



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

March 20, 2025 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. February 20, 2025, Regular Meeting Minutes
4. **New Applications**
 - a. **Case No. 25-05-DR: 24 Green Bay Road - The House Tutoring Lounge:** A Sign Permit to allow installation of the wall and window signs at the storefront of the Subject Property.
 - b. **Case No. 25-06-DR: 754 Elm Street: Hofherr Meat Co.:** Sign Permit to allow replacement of the fabric on the existing awning frame and installation of valance sign with their business name.
 - c. **Case No. 25-03-SU: Hubbard Woods Train Station (1065 Gage Street):** A Certificate of Appropriateness to allow renovation of the existing train depot and construction of a new pedestrian bridge, new accessible ramps, new stairs and elevators to the train platform, and new warming shelters. The Village Council has final jurisdiction on this request. *The applicant is requesting this item be continued to the April 17, 2025, Design Review Board meeting.*
5. **Other Business**
 - a. April 17, 2025, 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
February 20, 2025**

Members Present:

Katie Moor, Chairperson
Fritz Duda
Colin Kennedy
Heather Niehoff
Michael Ritter

Members Absent:

Paul Konstant
Maggie Meiners

Village Staff:

Davorka Kirincic, Building and Code Enforcement Manager

Call to Order & Roll Call:

Chairperson Moor called the meeting to order at 7:01 p.m. Roll call was taken of the Board Members present.

Approval of Minutes:

Chairperson Moor asked if there were any comments or for a motion to approve the January 16, 2025 meeting minutes. A motion to approve the January 16, 2025 meeting minutes was made by Mr. Ritter and seconded by Mr. Duda. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Duda, Moor, Niehoff, Ritter

NAYS: None

New Applications:

a. Case No. 25-03-DR: 904 Green Bay Road - Got?Art Studio: A Sign Permit to allow the installation of new window, door, and wall signs on the Green Bay Road frontage of the Subject Property.

Ms. Kirincic described the sign permit application to allow the installation of a new window, door, and wall signs on the 904 Green Bay Road property frontage and identified the property's location. Mr. Kennedy arrived at the meeting at this time. Ms. Kirincic identified the property's zoning classification in the commercial overlay district. She referred to store front illustrations of temporary signage that would become permanent and complied with the sign code. Ms. Kirincic noted one window sign element (question mark symbol) exceeded the permitted size by 1 inch, which could not be approved administratively and needed DRB approval. She then described the proposed wall sign, which met the standards of the Sign Code and was aligned with the door. Ms. Kirincic explained the applicant's street sign exposure compliance. She then asked if there were any questions.

Ms. Niehoff commented that the wall sign appeared larger than that allowed by sign code requirements. Ms. Kirincic confirmed that the sign's area is less than the maximum allowed 70 square feet and stated that the Sign Code does not have height limitations for the wall sign. Ms. Niehoff suggested that the door hours and QR code be relocated. Ms. Kirincic explained that either the Sign Code or the Design Guideline have no limitations on placement of the sign on the door window. Chairperson Moor confirmed she was okay with the door window sign. Mr. Duda also stated he is fine with the request. Mr. Piotr Antonow, applicant at 904 Green Bay Road, further explained the request to the Board, noting that several nearby businesses have similar signage. Chairperson Moor and Mr. Ritter agreed with Ms. Niehoff's comments and stated they would approve the request if it complies with the Sign Code. No additional comments were made at this time.

Chairperson Moor asked for a motion to approve the request with a recommendation for the sign to be made smaller. Mr. Duda moved to approve the request as presented. Mr. Kennedy seconded the motion. A vote was taken and the motion, 4 to 1:

AYES: Duda, Kennedy, Moor, Ritter

NAYS: Niehoff

1 **b. Case No. 25-04-DR: 553 Lincoln Avenue - Framebridge: An Awning Permit to replace the fabric on the**
2 **two existing awning frames and install a valance sign with business name on each awning.**

3 Ms. Kirincic identified the property's location and zoning classification in the commercial overlay district, as well as
4 the building's tenants. She referred to storefront illustrations, noting that the applicant would like to replace the
5 fabric on two existing awning frames and install valance signs on both. Ms. Kirincic noted that the existing awning
6 frames were approved for the whole building back in 2017 and asked if there were any questions.

7
8 Mr. Duda asked why the request could not receive administrative approval, which Ms. Kirincic explained to the
9 Board that staff can administratively approve only the compliance window signs, not awnings or any other signs.

10
11 Chairperson Moor asked for a motion to approve the request as presented. Ms. Niehoff moved to approve the
12 request. Mr. Duda seconded the motion. A vote was taken and the motion unanimously passed, 5 to 0:

13 AYES: Duda, Kennedy, Moor, Niehoff, Ritter

14 NAYS: None

15
16 **Other Business.**

17 a. March 20, 2025 Meeting – Quorum Check.

18 The Board Members discussed their availability.

19
20 **Adjournment:**

21 Chairperson Moor asked for a motion to adjourn. A motion to adjourn was made by Mr. Kennedy and seconded by
22 Mr. Duda. A vote was taken and the motion unanimously passed, 5 to 0:

23 AYES: Duda, Kennedy, Moor, Niehoff, Ritter

24 NAYS: None

25 The meeting was adjourned at 7:20 p.m.

26
27 Respectfully submitted,

28
29 Antionette Johnson
30 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD

FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER

DATE: MARCH 13, 2025

SUBJECT: 24 GREEN BAY ROAD - THE HOUSE TUTORING LOUNGE - WINDOW
AND WALL SIGN PERMIT (CASE NO. 2025-05-DR)

INTRODUCTION

On March 20, 2025, the Design Review Board (DRB) is scheduled to hold a public hearing on an application submitted by *The House Tutoring Lounge* (the "Applicant") as the lessee of the commercial space located at 24 Green Bay Road (the "Subject Property") to allow installation of window and wall signs at 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** on the next page identify the Subject Property. **Figure 3** on the next page shows the current storefront with the temporary signs, which will all be removed upon approval of the proposed signage.

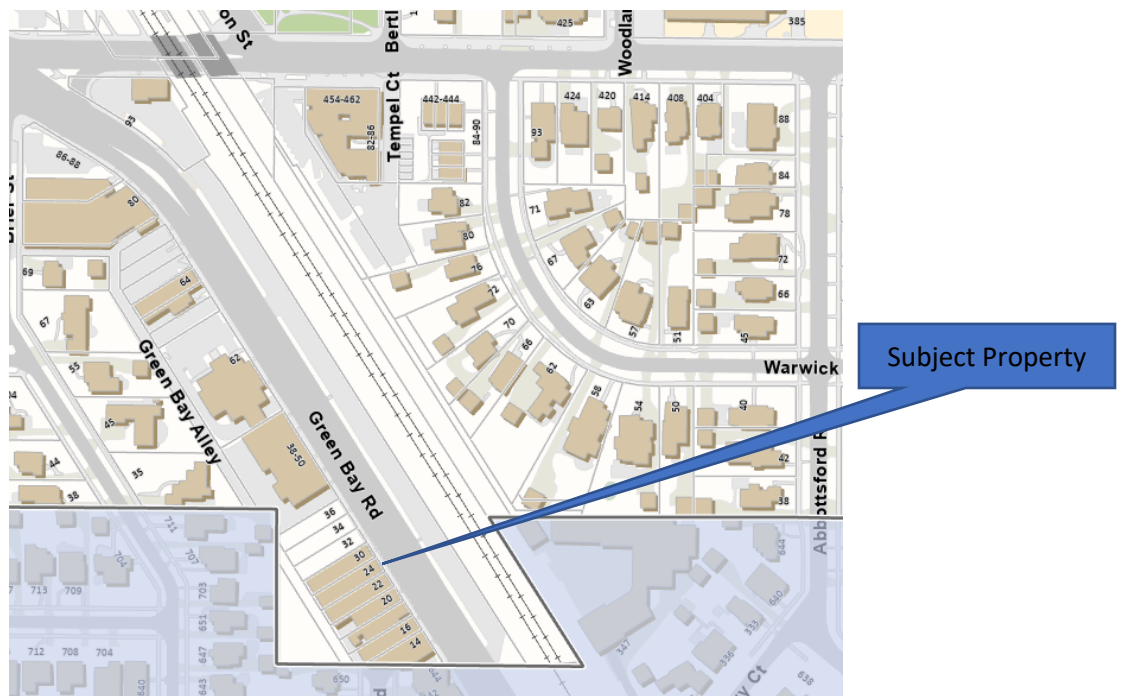


Figure 1 – Location Map – Subject Property – 24 Green Bay Road



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



Figure 3 – Subject Property – Building View/Green Bay Road Elevation

CURRENT REQUEST

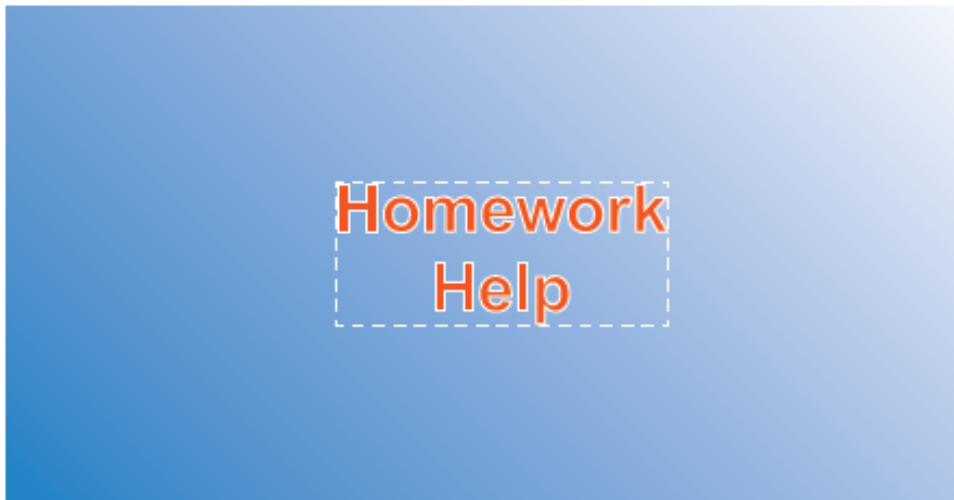
The Applicant is seeking approval for a window and wall signs to promote their business. Proposed window and wall signs will feature a name, description of services and logo, as shown in the illustrations below:

Window Sign /Left from Main Entrance:

- Individual text die-cut decals in orange color with white border;
- Maximum 4.69 inches tall text stating “Homework Help”;
- Text located in the lower two-thirds portion of the window height;
- Sign area of the text is 3.13 square feet; and
- Sign and logo occupy 9.67% of the window area.

Window Signs /Right from Main Entrance:

- Individual text die-cut decals in orange color with white border;
- Text maximum 4.69 inches height;
- Located in the lower two thirds portion of the window height;
- Left window text stating “Test Prep” with sign area of 1.40 square feet;
- Right window text stating “Academic Tutoring” with sign area of 2.95 square feet;
- “Test Prep” sign occupies 4.42% of the window glass area; and
- “Academic Tutoring” sign occupies 9.31% of the window glass area.



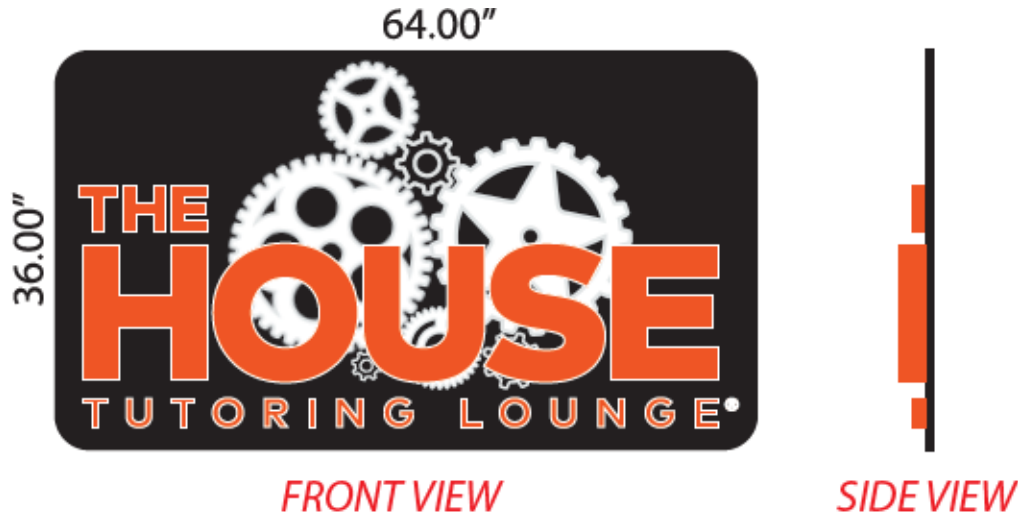
Window Left from Main Entrance



Signs on Windows Right from Main Entrance

Wall Sign:

- 6 mm Dibond, Printed Vinyl in black color, attached parallel to the surface of the wall;
- The business name text is Painted Acrylic/ Dimensional Lettering as follows: "THE" is .50" thick and 4.23" high; "HOUSE" is 1" thick and 12.39" high and "TUTORING LOUNGE" is .50 thick and 2.63" high;
- All text is orange color with white borders:
- The gear is printed in white on the black background
- Non-illuminated sign;
- Sign is 15.99 square feet in area; and
- Bottoms of sign located 9.33 feet above grade.



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

SIGN CODE ANALYSIS

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

Window Signs

Window signs meet the following standards can be administratively approved by staff (When the proposed signs do not comply with these standards it is noted in bold text):

- Limited to 10% or less of the single windowpane ;
- Limited letters and logos no taller than 8", except one logo, and the first letter of each word may be up to no taller than 24" and except store hours and contact information shall be limited to 2" in height;
- Height of the sign to not exceed 1/3 of the height of the glass area and 90% of the glass width;
- Decal window signs shall be die-cut and limited to individual letters and logos;
- Limited to two colors;
- Without reflective materials;
- No window sign should be illuminated;
- Located in the lower two-thirds of the window opening;
- Shall not extend over or through architectural features/window muntin;
- 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 window signs meet all the above standards for window signs.

Wall sign standards

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

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

Signage Street Exposure

Area	Square Foot	Percentage
Green Bay Road Street Exposure	698.33	-
Max Allowed per Sign Code (15% of the Street Exposure)	104.75	15%
All Proposed Signs counted toward Street Exposure	33.14	4.75%

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

ATTACHMENTS

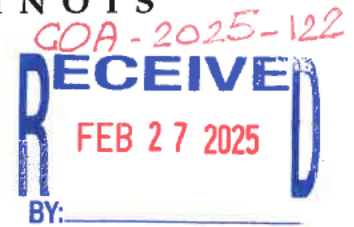
Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business The House Tutoring Lounge		Primary contact name Gil Gibori		Phone No. [REDACTED]
Project Address 24 Green Bay Rd				
City Winnetka	State IL	Zip Code 60093	Email gil@the.house.com	

Sign Company

Name of Sign Company Fastsigns of Skokie		Primary contact name Kim Hackl		Phone No. 8474233456
Street Address 3437 Dempster St				
City Skokie	State IL	Zip Code 60076	Email kim.hackl@fastsigns.com	

Property Owner

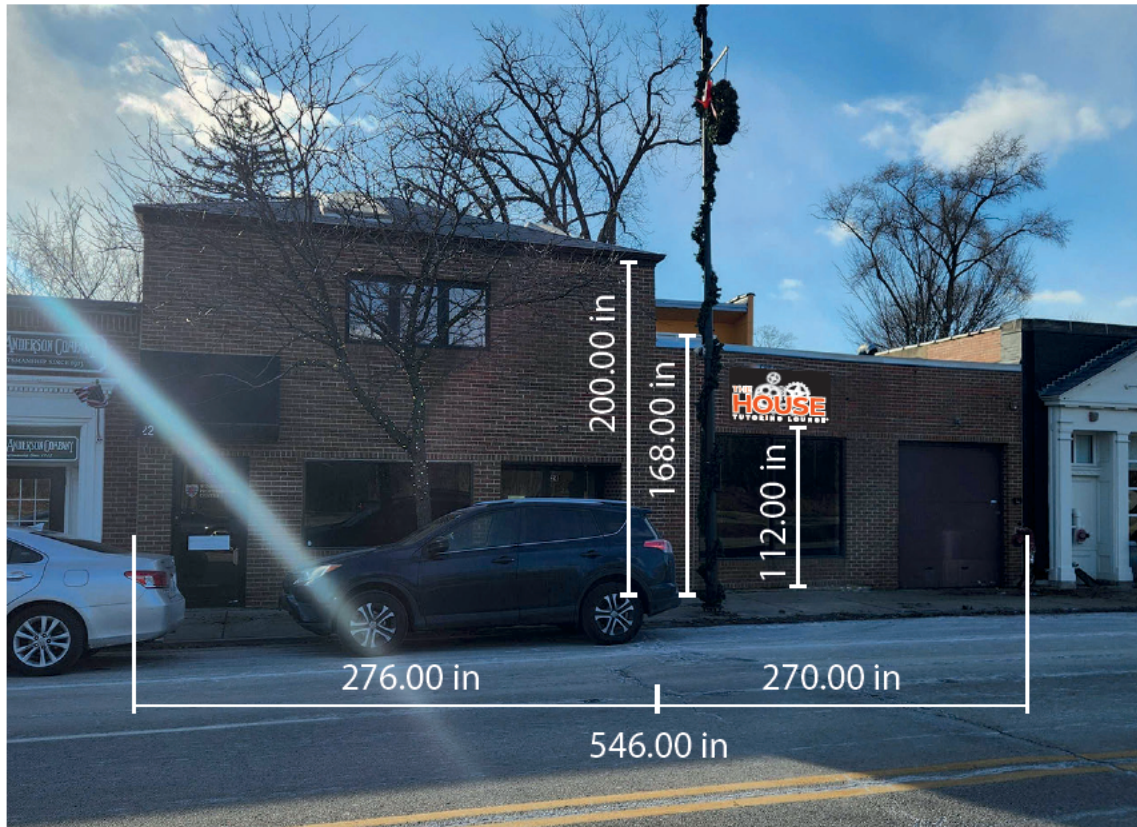
Name of Company Red Sky Capital- MAST PARTNERS LLC		Primary contact name Elizabeth Bombicino		Phone No. [REDACTED]
Street Address: 1001 GREEN BAY RD, STE 174				
City Winnetka	State IL	Zip Code 60091	Email ebombicino@redskycapital.com	

Sign type(s): ☒ window graphics ☒ wall-mounted sign ☐ ground-mounted sign
(check all that apply) ☐ projecting sign ☐ other _____

Additional description of sign type and materials (1) 40x36 Max Metal Sign with printed vinyl graphics and dimensional acrylic lettering
+ (3) sets of cut vinyl window graphics

OFFICE USE ONLY

SIGN FEE: \$80 NON-ILLUMINATED PER SIGN TYPE	\$ <u>160</u>
\$195 ILLUMINATED SIGN	\$ _____
STAFF REVIEW FEE: \$70 ☐ WAIVE FEE	\$ <u>70</u>
TOTAL PERMIT FEE	\$ <u>230</u>
CONDITIONS OF APPROVAL: _____	

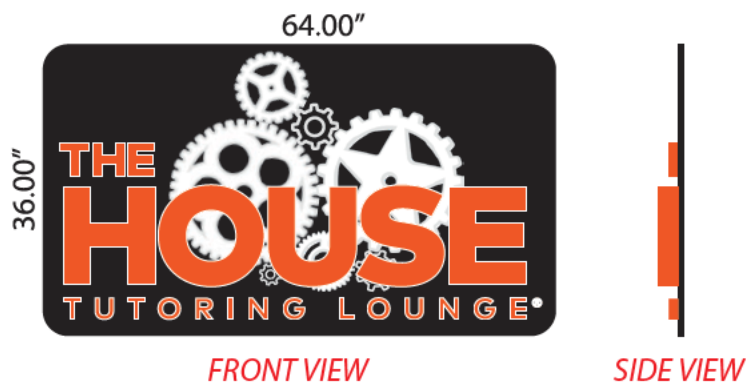


OVERALL FRONTAGE

276 in x 200 in sq/in = 383.33 sq/ft (part 1)

270 in x 168 in sq/in = 315.00 sq/ft (part 2)

698.33 sq/ft x 10% = **69.83 sq/ft Allowed Graphics**



BACKER PANEL: 6MM

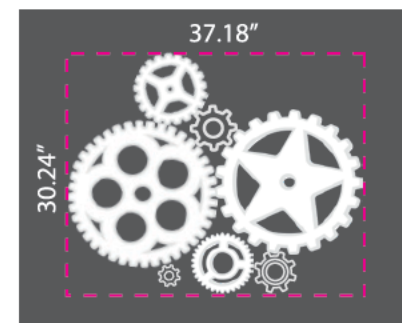
THE: .50" thick, painted acrylic

HOUSE: 1" thick, painted acrylic

TUTORING LOUNGE: .50" thick, painted acrylic

GEARS: Printed

T 4.23"
H 12.39"
T 2.63"



SIGN

64.00 in x 36.00 in = 15.99sq/ft

SIGN MATERIAL

6MM Dibond, Printed Vinyl,
Painted Acrylic/Dimensional Lettering

SIGN MOUNTING

(8) Tapcon Amchors + Adhesive Caulk



Homework
Help

WINDOW

95"x49"

4655 sq/in = 32.33 sq/ft
32.33 x 10% = 3.23 sq/ft Allowed

GRAPHIC

32.61"x13.84"

451.32 sq/in = 3.13 sq/ft

4.69 in
Test
Prep

WINDOW

57"x80"

4560 sq/in = 31.67 sq/ft
31.67 x 10% = 3.17 sq/ft Allowed

GRAPHIC

14.16"x14.25"

201.78 sq/in = 1.40 sq/ft

Academic
Tutoring

WINDOW

57"x80"

4560 sq/in = 31.67 sq/ft
31.67 x 10% = 3.17 sq/ft Allowed

GRAPHIC

30.47"x13.92"

424.14 sq/in = 2.95 sq/ft

FASTSIGNS | SKOKIE

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: FEBRUARY 13, 2025
SUBJECT: 754 ELM STREET - HOFHERR MEAT CO. - AWNING SIGN PERMIT
(CASE NO. 25-06-DR)

INTRODUCTION

On March 20, 2025, the Design Review Board (DRB) is scheduled to consider an application submitted by *Hofherr Meat Co. (the "Applicant")* as the current tenant subleasing space at the Elm Street Train Station at 754 Green Bay Road (the "Subject Property") from the Village of Winnetka who is leases the space from the Union Pacific Railroad. The Applicant requests approval to allow the replacement of the fabric on the existing awning frame and installation of a valance sign with their business name.

PROPERTY DESCRIPTION

The Subject Property is located on the east of Green Bay Road between Elm and Oak Streets in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is not in the Commercial Overlay District. Tenants of the building include the Applicant's business (previously the *Café Fleurette* space) in addition to the *North Shore Boards pop-up*. **Figure 1** below and **Figure 2** on the following page identify the Subject Property. **Figure 3** shows the Applicant's storefront currently having a valance sign with the previous business name, which will be removed upon approval of the proposed awning material and valance sign.

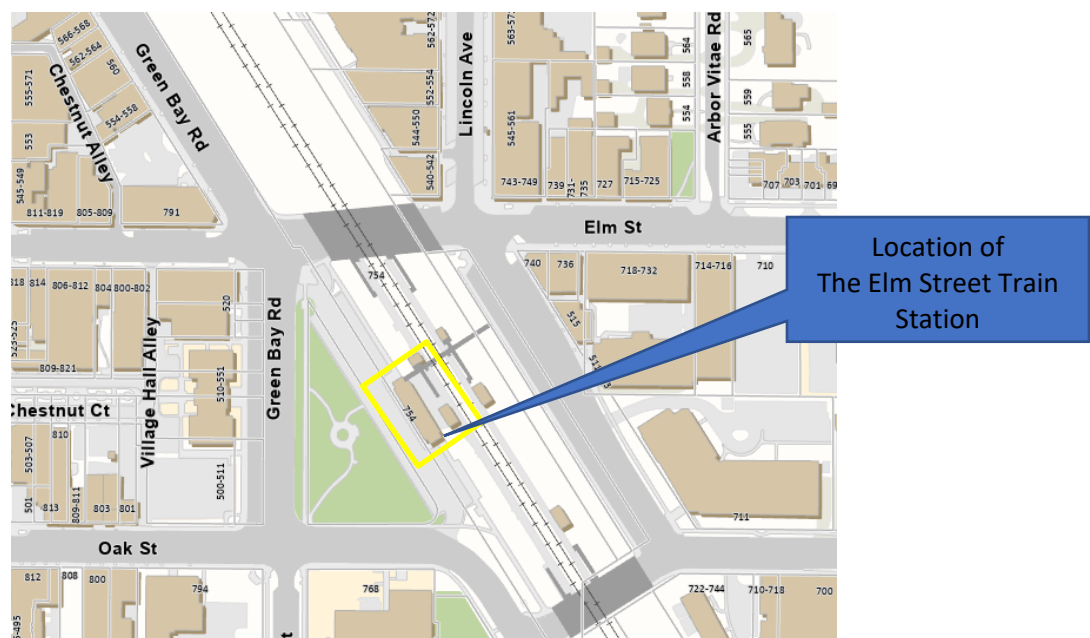


Figure 1 – Location of the Subject Property



Figure 2 – Subject Property
View of the Entire Building of the Elm Train Station Located at 754 Elm Street



Figure 3 – Subject Property
Current View of Subject Property's Storefront with Previous Business Awning Sign

PREVIOUS APPROVALS

The existing awning frame at the Subject Property was initially approved for Zengler Cleaners on June 20, 2002, by DRB.

CURRENT REQUEST

The Applicant is seeking approval to recover the existing awning frame with new fabric and install a valance sign to identify and promote their new business at the Subject Property. Awning valance sign will feature a name for their business, as shown in the illustrations below:

Proposed Awning Recovery and New Valance Sign:

- Recovering of existing awning frame with a new canvas in the Sunbrella Acrylic Jockey Red fabric material with an open bottom;

The existing awning frame dimensions are 52 inches in length and 60 inches in height, a 58-inch projection from the building wall, and 7.42 feet above the existing natural grade. The awning frame is not conforming

but is existing and previously approved.

- Awning sign of 6-inch height white text that provides the name of the Applicant's business; and
- Awning sign area is 1.04 square feet, with the *Hofherr Meat Co.* name.



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 awning signs in commercial districts.

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.

DESIGN GUIDELINES ANALYSIS

When reviewing the design of any signs, the Board is to consider the following standards and criteria of Section 15.60.150(F) of the Sign Code.

- F. Standards and Criteria for Issuance. The following factors and characteristics relating to the safety and appearance of signage shall govern the Board's evaluation of design submittals:*
- 1. The sign area shall be in proportion and scale to the building or to other buildings or signs in the surrounding area;*
 - 2. A signage package for a business establishment that includes a number of signs and graphics shall have an overall plan that demonstrates the compatibility of the design and colors of all the signs that are part of that package;*

3. *The amount of text and graphics contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;*
4. *Signs and graphics shall have a harmonious relationship with nearby signs, buildings, and the neighborhood and shall be designed not adversely to affect adjacent structures. In this respect, the sign shall relate to its building, structure, and neighborhood in terms of size, shape, material, color, texture, lettering, location, arrangement, lighting, and the like;*
5. *Colors shall be used with restraint; excessive brightness shall be avoided; and*
6. *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

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

SUMMARY

The Applicant requests that the DRB find the proposed recovery of the existing awning frame with new fabric, install a sign on the awning valance as appropriate and compatible with the Design Guidelines, and approve the application as proposed. Should the DRB find the proposed improvements appropriate, the Applicant would first need to receive the approved sign permit from the Community Development Department prior to recovery of the existing awning frame and installing the valance sign.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION



Tenant/Lessee

Name of Business Hofner Meat Co Depot		Primary contact name Anelle Hofner		Phone No. [REDACTED]
Street Address 300 Hagg Rd / 754 Elm - Winnetka				
City Northfield	State IL	Zip Code 60093	Email Anelle@hofnermeatco.com	

Awning Company

Name of Awning Company IC Signs		Primary contact name Cory Hock		Phone No. 708-669-7777
Street Address 417 Shendan Rd.				
City Highwood	State IL	Zip Code 60040	Email Cory@icsignsinc.com	

Property Owner

Name of Company Village of Winnetka		Primary contact name Liz Dechant		Phone No.
Street Address: 510 GBR				
City WINNETKA	State IL	Zip Code 60093	Email	

AWNING:

☐ retractable
☐ new awning

or

☐ rigid
☒ recovering of existing frame

or

Fabric type and color (attach samples)

Fabric Sunbrella Acrylic Jockey Red, White text

Dimensions: Length _____, Height _____, Projection from Building Face _____, Clearance from sidewalk _____

AWNING VALANCE SIGN COPY/LOGO: Height 62 inches, Length 56 inches

Description of sign material, method of application, and color: _____

OFFICE USE ONLY:

AWNING PERMIT FEE: \$90 EACH

NUMBER OF AWNINGS 1

\$ 90.00

STAFF REVIEW FEE: \$70

☐ WAIVE REVIEW FEE

\$ 70.00

TOTAL PERMIT FEE:

\$ 160.00

CONDITIONS OF APPROVAL: _____

Client Signature

Client Print Name

Date

☐ Artwork is APPROVED
Proceed with order

☐ Make Changes
& send NEW Proof

☐ Make Changes
& Proceed with order

- AWNING REWRAP
- 60" DEEP
- 6" LETTERS
- WHITE LETTERS
- JOCKEY RED AWNING



60"

HOFHERR MEAT CO.

12" VALANCE

53"



Client is the last person to review the final details of this job per specifications provided on this proof. By providing your signature, printed name & date & checking the appropriate w/ Check Marking Your Choice above. You are responsible for any additional costs for errors missed on this job.

IMPORTANT! PLEASE READ: OUR PROOF & PRODUCTION POLICY
At IC Signs, we take pride in precision - but the final examination for accuracy is your responsibility. Before giving approval, please examine all proofs carefully for the accuracy of information presented, including spelling, punctuation, numbers, graphics, colors, sizes and general layout. Our normal production cycle will begin from the date approval is received.
We cannot accept changes or approvals verbally.
IF YOUR JOB IS A RUSH TURNAROUND OR NEEDED ON A SPECIFIC DATE OR TIME, IT IS CLIENT'S RESPONSIBILITY TO LET OUR STAFF KNOW PRIOR TO ORDER APPROVAL OF YOUR ORDER. RUSH FEES WILL APPLY FOR LESS THAN 72 HR TURNAROUND TIME. NOT ALL JOBS CAN BE RUSHED.

COLORS DEPICTED ON THIS PROOF ARE PRINTED SIMULATIONS TO ASSIST IN VISUALIZING THE DESIGN. THEY MAY NOT ACCURATELY REFLECT THE ACTUAL COLOR SPECIFIED. ALL SCREENS SHOW COLORS IN VARIOUS WAYS. COLORS APPEARING ARE COLOR CALIBRATED FOR DESIGN PROCESSES.
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Location:	Winnetka		
Date:	3/12/25	Manufacturer:	IC Signs & Graphics Inc.
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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

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.