



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

January 18, 2024 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. December 21, 2023, Regular Meeting Minutes
4. **New Applications**
 - a. **Case No. 24-1-DR: 962 Green Bay Road - North Shore Events:** Sign Permit to allow a recently installed storefront window sign to remain and to install a new door window sign on the Subject Property.
 - b. **Case No. 24-2-DR: 906 A Green Bay Road - Full Circle Fitness:** Sign Permit to allow installation of a door window sign and valance sign on the existing awning on the Subject Property.
5. **Other Business**
 - a. February 15, 2024, Regular Meeting - Quorum Check
6. **Adjournment**

NOTICE

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

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

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes
December 21, 2023**

Members Present:

Katie Moor, Chairperson
Maggie Meiners
Heather Niehoff
Michael Ritter

Members Absent:

Fritz Duda
Paul Konstant

Village Staff:

Davorka Kirincic, Building and Code Enforcement Manager

Call to Order & Roll Call:

Chairperson Moor called the meeting to order at 7:03 p.m.

Public Comments:

No comments were made at this time.

Approval of Minutes:

Chairperson Moor asked for a motion to approve the November 16, 2023 meeting minutes. A motion was made by Mr. Ritter and seconded by Ms. Meiners. A vote was taken, and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

Roll call was taken off the Board Members present.

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.

Ms. Kirincic identified the property's location and the applicant, as well as provided a detailed description of the proposed replacement sign. She stated the sign would represent a branding update and is similar to the existing sign. Ms. Kirincic stated the proposed sign code met the standards and asked if there were any questions.

Chairperson Moor also asked if there were any questions. No questions were raised at this time. Chairperson Moor asked for a motion to approve the request as presented. A motion was made by Mr. Ritter and seconded by Ms. Niehoff. A vote was taken, and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

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.

Ms. Kirincic identified the property's location and existing black awnings approved in 2017, noting the proposal is for a valance sign with their logo along with door and window signage. She stated the proposed signs met the standards with the exception that they would be applied to the door's exterior.

Chairperson Moor asked for the applicant's presentation. Carl Camaluchi, Partner at Taft Law, introduced himself to the Board, who presented the request on the applicant's behalf. Chairperson Moor asked what is the purpose of this location in addition to their other location. Mr. Camaluchi responded it would be a temporary private banking location while the larger location is redeveloped whose services would be consolidated following their other location's development. Ms. Niehoff asked why the request was not approved administratively. Ms. Kirincic explained the reasoning why the application could not be administratively approved.

Ms. Niehoff moved to approve the request as presented. Ms. Meiners seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

Workshop Session.

a. Discussion of Sign Code Amendment regarding window sign requirements for administrative approval.

Chairperson Moor explained the reasoning for the agenda item. Ms. Kirincic referred to the 17 applications presented to the Board since January 2023 for exterior window sign approval and the discussion. She also referred to illustrations and the Board's concerns with regard to maintenance problems relating to exterior sign application, noting there would be code enforcement in terms of maintenance. Ms. Kirincic identified the language to be deleted from the administrative sign code approval. Chairperson Moor stated she had not noticed any issues with the exterior signs' application.

Mr. Ritter asked if there are ways to require enforcement for signs that are peeling. Ms. Kirincic explained sign code enforcement procedures to the Board and compliance and citation requirements. She then stated the Board is to recommend an amendment to the sign code to remove the requirement relating to interior window sign code requirements.

Chairperson Moor asked for a motion. Ms. Niehoff moved to recommend the removal of the wording that signs can only be administratively approved if they are applied on the inside of the glass. Several Board Members seconded the motion. A vote was taken, and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

January 18, 2024 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 Mr. Ritter and seconded by Ms. Niehoff. A vote was taken, and the motion unanimously passed, 4 to 0:

AYES: Meiners, Moor, Niehoff, Ritter

NAYS: None

The meeting was adjourned at 7:18 p.m.

Respectfully submitted,

Antionette Johnson
Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: JANUARY 11, 2024
SUBJECT: 962 GREEN BAY ROAD - NORTH SHORE EVENTS - SIGN PERMIT (CASE NO. 24-01-DR)

INTRODUCTION

On January 18, 2024, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by *North Shore Events* (the "Applicant") as the lessee of the commercial space located at 962 Green Bay Road (the "Subject Property"), to allow a recently installed storefront window sign to remain and to install a new door window sign on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Gage Street and Merrill St. in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains an existing two-story mixed-use building with commercial tenants on the first floor and residential units on the second floor. Commercial tenants on the first floor of the building include the Applicant's business in addition to Randoons, HeARTs Studio, and empty space formerly occupied by Bick Coin & Stamp Emporium. **Figure 1** below shows the entire front façade of the building and the location of the Applicant's business. **Figure 2** shows the existing storefront.

Storefront of the
North Shore Events



Figure 1 – Subject Property
View of the entire building from the Green Bay Road



**Figure 2 – Subject Property
North Shore Events storefront**

CURRENT REQUEST

On December 19, 2023, the Village Council approved a Special Use for the Applicant’s event planning office. The Applicant has installed a storefront window sign without a permit, for which it is seeking approval to remain. The Applicant also requests approval to install a new door window sign. The proposed door window sign in the application shows a white background, and the Applicant will modify the proposed sign materials with individual die-cut lettering. The existing storefront window sign is shown below:

Storefront Window Sign:

- Die-cut decal logo/artwork transparent;
- Word “EVENTS” and letters NWES in grey and light pink color;
- Applied on the exterior surface of the glass;
- Logo/artwork dimensions 2 feet by 2.25 feet;
- Logo area 4.5 square feet; and
- Applied in the center of the window glass area.



962 Green Bay Road – Recently installed storefront window sign

Proposed Door Window Sign:

- Die-cut decal individual letters stating “NSWEevents”, and business address in black color and 2 inches lettering;
- QR Code to website 8 inches by 8 inches in black and white color;
- Applied on the exterior surface of the glass; and
- Sign area will occupy 15.6 % of the door glass area.

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 and 50% of the door glass pane;
- 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 (the proposed window sign would be exposed to the exterior 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 existing storefront window and proposed door window signs meet all of the above standards for window signs’ administrative approval except that they will be applied to the exterior of the glass, with the artwork/logo located in the upper two-thirds of the windowpane height, and, therefore, require review and approval by the Design Review Board.

Signage Street Exposure

The proposed signage 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 signage. **See Attachment B.**

SUMMARY

The Applicant requests that the DRB find the recently installed window and proposed new door window signs appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the proposed signs 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

DEC 15 2023

Tenant/Lessee

Name of Business North Shore Events LLC		Primary contact name Megan E. Lada		Phone No. [REDACTED]
Street Address 962 Green Bay Rd				
City Winnetka	State IL	Zip Code 60093	Email Megan@NSWEevents.com	

Sign Company

Name of Sign Company None		Primary contact name		Phone No.
Street Address				
City	State	Zip Code	Email	

Property Owner

Name of Company 222 S3		Primary contact name Ramon Sanchez		Phone No. [REDACTED]
Street Address [REDACTED]				
City [REDACTED]	State IL	Zip Code [REDACTED]	Email [REDACTED]	

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 window cling on front window

Address window cling on door

QR Code to website on door

window cling

SPC 2024-006

OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) $(\$55 + 60) = \115

CONDITIONS OF APPROVAL: _____

Information on 962 Green Bay Road – North Shore Events LLC

NO WHITE
BACKGROUND
ONLY IND. LETTERS



Door Artwork – vinyl cling

Door Window Size = 60"x23" = 1,380 square inches

Address Sign = 17"x9" = 153 Square inches = 11% for door window size

QR Code to Website = 8"x8" = 64 square inches = 4.6% of door window size

Signs are two colors – black/grey and white

Lettering is maximum of 2"

NSWE *events*
962 GREEN BAY ROAD
by appointment only



Window Artwork – vinyl cling

Window Size = 94"x88" = 8,272 square inches

Logo Size (overall) = 24"x27" = 648 square inches = 7.8% of window size

Logo is transparent and two colors – grey and pink

Letters are maximum 6"

Sign locations are placed to coordinate with neighboring sign at Randoons, although their logo window cling is on the upper panel of glass and ours is on the lower half (as specified in the guide)



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: JANUARY 11, 2024
SUBJECT: 906 A GREEN BAY ROAD - WINDOW AND AWNING SIGN PERMIT
(CASE NO. 24-02-DR)

INTRODUCTION

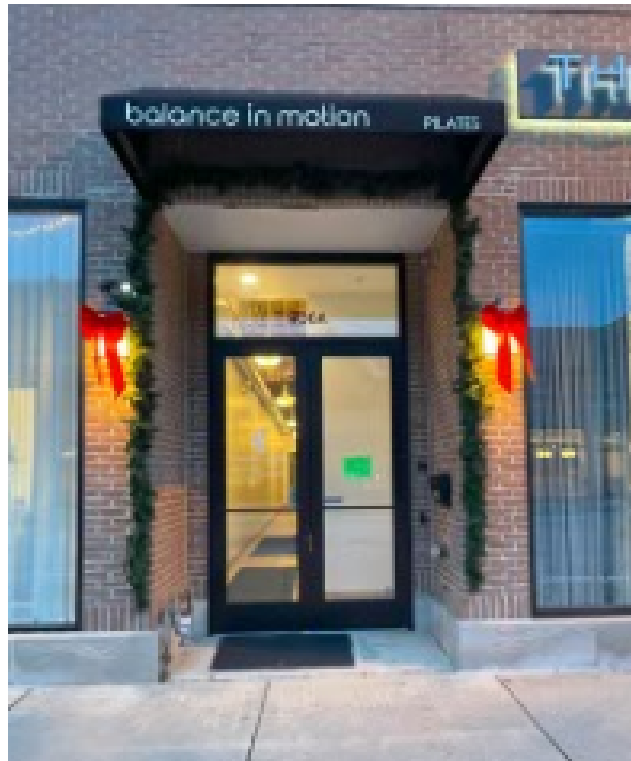
On January 18, 2024, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by *Full Circle Fitness* (the "Applicant") as the current lessee of the commercial space located at 906 A Green Bay Road (the "Subject Property"), to allow installation of a door window sign and valance sign on the existing awning.

PROPERTY DESCRIPTION

The Subject Property is located west of Green Bay Road between Gage Street and Tower Road in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located within the Commercial Overlay District. The Applicant intends to occupy the subject space (previously occupied by *Balance in Motion*). Tenants of the building include the Applicant's business in addition to *Sarah Dippold Design* and *The Shade Store*. **Figure 1** identifies the entire building and corresponding signage of the other business tenants. **Figure 2** shows the Applicant's main entrance with a door and the existing awning valance signs of the previous business.



Figure 1 – Subject Property
View of the entire building from Green Bay Road



**Figure 2 – Subject Property
Full Circle Fitness's main entrance**

PREVIOUS APPROVALS

The existing black awnings for the whole building at Subject Property were approved in 2017 by DRB, but only the awning with a valance sign for the Balance in Motion business was installed.

CURRENT REQUEST

The Applicant is seeking approval to allow sign text on the awning valance and a new entrance door window sign, 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:

Entrance Door Window signs:

- Applied on the interior side of the door window glass;
- “Full Circle Fitness” logo with text 20 inches by 20 inches;
- Sign area 2.79 square feet and 17% of the door window area; and
- Decal die-cut individual letters in black with a multiple-color circle border.

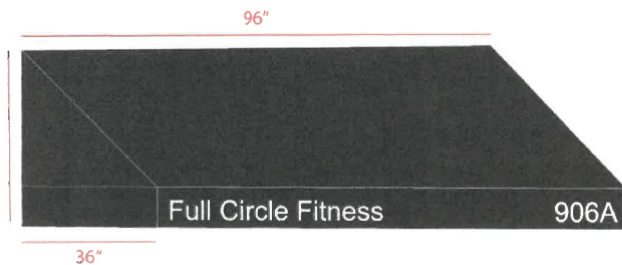


For Appointments:
trnrjohn@sbcglobal.net

Full Circle Fitness – 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 5-inch white text stating “Full Circle Fitness”; and
- Awning sign area 1.86 square feet.



Full Circle Fitness – 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 the door window sign's administrative approval, except that the window logo has more than two colors and, therefore, 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	112	-
Max Allowed per Sign Code (15% of the Street Exposure)	16.80	15%
All Proposed Signs counted toward Street Exposure	4.65	4.15%

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 signage 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

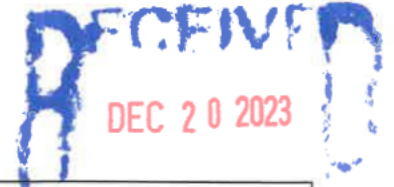
ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business <u>Full Circle Fitness</u>		Primary contact name <u>John Sitt</u>		Phone No. [REDACTED]
Street Address <u>906A Green Bay Rd.</u>				
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email [REDACTED]	

Sign Company

Name of Sign Company <u>Signarama</u>		Primary contact name <u>N/A</u>		Phone No. <u>847-324-5500</u>
Street Address <u>8088 McCormick Blvd.</u>				
City <u>Skokie</u>	State <u>IL</u>	Zip Code <u>60076</u>	Email <u>signs@signaramas/okio.com</u>	

Property Owner

Name of Company <u>Hoffmann Comm. R.E.</u>		Primary contact name <u>Dan Burns</u>		Phone No. [REDACTED]
Street Address: <u>825 Green Bay Rd Suite 250</u>				
City <u>Wilmette</u>	State <u>IL</u>	Zip Code <u>60091</u>	Email <u>dburns@bspreycapitalllc.com</u>	

Sign type(s):

(check all that apply)

☐ window graphics

☐ wall-mounted sign

☐ ground-mounted sign

☐ projecting sign

☒ other interior decal of door window

Additional description of sign type and materials

clear vinyl with colored logo
applied to inside of door, 20"x20", applied to
inside of door. Same dimensions as existing

OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) \$60 + \$55 = \$115

CONDITIONS OF APPROVAL: _____

SPC-2023-1235

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

DEC 20 2023

Tenant/Lessee

Name of Business	Primary contact name	Phone No.
Full Circle Fitness	John Sitar	312-590-5558
Street Address		
906A Green Bay Rd		
City	State	Zip Code
Winnetka	IL	60093
Email		
trnrjohn@sbcglobal.net		

Awning Company

Name of Awning Company	Primary contact name	Phone No.
Signarama	N/A	847-324-5500
Street Address		
8088 McCormick Blvd.		
City	State	Zip Code
Skokie	IL	60076
Email		
sigusa@signarama/skokie.com		

Property Owner

Name of Company	Primary contact name	Phone No.
Hoffmann Comm. R.E.	Dan Burns	312-286-4995
Street Address:		
825 Green Bay Rd Suite 250		
City	State	Zip Code
Wilmette	IL	60091
Email		
dburns@dspreycapitalllc.com		

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

Description of fabric type and color (attach samples) Black fabric

Description of awning sign material, method of application and color: White letters
onto front of awning "Full Circle Fitness" - "906A"
Same dimensions as existing

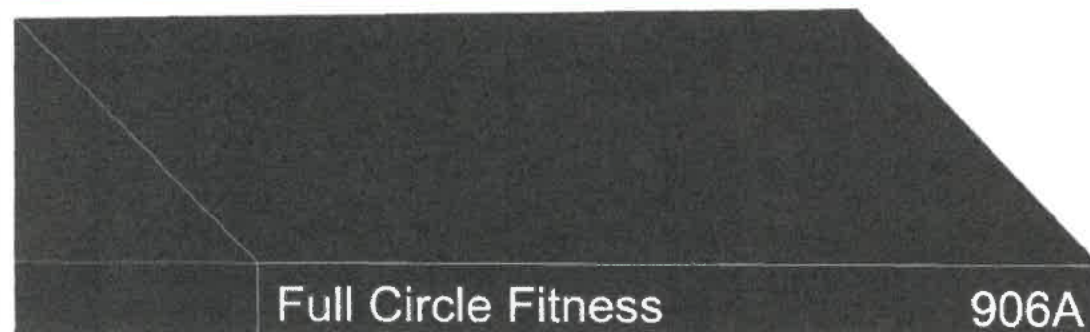
Height of awning logo/copy: 10 inches

Awning Dimensions: Width 96" Height 36" Projection from Building Face 36"

OFFICE USE ONLY: PERMIT FEE (\$70 each) \$55 FOR PLAN REVIEW FEES WAIVED by DK

CONDITIONS OF APPROVAL: _____

96"



36"



Product:	Size:	Qty:	Sides:	Notes:
Awning Awning Fabric		1		

Customer Contact: Full Circle Fitness

Sales Rep: Payal

Design By: Krusha P.

Approval states that contents of this proof are correct and the responsibility of the client

Please review Art for accuracy in:
Dimension • Layout • Spelling • Color

Page 18 of 23

Approval Signature:

Date:



For Appointments:
trnrjohn@sbcglobal.net

Product:	Size:	Qty:	Sides:	Notes:
Door vinyl graphics	20" x 20"	1		

Customer Contact: Full Circle Fitness

Sales Rep: Payal

Design By: Krusha P.

Approval states that contents of this proof are correct and the responsibility of the client



Please review Art for accuracy in:

Dimension • Layout • Spelling • Color

Approval Signature:

Date:

8088 McCormick Blvd., Skokie, IL 60076

• Phone: 847-324-5500

• Fax: 847-324-5502

• www.signarama-skokie.com

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.