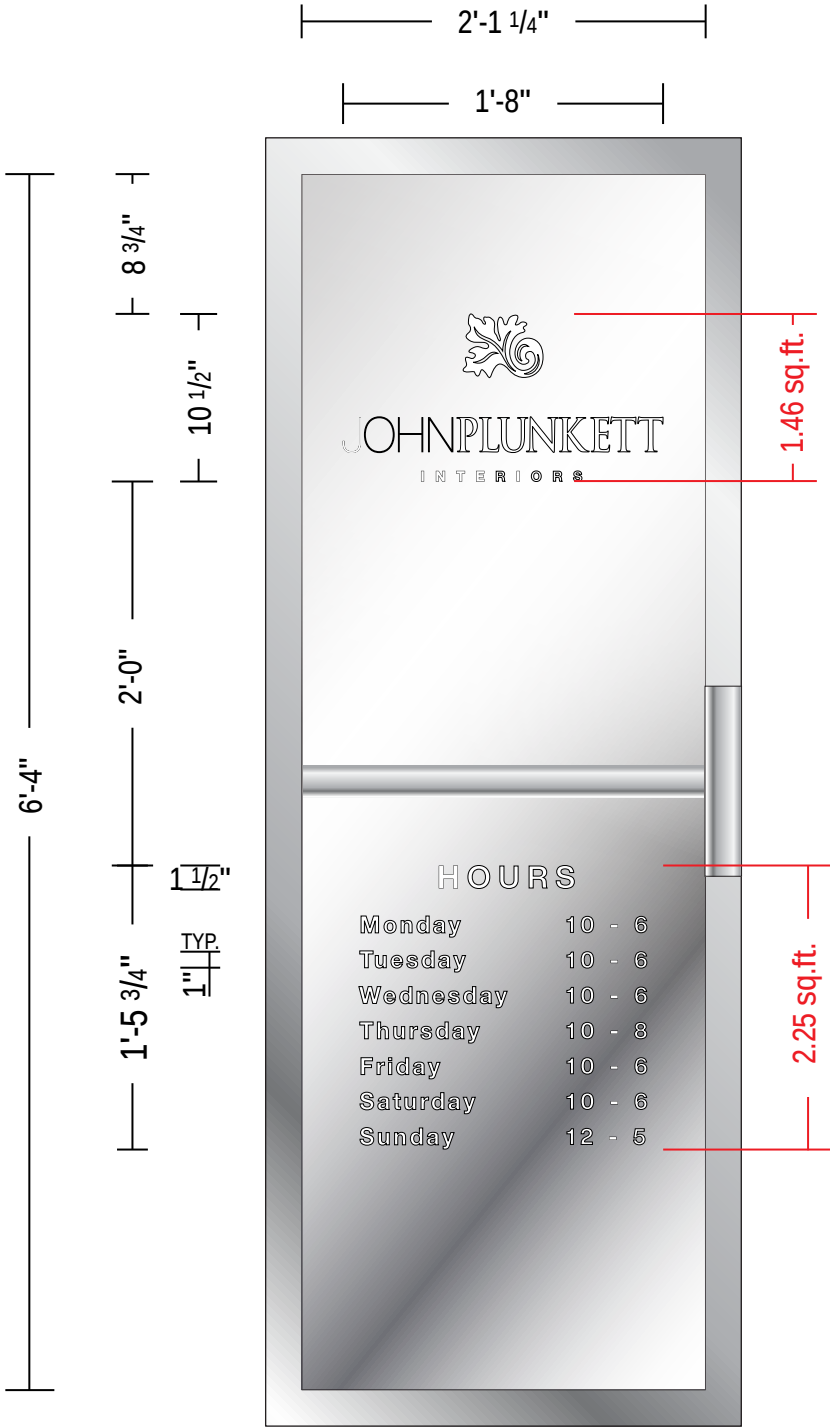
**80 GREEN BAY RD.
WINNETKA, IL**
JOB LOCATION

LS **AS NOTED**
DRAWN BY SCALE

REVISIONS:
1. UPDATED COPY 08.30.23 LS



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Front View 1" = 1'-0"

► **ONE (1) SET OF 1ST SURFACE GRAPHICS
APPLIED TO EXISTING GLASS DOOR**

● **LOGO / COPY = 7725-010 WHITE VINYL**



Proposed - N.T.S.

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X
Customer Acceptance SIGNATURE DATE

X
IF REQUIRED: **Landlord Acceptance SIGNATURE DATE**

L.S.G SALES INITIALS DATE

Total Square Footage
7.03FT²



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www.landmarksign.com

PRINT #
JS-27069-3

JAKE SLAGER
LSG SALES REPRESENTATIVE

06.12.2023
DATE

**JOHN PLUNKETT
INTERIORS**
CLIENT NAME

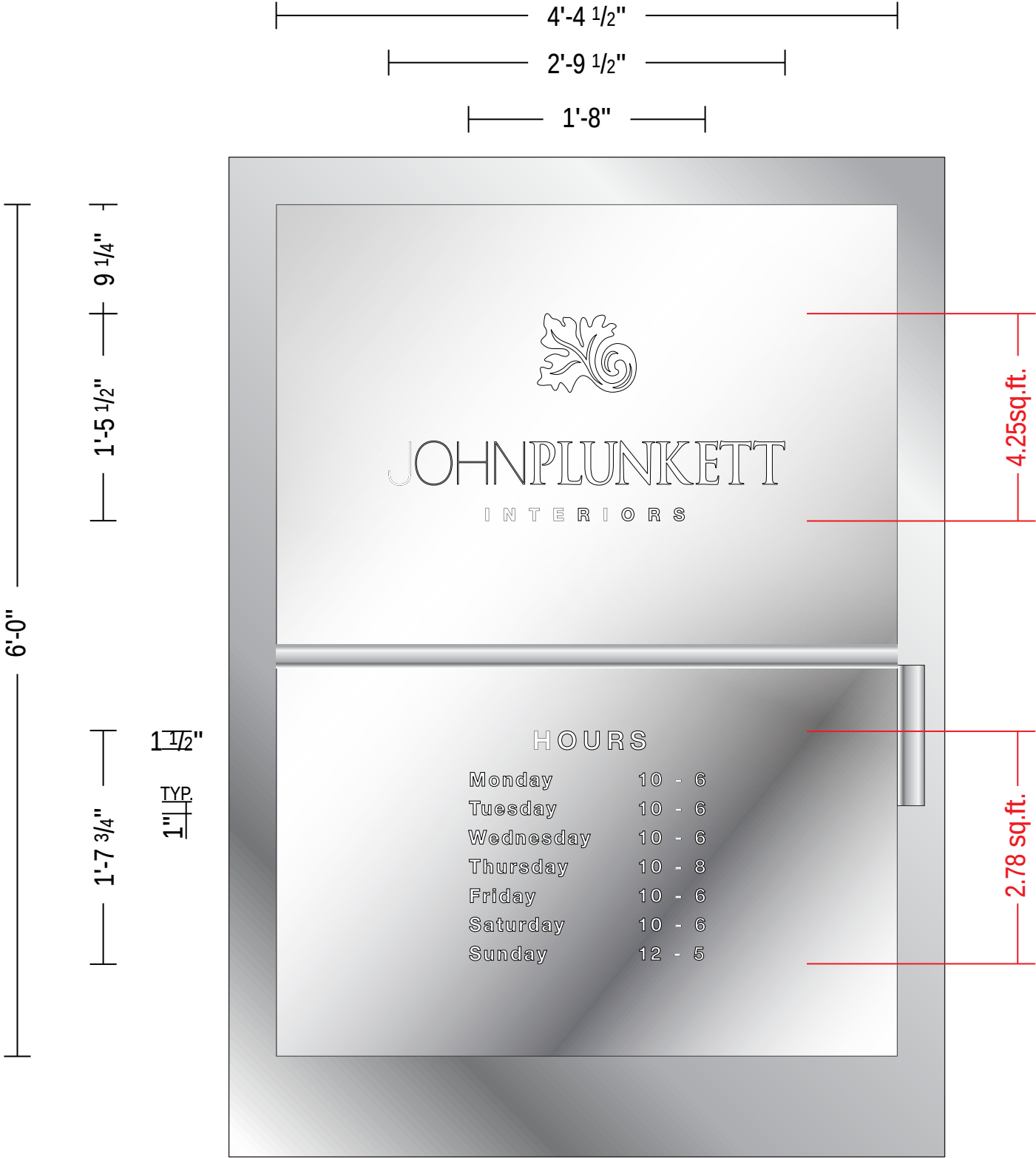
**80 GREEN BAY RD.
WINNETKA, IL**
JOB LOCATION

LS AS NOTED
DRAWN BY SCALE

REVISIONS:
1. UPDATED COPY 08.30.23 LS



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Front View 1" = 1'-0"

- ▶ **ONE (1) SET OF 1ST SURFACE GRAPHICS
APPLIED TO EXISTING GLASS DOOR**
- **LOGO / COPY = 7725-010 WHITE VINYL**



Proposed - N.T.S.

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X
Customer Acceptance SIGNATURE DATE

X
IF REQUIRED: **Landlord Acceptance SIGNATURE DATE**

L.S.G SALES INITIALS DATE

Total Square Footage
7.03FT²



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Chesterton, IN 46304

office 219.762.9577
cell 219.310.5871
www.landmarksign.com

PRINT #
JS-27069-4

JAKE SLAGER
LSG SALES REPRESENTATIVE

06.12.2023
DATE

**JOHN PLUNKETT
INTERIORS**
CLIENT NAME

**80 GREEN BAY RD.
WINNETKA, IL**
JOB LOCATION

LS **AS NOTED**
DRAWN BY SCALE

REVISIONS:
1.

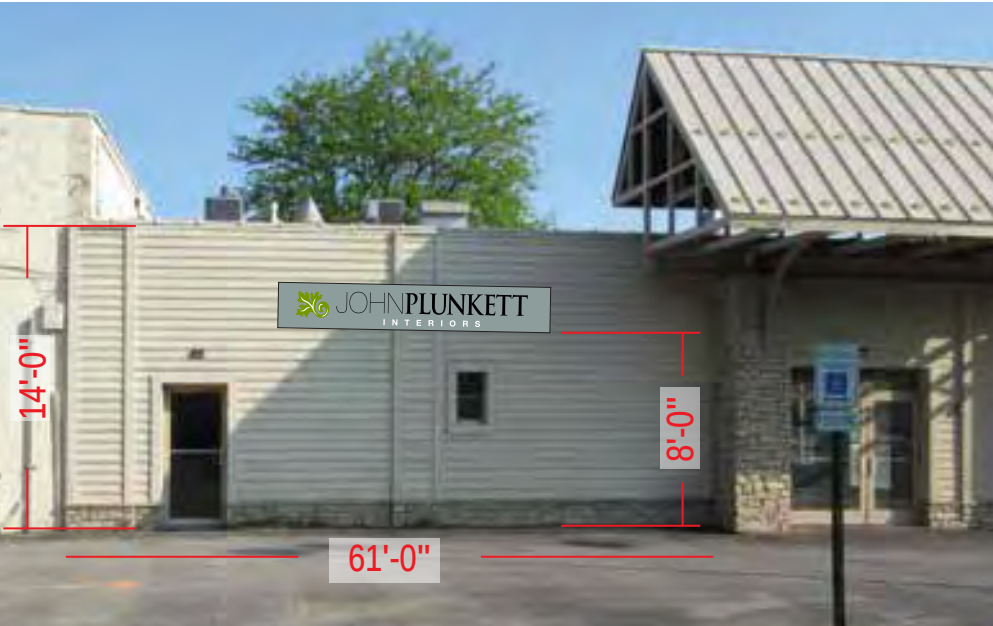


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Front View 1/2" = 1'-0"

► **TAKE DOWN EXISTING SIGN FROM OTHER LOCATION
and REINSTALL ON SOUTH ELEVATION OF BUILDING**



Proposed - N.T.S.

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X
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X
IF REQUIRED: **Landlord Acceptance SIGNATURE DATE**

L.S.G SALES INITIALS DATE



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JS-27069-5

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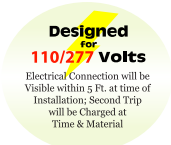
06.12.2023
DATE

**JOHN PLUNKETT
INTERIORS**
CLIENT NAME

**80 GREEN BAY RD.
WINNETKA, IL**
JOB LOCATION

LS AS NOTED
DRAWN BY SCALE

REVISIONS:
1.



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Placement Render - N.T.S.

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X
Customer Acceptance SIGNATURE DATE

X
IF REQUIRED: **Landlord Acceptance SIGNATURE DATE**

L.S.G SALES INITIALS DATE



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JS-27069-6

JAKE SLAGER
LSG SALES REPRESENTATIVE

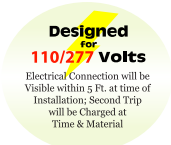
06.12.2023
DATE

**JOHN PLUNKETT
INTERIORS**
CLIENT NAME

**80 GREEN BAY RD.
WINNETKA, IL**
JOB LOCATION

LS AS NOTED
DRAWN BY SCALE

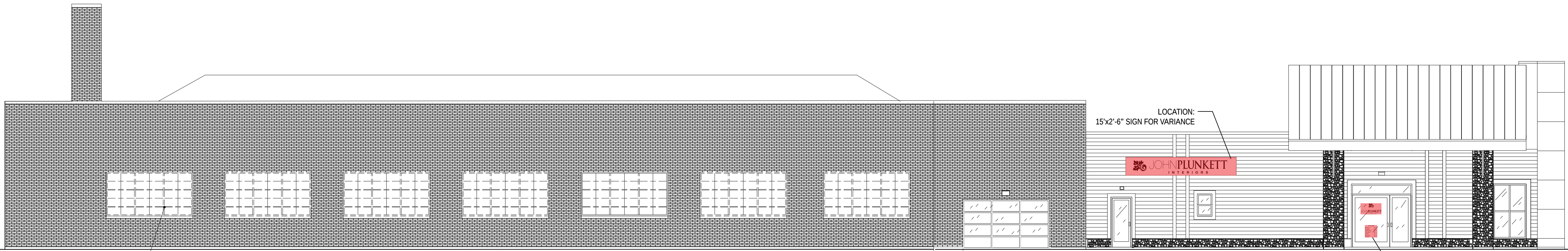
REVISIONS:
1.



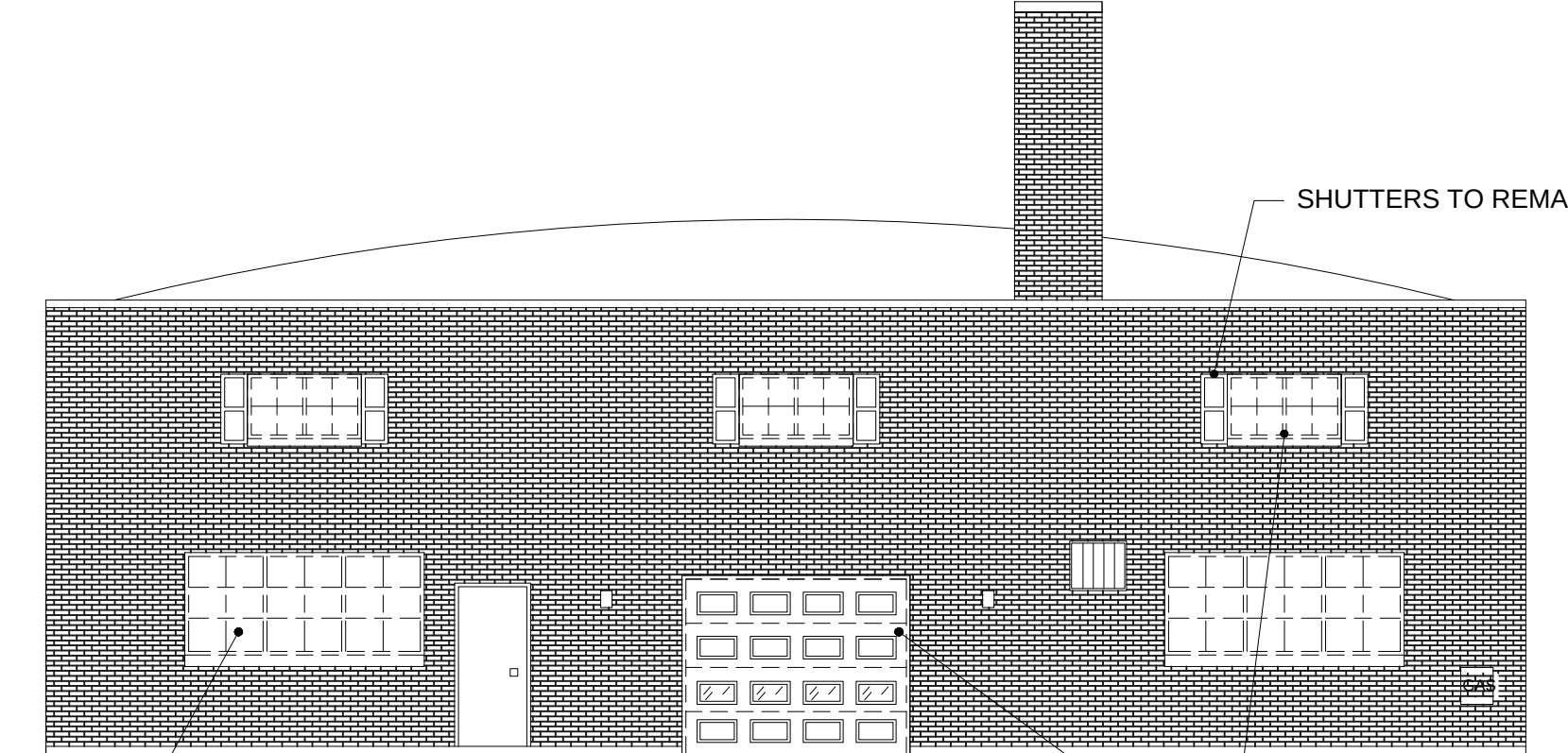
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Placement Render - N.T.S.



EXISTING SOUTH ELEVATION
1/8" = 1'-0"



EXISTING WEST ELEVATION
1/8" = 1'-0"



EXISTING EAST ELEVATION
1/8" = 1'-0"

THESE PROGRESS DRAWINGS HAVE BEEN PREPARED
FOR THE OWNER'S REVIEW ONLY - **NOT FOR**
CONSTRUCTION 07/18/2023

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)



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP
ASSOCIATE PLANNER
DATE: SEPTEMBER 15, 2023
SUBJECT: 547 CHESTNUT STREET - CHESTNUT STREET FLOWERS
AWNING PERMIT, SIGN PERMIT, AND SIGN CODE VARIATION
(CASE NO. 23-18-DR)

INTRODUCTION

On September 21, 2023, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by *Chestnut Street Flowers* (the “Applicant”) as the lessee of the commercial space located at 547 Chestnut Street (the “Subject Property”). The Applicant has submitted applications seeking the following approvals:

1. **Sign Permit** to allow existing storefront window signs to remain on the Subject Property;
2. **Sign Code Variation** to allow existing storefront window signs that exceed 10% of their respective window area; and
3. **Awning Permit** to allow a proposed awning cover replacement.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Chestnut Street between Spruce and Elm Streets in the Elm Street Business District and is zoned C-2 General Retail Commercial while being within the Commercial Overlay District. The Subject property contains a three-story mixed-use building that includes the Applicant’s business along with *Classic Stitch*, *Peet’s Coffee*, and *The Book Stall*. **Figure 1** below shows the main building and approximate location of the Applicant’s business. **Figure 2** shows the storefront of Chestnut Street Flowers.



Figure 1 – Subject Property – View of the main building along east side of Chestnut Street

CURRENT REQUEST

The Applicant is seeking approval to allow (i) recovering of the existing awning frame with new fabric; (ii) text on the awning valence; and (iii) the existing storefront window sign to remain on the Subject Property. Existing awning and sign features, text, and colors are shown in the illustrations below:

Main storefront window:

- Individual text and flower logo die-cut decals;
- Applied on the exterior surface of the glass;
- White text of 4.5 inches in height;
- Located in center portion of the storefront window, and
- Decal sign area – 7.55 square feet

Proposed awning recovering:

- Recovering of existing retractable awning frame with new fabric;
 - Awning dimensions of 20.42 feet in length, 1.67 feet in height, 5 feet projection from building wall, and 7.5 feet above existing natural grade
- Awning fabric consisting of canvas with black and white alternating vertical stripes
- Awning sign of 5-inch white text that provides name and address of the Applicant's business and neighboring business
- Awning sign area – 2.12 square feet

A copy of the Applicant's application materials is included in **Attachment A**.



Figure 2 – 547 Chestnut Street – Chestnut Street Flowers main storefront

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes commercial district window sign standards. Window signs that meet the following standards can be administratively approved by staff. When the proposed window signage does not meet these standards, it is noted; and thus the window signage requires review by the Design Review Board:

- limited to 10% or less of the single windowpane;
 - decals in the storefront window takes up more than 10% of the respective window area (**Sign Code variation required**);
- height of the sign to not exceed 1/3 of the height of the glass area and 90% of the glass width;
 - height of the storefront window decal exceeds 1/3 of the height of the glass area
- limited to letters and logos no taller than 8", except one logo, and the first letter of each word may be up to no taller than 24", except store hours and contact information shall be limited to 2" in height;
- no window sign should be illuminated;
- located in the lower two-thirds of the window opening
 - decals in the storefront window encroach into the upper third of the window height;
- without reflective materials;
- limited to two colors;
- decal sign shall be die-cut and limited to individual letters and logos;
- only be applied to the interior of the window;
 - decals are applied to exterior of the glass;
- shall not extend over or through architectural features/window muntin
- comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure.

Sign	Window Area (sf)	Maximum Allowed Sign Area (% of Window Area)	Maximum Allowed Sign Area (sf)	Existing Sign Area (sf)	Existing Sign Area as % of Window Area
Storefront Window	43.75	10%	4.375	7.55	17.26%

Signage Street Exposure

Area	Square Foot	Percentage
Street Exposure	132	-
Max Allowed per Sign Code (15% of the Street Exposure)	19.8	15%
All Proposed Signs counted toward Street Exposure	9.67	7.33%

The existing window signs and proposed awning sign comply with the maximum permitted sign area street exposure requirement. The awning sign would only contain the business names and address, as required by Village Code for awning signs.

SIGN CODE VARIATION REQUEST

The Applicant has applied for a Sign Code Variation from Section 15.60.120 [Commercial Signs] to allow window signs that exceed 10% of their respective window area.

Ordinance MC-01-2023, adopted by the Village Council on January 17, 2023, 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 the 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.*

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The proposed awning would utilize the existing frame, which has a clearance of 7.5 feet above the public sidewalk. In the future, if the support apparatus of the awning is replaced, the awning must provide a minimum clearance of 8 feet above the public sidewalk. The proposed awning would not project over more than three-fourths of the width, as required by Village Code. In summary, the proposed awning complies with the Village Code.

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 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; excessive brightness shall be avoided; and*

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

For awnings, the Guidelines recommend conformity and proportionality for the building in which it serves. The awning's color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors and secondary colors. An excerpt of the Design Guidelines pertaining to commercial signs and awnings is included as **Attachment B**.

SUMMARY

The Applicant requests that the DRB find the existing signs and proposed awning as appropriate and compatible with the Design Guidelines and approve the Sign Permit, Sign Code Variation, and Awning Permit as submitted.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business	Primary contact name	Phone No.
Chestnut Street Flowers	Allison Cassato	[REDACTED]
Street Address		
547 Chestnut Street		
City	State	Zip Code
Winnetka	IL	60093

Sign Company — ~~unapplied~~

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

Property Owner

Name of Company	Primary contact name	Phone No.
Beal Properties	Barbara	[REDACTED]
Street Address:		
[REDACTED]		
City	State	Zip Code
Chicago	IL	

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

- ☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign
☐ projecting sign ☐ other _____

Additional description of sign type and materials logo applique' on window

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN CODE VARIATION APPLICATION

Property Information

Site Address: 547 Chestnut St, Winnetka, IL 60093

Name of Business: Chestnut Street Flowers

Parcel Identification Number(s) (PIN): _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) _____,

of Chapter 15.60 Signs of the Village Code for the following work: _____

Attach a separate written document that 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. Given the design elements of the building or site on which the sign is located, the design is as compatible, if not more, with the character of the business district than the standard sign regulations allow.
3. For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services.
4. The design of the sign is contextually appropriate for the type of business.
5. The design of the sign exhibits a high degree of artistic embellishment.
6. The variation will not alter the essential character of the locality.

Property Owner Information

Legal Name: Beal Properties

Primary Contact: Barbara

Address: _____

City, State, Zip: Chicago IL 60

Phone: _____

Email: _____

Owner Signature: _____

Applicant Information

Legal Name: Chestnut Street Flowers

Primary Contact: Allison Cassato

Address: 547 Chestnut St

City, State, Zip: Winnetka IL 60093

Phone: _____

Email: _____

Applicant Signature: _____

AUG - 3 2023

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

ABC 2023 - 781

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business	Primary contact name	Phone No.
Chestnut Street Flowers	Allison Cassato	
Street Address		
547 Chestnut Street		
City	State	Zip Code
Winnetka	IL	60093
Email		

Awning Company

Name of Awning Company	Primary contact name	Phone No.
Acme Awning Co.	Calvin	847-446-0153
Street Address		
3080 Skokie Valley Rd. Unit 4		
City	State	Zip Code
Highland Park	IL	60035
Email		
AcmeAwning@att.net		

Property Owner

Name of Company	Primary contact name	Phone No.
Beal Properties	Barbara	
Street Address		
City	State	Zip Code
Chicago	IL	60647
Email		

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

Description of fabric type and color (attach samples) black/white stripe w/ black valence + white lettering

Description of awning sign material, method of application and color: premium outdoor acrylic canvas. Beaufort + Black + white

Height of awning logo/copy: 5 inches (on valence)

Awning Dimensions: Width 20' Height 7 1/2' Projection from Building Face 5' @ max.

OFFICE USE ONLY: PERMIT FEE (\$70 each) \$55 \$70 = \$115

CONDITIONS OF APPROVAL: _____

existing



Awning rendering of new
cover to existing structure

Chestnut Florist

547



Chestnut Street Flowers



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.
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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)

e. Awnings and Banners

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: SEPTEMBER 13, 2023
SUBJECT: 550 LINCOLN AVENUE- BASHY BASH- WALL, WINDOW, AND AWNING
VALANCE SIGN PERMIT
(CASE NO. 23-19-DR)

INTRODUCTION

On September 21, 2023, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by *Bashy Bash*, previously known as “*Balloons and Paper*” (the “Applicant”), as the current lessee of the commercial space located at 550 Lincoln Avenue (the “Subject Property”), to allow replacement of the existing wall and window signs and to install additional signage on the existing awning valance with the new for the business name.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Lincoln Avenue between Pine and Elm Streets in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. Tenants of the building include the Applicant’s business in addition to *Lincoln Avenue Bakery*, *Delos Strength*, *Stretch Xperience*, and *Strong Nail City*. Figure 1 identifies the entire building and corresponding signage of the other business tenants. Currently, the storefront has wall and window signs with the previous business name. There is also a temporary window sign stating “NEW NAME SAME STORE,” with a new website address, all of which will be removed upon receipt of approval of the proposed signs.



Figure 1 – Subject Property – View of the entire building from Lincoln Avenue

PREVIOUS APPROVALS

The existing awnings for the whole building at Subject Property were approved in 2017 and wall and window signs for the Balloons and Paper at Subject Property were approved by DRB in October 2021.

CURRENT REQUEST

The Applicant is seeking approval for a window and wall sign name change, and an additional sign on the existing previously approved awning that would provide identification and promotion for their new business name. All three signs will feature a new name for the existing business, as shown in the illustrations below:

Wall sign

The previously approved building's wall sign would be replaced, identifying the new business name as follows:

- Pin-mounted acrylic individual letters in black color;
- Semi-gloss powder-coated;
- non-illuminated;
- 3.35 square feet of sign area; and
- 12.5 feet above grade.

Window sign

The previously approved window sign would be replaced, identifying the new business name as follows:

- Decal sign area is 3.41 square feet;
- Located in the lower two-thirds of the window opening;
- Hot pink logo and dark pink text in the green and dark pink circle without a background; and
- Applied on the exterior side of the window glass.



Bashy Bash Storefront – Proposed wall and window sign

Awning valance sign:

- Shows the new name of the business in white text on the black awning valance;
- Has letters 5 inches in height; and
- 1.40 square feet of sign area.



Bashy Bash Storefront – Proposed existing awning valance sign

A copy of the Applicant's application materials is included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for wall, window, and awning signs in commercial districts.

Wall sign standards

- Sign may only contain the business name, a three-word generic description of the types of products or services offered, and the occupant's logo or trademark;
- Sign may not exceed 70 square feet in area;
- Shall be placed substantially parallel to the surface of the wall; and
- shall not be located above the second-floor windowsill level and shall not be higher than fourteen (14) feet above grade.

The Proposed wall sign meets all the above standards for wall signs.

Window signs that meet the following standards can be administratively approved by staff:

- Limited to 10% or less of the single windowpane;
- Limited letters and logos no taller than 8", except one logo, and the first letter of each word may be up to no taller than 24" and except store hours and contact information shall be limited to 2" in height;
- Height of the sign to not exceed 1/3 of the height of the glass area and 90% of the glass width;
- Decal window signs shall be die-cut and limited to individual letters and logos;
- Limited to two colors;
- Without reflective materials;
- No window sign should be illuminated;
- Located in the lower two-thirds of the window opening;
- Shall not extend over or through architectural features/window muntin;
- Only be applied to the interior of the window; and
- Comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure.

Area	Square Foot	Percentage
Window Pane	34.93	-
Max Allowed per Sign Code (10% of Glass Windowpane)	3.49	10%
Proposed Window Sign	2.80	8.0%

The proposed sign meets all of the above standards for window signs except that it will be applied to the exterior of the window and has more than two colors; therefore, it requires review and approval by the Design Review Board.

Awning sign standards

- Shall not contain information other than the name of the business, the street address numbers, and the occupant's logo or trademark;
- The total area of all signs on an awning not to exceed fifteen percent of the awning area;
- Letters, logos, or trademarks not to exceed six inches in height; and
- Shall be placed on the vertical front skirt only.

The proposed valance sign meets all of the above standards for awning signs.

Signage Street Exposure

Area	Square Foot	Percentage
Street Exposure	193.75	-
Max Allowed per Sign Code (15% of the Street Exposure)	29.06	15%
All Proposed Signs counted toward Street Exposure	7.55	4.0%

The proposed signs comply with the maximum allowed sign area street exposure requirement.

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 not adversely to 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; excessive brightness shall be avoided; and*
 - 6. The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

The Board should also consider the Village Design Guidelines for the proposed signage. (See Attachment B).

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Bashy Bash		Primary contact name Lilia Barba		Phone No. [REDACTED]
Street Address 550 Lincoln Ave				
City Winnetka	State IL	Zip Code 60093	Email hello@bashybash.com	

Sign Company

Name of Sign Company Adm A. A. A. A. A.		Primary contact name Kim Hackl		Phone No. 847 423 3456
Street Address FASTSIGNS of Skokie 3437 Dempster St.				
City Skokie	State IL	Zip Code 60076	Email Kim.hackl@fastsigns.com	

Property Owner

Name of Company Hoffmann Commercial		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):
(check all that apply)

☒ window graphics ☒ wall-mounted sign ☐ ground-mounted sign
☐ projecting sign ☐ other _____

Additional description of sign type and materials

* The logo dimensions are 25.67 in x 25.6 in. The logo will not have background.

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business	Primary contact name	Phone No.
Bashy Bash	Lilia Barba	812 760 3748
Street Address		
550 Lincoln Ave		
City	State	Zip Code
Winnetka	IL	60093
Email		
hello@bashybash.com		

Awning Company

Name of Awning Company	Primary contact name	Phone No.
Acme Awning	Calvin	
Street Address		
3080 Skokie Valley Rd STE 384		
City	State	Zip Code
Highland Park	IL	60035
Email		
acmeawning@att.net		

Property Owner

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

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

Description of fabric type and color (attach samples) n/a

Description of awning sign material, method of application and color: white letters
BASHY BASH

Text is 37" L x 5" H
Height of awning logo/copy: _____ inches

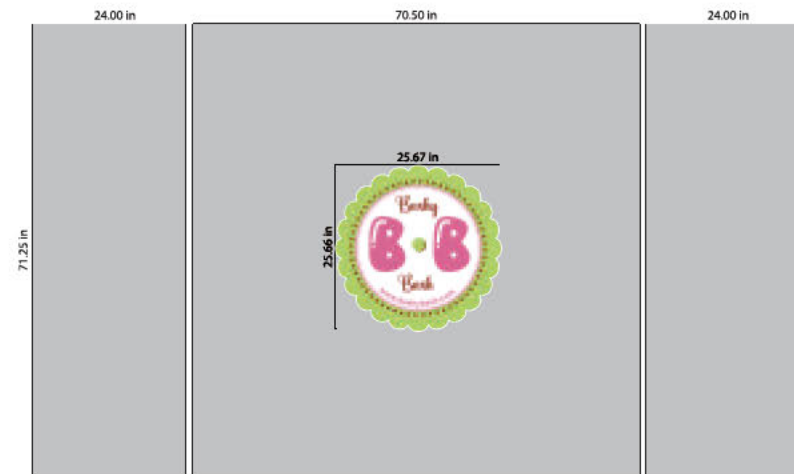
Awning Dimensions: Width 11'7" Height 6" H Projection from Building Face _____

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

CONDITIONS OF APPROVAL: _____



PROPOSED WINDOW SIGN





FASTSIGNS | **SKOKIE**

3437 Dempster
Call or Text: (847)423-3456

PROPOSED WALL SIGN

8.00 in
BASHY BASH

MATERIAL: Acrylic

PAINT: Black) Semi- Gloss/ Powder Coated)

INSTALLATION: Pin-Mounted

PROPOSED AWNING SIGN

Balloon & Paper

BASHY BASH

550

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP
ASSOCIATE PLANNER
DATE: SEPTEMBER 15, 2023
SUBJECT: 42 GREEN BAY ROAD – WINNETKA DENTAL ASSOCIATES – SIGN
PERMIT AND SIGN CODE VARIATION (CASE NO. 23-20-DR)

INTRODUCTION

On September 21, 2023, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by *Winnetka Dental Associates* (the “Applicant”) as the lessee of the commercial space located at 42 Green Bay Road (the “Subject Property”). The Applicant has submitted applications seeking the following approvals:

1. **Sign Permit** to allow the existing storefront window and door signs to remain on the Subject Property, and
2. **Sign Code Variation** to allow existing window signs that exceed 10% of their respective window area.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Winnetka Avenue and the municipal boundary with the Village of Kenilworth, in the Indian Hill Business District. It is zoned C-1 Neighborhood Commercial and is not located in the Commercial Overlay District. Tenants of the building include the Applicant’s dental office in addition to *Captain Nemo’s Restaurant*, *Massage Therapy Center of Winnetka*, *Aesthetic Skin Winnetka*, and *DG Kitchen & Bath*. **Figure 1** below shows the main building and approximate location of the Applicant’s business. **Figure 2** on the following page shows the storefront of *Winnetka Dental Associates*.



Figure 1 – Subject Property – View of the main building along west side of Green Bay Road

PREVIOUS APPROVALS

An awning permit was administratively approved for the nearby business of *Aesthetic Skin Winnetka* in May of 2023.

CURRENT REQUEST

The Applicant is seeking approval to allow the existing window signs to remain on the Subject Property. Existing sign features, text, and colors as shown in the illustrations below:

Each window sign is:

- Individual text and tree logo die-cut decals;
- Applied on the exterior surface of the glass;
- White, black, or black-with-white-outline text, ranging between 2 inches and 6 inches in height;
- Located in center portion of the storefront windowpanes, and
- Store Front Window
 - Decal sign area – 19.81 square feet

Door window signs are:

- Individual text and tree logo die-cut decals;
- Applied on the exterior surface of the glass;
- White or black with white outline text, ranging between 2 inches and 3 inches in height
- Door Window
 - Decal sign area – 3.24 square feet

Figure 2 identifies the storefront of *Winnetka Dental Associates*, and **Figure 3** shows the storefront's existing window and awning signs.



Figure 2 – 42 Green Bay Road – Winnetka Dental Associates main storefront



Figure 3 – 42 Green Bay Road - Storefront with existing window and door signs

A copy of the Applicant's application materials is included in **Attachment A**.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes commercial district window sign standards. Window signs that meet the following standards can be administratively approved by staff. When the proposed window signage does not meet these standards, it is noted; and thus the window signage requires review by the Design Review Board:

- limited to 10% or less of the single windowpane;
 - decals in the storefront windows take up more than 10% of the respective window area (*Sign Code variation required*);
- limited to 50% or less of a door window or transom;
- height of the sign to not exceed 1/3 of the height of the glass area and 90% of the glass width;
 - height of the storefront window decal exceeds 1/3 of the height of the glass area
- limited to letters and logos no taller than 8", except one logo, and the first letter of each word may be up to no taller than 24" and except store hours and contact information shall be limited to 2" in height;
- no window sign should be illuminated;
- located in the lower two-thirds of the window opening
 - decals in the storefront window encroach into the upper third of the window height;
- without reflective materials;
- limited to two colors;
 - storefront window decal and door window decal contain more than two colors
- decal sign shall be die-cut and limited to individual letters and logos;
- only be applied to the interior of the window;

- decals are applied to exterior of the glass;
- shall not extend over or through architectural features/window muntin
 - decal sign extends across window muntin; and
- comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure.

Sign	Window Area (sf)	Maximum Allowed Sign Area (% of Window Area)	Maximum Allowed Sign Area (sf)	Existing Sign Area (sf)	Existing Sign Area as % of Window Area
Storefront Window	64.13	10%	6.41	19.81	30.9%
Door Window	10.875	50%	5.44	3.24	29.79%

Signage Street Exposure

Area	Square Foot	Percentage
Street Exposure	186	-
Max Allowed per Sign Code (15% of the Street Exposure)	27.9	15%
All Proposed Signs counted toward Street Exposure	27.8	14.9%

The existing signs comply with the maximum permitted sign area street exposure requirement.

SIGN CODE VARIATION REQUEST

The Applicant has applied for a Sign Code Variation from Section 15.60.120 [Commercial Signs] to allow window signs that exceed 10% of their respective window area.

Ordinance MC-01-2023, adopted by the Village Council on January 17, 2023, 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 the 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 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; excessive brightness shall be avoided; and*
6. *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

The Board should also consider the Village Design Guidelines to approve existing signage to remain. **(See Attachment B).**

SUMMARY

The Applicant requests that the DRB find the existing signs as appropriate and compatible with the Design Guidelines and approve the Sign Permit and Sign Code Variation as submitted.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business WINNETKA DENTAL ASSOCIATES		Primary contact name JOSH OLEARI		Phone No. [REDACTED]
Street Address 42 GREEN BAY RD				
City WINNETKA	State IL	Zip Code 60093	Email [REDACTED]	

Sign Company

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

Property Owner

Name of Company JOSH OLEARI - SNIPEDART		Primary contact name Lynne		Phone No. [REDACTED]
Street Address: 42 Green Bay Road				
City Winnetka	State	Zip Code	Email	

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

☒ window graphics
 ☐ wall-mounted sign
 ☐ ground-mounted sign
 ☐ projecting sign
 ☐ other _____

Additional description of sign type and materials _____

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN CODE VARIATION APPLICATION

Property Information

Site Address: 42 Green Bay Road

Name of Business: Winnetka Dental Associates

Parcel Identification Number(s) (PIN): 05-28-103-124-1003

Application is hereby made to the Village of Winnetka for a variation from Section(s) _____
of Chapter 15.60 Signs of the Village Code for the following work: _____

Attach a separate written document that 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. Given the design elements of the building or site on which the sign is located, the design is as compatible, if not more, with the character of the business district than the standard sign regulations allow.
3. For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services.
4. The design of the sign is contextually appropriate for the type of business.
5. The design of the sign exhibits a high degree of artistic embellishment.
6. The variation will not alter the essential character of the locality.

Property Owner Information

Legal Name: Valdo Oleri

Primary Contact: _____

Address: 42 Green Bay Road

City, State, Zip: Winnetka

Phone No. [REDACTED]

Email: [REDACTED]

Owner Signature: [Signature]

Applicant Information

Legal Name: _____

Primary Contact: _____

Address: _____

City, State, Zip: _____

Phone No. _____

Email: _____

Applicant Signature: _____

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: SEPTEMBER 13, 2023
SUBJECT: 725 ELM STREET- FORSYTH JEWELER- SIGN PERMIT
(CASE NO. 23-21-DR)

INTRODUCTION

On September 21, 2023, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by *Forsyth Jeweler* (the “Applicant”), as the lessee of the commercial space located at 725 Elm Street (the “Subject Property”), to allow installation of a window sign on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the north side of Elm Street between Lincoln Avenue and Arbor Vitae Road in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. Tenants of the building include the Applicant’s business in addition to *Blowdry Boutique* and *Mitchel A Czarkowski DDS*. *The Jewelbox Dress Company* previously occupied the Applicant’s space. **Figure 1** identifies the entire building and corresponding signage between the other business tenants. **Figure 2**, on the following page, identifies the Forsythe storefront. Currently, there is a temporary window sign on the storefront, which will need to be removed upon receipt of approval of the proposed window sign.



Figure 1 – Subject Property – View of the entire building from Elm Street



Figure 2 – Subject Property – Forsyth Jeweler Storefront

CURRENT REQUEST

The Applicant is seeking approval for a window sign that would provide identification and promotion for their new store location, as shown in the illustration below.

The window sign would be:

- Decal sign;
- Located in the lower two-thirds of the window opening;
- Feature the name of the business in black individual letters;
- Applied on the exterior side of the window glass, and
- Area of 3.26 square feet.



Forsyth Jeweler Storefront – Proposed window sign

A copy of the Applicant's application materials is included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs in commercial districts.

Window signs that meet the following standards can be administratively approved by staff:

- Limited to 10% or less of the single windowpane;
- Limited letters and logos no taller than 8", except one logo, and the first letter of each word may be up to no taller than 24" except store hours and contact information shall be limited to 2" in height;
- The height of the sign to not exceed 1/3 of the height of the glass area and 90% of the glass width;
- Decal window signs shall be die-cut and limited to individual letters and logos;
- Limited to two colors;
- Without reflective materials;
- No window sign should be illuminated;
- Located in the lower two-thirds of the window opening;
- Shall not extend over or through architectural features/window muntin;
- Only be applied to the interior of the window, and
- Comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure.

Area	Square Foot	Percentage
Windowpane	33.29	-
Max Allowed per Sign Code (10% of Glass Windowpane)	3.25	10%
Proposed Window Sign	3.25	9.8%

The proposed sign meets all the above standards for window signs except that it will be applied to the exterior of the window, and therefore, requires review and approval by the Design Review Board.

Signage Street Exposure

Area	Square Foot	Percentage
Street Exposure	132.25	-
Max Allowed per Sign Code (15% of the Street Exposure)	19.84	15%
Proposed Sign counted toward Street Exposure	3.25	2.46%

The proposed sign complies with the maximum allowed sign area street exposure requirement.

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 not adversely to 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; excessive brightness shall be avoided, and*
6. *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

The Board should also consider the Village Design Guidelines for the proposed sign. (See Attachment B).

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business <i>Forsyth Jeweler</i>		Primary contact name [REDACTED]		Phone No. [REDACTED]
Street Address <i>725 Elm Street</i>				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email <i>forsythjeweler@gmail.com</i>	

Sign Company

Name of Sign Company <i>Fast Signs</i>		Primary contact name <i>Kim Haski</i>		Phone No.
Street Address				
City <i>Skokie</i>	State <i>IL</i>	Zip Code <i>60076</i>	Email	

Property Owner

Name of Company <i>Hoffmann R.E.C</i>		Primary contact name		Phone No.
Street Address:				
City	State	Zip Code	Email	

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

☒ window graphics

☐ wall-mounted sign

☐ ground-mounted sign

☐ projecting sign

☐ other _____

Additional description of sign type and materials *Window sign - letters for*
"Forsyth Jeweler" from logo, individual
attaching from outside

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

CONDITIONS OF APPROVAL: _____

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: ANN KLAASSEN, ASSISTANT DIRECTOR
DATE: SEPTEMBER 15, 2023
SUBJECT: 808 OAK STREET – NEW MULTIFAMILY RESIDENTIAL BUILDING
CERTIFICATE OF APPROPRIATENESS (CASE NO. 23-13-TX)

INTRODUCTION

On September 21, 2023, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by 808 Oak Street, LLC (the “Applicant”), as the prospective buyer of the property located at 808 Oak Street (the “Subject Property”). The Applicant proposes construction of a new four-story multifamily building with ground floor parking and three condominium units above on the Subject Property and requests approval of a Certificate of Appropriateness. The Subject Property is owned by Bartnell Ltd., who has authorized the Applicant to submit the application for a Certificate of Appropriateness.

A mail notice was sent to property owners within 250 feet of the Subject Property, in compliance with the Village Code. As of the date of this memo, staff has received three written comments from the public regarding this application. The comments are provided in **Attachment C**.

On August 1, 2023, the Village Council considered a request by the Applicant to amend the Zoning Ordinance to allow, in the C-2 General Retail Commercial Zoning District, residential uses on the ground floor that are less than 50 feet from the front street line. In essence, the text amendment would allow a purely residential building within the C-2 District. Upon receipt of a request to amend the text of the Zoning Ordinance the Village Council designates a body to conduct a public hearing and to provide a recommendation to the Council. At the meeting in August, the Council was receptive to the text amendment and the proposed plan presented by the Applicant and designated the Plan Commission and Zoning Board of Appeals to hold the public hearing on the text amendment.

The Applicant has also submitted an application requesting approval of a Special Use permit to (i) allow off-street parking at street-level on the Subject Property; and (ii) allow residential uses in the C-2 District when such uses are located on the ground floor and less than 50 feet from the front street line. Additionally, the Applicant has submitted a variation application requesting approval to provide more than the maximum allowed front yard setback. The Plan Commission is tentatively scheduled to consider the text amendment and special use permits on October 25, 2023, and the Zoning Board of Appeals (ZBA) is tentatively scheduled to consider the special use permits and variation request on November 11, 2023. Public notice of the Plan Commission and ZBA meetings will be provided by mail to property owners within 250 feet of the Subject Property, and a public notice sign on the Subject Property once the meeting dates are confirmed.

The Village Council has final jurisdiction on this request.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 0.14 acres in size, is located on the south side of Oak Street, between Chestnut Street and Green Bay Road/Linden Street and is currently vacant (see Figures 1 and 3). It is worth noting that the Subject Property is only 33.5 feet in width and has ingress/egress easements which provide vehicular access to Chestnut Street (see Figure 2). Because the lot area is less than 10,000 square feet, redevelopment of the Subject Property does not require approval of a planned development, nor may the Applicant request planned development approval.



Figure 1 – Subject Property



Figure 2 – Private Alley Accessing 800, 808 and 812 Oak Street

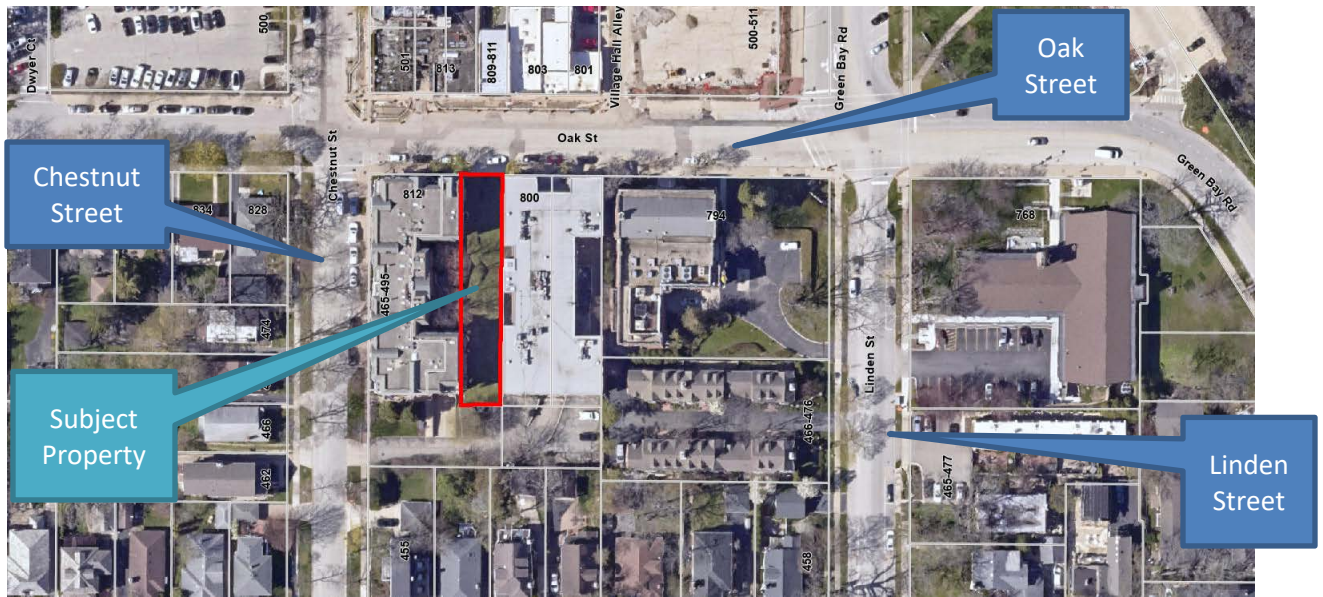


Figure 3 – GIS Aerial Map



Figure 4 – Subject Property with Neighboring Properties

The property is zoned C-2 General Retail Commercial, and it is bordered by C-2 General Retail Commercial (the “C-2 District”) to the north, east, and west, and B-1 Multifamily Residential to the south. As shown in Figure 5, it is not located within the Commercial Overlay District.

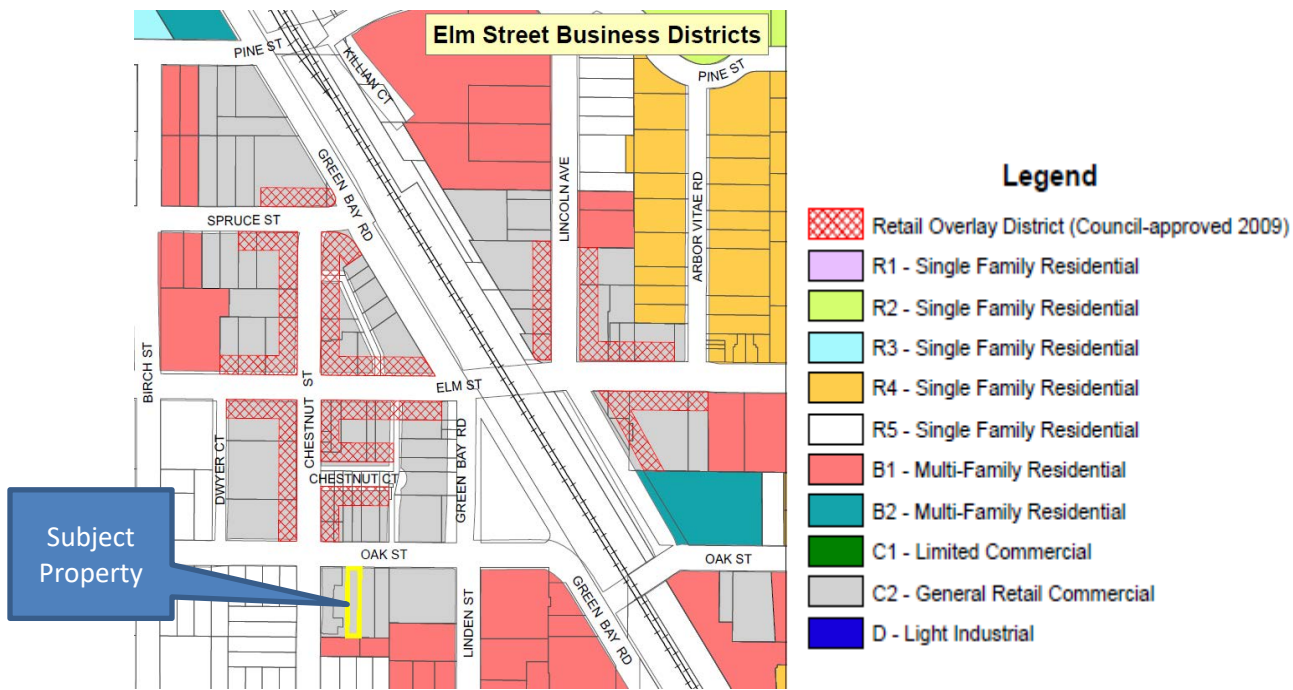


Figure 5 – Zoning Map

The Comprehensive Plan designates the Subject Property as appropriate for commercial and mixed-use land uses as shown below in Figure 6.

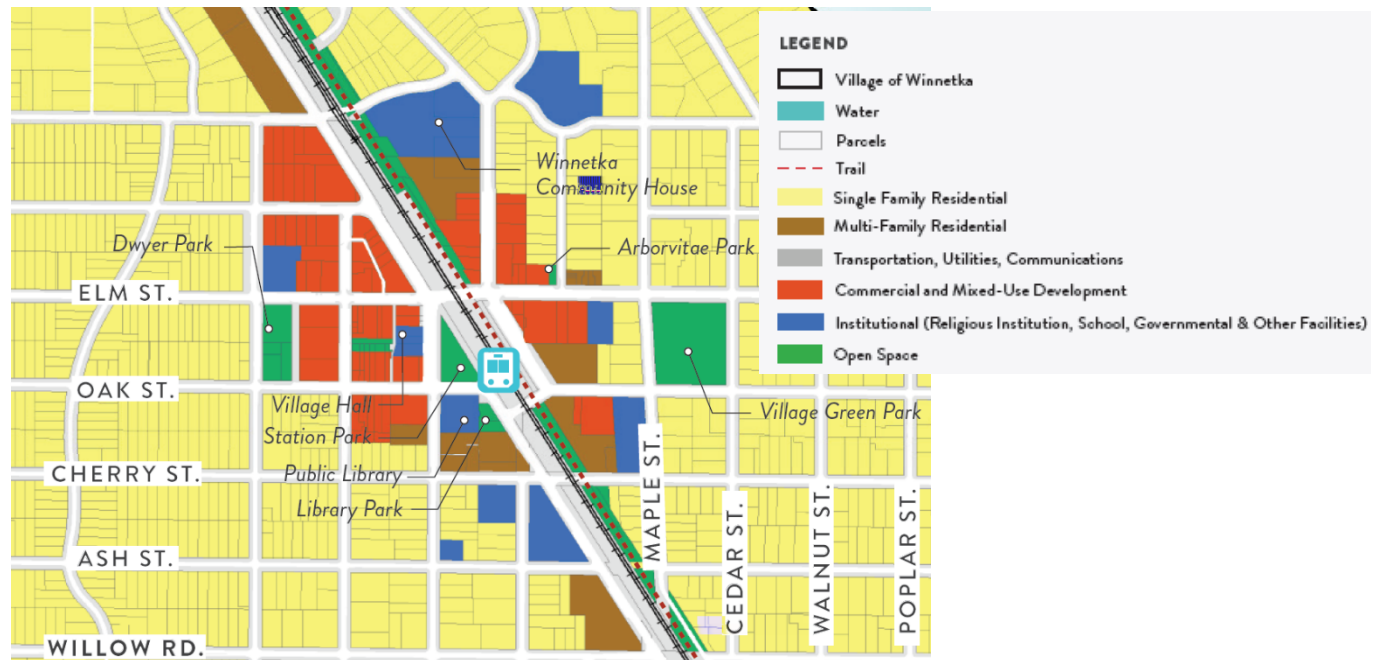


Figure 6 – Comprehensive Plan Land Use Map

The Subject Property is located in a commercial area with mixed-use buildings that contain offices on the ground floor and residences above, restaurants, and other commercial uses in the immediate vicinity. The Land Use Plan Map designates the properties to the north, east and west as appropriate for

“commercial and mixed-uses” and the properties to the south, as appropriate for “single family residential uses”.

The C-2 District allows buildings with dwelling units above the ground floor in a commercial building by right, and as a special use when located 50 feet or more from the front street line. The proposed building on the Subject Property would not contain commercial space on the ground floor level; hence the Applicant’s request for a text amendment to the Zoning Ordinance to allow a solely multi-family residential building as a special use, which the C-2 District currently does not allow.

RECENT SUBDIVISION APPROVAL

On July 20, 2021, the Village Council adopted Resolution R-65-2021, a resolution granting a plat of subdivision (Bartnell’s Subdivision – 800-808-812 Oak Street). The plat of subdivision cleaned up ownership lines between three property owners that owned portions of the two existing lots of record. See Figures 7 and 8, which compare the previous lots of record with the three new lots of record.

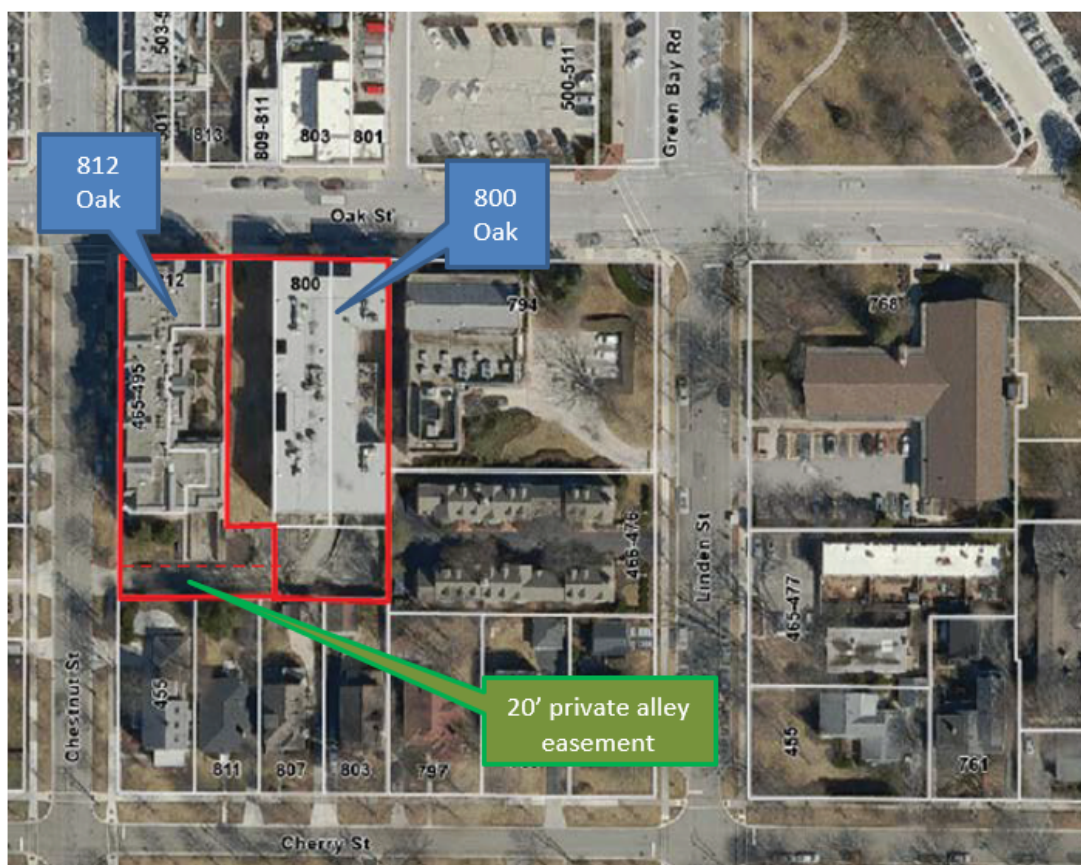


Figure 7 – Lot Configuration Prior to Subdivision

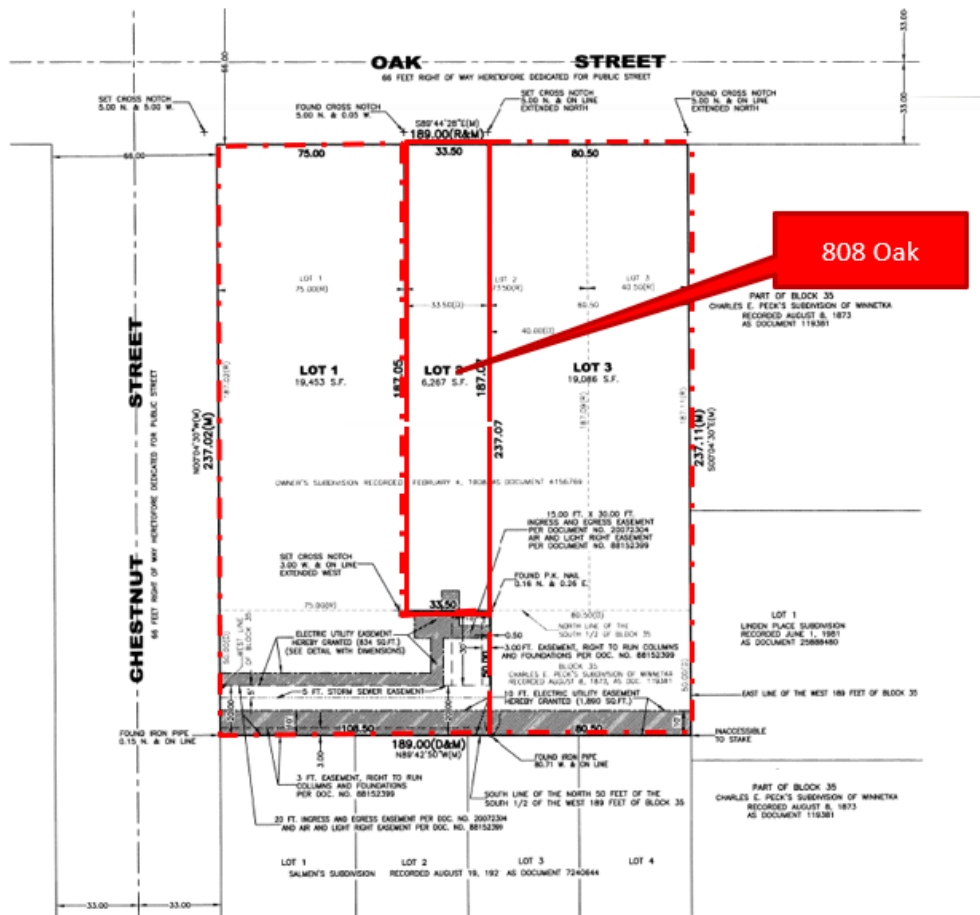


Figure 8 – Lot Configuration After Subdivision

PROPOSED PLAN

If the Applicant's proposed text amendment is approved, it intends to acquire the Subject Property and construct a four-story residential condominium building with three single-floor units. Each unit would contain three bedrooms and measure approximately 3,767 square feet. The ground floor would consist of six (6) enclosed parking spaces, a residential lobby, elevator, two staircases, and a trash enclosure. The second, third, and fourth floors would each have one residential unit.

The enclosed parking would be accessed from Oak Street, utilizing an existing curb-cut. Vehicular traffic would be one-way, with vehicles entering from Oak Street and exiting the building via private alley and ingress/egress easements onto Chestnut Street. The entry into the parking garage would be recessed approximately 30 feet from the front lot line in order to: (i) minimize the visual impact of a garage door facing the street; (ii) allow passage of light and air to the neighboring building to the west; and (iii) allow vehicles to pull off of Oak Street and wait for the garage door to open while on-site rather than in the street or on the public sidewalk. It is worth noting that at least two on-street parking spaces, on the south side of Oak Street, would be eliminated to provide access to the site.

Excerpts of the proposed site plan, floor plans, and building elevations, as well as renderings, of the proposed building are provided on the following pages as Figures 9 through 17. The complete set of plans are provided in the application materials (**Attachment A**). The Applicant has also provided photographs of neighboring properties taken from Oak Street as well as from the private alley located behind the Subject Property and the two adjacent properties. These photographs are also included in Attachment A.

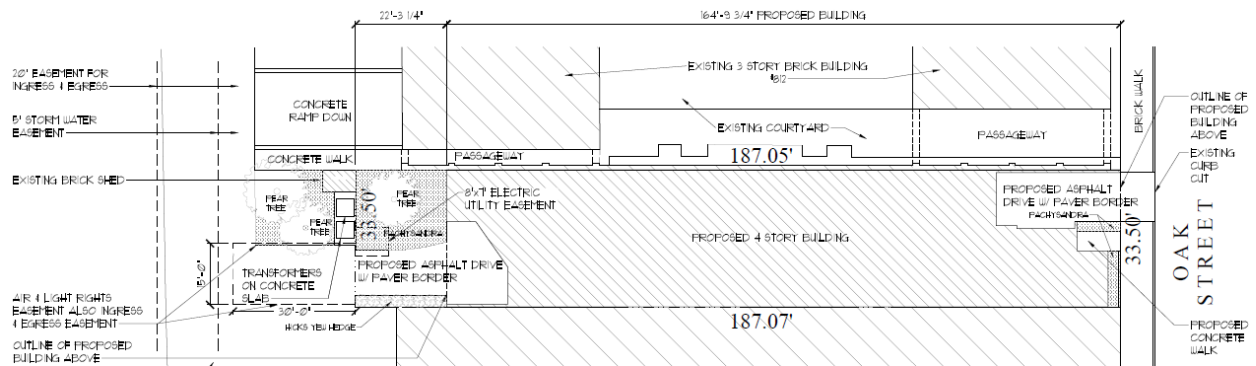


Figure 9 – Site Plan

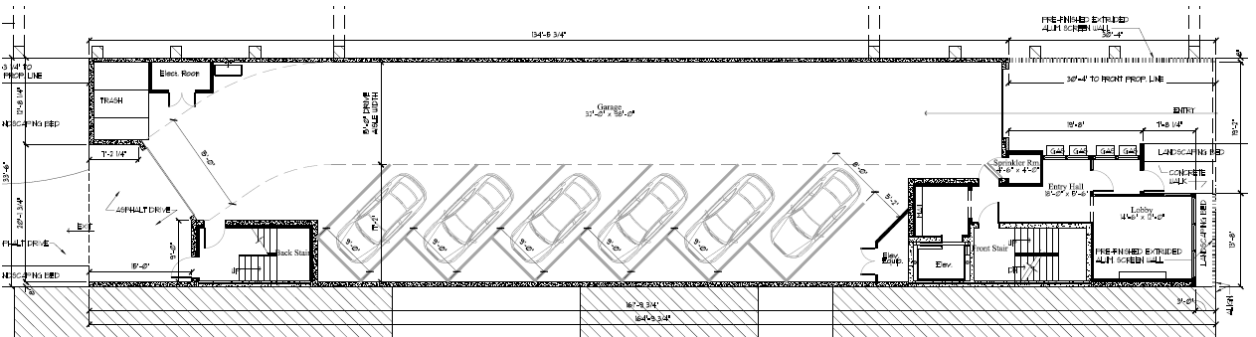


Figure 10 – Ground Floor Plan

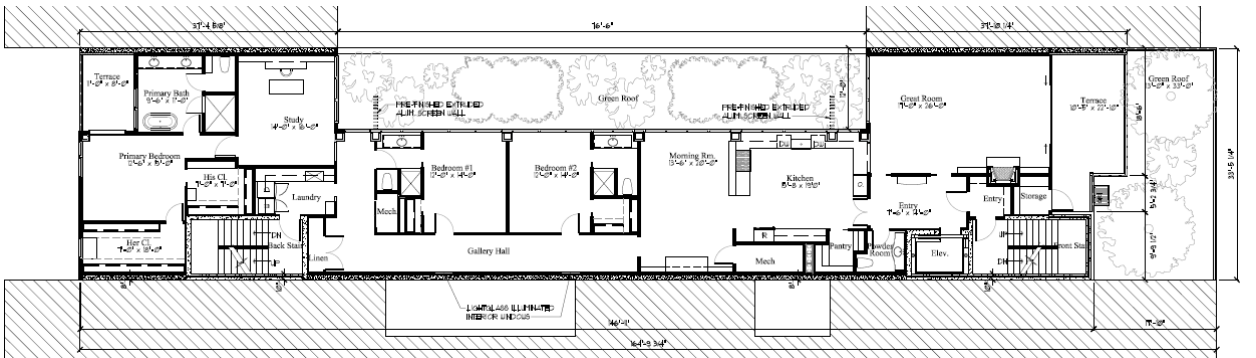


Figure 11 – Second Floor Plan

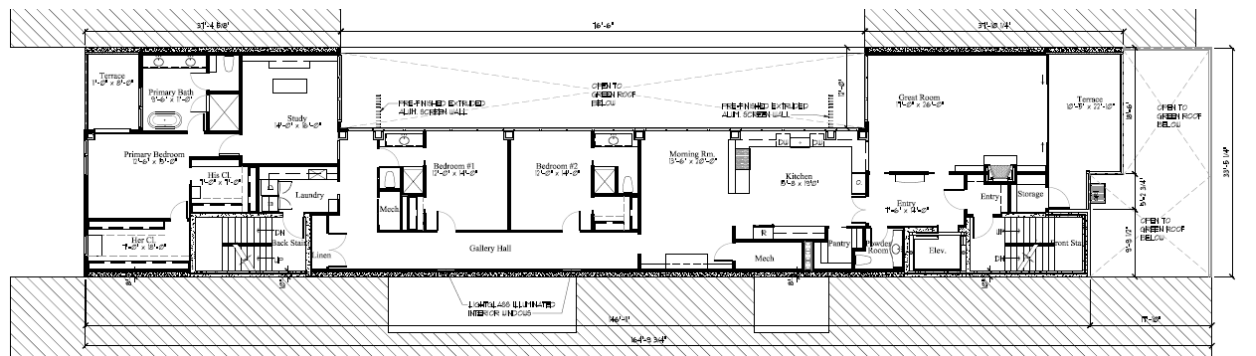


Figure 12 – Third and Fourth Floor Plan



Figure 13 – Front Building Elevation – Oak Street



Figure 14 – Rear Building Elevation – Private Alley



Figure 15 – Rendering of Front Elevation (Oak Street)



Figure 16 – Rendering of West Elevation



Figure 17 – Rendering of Rear Elevation

The exterior wall finish of the proposed building would consist of board formed concrete. The front elevation would also have a decorative pre-finished aluminum screen wall consisting of vertical louvers in Bone White. The railings on the balconies would be in the same material, color and vertical pattern. The ceilings of the balconies would be a pre-finished aluminum that looks like wood. The screen wall would be located on the front property line, with the ground floor level setback 3 feet from the screen wall to allow for a landscape bed between the screen wall and the front wall of the residential lobby. The upper stories are then setback 13 feet from the front of the building with the garage door setback 30 feet.

The windows would be pre-finished aluminum. Both the front and rear overhead garage doors would be pre-finished aluminum and translucent glass. The front entry door would be a full vision door, also in pre-finished aluminum, while the rear entry door would be pre-finished steel.

As described in the attached written explanation from the architect, the west elevation would have an interior courtyard on the upper floor levels. The ground floor level would extend to the west property line, while the second floor would have a green roof measuring approximately 12 feet by 76.5 feet in the general center of the west elevation that would be open to the floors above. There would be two pre-finished aluminum screen walls in the courtyard that would extend approximately 5 feet from the interior wall and extend the full height of the building. The interior courtyard and screen walls are identified in

Figure 16. A green roof is also proposed on the second floor level at the front elevation; this feature is illustrated in the rendering included as Figure 15. The Applicant has provided landscape plans, an excerpt of which is provided below in Figure 18. Plantings on the green roof would include, but not be limited to, a single-stem flowering crab apple, boxwoods, heuchera ‘green spice’ and ‘palace purple’, and liriope. The building would be setback more than 20 feet from the rear property line, allowing for a landscaped area as required by the Zoning Ordinance.

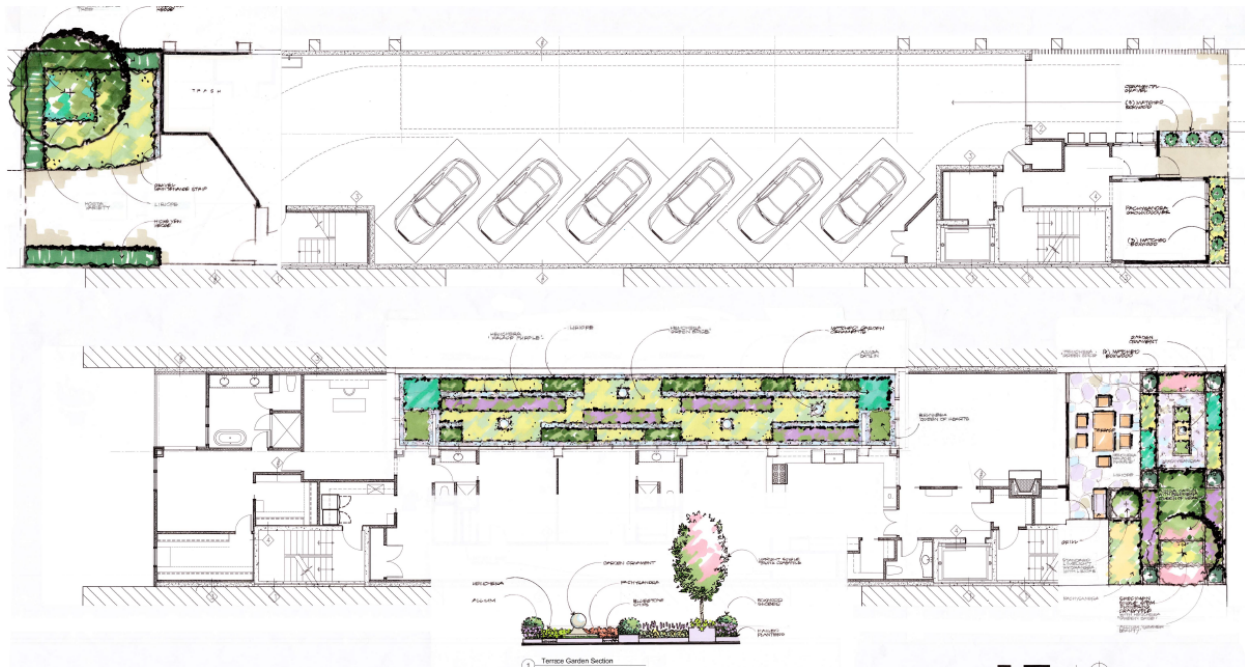


Figure 18 – Landscape Plans

The Applicant is proposing an exterior wall sconce at the front entry and recessed lighting at the front and rear entries. Manufacturer cut-sheets for the proposed exterior building materials and fixtures have been provided by the Applicant and are included in **Attachment A**.

The air conditioning compressors would be located on the roof, towards the rear of building. The Applicant has not indicated any screening of these compressors. The plans identify the refuse and recycling containers to be located within the parking garage, at the rear of the building.

Development of the Subject Property will require the provision of stormwater detention at a volume to accommodate a 100-year storm event assuming 100% impermeable lot coverage, which is allowed under the zoning. The Applicant is working with an engineering firm to address stormwater management and has provided a letter explaining their approach, which currently includes a detention system below the garage floor. The letter from the Applicant's engineer is also included in **Attachment A**. Director of Engineering, James Bernahl, has reviewed their initial approach and has provided the Applicant comments. The Applicant will be required to submit engineering plans when a building permit application is submitted to verify compliance with the Village stormwater regulations.

ZONING RELIEF

Although zoning relief is not the purview of the DRB, it should be noted that one zoning variation for the front yard setback and two special use permits are being requested to allow the development on the Subject Property.

Front Yard Setback. The maximum front yard setback shall be no more than three (3) feet; the Applicant proposes the building to be setback 30'-4" along a portion of the Oak Street property line to accommodate the recessed garage entry.

The purpose of a maximum front yard setback in the commercial districts is to create a more consistent storefront wall as one walks along the street level of a commercial district. Having buildings setback too far from the pedestrian sidewalk breaks up this continuity. However, there may be instances where varying from this requirement may not have a negative impact given the design of the development in the context of the neighborhood and other uses in the immediate vicinity.

Special Use – Location of Off-Street Parking. In order to encourage below-grade parking, the Zoning Ordinance requires off-street parking located at street-level to receive approval of a special use permit. As previously noted, the proposed parking would be provided on the ground floor level within the interior of the building accessed from a one-way driveway off of Oak Street.

For reference, the proposed residential units on the second, third, and fourth floors would all have three bedrooms. The Zoning Ordinance requires a minimum of two (2) parking spaces per three-bedroom unit. Therefore, the proposed development requires six (6) off-street parking spaces for the residential units. As currently proposed, the garage would provide six (6) at-grade parking spaces, in compliance with the zoning regulation.

Special Use – Residential Uses in the C-2 General Retail Commercial District. As previously noted, the Applicant has requested a text amendment to the Zoning Ordinance to allow residential uses in the C-2 District on the ground floor that are less than 50 feet from the front street line, as a special use. The Subject Property is located on the fringe of the C-2 District, with mixed-use, multi-family and single-family residential uses in the immediate vicinity. The Applicant's proposed development does not include any commercial space on the ground level. Rather, the proposed plan includes a lobby and driveway/parking for the residential units above, within 50 feet of the front street line.

Currently, residential uses are allowed by right in the C-2 District when located above the ground floor in a commercial building and as a special use when located on the ground floor but 50 feet or more from the front street line.

CERTIFICATE OF APPROPRIATENESS CONSIDERATIONS

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

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

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

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

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

The Board will need to determine if the proposed multi-family residential building and its associated hardscape and landscape comply with the above standards.

DESIGN GUIDELINES

The Village's Design Guidelines provide direction for the style and form of new commercial and mixed-use buildings, as well as multi-family buildings. The Subject Property is located on the far south end of the East/West Elm Street District. In contrast to the retail-oriented character of the district as whole, the area in which the Subject Property is located functions more as a transition between the retail core of the district and the residential and office uses nearby. Given the Subject Property is located in the C-2 District with mixed-use buildings in the immediate area, an excerpt of the Village Design Guidelines, which apply to mixed-use buildings, is included as **Attachment B**. That being said, the Board should keep in mind that the proposed building is indeed a multi-family residential building. The standards in the Guidelines address:

- I. Contextual Design
- II. Uses
- III. Historic Buildings and Building Elements
- IV. Styles
- V. Building Mass (setbacks, height, roof forms)
- VI. Proportion/Scale (horizontal rhythm, vertical rhythms, façade articulation, fenestration, hierarchy)
- VII. Articulation (entries, window and door fenestration, building lighting, building signage, accessibility, mechanical equipment)
- VIII. Materials
- IX. Services, Secondary Facades & Parking Structures

RECOMMENDATION

At the September 21, 2023, Design Review Board meeting, the Board is scheduled to consider the design of the Applicant's proposed multi-family residential building. After hearing from the Applicant and the public, the Board may decide to take action on one of two options:

- 1) Continue further review of the application to a date specific in order to provide the Applicant and/or staff additional time to address questions and comments from the Board.
- 2) Adopt a motion recommending approval or a motion recommending denial of a certificate of appropriateness for design of the proposed mixed-use building.

If the Board wishes to adopt a motion recommending approval or denial, a Board member may want to make a motion such as the following:

*Move to recommend **approval [denial]** of a certificate of appropriateness for the **design of the proposed four-story multi-family residential building on the Subject Property**, subject to the following conditions:*

A. [If the Board chooses to place conditions as part of its recommendation, it will want to include the conditions here.]

The Board's recommendation is based on evidence in the record, or a public document, and upon the following findings of fact:

- (1) the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;*
- (2) the proposed external architectural features and site improvements are appropriate to and compatible with adopted Village plans for and improvements in the immediate neighborhood, and including both urban design and site arrangement considerations;*
- (3) the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and*
- (4) the probable effect of the proposed external architectural features on the integrity of the immediate vicinity.*

ATTACHMENTS

Attachment A: Applicant's Application Materials

Attachment B: Design Guidelines Excerpts

Attachment C: Public Correspondence

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 808 Oak Street

Name of Business(es): NA (residential)

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

- ☐ Sign Sign Permit Application attached? ☐
☐ Awning Awning Permit Application attached? ☐
☐ Other (general description) New 4-story condominium (3 residential units) with enclosed ground floor parking (6 spaces for residents).

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): The site is currently vacant. The proposed 4-story new construction building proposes 3 full-floor residences and 6 enclosed ground floor parking spaces for residences. An internal courtyard approximately 12' by 76'-6" that matches the opening at 812 Oak Street provides a large open light court for residents of both buildings.

I/We hereby certify that as owner (Lessee/Owner) of the property located at 808 Oak Street (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED

PRINTED NAME(S)

ADDRESS

PHONE NO.

EMAIL

808 Oak LLC, Paul Konstant, Primary Contact

see attached, 5300 Golf Road

847-967-6115

pk@konstantarchitecture.com

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM

Konstant Architecture

CONTACT NAME

Paul Konstant

ADDRESS

5300 Gold Road

Skokie, Illinois 60077

PHONE NO.

847-967-6115

EMAIL

pk@konstantarchitecture.com

Design Approach

The existing vacant lot at 808 Oak Street proved to be an interesting design challenge. The existing site is particularly narrow and the buildings that flank it to either side have two very different aesthetics. This design bridges this gap between the existing buildings while meeting the intent of the village's design guidelines. The vertical louvers along Oak Street provide a continuation of the streetscape and create a mediation point between the differing materials of the flanking buildings. These louvers provide a textural relief along the street that helps the transition of the materials. They also maintain the 0' front yard setback that is required along Oak Street for a continuous street frontage. The greenroof terrace plantings offer relief between the buildings as well as create a natural mediation. The remaining massing of the building is set 13' back from the front property line which meets the requirement that states that the upper floor in the commercial districts should be setback. This provides added light and air to the surrounding buildings and the street itself. The interior courtyard that matches the courtyard of the building to the west provides adequate light and air to the proposed building while being respectful of the surrounding structure. Lastly, the proposed building falls below the 45' maximum building height and the first floor meets the minimum of 14' tall. Given the particular constraints of the site, the proposed building is a completion of the streetscape and will provide great value to the neighborhood.

OF

PARCEL 2: THE EAST 15 FEET OF THE WEST 108.0 FEET OF THE NORTH 30 FEET OF THE SOUTH HALF OF BLOCK 35 IN CHARLES E. PECK'S SUBDIVISION OF MINNETKA IN SECTIONS 20 AND 21, TOWNSHIP 42 NORTH, RANGE 13, EAST OF THE THIRD PRINCIPAL MERIDIAN, IN COOK COUNTY, ILLINOIS (IN THE EAST HALF OF THE NORTHEAST QUARTER OF SECTION 20) (EASEMENT PARCEL)

PN: 05-20-217-002-0000

COMMONLY KNOWN AS: 808 OAK STREET, WINNETKA, ILLINOIS 60093

TOTAL LAND AREA PARCEL 1: 6,287 SQ.FT.
TOTAL LAND AREA PARCEL 2: 450 SQ.FT.

SCALE: 1 INCH = 10 FEET

STREET

CHESTNUT

THE PEZZ RIGHT OF WAY HIGHWAY DEDICATED FOR PUBLIC STREET

~~OAK~~ — ~~CENTER LINE~~ — ~~STREET~~
88 FEET RIGHT OF WAY HERETOFORE DEDICATED FOR PUBLIC STREET

86 FEET RIGHT OF WAY HERETOFORE DEDICATED FOR PUBLIC STREET

LOT 1

NOT INCLUDED

LOT

LOT 3

NOT INCL

NOT INCLUDED

LOT 3

LOT 4

LEGEND:

(D) = Deed
(R) = Record
(M) = Measured
N. = North
S. = South
W. = West
E. = East
Conc. = Concrete
Wood Fence —
Chain Link Fence —
Iron Fence —
 Tree

ORDER NO.: 17-393-1
ORDERED BY: KONSTANT ARCHITECTURE

PREPARED BY:
GEODETIC SURVEY, LTD.
PROFESSIONAL ENGINEER FIRM NO. 186-604386
CONSTRUCTORS AND LAND SURVEYORS
1121 DEPOT STREET, GLENVIEW, IL 60035
TEL. (847) 904-7890; FAX (847) 904-7891

(GENERAL NOTES)

- AFOU FILE WILL NOT BE USED UNDER THIS CONTRACT.
- FOR COMMENTS, BUILDING LOGS AND OTHER INFORMATION NOT SHOWN ON THE FLAT OF SURVEY REFER TO YOUR DISTRICT, USE, TITLE POLICY, AND LEGAL DIVISIONS.
- COMPLAIN ALL POINTS REGARDING BUILDING AND AT ONCE REPORT ANY DISCREPANCIES, WHICH YOU MAY HAVE, FORTH, TO THIS OFFICE.
- NO DAMAGE.
- CONCRETE ARE SHOWN IN FEET AND DECIMALS AND ARE NOT TO BE ASSUMED FROM SCALARS.
- CONCRETE ARE PROPOSED TO AN ASSUMED INTERIOR AND ARE USED TO QUALITY ANALYSIS.
- THE LEGAL DESCRIPTION NOTED ON THIS FLAT WAS PROVIDED BY THE CLIENT AND FOR ACCURACY SHOULD BE COMPARED WITH THE SURVEY RECORD TO RESOLVE ANY DISCREPANCIES.

STATE OF ILLINOIS
COUNTY OF COOK

THE PROFESSIONAL SERVICE CONFORMS TO THE
CURRENT AIAA MINIMUM STANDARDS OF PRACTICE
APPLICABLE TO BUDGETARY SURVEYS.

FIELD WORK COMPLETED AUGUST 21, 2003
ENTER THE JOB: DAY OF AUGUST, 2003

Robert P. Gault

Prof. Dr. habil. Lioba Lang-Schön lioba@math.uni-bonn.de
 URGENT DATES 11/26/2024

Page 82 of 160



808 Oak Street-
THE SITE IS VACANT

South Side of Oak Street



794 Oak



800 Oak



808 Oak
The Site is Vacant



812 Oak

North Side of Oak Street



501 Chestnut,
813 Oak



809-811 Oak



801 Oak



Neighboring Buildings on Oak Street

















812 Oak Details













800 Oak Details





Rear Views













A New Construction
for Residences at
808 Oak Street
Winnetka, IL

DRAWING CONTENTS:

A 0.0 Index Sheet - Site Plan & Notes

Architectural Drawings:
Prepared by: Konstant Architecture & Planning
Contact info: Thomas E. Lybrook P: 847.967.6115
License #: 001-014820

- A 1.0

Basement Plan
- A 1.1

Ground Level Floor Plan
- A 1.2

Second Floor Plan
- A 1.3

Third and Fourth Floor Plan
- A 1.4

Roof Plan
- A 2.0

North Elevation
- A 2.1

South Elevation
- A 2.2

West Courtyard Elevation
- A 2.3

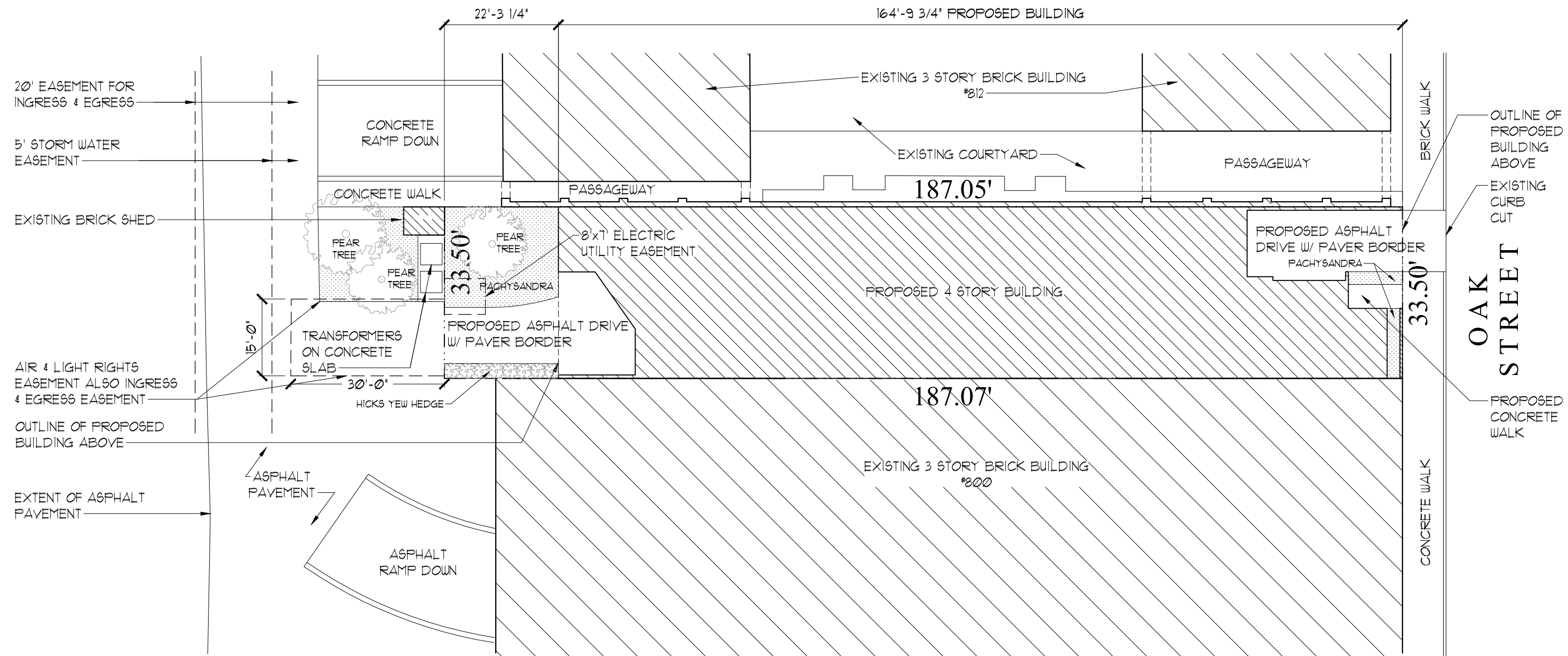
West Entry Elevation

E 1.0 Ground Floor Electrical Plan

Date: 09.15.23

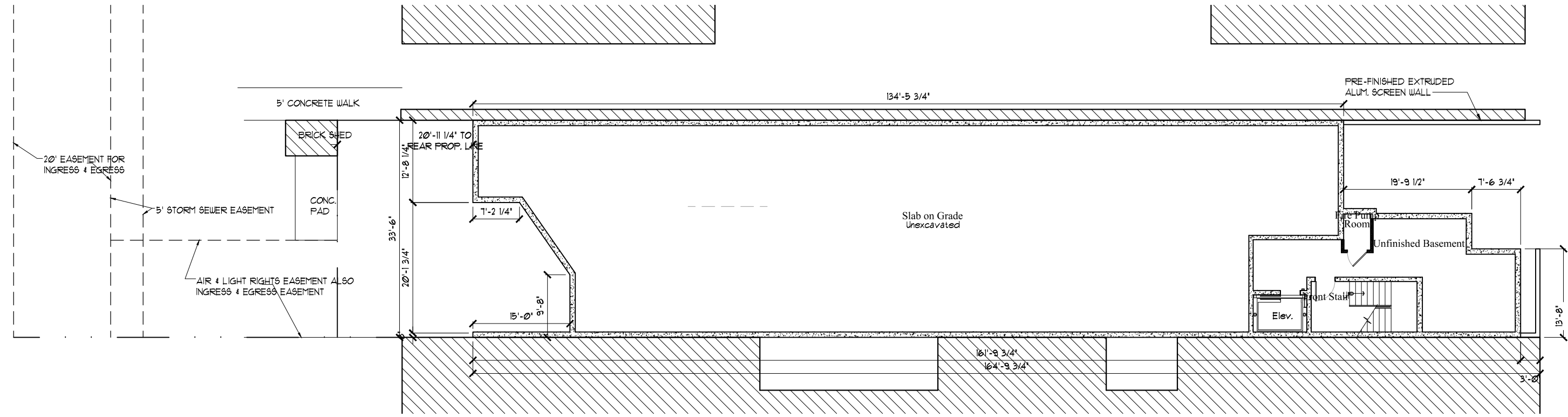
Konstant Architecture & Planning
5300 Golf Road Skokie Illinois 60077
847-967-6115

808 Oak Street
Winnetka, IL



Proposed Site Plan
1"=20'-0"

Konstant Architecture Planning
5300 Golf Road Skokie Illinois 60077 847-967-6115
808 Oak Street
Winnetka, IL



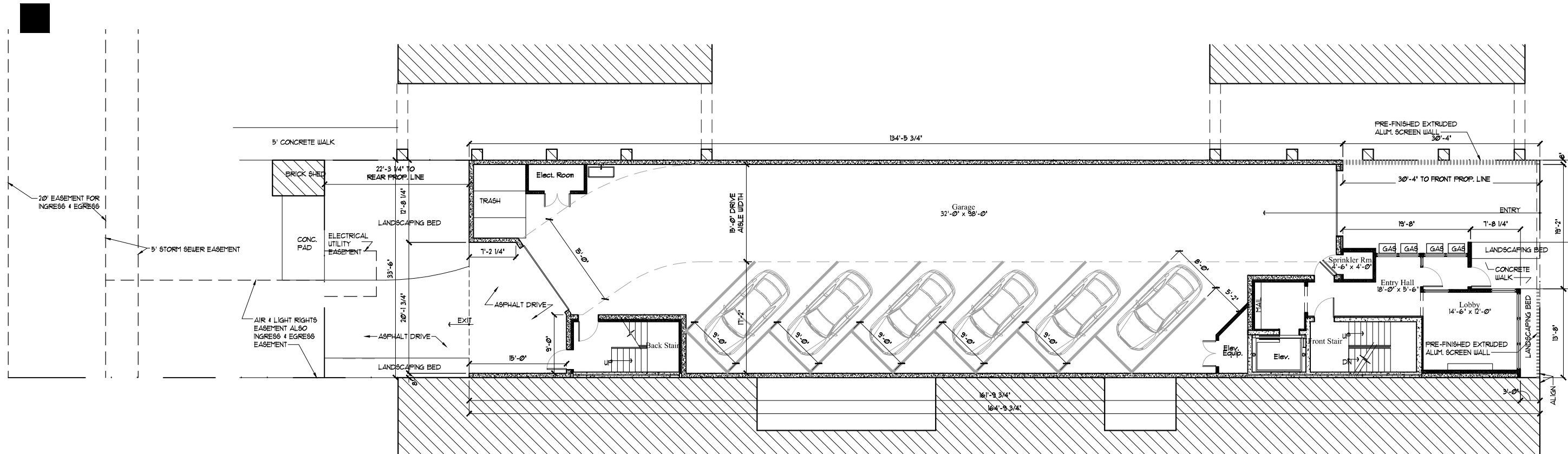
WALL TYPES:

DESCRIPTION

- W-1 EXTERIOR STAIR WALL (2 HR. FIRE RATED & LOAD BEARING):
10" THICK PRECAST INSULATED COMPOSITE LOAD BEARING WALL PANELS (1.5" R-13.5 PHENOLIC INSULATION)
- W-2 EXTERIOR NORTH STAIR WALL:
10" THICK PRECAST INSULATED COMPOSITE LOAD BEARING WALL PANELS (R-13.5) WITH "RIEDER" 13mm GLASS FIBER REINFORCED CONCRETE CLOSED JOINT WALL PANELS ON METAL FRAMING DECOUPLED FROM THE STRUCTURE WITH ATTACHMENT OVER SELF-ADHERED (WRB) AND AIR BARRIER MEMBRANE
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- W-4 INTERIOR STAIR WALL:
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- W-5 8" THICK PRECAST LOAD BEARING WALL PANELS WITH "RIEDER" 13mm GLASS FIBER REINFORCED CONCRETE CLOSED JOINT WALL PANELS ON METAL FRAMING DECOUPLED FROM THE STRUCTURE WITH ATTACHMENT OVER SELF-ADHERED (WRB) AND AIR BARRIER MEMBRANE

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Basement Plan
1/16" = 1'-0"

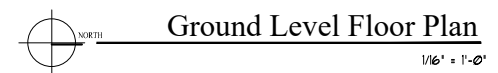


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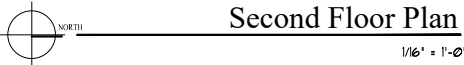


Date: 09.15.23

Konstant Architecture Planning
5300 Golf Road Skokie, Illinois 60077 847-967-6115

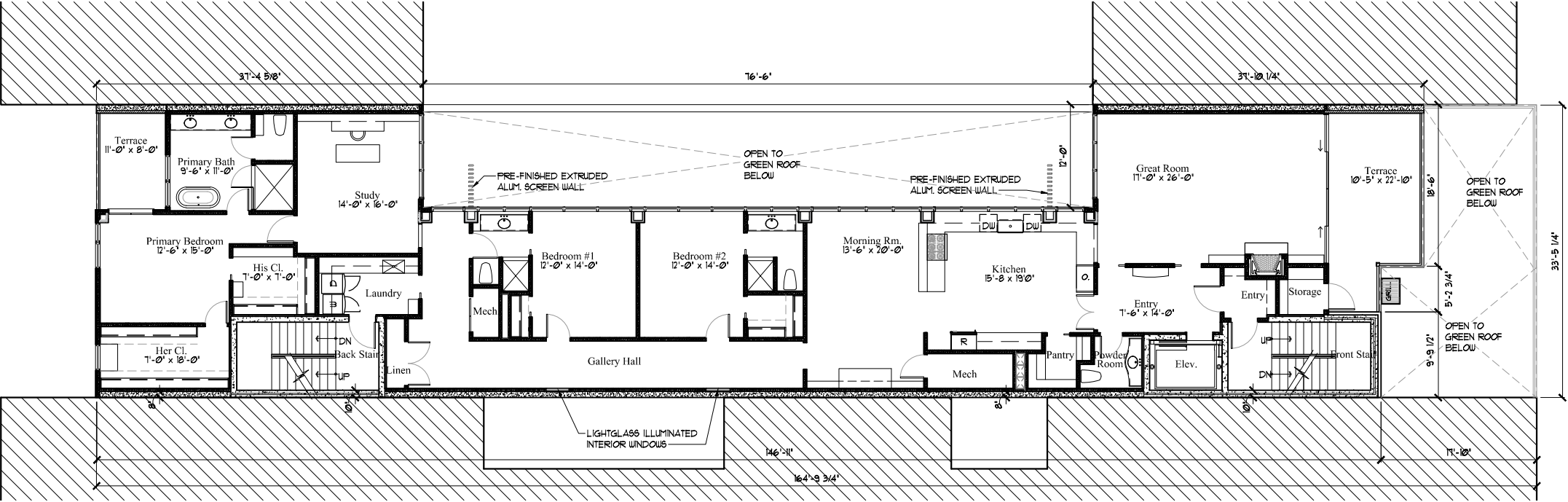
808 Oak Street
Winnetka, IL

A1.1
Job No: 1805



DESCRIPTION

- Konstant Architecture** ☐ **Planning**
5300 Golf Road Skokie Illinois 60077 847 - 967 - 6115
- 808 Oak Street**
Winnetka, IL



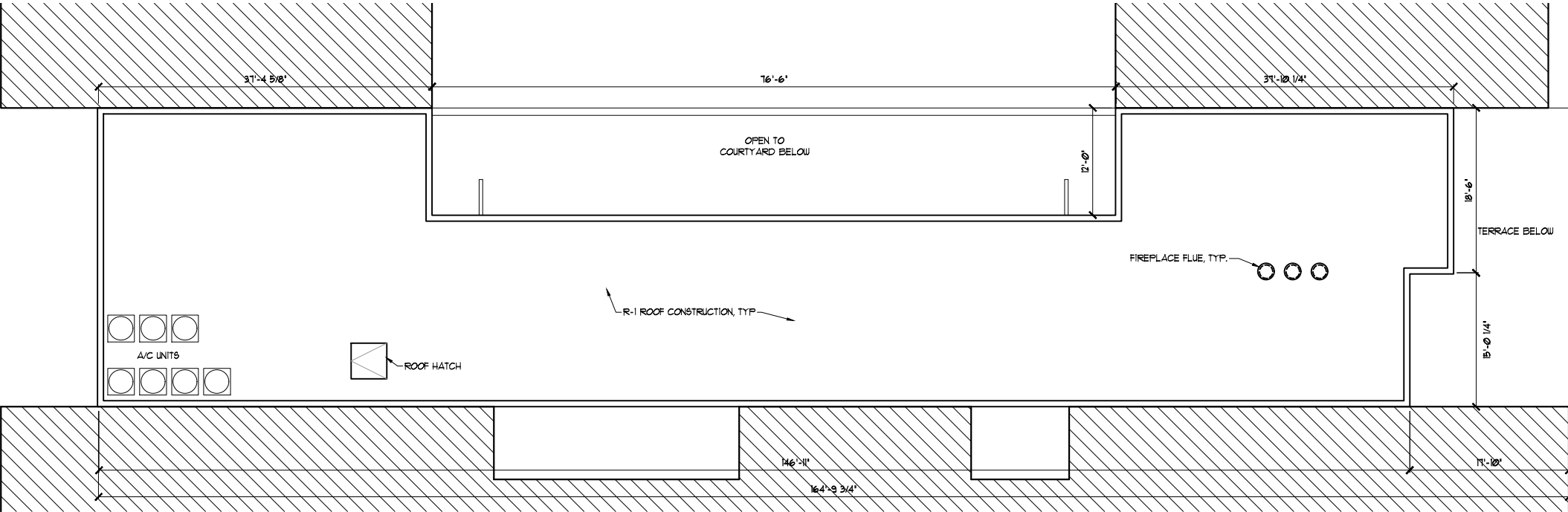
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DESCRIPTION

- W-1 EXTERIOR STAIR WALL (2 HR. FIRE RATED & LOAD BEARING):
10" THICK PRECAST INSULATED COMPOSITE LOAD BEARING
WALL PANELS (1.51" R-13.5 PHENOLIC INSULATION)
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10" THICK PRECAST INSULATED COMPOSITE LOAD BEARING
WALL PANELS (R-13.5) WITH "RIEDER" 13mm GLASS FIBER REINFORCED
CONCRETE CLOSED JOINT WALL PANELS ON METAL FRAMING
DECOUPLED FROM THE STRUCTURE WITH ATTACHMENT OVER
SELF-ADHERED (WRB) AND AIR BARRIER MEMBRANE
- W-3 EXTERIOR UNIT WALL (2 HR. FIRE RATED & LOAD BEARING):
8" THICK PRECAST LOAD BEARING WALL PANELS
WITH INTERIOR BUILD-OUT: 5/8" THICK GYPSUM BOARD
ON 3 5/8" METAL STUD FRAMING, 16" O.C. WITH
R-20 CLOSED CELL SPRAY FOAM INSULATION IN STUD CAVITIES
- W-4 INTERIOR STAIR WALL:
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WITH INTERIOR BUILD-OUT: 5/8" THICK GYPSUM BOARD
ON 1 5/8" METAL STUD FRAMING, 16" O.C.
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"RIEDER" 13mm GLASS FIBER REINFORCED CONCRETE CLOSED JOINT
WALL PANELS ON METAL FRAMING DECOUPLED FROM THE STRUCTURE
WITH ATTACHMENT OVER SELF-ADHERED (WRB) AND AIR
BARRIER MEMBRANE

- W-6 EXTERIOR UNIT WALL (NON-FIRE RATED):
"RIEDER" 13mm GLASS FIBER REINFORCED CONCRETE CLOSED JOINT
WALL PANELS ON METAL FRAMING DECOUPLED FROM STRUCTURE WITH
ATTACHMENT BRACKETS OVER SELF-ADHERED (WRB) AND AIR
BARRIER MEMBRANE ON 5/8" THICK EXTERIOR GYPSUM BOARD
- W-7 INTERIOR STAIR AND ELEVATOR SHAFT WALL (2 HR. FIRE RATED):
(2) LAYERS 5/8" THICK GYPSUM BOARD EACH SIDE OF 3 5/8", 25 GA.
METAL STUD FRAMING, 16" O.C. WITH 3 1/2" MINERAL WOOL INSULATION IN
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SYSTEMS WITH LOW E INSULATED GLASS AS MANUFACTURED BY
'ELVIAL'

Third and Fourth Floor Plan
1/16" = 1'-0"



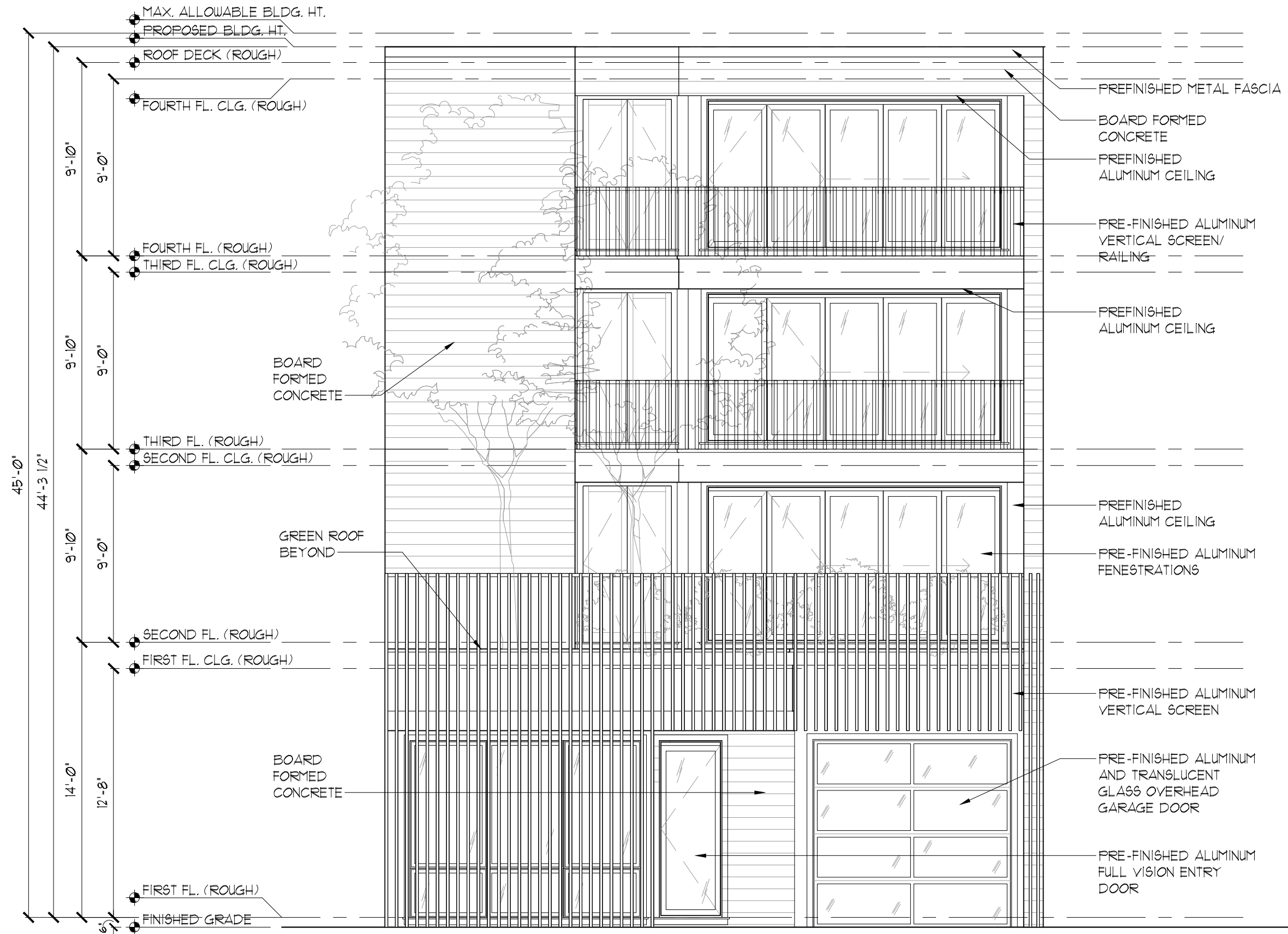
ROOF CONSTRUCTION:

DESCRIPTION

- R-1 TYPICAL ROOF CONSTRUCTION**
- 60-MIL FULLY ADHERED SINGLE PLY T.P.O. ROOF MEMBRANE SYSTEM
 - 1/4" THICK COVER BOARD
 - 3 LAYER POLYISO INSULATION BOARDS WITH STAGGERED JOINTS 8.4" THICK (R-49 MIN.) WITH TOP LAYER TAPERED (1/4" /FT.)
 - 8" P.C. CONCRETE STRUCTURAL DECK
- R-2 TYPICAL ROOF CONSTRUCTION**
- GROWTH MEDIA WITH 4"-8" SOIL DEPTH
 - 'MIRADRAIN G4' OR EQUAL COMPOSITE FILTER FABRIC, WATER RETENTION AND DRAINAGE BOARD
 - 40 MIL ROOT BARRIER
 - 3 LAYER 'XPS' RIGID INSULATION BOARDS W/ STAGGERED JOINTS 9" THICK (R-49 MIN.)
 - 60-MIL FULLY ADHERED SINGLE PLY T.P.O. ROOF MEMBRANE SYSTEM
 - SLOPPED CONCRETE TOPPING (1/4"/FT.) TO ROOF DRAINS
 - 8" P.C. CONCRETE STRUCTURAL DECK
- RT-1 ROOF TERRACE: UNINSULATED**
- 2cm PORCELAIN PAVERS
 - ADJUSTABLE PAYER SUPPORT PEDESTALS
 - 1/8" THICK PROTECTION BOARD
 - 60-MIL FULLY ADHERED SINGLE PLY TPO ROOF MEMBRANE
 - SLOPED CONCRETE (1/4"/FT.) TO ROOF DRAINS
 - 6" THICK P.C. CONCRETE STRUCTURAL DECK

- RT-3 TYPICAL GREEN ROOF: 'EXTENSIVE' MEDIUM DEPTH SYSTEM-UNINSULATED)**
- GROWTH MEDIA WITH 4"-8" OIL DEPTH
 - 'MIRADRAIN G4' OR EQUAL COMPOSITE FILTER FABRIC, WATER RETENTION AND DRAINAGE BOARD
 - 40 MIL ROOT BARRIER
 - 1/8" THICK PROTECTION BOARD
 - 60 MIL FULLY ADHERED T.P.O. ROOF MEMBRANE SYSTEM
 - SLOPED CONCRETE TOPPING (1/4"/FT.) TO ROOF DRAINS
 - 8" P.C. CONCRETE STRUCTURAL DECK

Roof Plan
1/8" = 1'-0"



North Elevation

3/16"=1'-0"

Date: 09.15.23

Konstant Architecture Planning
5300 Golf Road Skokie Illinois 60077 847-967-6115
808 Oak Street
Winnetka, IL

Date: 09.15.23

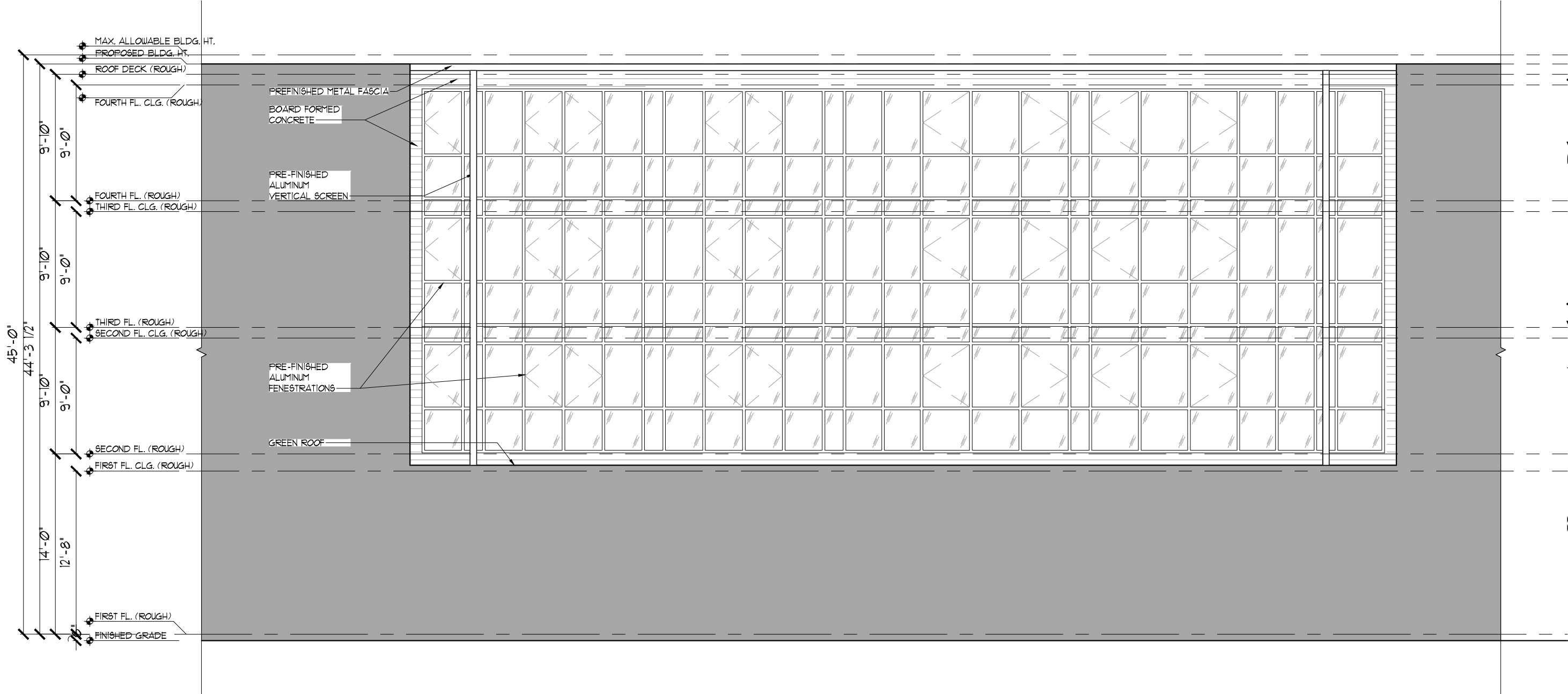
Konstant Architecture Planning
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808 Oak Street
Winnetka, IL

South Elevation

3/16"=1'-0"

A2.1
Job No: 1805

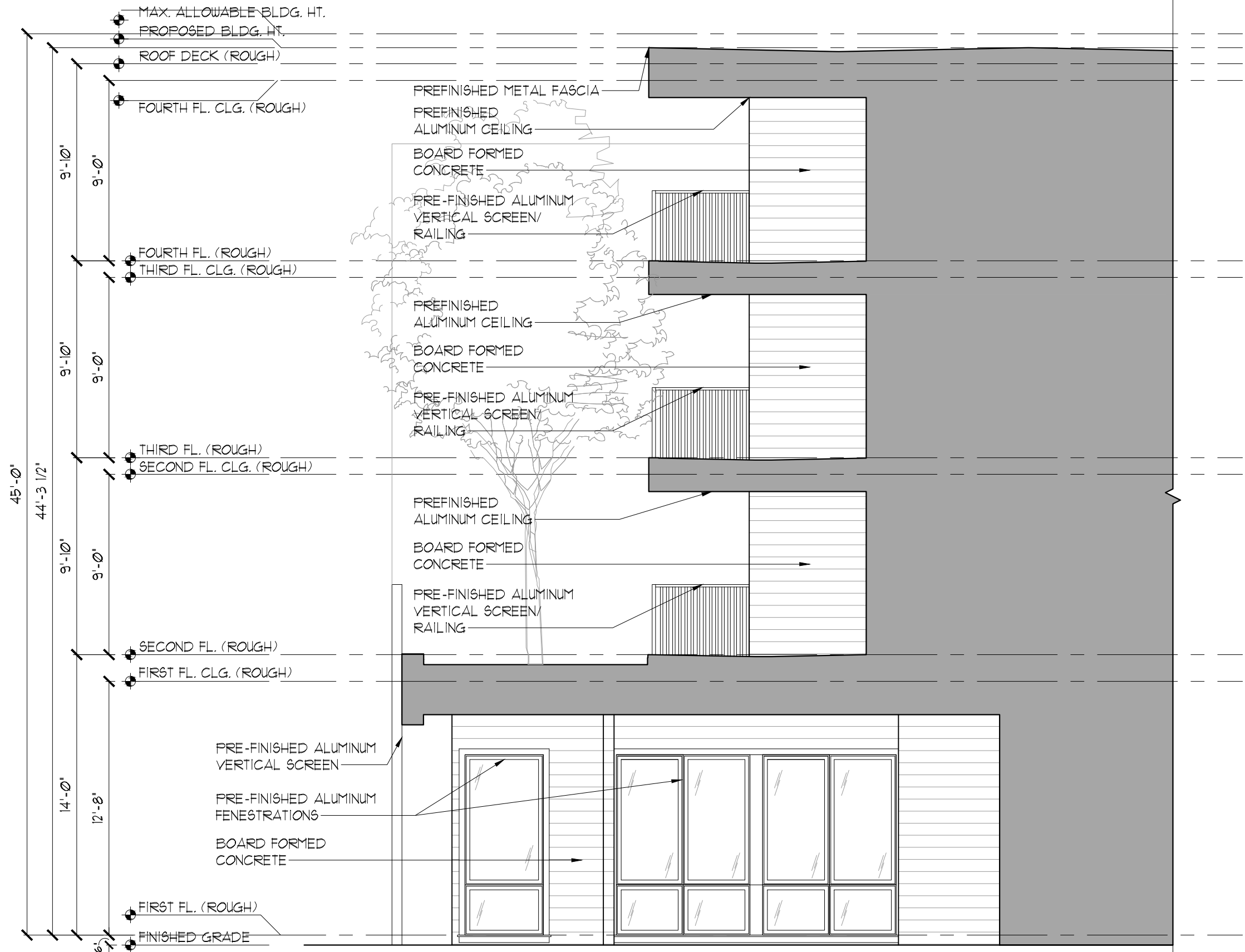




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808 Oak Street
Winnetka, IL

West Courtyard Elevation

1/8"=1'-0"

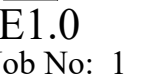


West Entry Elevation

3/16"=1'-0"

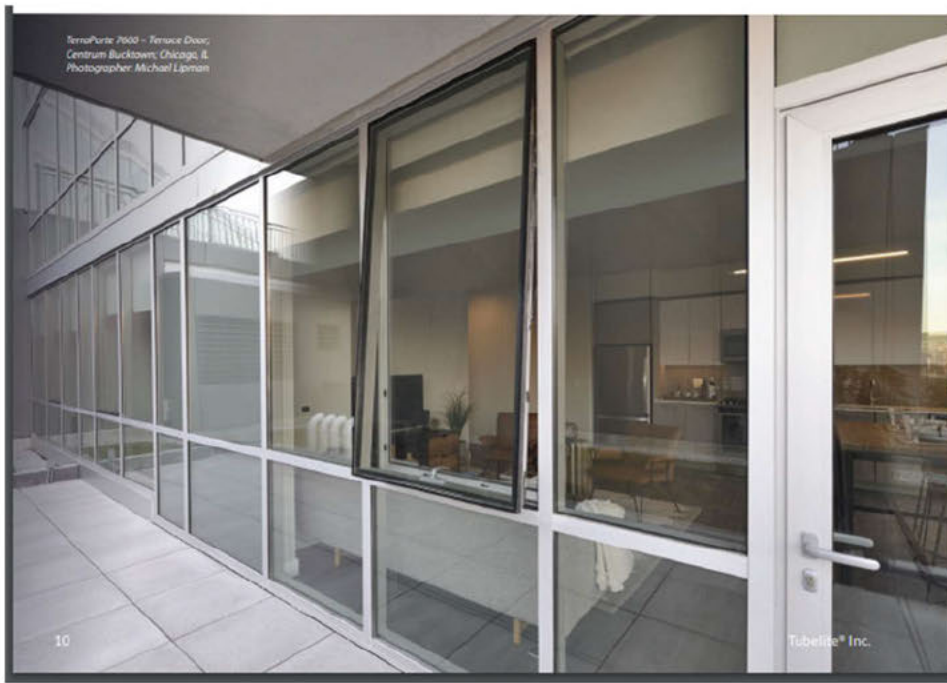
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Winnetka, IL

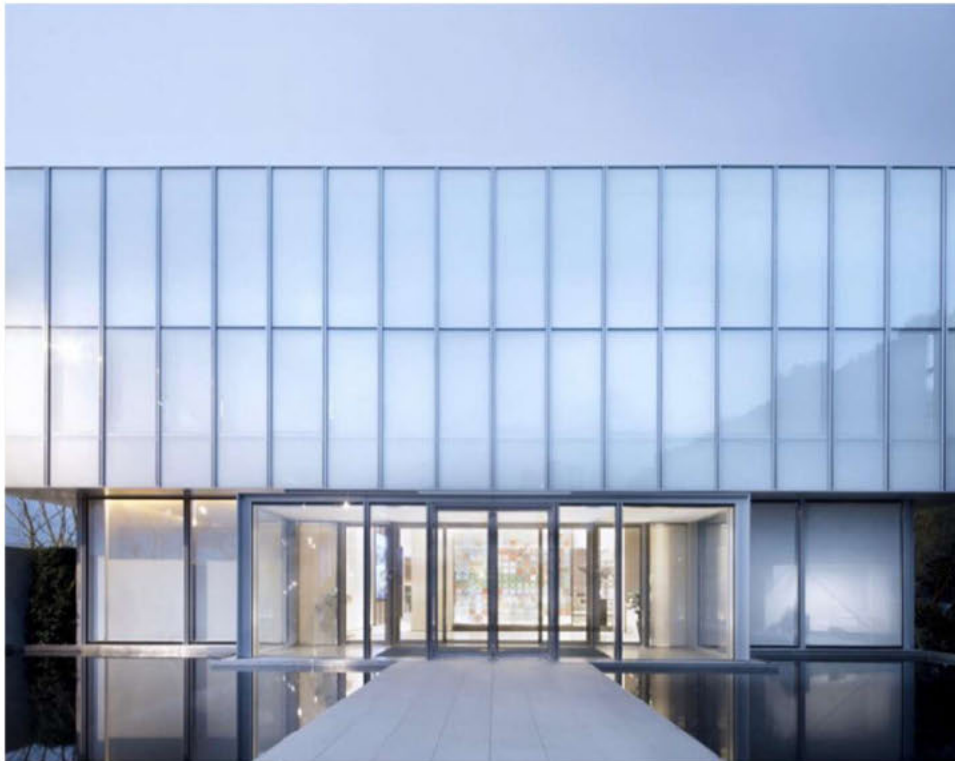


Exterior Finish Materials

Fenestrations:



Prefinished Aluminum Curtain wall w/ Low Iron Glazing



Exterior Wall Finish: Board Formed Concrete



Decorative Aluminum Screen/Railings: Prefinished Aluminum Vertical Screen in Bone White



Bone White

BWH

Smooth Satin

Solid

Exterior Lighting Wall Sconce:



Technical characteristics

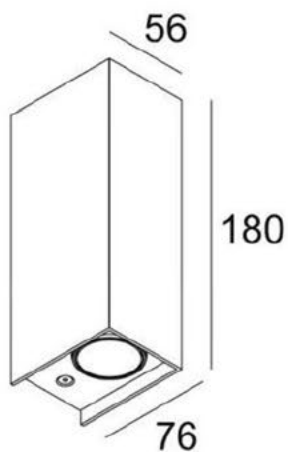
Mono II Down-Up Led 930: 2 x (LED 7,1W / CRI>90 / 3000K / 812lm)

IP54

Energy Class: E

[Further info from manufacturer on MONO II | LED Outdoor wall Lamp Delta Light](#)

Dimensions



Exterior Lighting Recessed:

TRIM: **FLR-W** - SEAMLESS SERIES™ / FLANGED ROUND 4" TRIM, 1 3/4" APERTURE FOR WOOD/STONE/ACOUSTIC TILE/SHEETROCK CEILING APPLICATIONS

Project Name	
Date	Type
Prepared By	
Comments	
Catalog #	FLR - W - /



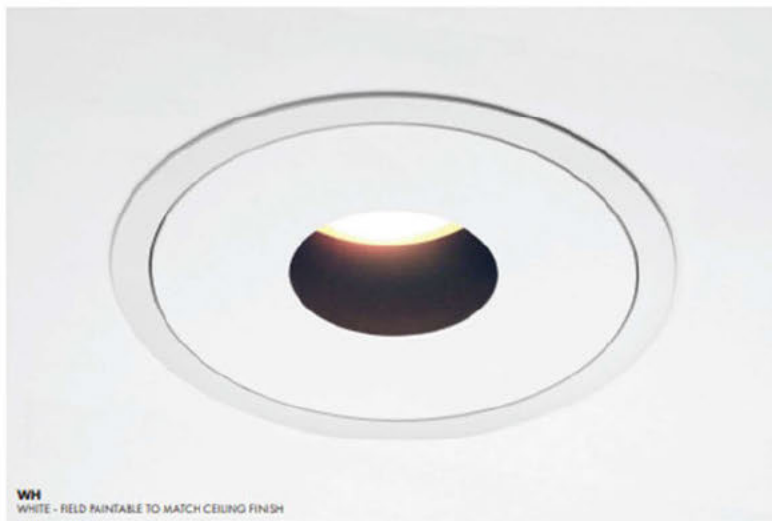
526 Portal Street
Cotati, CA 94931
USA
P 707.794.0888
F 707.795.4379
www.8lighting.com

All No. 8 Lighting 800 Series trims are UL/CSA listed and CEC certified. No. 8 Lighting trims and lamp modules are protected by one or more U.S. Patents. No. 8 Lighting reserves the right to change details of design, materials, and finish.

© 2022 No. 8 Lighting
Doc # 91006-13.0



PRODUCT FEATURES



WH
WHITE - FIELD PAINTABLE TO MATCH CEILING FINISH



PN
POLISHED NICKEL

SN
SATIN NICKEL

OB
OIL-RUBBED BRONZE

BK
BLACK

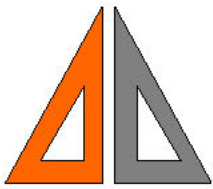
Trim Assembly

- **FLR-W** flanged trim designed for wood, stone, acoustic tile, or sheetrock ceilings.
- 4" trim plate with minimal 1 3/4" aperture installs flush with the trim flange.
- Field adjustable to accommodate ceiling thicknesses between 1/2" - 1 1/2".
- Die-cast from Zinc alloy for maximum strength, stability, and corrosion resistance.
- Unique magnetic trim plate is removable without marring finishes.
- Works with all Number Eight **800 Series** housings.
- Available factory installed trim lens options are UL WET LISTED and IP54 Rated for use in DRY, DAMP, or WET locations (covered ceiling applications only). Approved for use in residential steam applications. Not for use in commercial steam applications.
- Available in many designer finishes including: **WH** - White (field paintable to match ceiling), **PN** - Polished Nickel, **SN** - Satin Nickel, **OB** - Oil-Rubbed Bronze, and **BK** - Black. Note: Lot variations in specialty finishes may occur. Ordering ALL trim kits at the same time is recommended.

Warranty

All No. 8 lighting products are covered by a 5 year limited warranty. Products installed in residential steam applications are covered by a 2 year limited warranty. For specific warranty details and limitations, see 8lighting.com/resources-downloads.

PRODUCT SPECIFIER/PRODUCT ORDER NUMBER



GREENGARD, INC.

Engineers • Surveyors • Planners

111 Barclay Boulevard, Suite 310, Lincolnshire, Illinois 60069-3623
847-634-3883 www.greengardinc.com 847-634-0687 FAX



*Excellence
In Service
Since
1952*

Civil
Environmental
Land Development

August 8, 2023

Village of Winnetka
510 Green Bay Road
Winnetka, IL. 60093

Re: 808 Oak Street - Winnetka, IL.
Stormwater Management

To whom it may concern,

The stormwater runoff for the development shall be collected via roof drains. The roof drains shall be routed and connected to an oversized pipe system, arched chamber system, or concrete vault system to provide the required stormwater detention volume. The detention system shall be located below the garage floor. The stormwater runoff will be restricted prior to a connection to the public storm sewer located on the south side of Oak Street.

If you have any questions or require any additional information, please contact our office.

Very Truly Yours,

Douglas M. White, P.E.
Vice President of Engineering Services
Greengard, Inc.

BARTNELL LTD
2 NORTHFIELD PLAZA, SUITE 315
570 FRONTAGE ROAD
NORTHFIELD, ILLINOIS 60093-1294

PHILLIP PRASSAS
PHILLIP A. COURI
PHONE (847) 446-7372
FAX (847) 501-4858
pac@courilaw.com

August 16, 2023

Village of Winnetka
510 Green Bay Road
Winnetka, Illinois 60093

RE: Paul Konstant purchaser of 808 Oak, Winnetka

To Whom it may concern:

Please be advised that the undersigned is a partner of Bartnell Ltd ("Bartnell") and that Paul Konstant intends to purchase the property at 808 Oak Street Winnetka, Illinois from Bartnell pending approval for the project from the Village of Winnetka.

Bartnell is the current owner of the property and grants Paul Konstant, as agent for 808 Oak, LLC, the right to pursue approvals for achieving the approvals to move forward with his 3-unit residential condominium building including without limitation: Certificate of Appropriateness, Zoning Variation and a Special Use Permit.

Mr. Konstant will be your point person for these matters.

Sincerely,



Phillip A. Couri

The Village of **Winnetka** Design Guidelines

Amendments

- 01/17/2023 - Ordinance MC-01-2023 - Building Signage, pages 19 & 20



Village of Winnetka Design Guidelines

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Introduction

For over thirty years, Winnetka has had a review board that examines proposed designs for commercial, multiple-family, mixed use and institutional (including both public and quasi-public) building projects. In recent years, this has been called the Design Review Board (DRB), whose seven members are appointed by the Village Council.

The Village of Winnetka seeks to maintain the high quality of its business districts' built environment, with development that is attractive and consistent with a pedestrian-oriented town center character. Whether a proposed project is for new development or an improvement to an existing building or landscape, it is important that each proposal enhances the contextual character of its surroundings and contributes positively to the goals of the community.

The Comprehensive Plan for the Village of Winnetka, *Winnetka 2020*, recognizes that the DRB, residents, developers and architects will all benefit from guidelines that encourage high-quality design that is sympathetic to its surroundings.

The following guidelines for site and building design are suggestive only and are not intended to supplement or supercede the Village's Codes or Ordinances nor do they represent a master plan for any immediate development project.

Village Character

East/West Elm Street District

The East/West Elm Street Business District known locally as "Winnetka" is the Village's main commercial district. The District conveys a strong image throughout the unified composition of the existing streetscape, landscape, land-use transitions and architecture. Visually and symbolically this district, bisected by Green Bay Road and the Union Pacific Train Line, is the heart of Winnetka's business and civic community.

The District's landscaping and harmonious land use transitions, anchored by Station Park at the intersection of Green Bay Road and Elm Street, help create a district edge and gateway. Neighborhood service and destination stores along with most of the Village's civic facilities are located here. One of the defining landmarks of this district is the open axis created by Chestnut Court west of Village Hall.



Figure 1



Figure 2

The pedestrian-oriented feel of the district is created in a variety of ways. First, the buildings have significant architectural consistency and scale that create an inviting outdoor “room” for pedestrians. Storefronts contain large retail windows and attractive displays, which encourage strolling and window shopping. Sidewalks provide ample room for pedestrian flow and streetscape features including furniture and landscaping. (See figures 1,2,3)

Parking is located in several public parking lots and on the street. Loading, servicing and additional parking generally occur in rear alley locations.



Figure 3

Hubbard Woods

The Hubbard Woods Business District is a linear business district built on both sides of a regional arterial roadway, Green Bay Road. It has a smaller building scale than the East/West Elm Street District, giving it a more intimate feel despite heavier traffic conditions. As with the Elm Street District, the Hubbard Woods District has a pedestrian-oriented, neighborhood retail character. The buildings exhibit architectural consistency, scale and storefront displays that encourage strolling and window shopping. A significant number of multiple-family residential units are located on the upper floors of the retail stores. (See figures 4,5,6)

In general, parking is provided on the streets, in alleys behind buildings and in small public lots including a two-level parking structure adjacent to the railroad tracks. Loading and servicing occur in rear alley locations.

Hubbard Woods Park and its Gazebo are actively used and provide a major Village gathering area.



Figure 4



Figure 5



Figure 6

Indian Hill

The Indian Hill Business District, the southern gateway into the Village, is a predominantly auto-oriented business corridor. South of Winnetka Avenue, the west side of Green Bay Road is composed of predominantly single-story buildings housing a variety of retail uses, while the east side of Green Bay Road abuts the railroad tracks, allowing for parking and buffer landscaping.

Circulation/traffic problems and safety hazards, especially for New Trier High School students, exist due to fast-moving traffic, winding roadways, and wide streets. As with the Village's northern Green Bay Road gateway at Hubbard Woods, the Village identity needs to be communicated through the development of a gateway feature, appropriate wayfinding signs, gateway architecture and unified repetition of streetscape elements. (See figures 7,8)

Parking for the existing businesses generally occurs on Green Bay Road. Multiple-family residential parking is provided for in defined off-street lots.



Figure 7



Figure 8

General Guidelines Intent

The intent of these General Design Guidelines is to provide a standard that can be used to evaluate proposed commercial, mixed-use, multiple-family and institutional development in the Village of Winnetka. These guidelines require that new designs retain a contextual relationship with the existing character of the three individual commercial districts.

The individual character of the commercial districts should be maintained and enhanced by careful consideration of the architectural styles, materials, scale, massing, setbacks

and articulation and by proper attention to the surrounding landscaping and transitional zones adjacent to residential areas.

Throughout the guidelines the terms primary and secondary facades are used. The definitions of those terms are:

Primary facades face a street or pedestrian open space.

Secondary facades face pedestrian parking areas or alleys.

Design Guidelines

Building and Architecture

I. Contextual Design

Commercial, mixed-use, institutional and multiple-family development projects should reflect an understanding of the immediate site surroundings and the village-wide character. Contextual design reflects existing features including massing, height, setbacks, proportions, scale, roof forms, materials, articulation, lighting, signs and awnings while creating appropriate architectural design.

The prevalence of the English Tudor style throughout the Village dictates smaller structural bays and massing, limited building heights, variety in roof forms, mix of materials and special attention to detailing and fenestration proportions and patterns. It is not the intent of these guidelines to recreate traditional architectural styles that do not allow for contemporary architectural designs or materials, but to provide a framework within which good design can flourish in context and enhance the existing Village character.

II. Uses

The three districts have a mix of uses that includes commercial, mixed-use, institutional and multiple-family facilities.

Exclusively commercial buildings make up a small percentage of the structures within the districts. They are typically single-story buildings that house a single retailer with on street frontage and a large expanse of storefront. These buildings are strongly horizontal with large sign bands and varying stylistic detailing.

Most buildings in the commercial districts are mixed-use. The architectural designs are based on a traditional two-part structure with retail on the ground floor and offices or residences above. The facades clearly separate the two uses through changes in materials and wall plane as well as changes in fenestration, with large glass storefronts on the street level and punched windows above creating a hierarchy of public versus private spaces. In select locations, where large or awkward site geometry suggest, alternatives to the existing mixed-uses may encourage the use of first floor courtyards or pedestrian ways instead of uninterrupted commercial space.

Institutional buildings include a wide variety of building types and uses such as civic buildings (Village Hall), schools, libraries, churches, recreational facilities and utilitarian public works facilities. Most institutional structures located within the Elm Street District are designed in the Classical Revival, Contemporary or Georgian styles. Most schools and churches are located within residential neighborhoods. Typically, institutional structures are freestanding and larger in scale as they represent unique aspects of community life: governmental, religious and educational. The design of institutional buildings, whether new or an alteration to an existing building, should reflect the context of their immediate surroundings and respect the existing neighborhood while identifying their function.

Multiple-family buildings are structures limited to residential use only including condominiums, townhomes and apartment buildings.

III. Historic Buildings & Building Elements

Although the Village of Winnetka developed from a plat recorded by Charles E. Peck in the 1850's, many of the commercial structures in the main shopping districts were built during the 1920's. Future project designs should reinforce the established character, massing and scale. New developments and alterations are encouraged to incorporate historic building elements and forms from adjacent structures in order to maintain a cohesive district. (See figures 9, 10, 11, 12, 13)



Figure 9



Figure 10



Figure 11



Figure 12

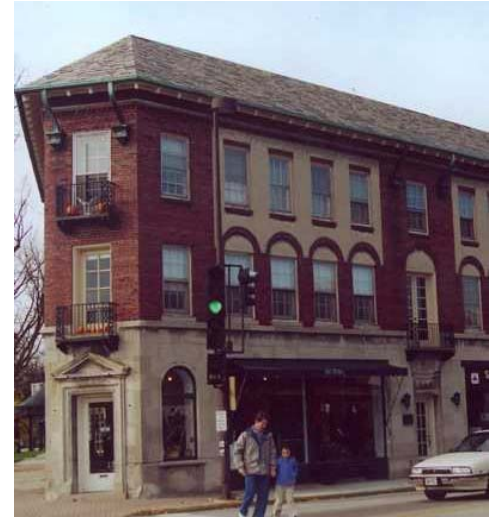


Figure 13

IV. Style(s)

In Winnetka, a variety of architectural styles has flourished, the most common of these are:

- a. **English Tudor.** The most prominent Winnetka architectural style is characterized by a mixture of materials, medieval detailing, human scale and proportion. A typical commercial building has a heavy masonry base with the upper floors articulated by timber and stucco bays and punched windows. Most of the Tudor buildings range from 1-½ to 2 -½ stories in height. The top story is usually concealed under a steeply pitched roof interrupted by cross gables and dormers. (See figures 14 & 15)



Figure 14 English Tudor

- b. **Georgian.** Several prominent institutional buildings reflect the Georgian style, which is characterized by a symmetrical facade, hipped roof with gabled entry, classical detailing and the use of quoins to articulate the corners. Georgian buildings are generally constructed of brick with limestone detailing. The fenestration pattern on Georgian buildings is typically small stacked punched openings with double-hung, divided-light windows. (See figure 16)



Figure 15 English Tudor

- c. **Art Deco.** Art Deco is a style of decoration consisting largely of low-relief geometrical designs of straight lines, zigzags, chevrons and stylized floral motifs. The style is a conscious expression of modernity and the machine age. Exterior architectural materials vary from smooth faced concrete and stone to metal, terra cotta and glass. Predominant Midwest Art Deco buildings, as exemplified in Winnetka, are built of dressed limestone and are generally horizontal, most often single story commercial structures with low-relief stylized designs at the sign band. (See figure 17)



Figure 16 Georgian

- d. **Dutch Colonial.** Dutch Colonial shares some common elements with English Tudor most notably the roofline. Most colonial buildings range from 1 ½ to 2 stories and have a steeply pitch roof with a gable or dormer interrupting the roofline. Dutch Colonial buildings are usually constructed of brick with simple abstract detailing. (See figure 18)

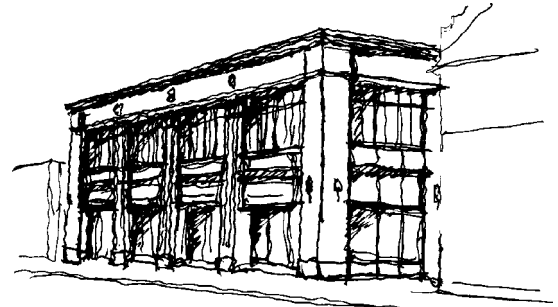


Figure 17 Art Deco

- e. **Contemporary.** Contemporary architectural styles include buildings that were built within the past forty years and vary greatly in design, materials and detailing. They range in height from 2-½ to 4 stories. Many have not reflected Winnetka's character in terms of scale or design. The more recent contemporary buildings incorporate historic elements into facade articulation. (See figure 19)



Figure 18 Dutch Colonial

V. Building Mass

Massing of a building should acknowledge the size of adjacent structures. Any changes in massing should relate to the primary and secondary building facades, the structural bay rhythms and the hierarchy of the use of the building. Massing of additions should respect the existing building volumes and contribute to the identity and hierarchy of the original building.



Figure 19 Contemporary

- a. **Setbacks:** Setbacks are defined as the relationship of the facade to the property line. Upper level setbacks on the primary and secondary street fronts are not allowed except as indicated below.

Commercial and Mixed Use: A continuous “streetwall” along primary commercial thoroughfares should be provided and building facades should be located to create this uniform setback. While commercial zoning standards provide for front setbacks of up to 3 feet, new developments should align with adjacent buildings along the property line. In the Indian Hill Business District, restricted sidewalk widths may warrant a setback of 1 to 3 feet, to be evaluated on a case by case basis. Setbacks should be provided where appropriate to enhance landscaped areas and/or widen restricted sidewalks to provide appropriate widths. The main facade should be orientated to the primary commercial thoroughfare.

Upper level setbacks, which create continuous open terraces, are not allowed on the primary facades. Small setbacks (such as 10'-0" maximum), no greater than one bay width (maximum 20'-0") with a continuous roof eave line, will be considered on upper floors only. The ratio of upper level setbacks must be considered with regard to the building's proportions and scale. No continuous upper level setbacks or corner setbacks will be considered.

Roof gables should be in the same plane as the primary building facade except for the 6"-12" projections allowed under Section VI.c, Articulation. Roof eaves should meet and project beyond the primary facade to create horizontal rhythm. (See figure 20) Buildings located on corner sites should hold the property line or "streetwall" at the intersections of both thoroughfares. Slightly rounded or angled building corners at intersections are acceptable to enhance the pedestrian flow and visibility.

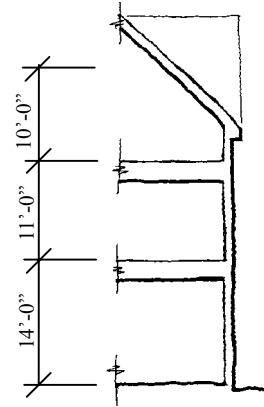


Figure 20

Institutional: Institutional buildings are located throughout the village in various zoning districts and are most often freestanding structures. They frequently function as a transitional element between zoning districts. If an institutional building is located within a commercial district, the mass of the building is encouraged to break from the "streetwall", creating open public space, establishing the hierarchy of the building within its context and creating both a focal point and a visual relief within the commercial district. Additions to existing institutional structures should respect the established setbacks of the original building and should be sensitive to the context of the surrounding zoning area, particularly residential neighborhoods.

Multiple-family Residential: Multiple-family residential buildings are generally located along Green Bay Road, creating a transition between a commercial thoroughfare and single-family residential zones. The B-1 and B-2 multiple-family residential zoning districts call for a 25'-0" front yard setback whereas multiple-family buildings within the C-1 and C-2 zones require a 1'-0" to 3'-0" setback. New multiple-family developments occurring at the edge of the C-1 and C-2 districts should have a front yard setback of 1'-0" to 6'-0" to create a transition between the commercial and residential districts. The primary facade should be located on the main thoroughfare for all zoning districts.

- b. Height:** Existing building heights in the commercial districts vary between single-story commercial buildings to 3-story mixed-use and institutional structures.

Commercial and Mixed Use: The existing building heights are consistent at 2-3 stories within the heart of the commercial district. Buildings of this height are appropriately located within dense pedestrian districts and along Green Bay Road whereas buildings of 1 and 2 stories function well as transitions to single-family residential areas. Single-story buildings are appropriately located along the automobile-oriented south end of Green Bay Road at Indian Hill. Based on existing building heights, new buildings or building additions should have transitional elements or bays such that the new building height will not vary more than $\frac{1}{2}$ story lower than the immediate adjacent buildings while complying with the requirements of the zoning ordinance. (See figure 21) The current zoning restricts all building heights to $2\frac{1}{2}$ stories within the B and C zoning districts.



Figure 21

Institutional: The height of institutional buildings will vary depending on the use and location of the structure. Institutional buildings located within the commercial zoning districts (C-1 and C-2) are typically more monumental in scale and massing, and the minimum height to the eave line or parapet should not be less than 30% of the length of the primary facade or 25 feet, whichever is greater. The maximum height must conform to the existing zoning requirements. The height of institutional buildings located in the multiple-family (B-1 and B-2) or single family (R-1 through R-5) zones should be sensitive to the surrounding buildings and must conform to the existing zoning requirements. Additions to existing facilities should respect the existing heights and not differ from the established eave line by more than $\frac{1}{2}$ story. Additions and alterations should be sensitive to the context of the surrounding zoning area.

Multiple-family Residential: Many of the older multiple-family residential buildings are built to the outdated zoning standard height of four stories, whereas the height of recent and new multiple-family developments is limited to 35 feet and $2\frac{1}{2}$ stories.

- c. **Roof Forms:** Roof forms contribute to the massing, scale and proportions of all buildings. Manipulation of the form can help distinguish between residential, commercial and institutional structures. Sloped roof systems, while containing the commercial $\frac{1}{2}$ story defined by the zoning ordinance, should have eave lines that extend to the perimeter of the building eliminating upper story setbacks at the primary elevation. The continuous length of any roof on a primary facade should be limited to

20'0", without a break in plane using dormers, gables or hip roofs. These should be designed in conjunction with the Vertical Rhythm, Section VIb.

Commercial and Mixed Use, Multiple-family Residential: The predominant roof form within the districts is a pitched shingle roof with cross gables, projecting eave line and brackets reflecting the structural bay rhythm of the building. Variations of the gable and roof pitch contribute to the general breakdown of the building mass and contribute to the steady streetwall rhythm. No roof pitch is to be greater than 60 degrees (21:12) or less than 35 degrees (8:12). (See figures 22 & 23)

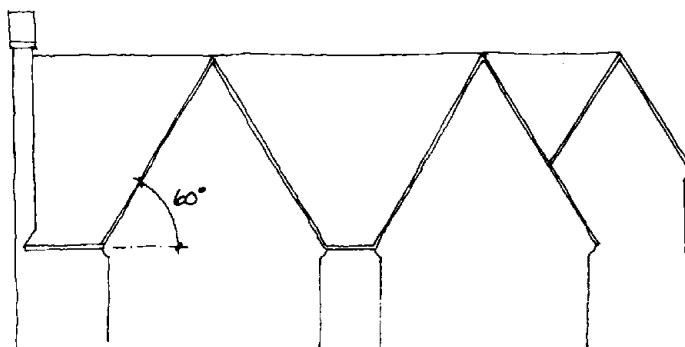


Figure 22

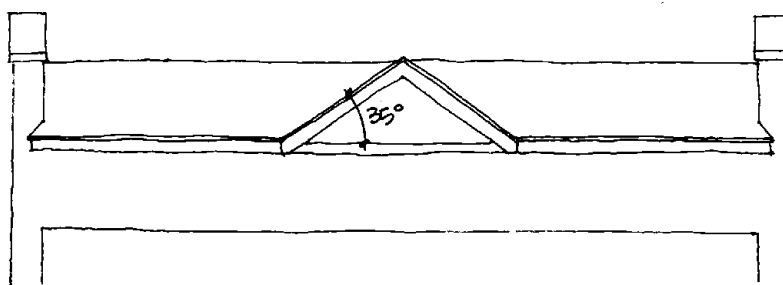


Figure 23

Institutional: The roofs of the institutional buildings should have shallower sloped roofs than the commercial structures and be composed of basic gable, hipped or flat roofs. The pitch of sloped roof systems should range between 25 degrees (6:12) and 45 degrees (12:12). Contextual sloped and gabled roofs are preferred. Flat roof systems must be concealed from view by a decorative parapet. The roof structures should not break up the mass of the structure, but emphasize overall volume through a uniform ridge, eave or parapet line. A cross or open gable can be introduced to provide hierarchy to the facade and identify the entry or wings. Additions to institutional structures should respect the existing roof form and slope, however, the height of the ridge, eave and parapet line can vary per the height restrictions outlined in Section V.b. (See figures 24 & 25)

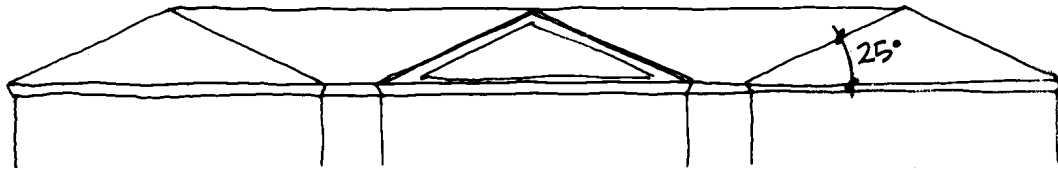


Figure 24

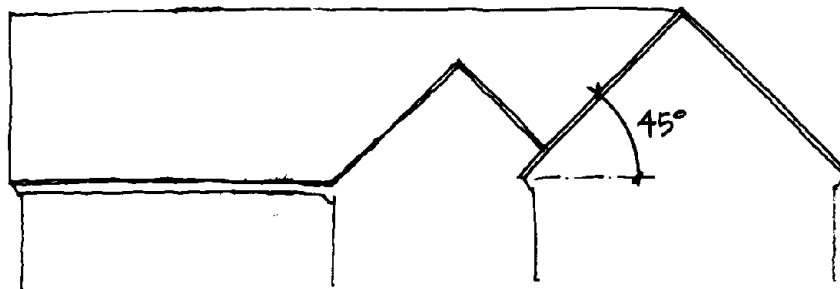


Figure 25

VI. Proportion/Scale

Winnetka's original 1920's comprehensive plan was designed before the prevalence of the automobile and therefore was pedestrian oriented. Although the automobile dominates life in the 21st century, it is the intent of the Village to retain a positive pedestrian experience within the Village commercial centers. The character of the Village requires that a pedestrian balance be retained and encouraged. Unless noted otherwise, any alteration to the commercial districts must be designed to fulfill this goal.

- a. **Horizontal Rhythm:** The breakdown of the building facade into horizontal bands provides human scale and proportion to the facade. The relationship of horizontal banding among buildings can unify the street elevation.

Commercial and Mixed Use: The commercial district must convey the hierarchy of the pedestrian experience through the development of horizontal rhythms. The height of the street level elevations (floor to floor) should be 20% greater than the upper floor to floor dimensions. A building base, middle and top should be strongly articulated through materials, details and changes in the plane of the wall. The retail storefront façade should be differentiated from the facade of the upper stories. (See figure 26) The street and storefront facade should be horizontal, contiguous and harmonious with the adjacent and facing structures. Storefront systems, awnings, and entrance doors should be selected to be harmonious and similar to the adjacent buildings' scale and proportion.



Figure 26

Institutional: Institutional structures such as civic buildings and churches convey hierarchy through larger massing, scale and proportion. The base of the building should be articulated separately from the upper floors to give the building weight and an appearance of solidity, reliability and endurance. The height of the first floor should be a minimum 20% greater than the height of the upper floors. To add to the formality of an institutional structure, an elevated first floor should be considered while complying with Federal and State ADA requirements (refer to Section VII.f). Additions to existing structures should respect the existing horizontal rhythms in order to maintain and enhance the original scale and proportion of the structure.

- b. Vertical Rhythms:** The breakdown of the building facades into vertical bays creates a sense of progression and scale to the streetwall as well as individual buildings. Vertical rhythms break down the length of a building while unifying the floors from grade to eave. Fenestration patterns will emphasize the vertical rhythms, see Section VI.d.

Commercial, Mixed Use, Multi Family Residential: Facades are to be articulated to express a vertical rhythm that is directly related to the structural columns and bays. Structural bays should not exceed 20 feet in width.

Structural elements and bays should be architecturally articulated on the facade to add interest, scale, proportion and detail. Structural bays should be recessed and/or projected approximately 6"– 12" to provide a variety of changes of plane, interest in light and shadow and to establish a hierarchy with the architectural elements. Some variation of facade materials from bay to bay is encouraged. No building facade that faces a street or pedestrian open space may have a blank uninterrupted length greater than 20 feet.

Institutional: The scale and proportion of institutional buildings should be appropriate to the function and use of the building. The scale of prominent civic buildings such as a village hall or central library would differ from a recreation

center. The facades of prominent civic buildings are to be articulated so as to distinguish them from their context. Emphasis of the vertical rhythms and structural bays should be minimized to provide a larger building mass to establish the hierarchy of the building. Vertical rhythms should reinforce the importance of the structure with 1 to 10 foot projections restricted to larger building masses that span 40-60 feet. The large-scale change in mass will establish hierarchy within the building facade. (See figure 27) Educational, recreational and public works facilities located near or adjacent to a residential district, should provide a contextual design sensitive to the neighborhood.

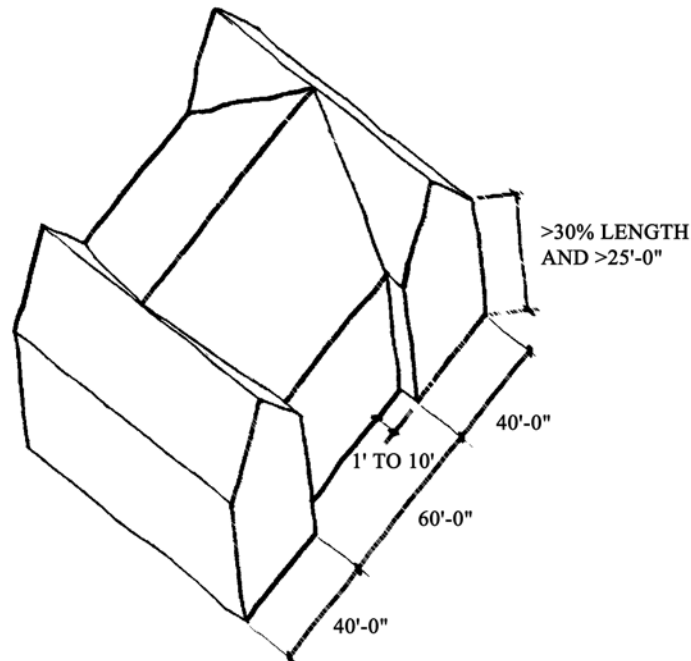


Figure 27

- c. **Facade Articulation:** Articulation is achieved through the combination of materials, introduction of detailing and changes in plane of the facade.

Commercial, Mixed Use and Multiple-Family Residential: Facade elements should be recessed and/or projected to provide a variety of changes of plane, interest in light and shadow and to establish a hierarchy with the architectural elements. Building facades are to be proportioned to respect human scale and the existing prevalent scale of the Village's architecture. No building facade that faces a street or pedestrian open space should have a blank uninterrupted length of wall greater than 20 feet. In addition, the proportion of the fenestration should comply with Section VI.d.

Commercial and Mixed Use: Ground floor /storefronts that face public streets, adjacent development or pedestrian open space should be subdivided using fenestration along no less than 60% of the facade.

Institutional: Civic and religious institutional buildings tend to be larger and the facade articulation should be restrained so that the massing is emphasized. Vertical rhythm should be created by the articulation of stacked windows and doors.

- d. Fenestration:** The pattern of wall penetrations is created by window and door openings.

Primary facades are defined as facades facing a street or pedestrian open space.

Secondary facades are defined as facades facing pedestrian parking areas or alleys.

Windows should be recessed back from the overall plane of the building facade at the window head and sill to create additional articulation and shadow.

Strip windows are not allowed.

Commercial and Mixed Use: In order to provide a desired proportion of fenestration the following guidelines should be met:

Primary facade: At least 60% of the first floor facade is to be windows/storefront or entrances. (See figure 28) At least 25% but no more than 40% of the upper floors are to be windows or doors. (See figures 29 & 30) Note: Percentage is based on the total facade square footage, which is calculated from the top of the first or ground floor to the top of second floor.



Figure 28



Figure 29



Figure 30

Secondary facades: At least 25% of the first floor facade is to be windows/storefront or entries. At least 25% of the upper floors are to be windows or doors. Note: Percentage is based on the total facade square footage, which is calculated from the top of the second floor to the underside of roof eave.

Institutional: Since most institutional buildings are freestanding and larger in scale, the fenestration pattern does not vary much between the primary and secondary facades. To provide a desired proportion of fenestration and to promote an appearance of solidity:

Ground floor façade: Windows or doors should interrupt 25% but not more the 50% of the wall area. Uninterrupted wall area should not extend for more than 20 feet without the introduction of blind niches or windows. Note: Percentage is based on the total facade square footage, which is calculated from the top of the first or ground floor to the top of second floor. (See figure 31)



Figure 31

Upper floor facades: At least 20% but not more the 50% of the upper floor's wall area should be interrupted by windows. Uninterrupted wall area should not extend for more than 20 feet. Note: Percentage is based on the total facade square footage, which is calculated from the top of second floor to the underside of roof eave. (See figure 31)

Multiple-family Residential: In order to provide a desired proportion of fenestration the following guidelines should be met:

Ground and upper floor facades: At least 35% but no more the 60% of the façade should be windows or doors.

- e. **Hierarchy**: The prioritization of certain building masses, components or elements over others.

Commercial and Mixed Use: The hierarchy of public over private spaces should be conveyed by the facade. Public or retail spaces should be open and inviting through the introduction of storefronts with doors integral to the system. Private or office/residential spaces should have a separate entrance articulated independently from the storefront. (See figure 32)

Institutional: The primary facade should have a distinct public main entrance.

Multiple-family Residential: Multiple-family residences should have a distinct and articulated common entrance on the main facade(s). Town homes should have individually articulated entrances.



Figure 32

VII. Articulation

- a. Entries:** Proportion, scale, location and details should be used to differentiate public entrances from private or semi-private entrances at all uses.

1. Hierarchy

Commercial, Mixed Use and Institutional: The identity of the public entrance should be evident from the public way and differentiated from the semi-public and private entrances. Public entries should have a large-scale approach and be open and inviting whereas semi-public and private entries are integral to the adjacent building facade and more opaque.

Multiple-family Residential: Proportion, scale, location and details should be used to differentiate common entrances from private entrances.

2. Location

Commercial and Mixed Use: Public entrances should be located along the main thoroughfares and at corners. Private or semi-private entrances should be located either to the side of a single bay building or centrally for a multiple bay building.

Institutional: Public entrances, both main and secondary, should be located in a central location on the main facade or along major access routes or vistas. Services entrances should be remotely located from the open public space and not visible from the main public approach.

Multiple-Family Residential: Common entries will be oriented toward the main street or thoroughfare. Garage entrances should be oriented toward a secondary street, alley or away from the pedestrian way.

3. Detail

Commercial and Mixed Use: Typically, private or semi-private entrances should have a predominately solid door and be set in a masonry opening nearly flush to the building facade whereas the public or storefront doorway should be recessed and have an awning so as to provide protection from the elements for shoppers. Building entrances can be further defined by using subtle streetscape improvements such as pavers. Residential entrances should be clearly identified and dignified.

Institutional: Generally the public entrances are detailed to stand out on a facade through the use of articulation and location. In order to be open and inviting, public entrances should incorporate larger expanses of glass than secondary entrances.

b. Window and Door Fenestration:

Commercial, Mixed Use, Institutional and Multiple-family Residential: Punched single or ganged windows are required at upper floors but not allowed at street level on primary facades in commercial buildings. A combination of ganged and single units within the punched opening is encouraged to provide hierarchy to the facade. It is encouraged that the sill height of upper level windows align with adjacent buildings but should not be higher than 30" above finish floor elevation. See Section VI.d. Mullion and muntin divisions are required to maintain the scale of the districts and reduce large expanses of glass at the upper floors. (See figure 33) Strip windows are not allowed.



Figure 33

Commercial and Mixed Use: Storefront windows are required in commercial buildings on the primary facade at street level. Storefront windowsill heights cannot exceed 18". Secondary facades are encouraged to provide punched display windows to define the hierarchy of the primary facade over the secondary. (See figure 34)



Figure 34

Mixed Use and Multiple-Family Residential: Bay windows are allowed on upper stories of mixed-use buildings if the upper floors are designated residential and on upper stories of multiple-family residential buildings. Bay windows are to project a maximum of 12". (See figure 35)



Figure 35

c. Building Lighting

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

1. Exterior Uses and Types: Exterior building lighting should be carefully designed. Incandescent and low voltage lighting may be allowed. Fixtures should be contextual with the building and adjacent building design. Building lighting should focus on providing light on building signs and enhancing architectural details on the facade. All lighting shall be located and shielded from direct visibility from any dwelling or public street per the Winnetka Village Code. Wall lanterns and architectural highlighting should be considered. Sodium and fluorescent lighting is not allowed. (See figures 36 & 37)
2. Sign Illumination: Signs located within 100 feet of the boundary of any residential zoning district may not be illuminated, per the Village Code.
3. Interior: Fluorescent lighting with exposed fluorescent lamps is discouraged in street-level interiors where visible from the public way.



Figure 36



Figure 37

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)

e. Awnings and Banners

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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

2. Screening

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

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

VIII. Materials

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

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

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

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

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

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

Acceptable Materials:

a. Primary Facade

Commercial, Mixed Use, Multiple-Family and Institutional

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



Figure 43

b. Secondary Facade

Commercial, Mixed Use, Multiple-Family and Institutional

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



Figure 44

c. Roof materials

Commercial, Mixed Use, Multiple-Family and Institutional

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



Figure 45

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



Figure 46

Institutional only

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

Commercial and Multiple- Family

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

d. Door and Window Materials:

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

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

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



Figure 47



Figure 48



Figure 49

Garage doors should be designed to replicate stile and rail paneled doors if they are in view of the public or pedestrian way. The doors can be constructed of wood. Overhead rolling doors are allowed.

IX. Service, Secondary Facades and Parking Structures

- a. **Service Areas:** Service areas allow for loading zones and dumpster placement. Commercial, Mixed Use, Institutional, and Multiple-Family Residential: Service areas are to be located off secondary streets or alleys out of public view. If a service area is visible from the public view, the service area is to be treated with screening approximately 6'-8' tall to match adjacent building elevations.
- b. **Secondary Facade(s):** Fenestration of secondary facades should comply with Section VI.d. When a secondary public entrance is located off a parking area or alley, the alley is to be treated as an extension of the public walkway, and the building entrance is to be articulated to differentiate it from private or semi-private entrances.
- c. **Parking Structures:** As new developments occur within the business districts, multiple-family residential and institutional areas, parking structures may be incorporated into their designs in order to meet parking needs. Parking structures should be located remotely from primary streets and should not be visible from the public way. All parking structures should provide a safe and pleasant pedestrian entrance and exit from the structure. Parking structures servicing the commercial districts should integrate into the surrounding architectural fabric. Structures serving residential buildings should relate to the architectural fabric.

Parking structures at a commercial development should be incorporated into the design of the development so that they blend into the building's architecture, scale, and surrounding streetscape context. Integrated parking structures should provide a seamless and non-evident appearance of parking. Their scale and mass should be compatible with the standards set forth in these design guidelines. Building materials, details, and articulation should be consistent with that of the overall development and surrounding context when visible from the public way.

Adequate vehicular and pedestrian access into the structure, ADA compatibility, safety, lighting, and ventilation issues must be addressed.

Please see Vehicular Zone Landscape in Section XI.d for information on parking structure landscape requirements.

1. Massing: The parking structure should comply with the general commercial and mixed-use building massing guidelines (Section V) with the following exceptions. The parking structure should contribute to the continuous "streetwall" along the primary thoroughfares and respect the adjacent setbacks of existing buildings. Heights of the parking structure are delineated in this guideline under Parking Lot Standards. Freestanding residential parking structures should be adequately screened from view.

2. Proportions and Rhythms: Parking structures are to conform to the general commercial and mixed-use proportions and scale guidelines as outlined in Section VI.

The horizontal and vertical rhythms of the structure should enforce the rhythms established by the immediately adjacent and facing structures in order to unify the streetwall. Structures abutting a primary or secondary way should maintain a screen wall with a maximum of 20% openings and a maximum frontage at grade of 30 feet. Parking structures with street frontage that exceeds 30 feet should incorporate sales tax generating uses at the ground level so that the streetwall continues to offer the pedestrian shopping experience. The storefront at the sales tax generating use should comply with the General Commercial and Mixed-Use Guidelines. Off the primary and secondary streets, the parking structure expansion is limited by the current zoning ordinance. Parking structures serving residential units should also contain a screen wall and conform to the general multiple-family design guidelines. Freestanding parking structures should not exceed 14 feet in height above adjacent average grade or top of curb to the upper parking deck.

3. Articulation: The pedestrian entrance should be clearly articulated independent of the adjacent screen wall. The first floor screen wall should display the proportions and rhythms as indicated above while incorporating appropriate articulation. Shallow blind niches and recesses as well as expressed columns are encouraged to break down the screen wall and provide scale. Integral way-finding signs, street furniture, trash receptacles, newspaper corrals, drinking fountains and public art are encouraged as design elements at the screen wall.

4. Materials: The parking structure must be clad in the materials palette identified in Section VIII. Monochromatic or limited material combination is encouraged to downplay the hierarchy of the structure. Exposed concrete facades are not permitted, although cast stone accent and cladding materials units are acceptable. Parking structures serving residential units must apply creative material selection per the general multiple-family design guidelines. Material selection may be limited to less expensive material when not visible from the public way.

ATTACHMENT C

From: [REDACTED]
To: [Planning](#)
Cc: [Eric Risinger](#)
Subject: Fw: Winnetka 808 Oak Street Case No 23-13 TX
Date: Thursday, September 14, 2023 8:07:00 PM

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

Good evening,

I am Barbara Featherstone and I live at 812 Oak Street, Unit 200. I have requested that architecture firm Holabird & Root conduct a review of the proposed documents associated with the 808 Oak Street development. Please see the email thread below to serve as my questions regarding the development. Based upon Holabird's response, I am hopeful that you can provide the additional information they outline, as well as not grant approval at the September 21st meeting until I have a comfort with what is being proposed.

I look forward to learning more about the 808 Oak Street development and its impact on my property.

Sincerely,
Barbara Featherstone

[Sent from the all new AOL app for iOS](#)

Begin forwarded message:

On Thursday, September 14, 2023, 7:51 PM, Eric Risinger <erisinger@holabird.com> wrote:

Dear Barbara,

We have reviewed the information you forwarded regarding the proposed multi family development at 808 Oak Street Winnetka, Illinois. As directed by you, we have the following questions based upon the one page document provided.

However, due to the lack of information we would advise your to obtain additional information which will be necessary for understanding of what is being proposed to be constructed adjacent to your property. Please note, we understand that the Village of Winnetka has a thorough process for architectural, zoning and plan commission approvals and trust that these items might already have been requested from the developer.

1. The structure proposed appears to be a contemporary expression and not necessarily reinforcing the architectural vocabulary in the immediate neighborhood. We need to understand how this can reinforce the value and architectural integrity of the neighborhood and your property.
2. It is hard to understand the materials being proposed for the new structure.

This is a sensitive design impact on 812 Oak St.

3. Due to the fact that your property at 812 Oak St has a courtyard with units set back to enjoy the daylight and views eastward, the exterior wall material of the proposed 808 Oak St building needs to be understood better to offer comments. For example, an adjacent wall material of something other than brick may have an unfortunate impact on the overall continuity of the architectural design.
4. A detailed dimensioned plan, elevations and sections showing the building proposed in context to the 812 Oak Street building will be necessary to understand the impact on scale and adjacency. Simply not enough information here to make informed decisions.

We understand your cares and concerns about a new structure being proposed and built in the vacant lot to your east. We appreciate your acknowledgment that you are not trying to impede a new building be built, but want to see one in context of the overall neighborhood and community of which you have called home for many years. I am hopeful you can share your thoughts with Winnetka and receive the appropriate information in return and be heard about what will make this a great project for all directly impacted. Lastly, we would expect that this project approval process be given the appropriate time for reviews as well as revisions by the proposer to respond to the residents in the community.

Please forward the missing information once you receive it so that we may complete our review.

Warm regards,

Holabird & Root LLC

Eric S. Risinger, AIA
Principal

140 S Dearborn
Suite 500
Chicago, Illinois 60602
312.357.1771 V
847.687.1326 M

www.holabird.com

*Holabird & Root LLC is back in the office working in our collaborative environment to deliver exceptional designs and programmatic solutions to our clients. If you have received this email in error, please notify the sender and delete the email and all contents immediately.
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Ann Klaassen

From: John Shepherd [REDACTED] >
Sent: Wednesday, September 13, 2023 11:42 AM
To: Ann Klaassen
Subject: Re: 808 Oak Street - New Multi-Family Residential Building

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

Hi Ann,

Starting September 25, CBR Restoration will be starting work in our courtyard area as we have had some water infiltration issues into our below ground garage. I do have a concern that the proposed building next door will add to our water infiltration problems in our garage. Perhaps a study should be done to see if there would be any drainage problems that would affect our property.

John Shepherd

> On Sep 13, 2023, at 10:58 AM, Ann Klaassen <AKlaassen@winnetka.org> wrote:

>

> Mr. Shepherd,

> Thank you for your comments; we will be sure to provide your email to the Design Review Board. The proposed plans do call for an interior courtyard on the upper floors, not the ground floor level, that is intended to match your building at 812 Oak Street. The agenda materials for the Design Review Board meeting, which will include the proposed plans, will be posted on the Village website (link below) by the end of the day Friday.

>

> In response to your question regarding ownership of the property, the Applicant intends to purchase the property pending approval of the project.

>

>

<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.villageofwinnetka.org%2F129%2FAgendas-Minutes&data=05%7C01%7Caklaassen%40winnetka.org%7Ccfd41f3cded42b571c108dbb4787ab4%7C00280eee725c4276aa6029c6c477d7fe%7C1%7C0%7C638302201792507266%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IklhaWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=pzqevyaR5WnmJcyLyWlsbqal8VdMqgd5l%2BGNCFo4zG4%3D&reserved=0>

>

> Please feel free to contact me with any additional questions.

>

> Best,

>

> Ann Klaassen

> Assistant Director | Village of Winnetka Community Development

> 510 Green Bay Road - Winnetka, IL 60093

> 847.716.3525

>

> -----Original Message-----

> From: John Shepherd <[REDACTED]>

> Sent: Tuesday, September 12, 2023 6:27 PM

> To: Planning <Planning@winnetka.org>
> Subject: 808 Oak Street - New Multi-Family Residential Building
>
> CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.
>
>
> Dear Design Review Board,
>
> I am the owner of a Condo at 812 Oak Street and I am also President of the 812 Condo Association so I do have a definite interest in the proposed multi-family residential building of 808 Oak Street.
>
> We had been told this Spring that the construction called for a three story, two unit, multifamily building, but your notice now says it will be a four story, three unit, multifamily building which will impact the amount of sunshine that our courtyard receives. The proposed building will have a severe impact on our four beautiful maple trees and two honey locust trees in our courtyard and could possibly cause them to die. The hostas in our tunnel area leading from Oak Street to our entryway will not survive as this area will be completely dark except for the overhead lights. The residents of our building do care about the environment.
>
> I couldn't tell from the proposed site plan if the builder plans on making an indentation in the middle of their building facing our building which may help our trees to survive. Last year, Paul Konstant the architect showed us the mockup of the proposed building which showed an indentation. Has the plan now changed? Has the ownership changed for this property?
>
> Sincerely,
>
> John Shepherd
>
>