



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

December 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. November 16, 2023, Regular Meeting Minutes
4. **New Applications**
 - a. **Case No. 23-34-DR: 30 Green Bay Road - @ Properties:** Sign Permit to allow replacement of existing wall signs on Green Bay Road frontage.
 - b. **Case No. 23-35-DR: 565 Lincoln Avenue - JPMorgan Chase Bank:** Sign Permit to allow installation of a door window sign and an awning valance sign.
5. **Workshop Session**
 - a. Discussion of Sign Code Amendment regarding window sign requirements for administrative approval.
6. **Other Business**
 - a. January 18, 2024, Regular Meeting - Quorum Check
7. **Adjournment**

NOTICE

Public comment is permitted on all agenda items at the meeting. If you wish to provide testimony or comments prior to the meeting, you may provide them one of two ways: (1) by sending an email to planning@winnetka.org; or by sending a letter to Community Development, Village of Winnetka, 510 Green Bay Road, Winnetka, IL 60093. All agenda materials are available at www.villageofwinnetka.org/agendacenter.

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3543; T.D.D. (847) 501-6041).

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes
November 16, 2023**

Members Present:

Katie Moor, Chairperson
Maggie Meiners
Heather Niehoff
Michael Ritter

Members Absent:

Fritz Duda
Paul Konstant

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 7:00 p.m. Ms. Kirincic took roll of the Board Members present.

Public Comments:

No comments were made at this time.

Approval of Minutes:

a. October 16, 2023 Special Meeting Minutes.

Chairperson Moor asked if there were any comments or corrections or for a motion to approve the October 16, 2023 meeting minutes. A motion was made by Ms. Meiners and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

Chairperson Moor suggested the agenda be taken out of order and asked for a motion. A motion was made by Mr. Ritter and seconded by several Board Members. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

New Applications:

a. **Case No. 23-28-DR: 564 Lincoln Avenue - Compass: Sign Permit to allow face change on existing projecting sign and new window, door, and wall signs on the street frontage of the Subject Property.**

Ms. Kirincic outlined the application and identified the property's location. She explained the ordinance adopted by the Village Council which granted a special use to allow a real estate office to operate in the C-2 overlay district districts with conditions. Ms. Kirincic stated part of the special use requirement is that the applicant needed to provide a sign plan for the vendor and applicant which she identified for the Board and described the proposed blade and window signage. She stated the window, door and wall signage complied with code requirements and explained the reasoning the request could not have received administrative approval due to its location on the window. Ms. Kirincic then referred to the materials the Board is to review in considering the request and asked if there were any questions.

Ms. Meiners asked if the existing projecting blade sign is larger than what is permitted. Ms. Kirincic confirmed that is correct and stated it would measure 48 inches. She noted conforming signage is not allowed to project more than 36 inches and described its height from the street grade and materials. Ms. Kirincic informed the Board the existing sign was previously approved and the application in only proposing a face change.

Chairperson Moor asked for the applicant's presentation. Skip Spanjer of North Shore Sign stated they are also asking for white vinyl to be on the glass' surface. Ms. Kirincic provided further clarification in terms of its placement on the building. Chairperson Moor commented the signs looked nice and asked for the applicant's

1 reasoning for the preference of the sign to be located on the window's interior. Mr. Spanjer responded vinyl
2 signage on the interior would be shaded by the window's color with it being more difficult to read.

3
4 Chairperson Moor asked if there were any other questions. No additional questions were raised at this time. She
5 then asked for a motion to approve the request as presented. A motion to approve the request as presented for
6 564 Lincoln Avenue was made by Ms. Niehoff and seconded by Mr. Ritter. A vote was taken and the motion
7 unanimously passed, 4 to 0:

8 AYES: Meiners, Moor, Niehoff, Ritter

9 NAYS: None

10
11 **b. Case No. 23-29-DR: 928 Green Bay Road - Wellyhaus: Sign Permit to allow installation of new storefront**
12 **window and door signs and a Certificate of Appropriateness to paint the store entrance's alcove ceiling, door,**
13 **and door trim on the Subject Property.**

14 Ms. Kirincic described the existing signage for the previous business and identified the storefront, the proposed
15 door and window signage which complied with code requirements. She stated the window and door signs'
16 external application did not allow for administrative approval and a Certificate of Appropriateness request was
17 submitted to repaint the store entrance, door trim and entrance in black as shown in the illustration. Ms. Kirincic
18 then referred to the materials the Board is to review in considering the request and asked if there were any
19 questions. No questions were raised at this time.

20
21 Chairperson Moor commented the proposal looked good and asked for a motion to approve the request as
22 submitted. A motion to approve the request as submitted for 928 Green Bay Road was made by Mr. Ritter and
23 seconded by seconded by several Board Members. A vote was taken and the motion unanimously passed, 4 to 0:

24 AYES: Meiners, Moor, Niehoff, Ritter

25 NAYS: None

26
27 **c. Case No. 23-30-DR: 64 Green Bay Road - Aboyer Restaurant: Sign Permit to allow installation of a new**
28 **wall sign on the Green Bay Road frontage.**

29 Ms. Kirincic described the additional wall sign to identify and promote the applicant's existing business and
30 identified the two existing signs which are not on street facing elevations. She identified the proposed wall sign's
31 location and stated the first wall sign met the code requirements. Ms. Kirincic then referred to the materials the
32 Board is to review in considering the request and asked if there were any questions.

33
34 Ms. Niehoff referred to the signs on the side of the building and previous issues with signs on a blank wall. Ms.
35 Kirincic described the existing details for those signs which have been in that location for a long time with the
36 applicant asking for more exposure. Ms. Niehoff and Chairperson Moor commented the new signage looked nice.
37 Chairperson Moor asked if the existing wall signs would remain. Ms. Kirincic confirmed that is correct. Chairperson
38 Moor suggested all of the signage be more cohesive.

39
40 Michael Lebowitz of Aboyer described to the Board how the previous signage in that location which was not visible
41 enough. He confirmed the existing signs are gooseneck illuminated and previously approved and stated the sign on
42 the south elevation may be replaced with duplicate signage. Mr. Lebowitz confirmed all of the lettering would be
43 white on black.

44
45 Chairperson Moor asked for a motion to approve the request as presented. A motion to approve the request as
46 presented for 64 Green Bay Road was made by Ms. Niehoff and seconded by Mr. Ritter. A vote was taken and the
47 motion unanimously passed, 4 to 0:

48 AYES: Meiners, Moor, Niehoff, Ritter

49 NAYS: None

50
51 **d. Case No. 23-31-DR: 594 Green Bay Road - Baird & Warner: Sign Permit to allow replacement of the wall**
52 **sign, new fabric on an existing awning frame, and awning sign, which would reflect Baird & Warner's new brand**
53 **identity.**

Ms. Kirincic described the application and identified the proposed awning and signs which are similar to the existing condition. She stated the logo and design would be similar as well as in its placement. Ms. Kirincic stated the fabric color would be black and would also provide identification for the applicant's new branding while describing the wording, logo and lettering. Ms. Kirincic also described the sign's size and lettering and noted the awning signs complied with code requirements. She then stated the application included a wall sign which she described for the Board and which also met sign code requirements. Ms. Kirincic then referred to the materials the Board is to review in considering the request and asked if there were any questions. No questions were raised at this time.

Chairperson Moor asked for a motion to approve the request as submitted. A motion was made by Ms. Meiners to approve the request for 594 Green Bay Road as presented. Ms. Niehoff seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

e. Case No. 23-32-DR: 907 Green Bay Road - Alexandra Kaehler Design: Sign Permit to allow installation of a new wall sign on the Green Bay Road frontage.

Ms. Kirincic described the application for a new wall sign and the applicant's business operation and location. She noted the applicant does not have exposure on Green Bay Road and described the proposal for the wall sign and its location, size and wording. Ms. Kirincic stated the proposed wall sign met code requirements and referred to the materials the Board is to review in considering the request and asked if there were any questions.

Chairperson Moor asked if the sign would be brass. Ms. Kirincic confirmed that is correct and noted administrative approval is not allowed for wall signs. No additional questions were raised at this time.

Chairperson Moor asked for a motion to approve the request for 907 Green Bay Road as submitted. A motion was to approve the request as presented was made by Ms. Niehoff and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

f. Case No. 23-33-DR: 606 Green Bay Road - Grand Food Center: Sign Permit to allow existing window signs to remain on the storefront elevations and Sign Code Variation to allow existing window signs that (i) exceed 10% of their respective window area, and (ii) are not die-cut and are not limited to individual letters and logos.

Ms. Kirincic stated the application is to allow existing storefront window signs to remain and described the sign code variation being requested. She stated it was brought to the Village staff's attention that the signs are not in compliance with the code and in working with the applicant, they removed signage that contained photographic features. Ms. Kirincic then referred to the current signage's illustration which she described for the Board that contained black text and a gray background and would be applied externally. She stated the request is being presented to the Board since they are applied externally and exceed 90% of the glass width noting the sign code variation which she explained to the Board. Ms. Kirincic then referred to the materials the Board is to review in considering the request and asked if there were any questions.

Chairperson Moor commented the reasoning behind the request made sense and asked if there were any questions. Mr. Ritter and Ms. Meiners agreed with the comments made. Chairperson Moor asked for a motion to approve the request to allow the existing signage to remain at 606 Green Bay Road. A motion was made by Mr. Ritter to approve the request as submitted. Ms. Niehoff seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

Continued Applications:

1 a. **Case No. 23-05-PD: 791 Elm Street - Chase Bank Preliminary Planned Development: Certificate of**
2 **Appropriateness to allow construction of a new three-story commercial building as part of a planned**
3 **development. The Village Council has final jurisdiction over this request. This item was continued from the**
4 **October 16, 2023 Design Review Board meeting.**

5 Mr. Schoon provided the application's background to the Board and the conclusions reached. He stated the matter
6 was continued to the November 2023 meeting to allow the applicant to respond to the Board's comments. Mr.
7 Schoon provided a detailed overview of the application's changes and referred to the design guidelines to be
8 considered as well as summarized how the presentation would proceed. He then asked if there were any
9 questions. No questions were raised at this time.

10
11 Chairperson Moor asked for the applicant's presentation. Scott Hurst of Gensler & Associates introduced himself
12 to the Board and referred to the proposed and revised elevations noting the 45 foot height was reduced with the
13 bulk of the building being below 45 feet in height. He also stated the materials were changed to brick and
14 limestone and the windows are now double hung windows. Mr. Hurst stated the window head was changed to 12
15 feet 3 inches with a limestone sill at the base. He also described specifically how the ground floor windows were
16 changed and the changes made to the building's bookends, modified limestone articulation and brick above to
17 provide a different character than the rest of the building as well as other modifications made such as to the
18 awnings and planter boxes. Mr. Hurst reiterated only the corner elements measured 45 feet in height.

19
20 Mr. Hurst explained the rationale surrounding the height adjustment for the ground floor windows and ceiling
21 heights. He referred the Board to an illustration of a bulk comparison of the existing and proposed building and
22 referred to the datum line of the buildings across the street which were considered. Mr. Hurst explained how they
23 addressed the building being a significant gateway corner into the central business district and referred to the use
24 of a smaller scale brick as well as various illustrations of different street views. Mr. Hurst summarized their attempt
25 to consider the design guidelines, the proposed materials, consideration of surrounding buildings, etc. and asked if
26 there were any questions. He added they have a material sample board available for the Board's review.

27
28 Ms. Meiners referred to the side of the building and asked if there are revised windows on that elevation. Mr.
29 Hurst confirmed that is correct in order to not have a blank façade. Ms. Meiners commented the building is
30 beautiful and expressed her concern with regard to the brick. She then stated she appreciated the applicant's
31 attempts to address the Board's comments. Mr. Hurst confirmed there would be visibility into the space and with
32 regard to the proposed brick, they planned to work a brick detailer to provide a quality project.

33
34 Mr. Ritter asked if the awnings would be on the southwest corner. Mr. Hurst confirmed that is correct as well as
35 the northeast corner. He also thanked the applicant for revising the building based on their comments and
36 commented it is a good looking, high quality building. Ms. Niehoff agreed with the comments made and stated she
37 appreciated the height change and the presentation in connection with comparisons to the surrounding buildings.
38 She referred to the corner view and asked if there is a spandrel element between the second and third floors. Mr.
39 Hurst explained the rationale behind its inclusion. Ms. Niehoff asked the applicant to consider strengthening the
40 spandrel. Mr. Ritter asked if the ceilings would be wood. Mr. Hurst responded the entire structure would be a
41 timber structure and the mechanicals would be hidden. Ms. Niehoff asked how much of the ground floor would be
42 dedicated to bank functions. Mr. Hurst confirmed it would all be bank space similar to what existed today. He then
43 provided the Board with the window and other material samples. The Board Members discussed their preference
44 in terms of the brick color and size. Mr. Hurst noted there would be an ornamental fence on the northwest side of
45 the site to shield the mechanical equipment.

46
47 Chairperson Moor also thanked the applicant for making revisions to the project to address the Board's concerns.
48 She then asked if there were any public comments. No comments were made at this time.

49
50 Chairperson Moor asked for a motion to recommend approval of a Certificate of Appropriateness for the design of
51 the proposed three story commercial building on the subject property. A motion as stated by Chairperson Moor
52 was made by Ms. Meiners and seconded by Ms. Niehoff. A vote was taken and the motion unanimously passed:

53 AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

Other Business.

a. December 21, 2023 Meeting – Quorum check.

The Board Members discussed their availability.

Adjournment:

Chairperson Moor asked for a motion to adjourn. A motion to adjourn was made by Ms. Meiners and the motion was seconded. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

The meeting was adjourned at 8:08 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: DECEMBER 20, 2023

SUBJECT: 30 GREEN BAY ROAD - @ PROPERTIES - WALL SIGN PERMIT (CASE NO. 2023-34-DR)

INTRODUCTION

On December 21, 2023, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by @ Properties (the "Applicant") as the lessee of the commercial space located at 30 Green Bay Road (the "Subject Property"). The Applicant is seeking approval to allow the replacement of the existing wall signs with the new signs, which would reflect @Properties new brand identity on the Subject Property.

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. **Figure 1 below and Figure 2 and 3** on the next page identifies the Subject Property.

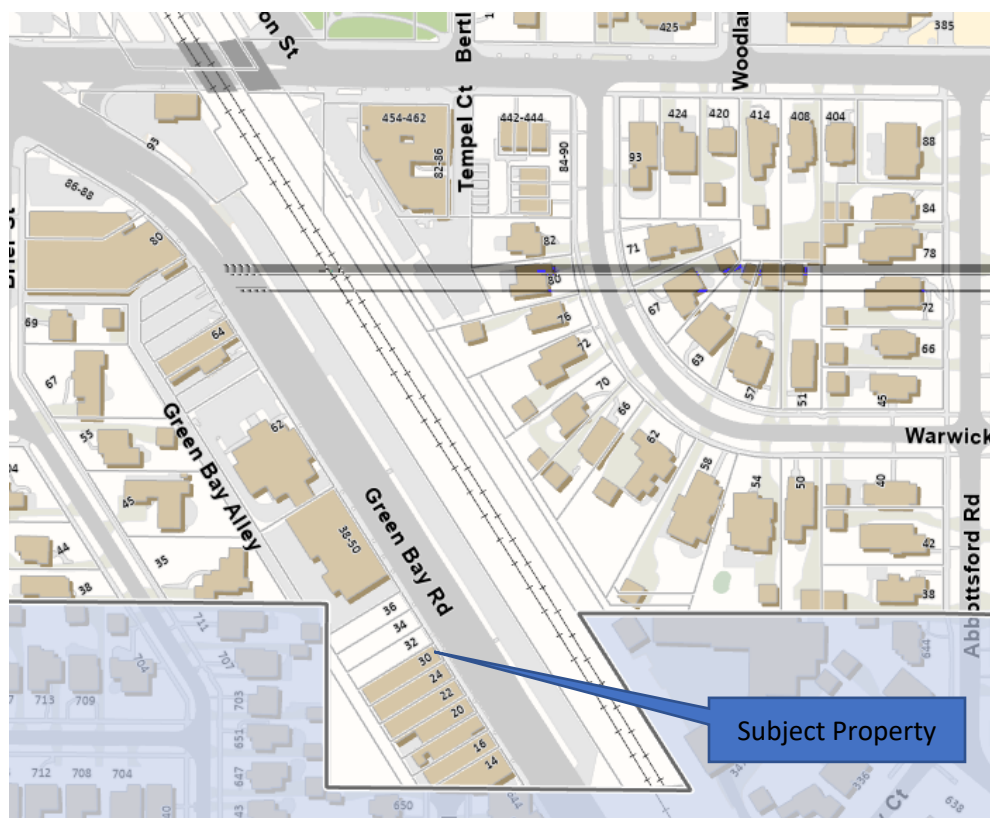


Figure 1 – Location Map – Subject Property – 30 Green Bay Road



Figure 2 – Subject Property – Building View/along Green Bay Road



Figure 3 – Subject Property – Building View/along Green Bay Road driving east

PREVIOUS APPROVALS

In 2021, DRB approved three existing building wall signs at front and one wall panel sign at the side elevation.

CURRENT REQUEST

The Applicant is seeking approval for wall sign replacements on the Green Bay Road elevation. The existing panel sign on the side elevation is not changing. The @ Properties recently merged with *Christie's International Real Estate* and is updating their branding. Proposed wall signs will feature a name and logo with updated branding of the existing business, as shown in the illustrations below:

Proposed wall signs consist of the following:

- Attached parallel to the surface of the wall;
- 1/2 inches thick flat cutout aluminum individual letters in black and logo in red color;
- Non illuminated signs;
- Logo and text stating “@properties/CHRISTIE’S INTERNATIONAL REAL ESTATE”. The logo and letters range from 2” tall to 13” tall (see image on next page);
- Each “@” logo sign is 1.2 square feet in area and business name sign is 11.1 square feet; and
- Bottoms of signs located 12 feet above grade.



Proposed Wall Signs
With New Branding



Subject Property – Green Bay Road 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 wall sign standards.

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 windowsill;
- For a building that contains more than one sign, the total sign area for all signs (wall, window, and awning signs) shall not exceed 15% of the street exposure.

The proposed wall signs meet all the above standards for wall signs, including not exceeding 15% of the street exposure at Green Bay Road.

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;*
- *The height of the sign is restricted to 75% of the sign band or 14 inches – whichever is less;*
- *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 wall signs appropriate and compatible with the Design Guidelines and approve the Sign Permit 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

RECEIVED
DEC - 4 2023

Tenant/Lessee

Name of Business At Properties / Christie's International Real Estate		Primary contact name Asma Omar		Phone No. [REDACTED]
Street Address 30 Green Bay Road				
City Winnetka	State IL	Zip Code 60093	Email asma@atproperties.com	

Sign Company

Name of Sign Company H.M. Witt & Co. Signs		Primary contact name Brian Shipkin		Phone No. 773.250.5000
Street Address 3313 W Newport Avenue				
City Chicago	State IL	Zip Code 60618	Email brian@hmwitt.com	

Property Owner

Name of Company ForeFront Properties LLC		Primary contact name Josh Lapins		Phone No. [REDACTED]
Street Address: 1S450 Summit Ave., Suite 150				
City Oakbrook Terrace	State IL	Zip Code 60181	Email josh@forefrontproperties.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 _____
1/2" (thick) flat cutout aluminum logos & letters, painted standard black and PMS 1795C Red
per shop drawings. Proposed new signage will replace existing. At Properties recently merged
with Christie's International Real Estate and is updating their branding.

OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) $+ PR = \$60 + \$55 = \$115.00$ by DK

CONDITIONS OF APPROVAL: _____



H.M. WITT & CO. Signs FINE SIGNAGE SINCE 1894 3313 West Newport Ave. Chicago, IL 60618 office 773 250 5000 fax 773 250 5100 toll free 1 888 427 0703 web www.hm-witt.com	APPROVED AS IS	☐	REVISIONS		CLIENT	@properties Christie's
	APPROVED W/CHANGES	☐			DATE	11.30.23
	REVISE AND RESUBMIT	☐			JOB #	@PP23Q72_existing
	APPROVAL				DRAWN BY	bs
	DATE				SCALE	nts
THIS IS AN ORIGINAL DRAWING BY H.M. WITT & CO. SIGNS AND IS NOT TO BE REPRODUCED WITHOUT PERMISSION OF H.M. WITT & CO. SIGNS.						



SPECIFICATIONS:
.5" THICK ALUMINUM CUT OUT LOGOS
PAINTED TO MATCH PMS 1795C RED OR STANDARD
BLACK. MECHANICALLY ATTACHED TO
EXTERIOR SIGN AREA AS SHOWN.

NOTE: ALL EXISTING EXTERIOR SIGNAGE WILL BE
REMOVED PRIOR TO INSTALLATION.
STOREFRONT SIGN BAND WILL BE CLEANED,
PATCHED AND REPAINTED PRIOR TO INSTALLATION.

H.M. WITT & CO.

Signs

FINE SIGNAGE SINCE 1894

3313 West Newport Ave. Chicago, IL 60618

office | 773 250 5000 fax | 773 250 5100

toll free | 1 888 427 0703 web | www.hm Witt.com

APPROVED AS IS	☐	REVISIONS		CLIENT	@properties Christie's
APPROVED W/CHANGES	☐	09.13.23	original submittal	DATE	09.22.23
REVISE AND RESUBMIT	☐	09.14.23	revision	JOB #	@PP23072_exterior
APPROVAL		09.22.23	revision	DRAWN BY	ns/rh
DATE				SCALE	nts
THIS IS AN ORIGINAL DRAWING BY H.M. WITT & CO. SIGNS AND IS NOT TO BE REPRODUCED WITHOUT PERMISSION OF H.M. WITT & CO. SIGNS.					

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: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER

DATE: DECEMBER 20, 2023

SUBJECT: 565 LINCOLN AVENUE-JP MORGAN CHASE BANK - WINDOW AND
AWNING SIGN PERMIT
(CASE NO. 23-35-DR)

INTRODUCTION

On December 21, 2023, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by *JP Morgan Chase Bank, National Association* (the “Applicant”) as the current lessee of the commercial space located at 565 Lincoln Avenue (the “Subject Property”), to allow installation of a door window sign and an awning valance sign.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Lincoln Avenue between Elm Street and Pine Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial in the Commercial Overlay District. The Applicant intends to occupy the subject space (previously occupied by *Compass Realty*). Prior to occupying the space, the Applicant must receive special use permit approval from the Village Council. Other building tenants include Sara Campbell, *J. McLaughlin*, *Mirani’s*, *Stefanich Antiques*, and *Skyline Window Coverings*. **Figure 1** identifies the entire building and corresponding signage of the other business tenants. **Figure 2** shows the Applicant’s storefront with an existing awning.



Figure 1 – Subject Property
View of the Entire Building from Lincoln Avenue



Figure 2 – Subject Property
JP Morgan Chase Bank Storefront

PREVIOUS APPROVALS

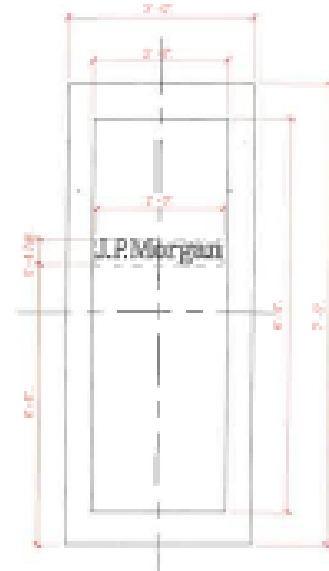
The existing black awnings for the whole building at Subject Property were approved in 2017 by DRB.

CURRENT REQUEST

The Applicant is seeking approval to allow sign text on the awning valance and new door window signs both of which would provide identification and promotion for their business at the Subject Property. Both signs will feature a name for their business, as shown in the illustrations below:

Door Window signs:

- Applied on the exterior side of the door window glass;
- Letters 6 inches tall stating “J.P. Morgan”;
- Sign area 1.5 square feet and 6% of the door window area;
- Decal die-cut individual letters in white with a black border.



JP Morgan Chase Bank – Proposed door window sign

Proposed awning valance sign:

- Recover the existing awning frame with a new canvas in black color;
 - Existing awning frame 8.0 feet above finish grade;
- Awning sign of 6-inch white text stating “J.P. Morgan”; and
- Awning sign area 1.25 square feet



JP Morgan Chase Bank – Proposed 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 window and awning signs in commercial districts.

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

- Limited to 50% or less of the single door window;
- 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;
- 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;
- 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.

The proposed sign meets all of the above standards for door window signs except that it will be applied to the exterior of the door window and, 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 the above standards for awning signs.

Signage Street Exposure

Area	Square Foot	Percentage
Street Exposure	224	-
Max Allowed per Sign Code (15% of the Street Exposure)	33.6	15%
All Proposed Signs counted toward Street Exposure	2.75	1.23%

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 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 for the proposed signage. See **Attachment B**.

SUMMARY

The Applicant requests that the DRB find the proposed awning valance and door window 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

NOV 13 2023

Tenant/Lessee

Name of Business JP Morgan Chase Bank, National Association		Primary contact name Brendan Ard		Phone No. [REDACTED]
Street Address 565 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email brendan.ard@jpmchase.com	

Sign Company

Name of Sign Company Stratus Unlimited		Primary contact name Kevin Polka		Phone No. 847-212-9551
Street Address 1701 Golf Road, 1-900				
City Rolling Meadows	State IL	Zip Code 60008	Email kevin.polka@stratusunlimited.com	

Property Owner

Name of Company 565 Lincoln Avenue LLC, c/o Hoffman Commercial Real Estate		Primary contact name Dan Burns		Phone No. [REDACTED]
Street Address: 568 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email dburns@ospreycapitalllc.com	

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

☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign

☐ projecting sign ☒ other Lettering on awning.

Additional description of sign type and materials One identification sign on the existing door and one identification sign affixed to the existing black awning that is shared by various tenants within the same building.

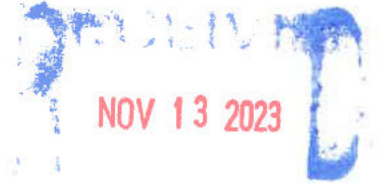
OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) _____

CONDITIONS OF APPROVAL: _____

\$230.-
\$115.-

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION



Tenant/Lessee

Name of Business JP Morgan Chase Bank, National Association		Primary contact name Brendan Ard		Phone No. [REDACTED]
Street Address 565 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email brendan.ard@jpmchase.com	

Awning Company

Name of Awning Company Not applicable. Using existing awning.		Primary contact name		Phone No.
Street Address				
City	State	Zip Code	Email	

Property Owner

Name of Company 565 Lincoln Avenue LLC, c/o Hoffman Commercial Real Estate		Primary contact name Dan Burns		Phone No. [REDACTED]
Street Address: 568 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email dburns@ospreycapitalllc.com	

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

Description of fabric type and color (attach samples) Existing black awning fabric

Description of awning sign material, method of application and color: White lettering on existing black awning.

Height of awning logo/copy: 8 inches

Awning Dimensions: Width 16' Height 9' Projection from Building Face 45"

ABC 2023-1197

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

CONDITIONS OF APPROVAL: _____

~~\$125.-~~
\$70.-

STREET VIEW



JPMC WINNETKA | 11.02.2023

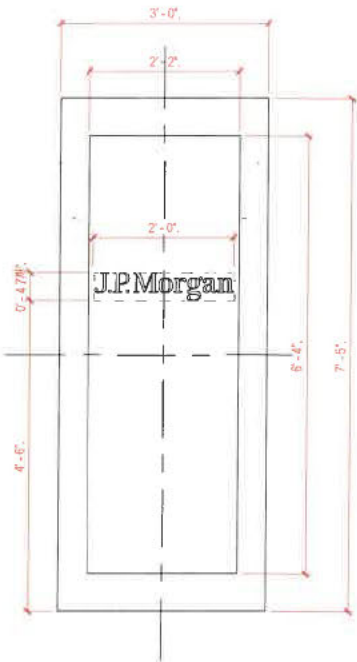


Gensler

SIGNAGE



AWNING SIGNAGE



DOOR SIGNAGE

Glass area: 26 x 76 = 1976 sq.in.
Signage area: 24 x 4.875 = 117 sq.in.
Ratio: 117/1976 = 6% < 10%

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.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: DECEMBER 20, 2023
SUBJECT: SIGN CODE AMENDMENT - WINDOW SIGN REQUIREMENTS FOR
ADMINISTRATIVE APPROVAL
(CASE NO. 23-36-DR)

INTRODUCTION

On December 21, 2023, the Design Review Board (DRB) will consider a proposed amendment to the Sign Code to allow administrative approval of either the interior or exterior application of window signs. The Council has final authority on its approval, given only the Village Council can adopt amendments to Sign Code. *In this instance, the DRB is only a recommending body.*

PROPOSED AMENDMENTS

Since Ordinance No. MC-01-2023 was adopted by the Village Council, at the recommendation of the DRB, on January 17, 2023, staff has been able to administratively approve a window sign if the window sign meets all the requirements for such approval. Otherwise, it requires approval by the DRB. **See Attachment A** for a summary of the newly adopted approval process for window signs.

One of the requirements for administrative approval is that a decal window sign shall only be applied to the window's interior. Since January, staff have been able to administratively approve two window sign applications, and the DRB has reviewed and approved seventeen window signs. Of the seventeen sign requests, fourteen requests were approved to apply a window sign to the window's exterior. Per these applicants, the exterior application of a sign would alleviate the issue of window glare that occurs with interior installation, and which glare interferes with a sign's readability as shown at photo bellow. Additionally, given today's printer technology for signs, applicants did not have concerns about maintaining the upkeep of these signs if they are applied on the exterior of the glass. **See Attachment B.**



PHOTO-Sample of the glass glare when window sign is applied on interior of the glass

Staff believe that removing the requirement to apply signs only on the interior of a window would allow more business owners to seek administrative approval of future window sign applications.

RECOMMENDATION

If the DRB chooses to omit the requirement that window signs only be applied on the interior side of a window, an amendment to the Sign Code regarding window sign placement is required, and the DRB should recommend to the Village Council that the following requirement be eliminated from window sign administrative approval requirements:

———xi. ~~A decal window sign shall only be applied to the interior of the window.~~

ATTACHMENTS

- Attachment A Window Sign Amendments Summary as adopted by Ordinance MC-01-2023 by the Village Council.
- Attachment B A Spreadsheets of all Window signs approved either by the DRB or administratively by staff since January 2023.

Window Sign Amendments Summary

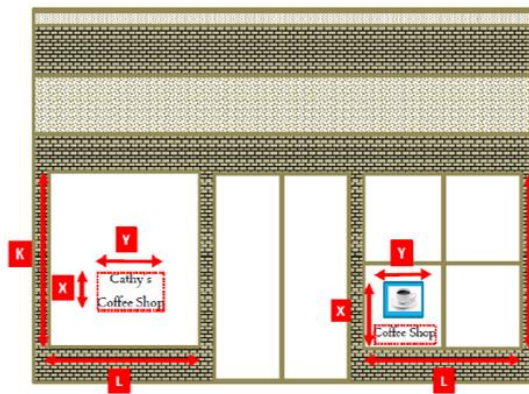
As adopted by Ordinance MC-01-2023 by the Village Council on January 17, 2023

Window Signs allowed by Staff Administrative Approval

If a window sign meets all of the following requirements, staff may be able to administratively approve the window sign. If a sign does not meet all the following requirements, the sign must be reviewed by the Design Review Board.

1) Sign Area Requirements.

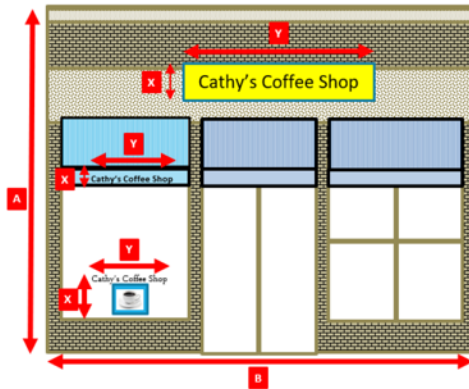
- A window sign(s) shall occupy 10% or less of the window opening, except a window sign(s) in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*



- May occupy no more than 10% of a window opening

$$\text{Sign Area/Window Area} = \frac{(X * Y) + (K * L) \leq 10\%}{}$$

- The total area of all **wall signs, window signs, and awning signs** shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*



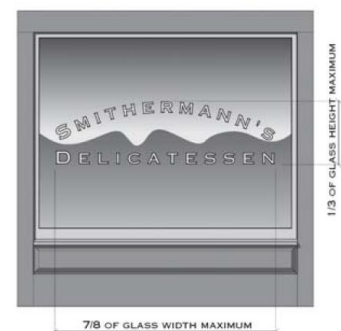
The total area of all wall signs, window signs, and awning signs may be no more than 15% of the area of street exposure

$$\text{Total Street Exposure} = A * B$$

$$(\text{Wall Sign Area} + \text{Window Sign Area} + \text{Awning Sign Area}) \leq 15\% \text{ of Total Street Exposure}$$

2) Letters & Logo Size Requirements

- Letters & logos shall be no taller than 8", except (i) one logo and the first letter of each word may be up to no taller than 24" and (ii) store hours and contact information shall be limited to 2" in height, AND
- Height of a window sign shall be limited to 1/3rd height of glass area, and width of window signs shall be limited to 90% of glass width. *(These are new, more generous standards.)*



Window Sign Amendments Summary

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

3) **Materials & Colors Requirements**

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have a background)
- b) Decal window signs shall be limited to two colors.
- c) Floating window signs, which are signs that are displayed through a window but not directly affixed to the window, shall be limited to letters and logos of two colors on a solid background of another color, for a total of three colors.
- d) Reflective materials are not permitted.

(These are new standards so as to allow for administrative approval of window signs.)



Individual Letters & Logos

- 4) **Illumination Requirements.** Signs shall not be illuminated. *(New standard to allow for administrative approval of window signs.)*

5) **Sign Placement Requirements**

- a) A window sign shall be only located in the lower two-thirds of the window opening. This does not apply to a window sign in a door window or transom window. *(New more generous window sign standard.)*
- b) A window sign shall not extend over or through architectural features, including but not limited to window muntins.
- c) A decal window sign shall only be applied to the interior of the window. *(New standard specifically for administrative approval.)*

Window Sign Amendments Summary

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

Window Signs Requiring Review and Approval by the Design Review Board

Any sign that does not meet all the requirements for administrative approval listed above shall be subject to approval by the Design Review Board. In addition, such signs must meet the following requirements and comply with the following guidelines. Any variation from the following requirements, when permitted by this Code, shall require Board approval of a Sign Code variation.

1) Sign Area Requirements.

- d) A window sign(s) shall occupy 10% or less of the window opening, except a window sign in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*
- e) The total area of all wall signs, window signs, and awning signs shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*

2) Materials & Colors Requirements

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have background). *(New sign requirement.)*

3) Illumination Requirements. Window signs shall only be externally illuminated. *(Existing sign requirement.)*

4) Design Guidelines

- a) The Board shall consider the “Standards and Criteria for Issuance” included in Section 15.60.150.F, of the Sign Code, which apply to all types of signs, when reviewing the design of window signs. *(Existing Sign Code design standards with amendments).*
(Deletions ~~struck through~~, and additions **bold and double-underlined.**)

Section 15.60.150 Certificate of appropriateness.

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 not exceed the maximum permitted area and~~ shall be in proportion and scale to the building or to other buildings or signs in the surrounding area *(The deleted language is already a code requirement, so language is redundant);**

*2. A signage package for a business establishment ~~Projects which include~~ **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 ~~information~~ contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;

*4. Signs and graphics shall have a harmonious relationship with nearby signs, buildings and the neighborhood, and shall be designed so as not to adversely affect adjacent structures. In this respect the sign shall ~~be related~~ **relate** to its building, structure and neighborhood in terms of size, shape, material, color, texture, lettering, location, arrangement, lighting, and the like;*

5. Colors shall be used with restraint and excessive brightness shall be avoided;

*~~6. External lighting shall be arranged so that the light source is screened from view~~ *(This deleted language is already a Sign Code requirement (Sec. 15.60.130.B - Illumination); language is redundant.);**

~~6.7.~~ The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.

Window Sign Amendments Summary

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

ADDITIONAL SIGN CODE AMENDMENTS

Deletions ~~struck through~~, and additions **bold and double-underlined**

Sign Variations

C. In considering whether a variation should be granted, the DRB shall consider the following factors as may be applicable: Variations shall be permitted only if:

1. They are in harmony with the general purpose and intent of this chapter.; and
2. ~~The plight of the petitioner is due to unusual circumstances;~~ **Given the design elements of the building or site on which the sign is located, the design of the sign is as compatible, if not more, with character of the business district than the standard sign regulations allow., and**
3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ **For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services., and**
4. **The design of the sign is contextually appropriate for the type of business., and**
5. **The design of the sign exhibits a high degree of artistic embellishment., and**
6. The variation will not alter the essential character of the locality.

E. Notwithstanding the provisions of this section, the Sign Board shall not have the power to:

1. Permit signs that are prohibited **by 15.60.060 of the Sign Code, unless it can be demonstrated the variation would allow a type of sign that (a) had been used on the building on which it is to be located or (b) historically has been used by the type of business requesting the particular prohibited sign type, or (c) is a sign painted directly on the wall of a building, fence or similar structure;**
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

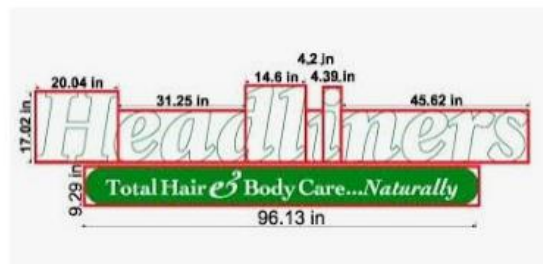
Sign Measurements

Subsection 15.60.130.A. Sign Measurement.

1. Area to Be Included. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign. When a sign has more than one display face, all faces shall be included in determining the area of the sign; provided that, if the distance between the sign faces of a two-faced sign does not exceed twelve (12) inches, the area of the sign shall be measured as the area of one face.

2. Area of Sign With Background Panel. A sign placed or painted on a background panel shall be measured by computing the area of the background panel.

3. Area of Sign Without Background Panel. A sign with individual letters or symbols placed separately on a building wall, **window**, awning, or other structure without a background panel shall be measured as the sum of the areas of the smallest regular geometric figures that can separately encompass all words, letter areas, figures, emblems, and other elements of the sign.



Window Sign Amendments Summary

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

~~4. Sign Spacing. No sign wording, illustration or element that is less than two feet from any other sign wording, illustration or element shall be considered a separate sign for purposes of calculating sign area.~~

5. Sign Height. The height of a sign shall be measured from the adjacent natural grade, to the highest point of the sign.

Temporary Window Signs

5. Window signs displayed on nonresidential premises located in a commercial zoning district to advertise special sales of merchandise or special commercial events, subject to the following conditions:

- a. No such sign may be illuminated,
- b. No such sign shall be more than eight square feet in area and the total area of all temporary window signs, ~~both temporary and permanent~~, shall not exceed the ten (10) percent of the window area ~~limitation for window signs as provided in Section 15.60.120(B)(1)(d),~~
- c. No such sign shall be displayed for more than thirty (30) days;

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

No person shall display any sign of the following prohibited types, or in the following prohibited locations:

A. Animated signs and signs and displays consisting of a string, cluster or series of lights, except those permitted in connection with civic, patriotic or religious holidays in accordance with Section 15.60.090(A)(3);

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

D. Changeable copy signs, other than gasoline price signs erected at automobile service stations, incidental signs, portable menu board signs displayed in accordance with Section 15.60.080 J, display case signs in accordance with Section 15.60.120(B)(7), and that portion of bulletin board signs erected in accordance with Section 15.60.110(A)(5) of this chapter;

E. Signs that are attached to the roof of any building, or that are located upon or above a roof, or above the eave line of a roof;

F. Signs painted directly on the wall of a building, fence, or similar structure;

G. (Repealed.)

H. Signs that advertise or direct attention to a business, commodity, service or entertainment conducted or offered for sale at a place other than the premises on which the sign is located. This prohibition shall not apply to signs that are located inside a building and direct attention to noncommercial events or organizations;

ATTACHMENT B

LIST OF WINDOW SIGNS APPROVED BY DRB SINCE JANUARY, 2023

#	ADDRESS	BUSINESS NAME	APPLICATION FOR TYPE OF SIGNS	REQUIRED DRB because	EXTERIOR APPLICATION	INTERIOR APPLICATION	Ext. Appl. Only Reason
1	557 CHESTNUT	Bunny & Babe	Window & awning	Two types of sign	X		
2	594 GREEN BAY ROAD	Baird & Warner	Eight window signs	Variation/not die-cut	Not installed	Not installed	
3	986 GREEN BAY ROAD	Selleria Veneta	Three window signs	Height & more than 2 colors		X	
4	522 LINCOLN AVENUE	Fonts & Deep Purple	Floating window & projecting	Variation-blade sign size & proj.		X	
5	800 ELM STREET	Lakeside Foods	Window & door signs	Variation-not die-cut & exceed 10%	X		
6	1083 GAGE STREET	Northshore Barbershop	Exst. window sign	Variation-exceed 10% of window area	X		
7	80 GREEN BAY ROAD	John Plunkett Interiors	Door & wall signs	Variation-wall sign size	X		
8	547 CHESTNUT STREET	Winnetka Flowers	Awning & exst. window sign	Variation-exceed 10% of window area	X		
9	550 LINCOLN AVENUE	Bashy Bash	Wall, awning & window sign	More than 2 colors	X		
10	42 GREEN BAY ROAD	Winnetka Family Dental Ass.	Window & door signs	Variation-exceed 10% of window	X		
11	725 ELM STREET	Forsyth Jeweler	Window sign	Exterior application	X		X
12	561 LINCOLN AVENUE	Bahn Mi	Window and awning	Two types of sign	X		
13	507 CHESTNUT STREET	Tocco Restaurant	Exst. window signs	Variation-not die-cut & exceed 10%	X		
14	566 CHESTNUT	Soupicurean	Window signs	Variation-not die-cut & exceed 10%	X		
15	564 LINCOLN AVENUE	Compass	Door window, wall, & projecting	Three types of sign	X		
16	928 GREEN BAY ROAD	Wellyhaus	Window sign & COA for re-paint	Window sign & COA for re-paint	X		
17	606 GREEN BAY ROAD	Grand Food Center	Exst. window signs	Variation-not die-cut & exceed 10%	X		

LIST OF WINDOW SIGNS ADMINISTRATIVELY APPROVED SINCE JANUARY, 2023

#	ADDRESS	BUSINESS NAME	APPLICATION FOR TYPE OF SIGNS	REQUIRED DRB because	EXTERIOR APPLICATION	INTERIOR APPLICATION
1	556 GREEN BAY ROAD	K'ay Barber Shop	Window sign	N/A		X
2	558 GREEN BAY ROAD	Elizabeth Starvos	Door window sign	N/A		X