



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

July 17, 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. June 19, 2025, Regular Meeting Minutes
4. **Continued Applications**
 - a. **Case No. 25-11-DR: Baird & Warner (594 Green Bay Road)**: An amended Sign Permit to allow replacement of the existing wall sign, recovering of existing awning frames, and awning signs for Baird & Warner's new brand identity. *This item was continued from the June 19, 2025, Design Review Board Meeting.*
5. **Other Business**
 - a. August 21, 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).

1 **Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes**
2 **June 19, 2025**

3
4 **Members Present:**

Katie Moor, Chairperson
Chris Baggett
Wesley Barker
Fritz Duda
Colin Kennedy
Michael Ritter

10
11 **Members Absent:**

Heather Niehoff

12
13 **Village Staff:**

Scott Mangum, Director of Community Development
Ann Klaassen, Assistant Director of Community
Development
Davorka Kirincic, Building and Code Enforcement
Manager

18
19 **Call to Order & Roll Call:**

20 Chairperson Moor called the meeting to order at 7:02 p.m. Roll call was taken of the Board Members
21 present.

22
23 Bob Dearborn, Village President, thanked the Board for the important and valuable service they provide
24 to the community. He explained that Mr. Ritter would be leaving the DRB to become a member of the
25 ZBA, and Peter Evanich would be joining the DRB as a new member in July.

26
27 **Approval of Minutes:**

28 Chairperson Moor asked if there were any comments or corrections or for a motion to approve the May
29 15, 2025, meeting minutes. A motion to approve the May 15, 2025, meeting minutes was made by Mr.
30 Ritter and seconded by Mr. Kennedy. A vote was taken and the motion unanimously passed, 6 to 0:
31 AYES: Baggett, Barker, Duda, Kennedy, Moor, Ritter
32 NAYS: None

33
34 **Continued Applications:**

35 a. **Case No. 25-03-SU: Hubbard Woods Train Station (1065 Gage Street): Certificate of**
36 **Appropriateness to allow renovation of the existing train depot and train platform, and construction of**
37 **a new pedestrian bridge, new accessible ramps, new stairs and elevators to the train platform and new**
38 **warming shelters. The Village Council has final jurisdiction on this request. This item was continued**
39 **from the April 17 and May 15, 2025, Design Review Board meetings.**

40 Ms. Klaassen summarized the application's consideration with the Board over various meetings in detail.
41 She noted that In response to the comments at the May meeting, the Applicant submitted renderings
42 representing three options for an amended design of the proposed elevator towers and requested staff
43 distribute the options to the DRB in advance the meeting this evening in hopes of receiving individual
44 comments from Board members so the Applicant could be better prepared for the meeting. For those
45 members who provided feedback, including former Member Konstant, Option 3 was the preferred option.
46 Ms. Klaassen stated that the Applicant also requested to meet with members in compliance with the Open
47 Meetings Act to explain the details of the options, since the materials consisted of renderings, not plans,
48 so many of the details are not clear. She then explained that on June 5, Chair Moor and Member Niehoff

1 met with the Applicant and staff to provide their individual comments on the amended designs and to
2 hear the Applicant's explanation of the design details. Ms. Klaassen then provided a detailed summary
3 of the Plan Commission's and the ZBA's consideration of the special use permit application for the
4 proposed improvements. She then read Ms. Niehoff's comments into the record in support of design
5 Option 3 for the proposed elevator towers. She stated following the applicant's presentation, public
6 comment, and Board deliberation, a Board Member may wish to make a motion to recommend approval
7 or denial of the request with draft language included on page nos. 9 and 10 of the packet. She then asked
8 if there were any questions. A question was raised relating to detail and setback in the brick work which
9 Ms. Klaassen indicated the applicant is better suited to respond to.

10
11 Chairperson Moor swore in those speaking to this matter. Patricia Davidson, TYLin International, project
12 engineer, Glen Peters, Metra Senior Director of Capital Projects, Roya Basirirad, Metra Project Manager,
13 Christopher Meyers, Metra Senior Historic Preservations Specialist, David Steel, architect with GFT
14 Architects, introduced themselves to the Board.

15
16 Chairperson Moor described the June 5, 2025, pre-meeting as helpful and asked the applicant to identify
17 the differences between Option 3 and the alternative Option 3. Mr. Myers informed the Board that the
18 difference between both options is a banding element which he identified for the Board, one of which is
19 flush with the brick and the other with banding which stepped out. No additional questions were raised
20 at this time.

21
22 Chairperson Moor asked for public comment. No comments were made at this time. She then called the
23 matter in for discussion.

24
25 Mr. Ritter agreed Option 3 is the best and described both Option 3 and the alternative Option 3 as good
26 looking. Mr. Duda thanked the applicant for their effort and stated he would be in support of both Option
27 3 and alternative Option 3. Chairperson Moor agreed with the comments made and referred to the
28 shadow line which provided more interest. She concluded she would be in favor of the alternate Option
29 3.

30
31 Chairperson Moor then referred to page nos. 9 and 10 and asked for a motion. A motion was made by Mr.
32 Ritter to recommend approval of a Certificate of Appropriateness for the design of the proposed
33 renovation and site improvements to the existing Metra Hubbard Woods train station subject to the
34 condition that Option 3 alternate be used for the towers. Mr. Duda seconded the motion. A vote was
35 taken and the motion unanimously passed, 6 to 0:

36 AYES: Baggett, Barker, Duda, Kennedy, Moor, Ritter
37 NAYS: None

38
39 **New Applications:**

40 a. **Case No. 25-09-DR: Green Bay Trail Near Ash Street Entrance - Village of Winnetka: Certificate**
41 **of Appropriateness to allow the installation of an educational sign for the new Native Garden on the**
42 **Green Bay Trail near the Ash Street entrance.**

43 Chairperson Moor noted Mr. Duda recused himself from the remainder of the meeting. Ms. Kirincic
44 identified the property's location and zoning classification and summarized the application requested by
45 the applicant. She then referred to an illustration which identified the proposed sign's location. Ms.
46 Kirincic also referred to illustrations of the proposed sign and its measurements as well as the Board's role
47 in considering the Certificate of Appropriateness. She then asked if there were any questions.
48

1 Chairperson Moor asked if it is the same as other educational signs on the trail. Ms. Kirincic responded
2 the applicant confirmed that is correct. No additional questions were raised at this time.

3
4 Chairperson Moor then asked for a motion. A motion was made by Mr. Ritter to issue a Certificate of
5 Appropriateness for the application as presented. Mr. Barker and Mr. Baggett seconded the motion. A
6 vote was taken and the motion unanimously passed, 5-0.

7 AYES: Baggett, Barker, Kennedy, Moor, Ritter

8 NAYS: None

9
10 b. **Case No. 25-10-DR: 540 Hibbard Road - Winnetka Park District: Certificate of Appropriateness**
11 **to allow the installation of an electronic ballfield scoreboard with custom text for Youth Sports Skokie**
12 **Playfield, Field #1 (East Field).**

13 Ms. Kirincic identified the property's location and zoning classification and identified the proposed
14 location of the electronic scoreboard as well as an aerial map and setbacks to the proposed scoreboard.
15 She then described the proposed sign's colors, text, size and mounting method. Ms. Kirincic noted no
16 additional lighting is being proposed. She identified the Board's role in considering the Certificate of
17 Appropriateness and asked if there were any questions.

18
19 Chairperson Moor asked if the total sign height is 20 feet and if it included the Skokie playfield letterhead.
20 Ms. Kirincic confirmed that is correct. Mr. Kennedy asked if the proposed location is not contained within
21 the playfield and for the dimensions of scoreboards at other playfields. From the audience, the applicant
22 indicated that the proposed sign would be the same size as the existing scoreboards on the other
23 playfields. Mr. Baggett asked if the roofline would be the same as the new scoreboard.

24
25 Chairperson Moor asked for the applicant to respond to the Board's questions.

26
27 Costa Kutulus, Winnetka Park District Director of Parks and Maintenance and Lauren Laidley, a Winnetka
28 resident who planned to donate the scoreboard, introduced themselves to the Board. Mr. Kutulus
29 referred to a PowerPoint presentation and described the request for the sign's installation to the Board.

30
31 Lauren Laidley stated she and her husband moved to the Village in 2019 and described her husband,
32 Luke's, coaching background and his untimely death and the support the family received from the Village.
33 She stated donating the scoreboard would allow them to give back to the Village and described her work
34 with the Park District to bring the project to life.

35
36 Mr. Kutulus described the proposed sign's dimensions, color and location and referred to a proposed
37 rendering. He also described how it would be installed as well as the surrounding views of the property.
38 Mr. Kutulus stated the proposed sign would be done by the same manufacturer as that as Duke Child's
39 Fields and would have the same design. He then referred to the standards and stated the project met the
40 standards. Mr. Kutulus then asked for the Board's approval and if there were any questions.

41
42 Chairperson Moor questioned whether the scoreboard would be the same height as nearby scoreboards.
43 Mr. Kutulus confirmed that is correct.

44
45 Chairperson Moor then asked for a motion to approve the request. A motion to issue a Certificate of
46 Appropriateness for the request as presented was made by Mr. Baggett and seconded by Mr. Kennedy. A
47 vote was taken and the motion unanimously passed, 5 to 0:

48 AYES: Baggett, Barker, Kennedy, Moor, Ritter

1 NAYS: None

2
3 c. **Case No. 25-11-DR: 594 Green Bay Road - Baird & Warner: Sign Permit to allow replacement of**
4 **the wall sign, fabric on an existing awning frame and awning sign which would reflect Baird & Warner's**
5 **new brand identity.**

6 Ms. Kirincic identified the location of the existing awnings to be replaced and summarized the request for
7 the Board. She then identified the differences from the signs approved in 2023 and referred to illustrations
8 of the proposed awnings. Ms. Kirincic also identified the existing wall sign including the logo which was
9 approved in 2023 as well as an illustration of the proposed wall sign and identified the differences
10 between them. She described the differences in the sign's size which complied with code requirements.
11 Ms. Kirincic then identified the Design Guidelines recommendations and wall sign standards and
12 limitations. She asked if there were any questions. No questions were raised at this time.

13
14 Chairperson Moor asked for the applicant's presentation. Brian Shipkin of H.M. Witt & Co. Signs
15 introduced himself to the Board. Chairperson Moor described the sign color and awning not being the
16 same as a negative and questioned the reasoning. Mr. Shipkin responded the deep teal blue and white
17 and yellow colors as being related to the applicant's brand and would be done at their other locations. He
18 stated the applicant considered moving from black awnings to blue but could not find a suitable and
19 available Sunbrella blue color. Mr. Kennedy asked for a material sample of the color. Mr. Shipkin
20 responded he did not have it. Mr. Ritter stated the color is unusual enough that the awnings should remain
21 black and that he did not prefer the sign's color but in the past the Board has approved colors that are
22 representative of the business's brand. Mr. Shipkin referred to the applicant's passion with regard to the
23 blue color. Mr. Kennedy stated he is concerned with the opposing colors and lack of samples for the sign
24 being available. Mr. Shipkin responded he could provide a sample to the Board.

25
26 Chairperson Moor asked for a motion to continue the matter to the next meeting. A motion was made by
27 Mr. Kennedy to continue the matter to the July 17, 2025 meeting for the Board to review a color sample.
28 Mr. Ritter seconded the motion. A vote was taken and the motion unanimously passed, 5 to 0:

29 AYES: Baggett, Barker, Kennedy, Moor, Ritter

30 NAYS: None

31
32 d. **Case No. 25-12-DR: 515 Lincoln Avenue - Winnetka Music Festival: Variation to allow a 100-**
33 **square-foot temporary event banner to be installed on the One Winnetka Development Project**
34 **construction fence and to allow the banner to remain up to 60 days after the event. The applicant has**
35 **withdrawn this application. The Design Review Board will not be taking action on this.**

36 Chairperson Moor noted the application was withdrawn by the applicant.

37
38 **Other Business.**

39 a. **July 17, 2025, Meeting – Quorum Check.**

40 The Board Members discussed their availability.

41
42 **Adjournment:**

43 Chairperson Moor asked for a motion to adjourn. A motion to adjourn was made by Mr. Barker and
44 seconded by Mr. Baggett. A vote was taken and the motion unanimously passed, 5 to 0:

45 AYES: Baggett, Barker, Kennedy, Moor, Ritter

46 NAYS: None

47 The meeting was adjourned at 7:51 p.m.

1 Respectfully submitted,
2
3 Antionette Johnson
4 Recording Secretary
5

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: ANN KLAASSEN, ASSISTANT DIRECTOR
DATE: JULY 10, 2025
SUBJECT: BAIRD & WARNER - 594 GREEN BAY ROAD - AWNING & SIGN PERMITS (AMENDED CASE NO. 25-11-DR)

INTRODUCTION

On July 17, 2025, the Design Review Board (DRB) is scheduled to consider an amended sign permit application and an awning permit submitted by Baird & Warner (the “Applicant”) as the current lessee of the commercial space located at 594 Green Bay Road (the “Subject Property”), to allow replacement of the existing wall sign, recovering of existing awning frames, and awning signs.

JUNE 19, 2025, DRB MEETING

The DRB first considered the Applicant’s request to update its existing signage to reflect its new branding on June 19, 2025. The existing wall sign and awnings that would be replaced are identified below in Figure 1. The staff report for the June meeting can be found in **Attachment B2**.

After hearing from staff and the Applicant, the DRB discussed the proposed improvements. Board members were in support of recovering the existing awning frames with a new Sunbrella fabric in black, along with the proposed awning signs consisting of the text “BAIRD & WARNER” in white. However, Board members expressed concern that the proposed blue wall sign would not match the new black awnings. Some members also expressed concern with the proposed custom blue color of the wall sign. Ultimately, by a vote of 5-0, the Board continued the item to the July 17 meeting and requested that a color sample of the proposed custom blue sign be provided. A copy of the June 19 meeting minutes is included in the July 17 agenda packet for the DRB’s approval.



Figure 1 – Subject Property – Existing Wall Sign & Awnings

AMENED PROPOSED PLAN

In response to the comments at the June 19 DRB meeting, the Applicant has submitted an amended sign permit application (**Attachment A2**). The proposed awnings remain the same as originally presented at the June meeting with white text on black awnings. The proposed changes are to the wall sign only and include the following:

- Wall sign background in standard black, rather than the custom blue; and
- Color of text on wall sign in standard white, rather than the originally proposed standard white and custom yellow.

The images below and on the following page compare the wall sign considered at the June DRB meeting with the current amended plan (Figures 2 through 5).



Figure 2 – Proposed Wall Sign (June 19 Meeting)



Figure 3 – Amended Wall Sign



Figure 4 – Rendering of Proposed Wall Sign (June 19 Meeting)



Figure 5 – Amended Rendering of Proposed Wall Sign



Figure 6 – Amended Rendering of Proposed Wall Sign & Awnings

CERTIFICATE OF APPROPRIATENESS

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.*

DESIGN GUIDELINES

The June staff report included an excerpt of the Village's Design Guidelines relevant to the proposed signage (**Attachment B2**).

FINDINGS

The Applicant requests that the DRB find the proposed wall sign, awning fabric replacement, and awning valance signs meet the standards and criteria of Section 15.60.150(F) of the Sign Code, as well as appropriate and compatible with the Design Guidelines, and approve the amended application as proposed. Should the DRB find the proposed improvement appropriate, the Applicant would first need to

receive the approved sign and awning permits from the Community Development Department prior to installation of the new awnings and signage.

ATTACHMENTS

Attachment A2: Amended Sign Permit Application

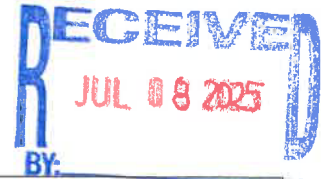
Attachment B2: June 19, 2025, DRB Meeting Staff Report

ATTACHMENT A2

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business Baird & Warner		Primary contact name Peter Papakyriacou		Phone No. 312.388.2525
Project Address 594 Green Bay Road				
City Winnetka	State IL	Zip Code 60093	Email peter.papakyriacou@bairdwarner.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 Moth-Meyer, Inc.		Primary contact name Bob Humphrey		Phone No. [REDACTED]
Street Address: P.O. Box 491				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

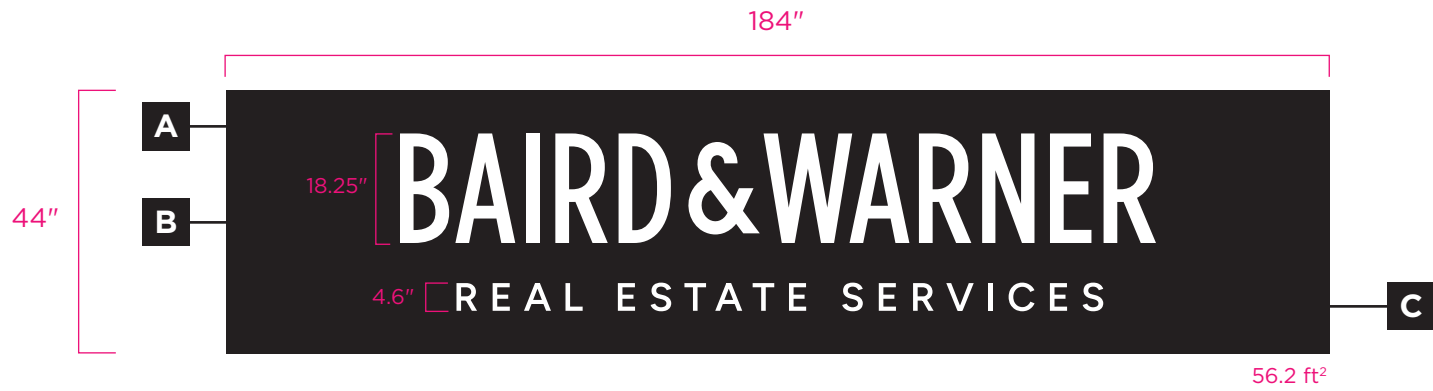
Sign type(s):
(check all that apply)

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

Additional description of sign type and materials Externally illuminated sign cabinet to replace existing. Light fixtures are existing and will remain. New sign is comprised of painted aluminum / acrylic per attached drawings.

OFFICE USE ONLY

SIGN FEE: \$80 NON-ILLUMINATED PER SIGN TYPE	\$ _____
\$195 ILLUMINATED SIGN	\$ _____
STAFF REVIEW FEE: \$70 <input type="checkbox"/> WAIVE FEE	\$ _____
TOTAL PERMIT FEE	\$ _____
CONDITIONS OF APPROVAL: _____	



A 44" (h) X 184" (w) X 1" (deep) non-lit fabricated aluminum pan face. Faces & returns painted standard black. Installed on wall surface with clips, angles and screws as required

B 18.25" (h) X 1" (thick) flat cutout PVC letters, painted standard white. Mechanically attached to pan face

C 4.6" (h) X 1" (thick) flat cutout PVC letters, painted standard white. Mechanically attached to pan face



Existing Conditions



Proposed Conditions

Not to scale; for visual purposes only

Winnetka: 594 Green Bay Road

<p>H.M. WITT & CO. Signs FINE SIGNAGE SINCE 1894</p> <p>3313 West Newport Ave. Chicago, IL 60618 office 773 250 5000 fax 773 250 5100 toll free 1 888 427 0703 web www.hmwoff.com</p>	<p>APPROVED AS IS <input type="radio"/></p> <p>APPROVED W/CHANGES <input type="radio"/></p> <p>REVISE AND RESUBMIT <input type="radio"/></p>	<p>REVISIONS</p>	<p>CLIENT Baird & Warner</p>
	<p>APPROVAL</p>	<p>DATE</p>	<p>DATE 07-08-25</p>
	<p>DATE</p>	<p>SCALE 1/4" = 1'-0"</p>	<p>JOB # BAD25005_A</p>
	<p>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.</p>	<p>DRAWN BY bs</p>	<p>SCALE 1/4" = 1'-0"</p>
	<p>APPROVAL</p>	<p>DATE</p>	<p>DATE 07-08-25</p>

94'-0"



22'-2"

594 Green Bay Road: Existing Elevation

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

		REVISIONS		
APPROVED AS IS	<input type="radio"/>		CLIENT	Baird & Warner
APPROVED W/CHANGES	<input type="radio"/>		DATE	06-04-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB #	BAD25005_Exist Elev
APPROVAL		DRAWN BY	bs
DATE		SCALE	No Scale
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.				

94'-0"



22'-2"

594 Green Bay Road: Proposed Elevation

H.M. WITT & CO.
Signs
 FINE SIGNAGE SINCE 1894

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 office | 773 250 5000 fax | 773 250 5100
 toll free | 1 888 427 0703 web | www.hmwoff.com

		REVISIONS		
APPROVED AS IS	<input type="radio"/>		CLIENT	Baird & Warner
APPROVED W/CHANGES	<input type="radio"/>		DATE	07-08-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB #	BAD25005_Proposed Elev
APPROVAL		DRAWN BY	bs
DATE		SCALE	No Scale
THIS IS AN ORIGINAL DRAWING BY Page 15 of 38 SIGNS AND IS NOT TO BE REPRODUCED WITHOUT PERMISSION OF H.M. WITT & CO. SIGNS.				



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: JUNE 12, 2025
SUBJECT: 594 GREEN BAY ROAD - BAIRD & WARNER - AWNING AND WALL
SIGN REPLACEMENT PERMIT
(CASE NO. 25-11-DR)

INTRODUCTION

On June 19, 2025, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by *Baird & Warner* (the "Applicant") as the current lessee of the commercial space located at 594 Green Bay Road (the "Subject Property"), to allow replacement of the wall sign, fabric on existing awning frames, and awning signs, which would reflect their new brand identity.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Spruce and Pine Streets in the Elm Street Business District. It is zoned C-2 General Retail. The Subject Property contains a two-story building with basic traditional brick and shingle elements, a pitched rooftop, and decorative awnings along the windows. The first-floor commercial space contains the Applicant's real estate office along with *Charles Schwab* and *Golden Needle Cleaners & Tailors*. **Figures 1** below and **Figure 2** on the following page identify existing wall and awning signs at the Subject Property.



Existing awning fabric and proposed awning signs on South/East Elevation-View from Spruce Street



Existing awning fabric and existing awning signs on East Elevation- View from Green Bay Road



Existing awning fabric and existing awning signs on East/North Elevation- View from the parking lot



Figure 2 – Subject Property – Store frontage along the parking lot adjacent to Green Bay Road

PREVIOUS APPROVALS

In November, 2023, the DRB approved the existing Baird & Warner wall and awning signs.

CURRENT REQUEST

The Applicant is seeking approval to replace the wall sign, recover the existing awning frames with new fabric, and change the awning signage that would provide identification for their new branding. The new wall and awning signs will feature a logo and name for their business, as shown in the illustrations below.

Proposed awning recovering and new awning signs:

- Recovering of existing awning frame with a new Sunbrella fabric in black color;
 - Existing awning is 8.0 feet above existing natural grade;
- Each awning sign is a 6-inches high and 41.4-inch long white vinyl at transferred graphics/*Baird & Warner* text, and
- Sign area is 5.6 square feet on each awning.



New awning fabric and proposed awning signs on South/East Elevation-View from Spruce Street



New awning fabric and proposed awning signs on East Elevation-View from Green Bay Road



New awning fabric and proposed awning signs on East/North Elevation- View from the parking lot

Proposed wall sign is:

- 44 inches by 184 inches fabricated aluminum non-lit pan face backer panel;
- The fabricated non-lit aluminum pan face is 44 inches (h) x 184 inches (w) x 1 inch (deep). The faces and returns are painted to match PMS 548C Blue.
- 18-inch (h) X 1-inch (thick) flat cutout PVC letters, painted standard white to match PMS 125C Yellow, are mechanically attached to the pan face.
- 4.6" (h) X 1" (thick) flat cutout PVC letters painted standard white. Mechanically attached to the face.
- 56.72 square feet of sign area.



Braid & Warner – Proposed wall 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 awning and wall 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 descending vertical front skirt only.

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 type of sign (e.g., wall, window, awning, etc.), a sign shall not exceed 15% of the street exposure.

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

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 wall sign, awning fabric replacement, and awning valance 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

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business Baird & Warner		Primary contact name Peter Papakyriacou		Phone No. 312.388.2525
Street Address 594 Green Bay Road				
City Winnetka	State IL	Zip Code 60093	Email peter.papakyriacou@bairdwarner.com	

Awning Company

Name of Awning 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 Moth-Meyer, Inc.		Primary contact name [REDACTED]		Phone No. [REDACTED]
Street Address: [REDACTED]				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

AWNING: retractable or rigid
 new awning or recovering of existing frame

Fabric type and color (attach samples) Sunbrella - Standard Black

Dimensions: Length varic, Height 40", Projection from Building Face 24", Clearance from sidewalk n/a

AWNING VALANCE SIGN COPY/LOGO: Height 6" inches, Length 41" inches

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

OFFICE USE ONLY:

AWNING PERMIT FEE: \$90 EACH	NUMBER OF AWNINGS _____	\$ _____
STAFF REVIEW FEE: \$70	<input type="checkbox"/> WAIVE REVIEW FEE	\$ _____
TOTAL PERMIT FEE:		\$ _____
CONDITIONS OF APPROVAL: _____		

Existing awning frames will be removed and brought to our shop. Frames will be recovered with identical black Sunbrella fabric to match existing. New heat-transferred vinyl logos will be applied as shown.

Existing Conditions:



South / East



594 Green Bay Road: South / East Elevations - RECOVERED AWNING FRAMES

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

APPROVAL		REVISIONS
APPROVED AS IS	<input type="radio"/>	
APPROVED W/CHANGES	<input type="radio"/>	
REVISE AND RESUBMIT	<input type="radio"/>	
APPROVAL	
DATE	

CLIENT	Baird & Warner
DATE	04-10-25
JOB #	BAD25005_B1
DRAWN BY	bs
SCALE	No Scale

Existing awning frames will be removed and brought to our shop. Frames will be recovered with identical black Sunbrella fabric to match existing. New heat-transferred vinyl logos will be applied as shown.

Proposed Conditions:

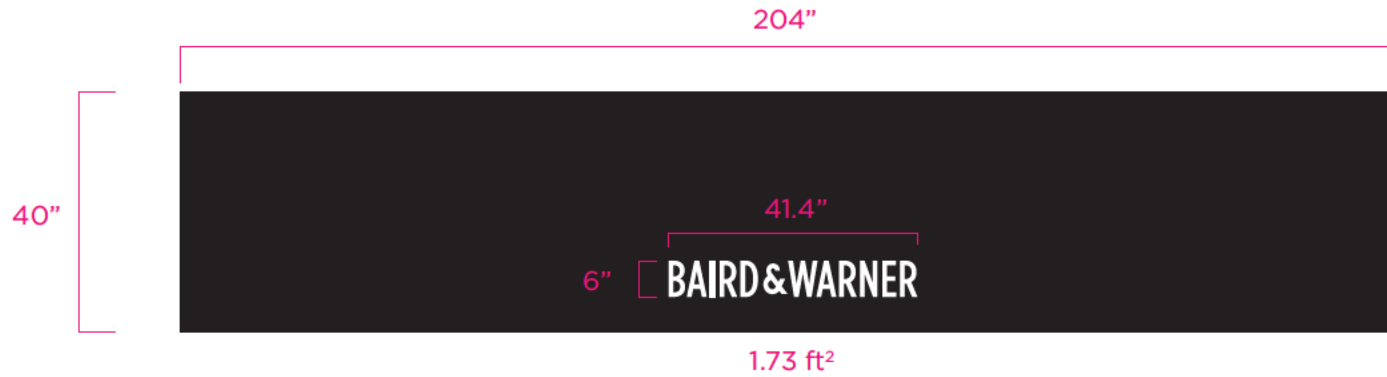
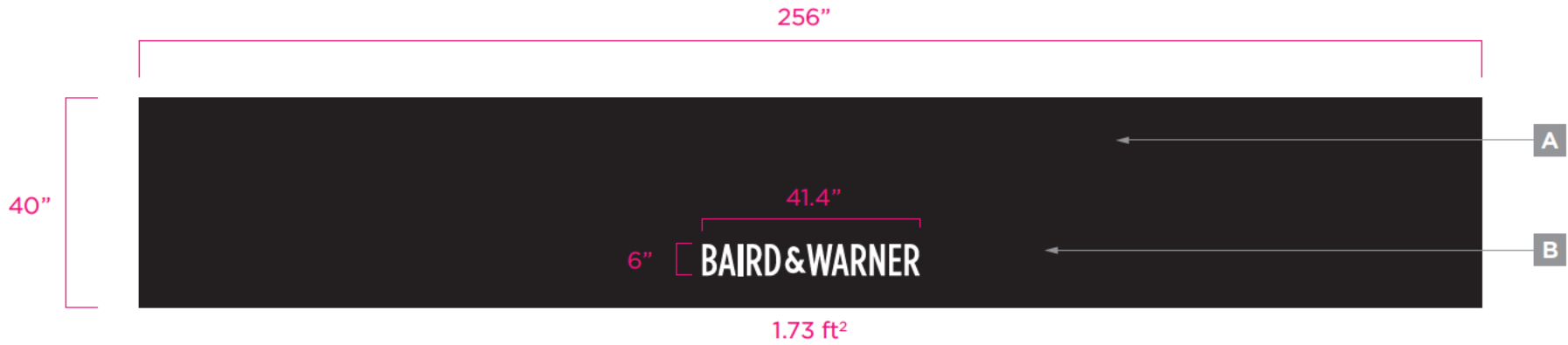


South / East



594 Green Bay Road: South / East Elevations - RECOVERED AWNING FRAMES

<p>H.M. WITT & CO. <i>Signs</i> FINE SIGNAGE SINCE 1894</p> <p>3313 West Newport Ave, Chicago, IL 60618 office 773 250 5000 fax 773 250 5100 toll free 1 888 427 0703 web www.hmwort.com</p>	APPROVED AS IS <input type="radio"/>	<p style="text-align: center;">REVISIONS</p> <hr/>	CLIENT Baird & Warner
	APPROVED W/CHANGES <input type="radio"/>		DATE 04-10-25
	REVISE AND RESUBMIT <input type="radio"/>		JOB # BAD25005_BIC
	APPROVAL		DRAWN BY bs
DATE	SCALE No Scale	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.	



A Existing awning frames recovered with Sunbrella black fabric

B Heat-transferred standard white vinyl graphics as shown

594 Green Bay Road: South / East Elevations - RECOVERED AWNING FRAMES

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.hmwoff.com

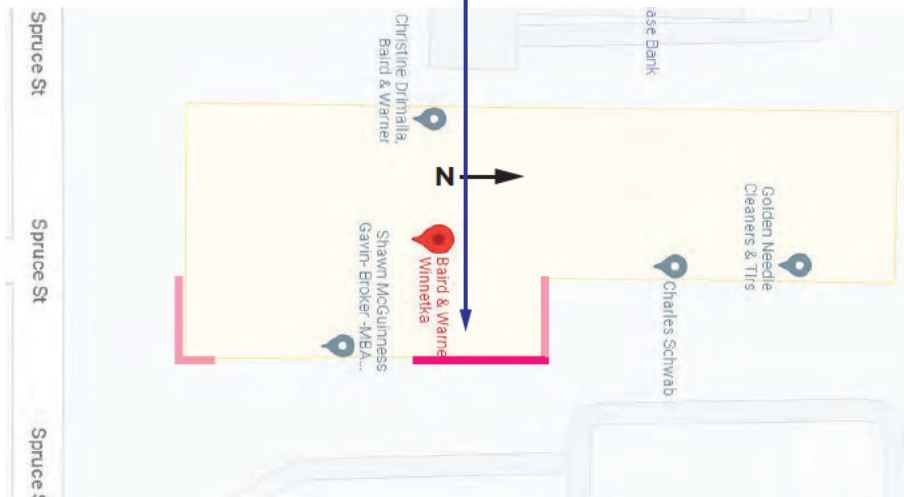
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APPROVED W/CHANGES	<input type="radio"/>		DATE	04-10-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB #	BAD25005_B1A
APPROVAL		DRAWN BY	bs
DATE		SCALE	3/8" = 1'-0"
THIS IS AN ORIGINAL DRAWING BY H.M. WITT & CO. SIGNS AND IS NOT TO BE REPRODUCED WITHOUT PERMISSION OF H.M. WITT & CO. SIGNS.				

Existing awning frames will be removed and brought to our shop. Frames will be recovered with identical black Sunbrella fabric to match existing. New heat-transferred vinyl logos will be applied as shown.

Existing Conditions:



East



594 Green Bay Road: East Elevation - RECOVERED AWNING FRAMES

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

		REVISIONS
APPROVED AS IS	<input type="radio"/>	
APPROVED W/CHANGES	<input type="radio"/>	
REVISE AND RESUBMIT	<input type="radio"/>	
APPROVAL	
DATE	

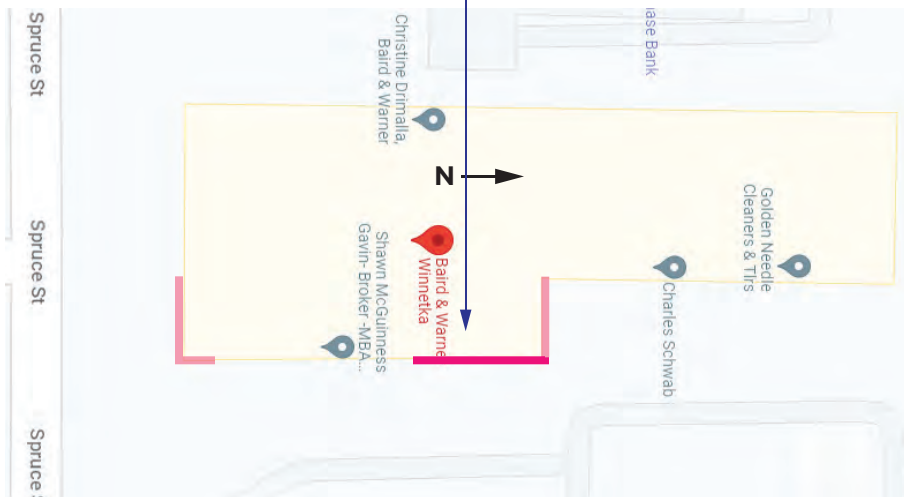
CLIENT	Baird & Warner
DATE	04-10-25
JOB #	BAD25005_B2B
DRAWN BY	bs
SCALE	No Scale

Existing awning frames will be removed and brought to our shop. Frames will be recovered with identical black Sunbrella fabric to match existing. New heat-transferred vinyl logos will be applied as shown.

Proposed Conditions:



East

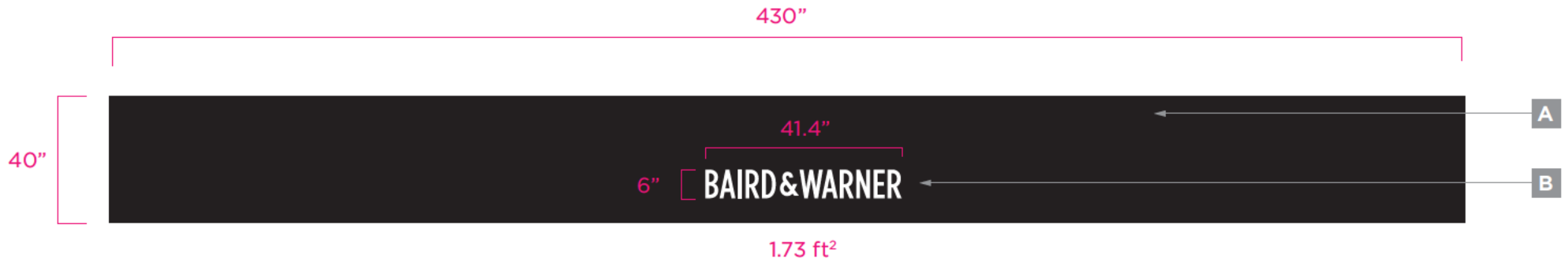


594 Green Bay Road: East Elevation - RECOVERED AWNING FRAMES

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

		REVISIONS		
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APPROVED W/CHANGES	<input type="radio"/>		DATE	04-10-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB #	BAD25005_B2C
APPROVAL		DRAWN BY	bs
DATE		SCALE	No Scale



- A** Existing awning frames recovered with Sunbrella black fabric
- B** Heat-transferred standard white vinyl graphics as shown

594 Green Bay Road: East Elevation - RECOVERED AWNING FRAMES

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.hmwoff.com

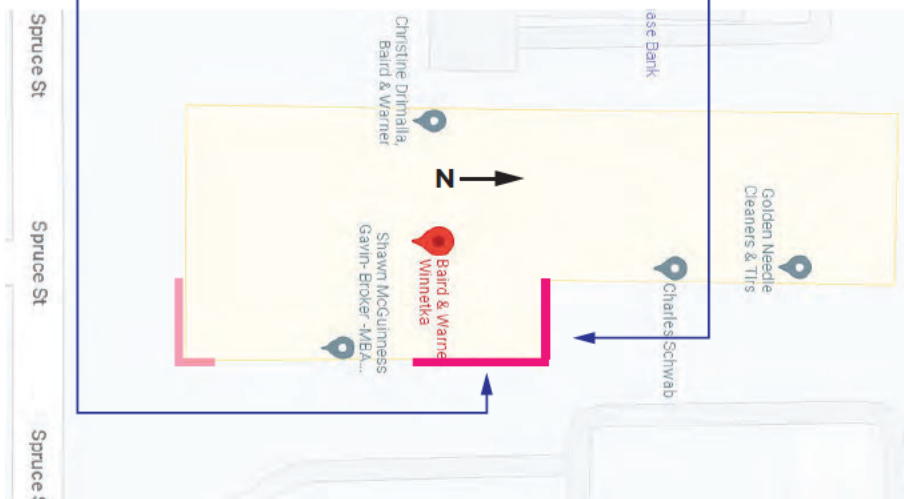
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APPROVED W/CHANGES	<input type="radio"/>		DATE	04-10-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB #	BAD25005_B2A
APPROVAL		DRAWN BY	bs
DATE		SCALE	3/8" = 1'-0"
THIS IS AN ORIGINAL DRAWING BY H.M. WITT & CO. SIGNS AND IS NOT TO BE REPRODUCED WITHOUT PERMISSION OF H.M. WITT & CO. SIGNS.				

Existing awning frames will be removed and brought to our shop. Frames will be recovered with identical black Sunbrella fabric to match existing. New heat-transferred vinyl logos will be applied as shown.

Existing Conditions:



East / North



594 Green Bay Road: East Elevation - RECOVERED AWNING FRAMES

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

		REVISIONS
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APPROVED W/CHANGES	<input type="radio"/>	
REVISE AND RESUBMIT	<input type="radio"/>	
APPROVAL	
DATE	

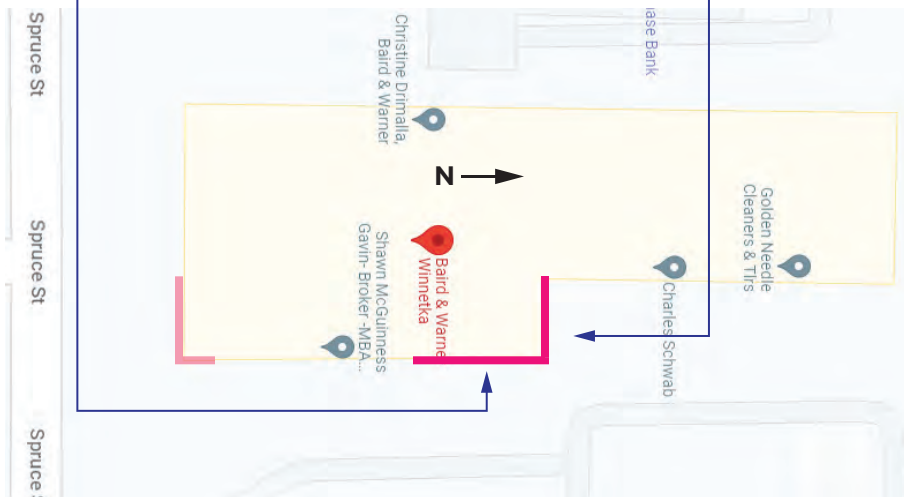
CLIENT	Baird & Warner
DATE	04-10-23
JOB #	BAD23005_B3B
DRAWN BY	bs
SCALE	No Scale

Existing awning frames will be removed and brought to our shop. Frames will be recovered with identical black Sunbrella fabric to match existing. New heat-transferred vinyl logos will be applied as shown.

Proposed Conditions:



East / North



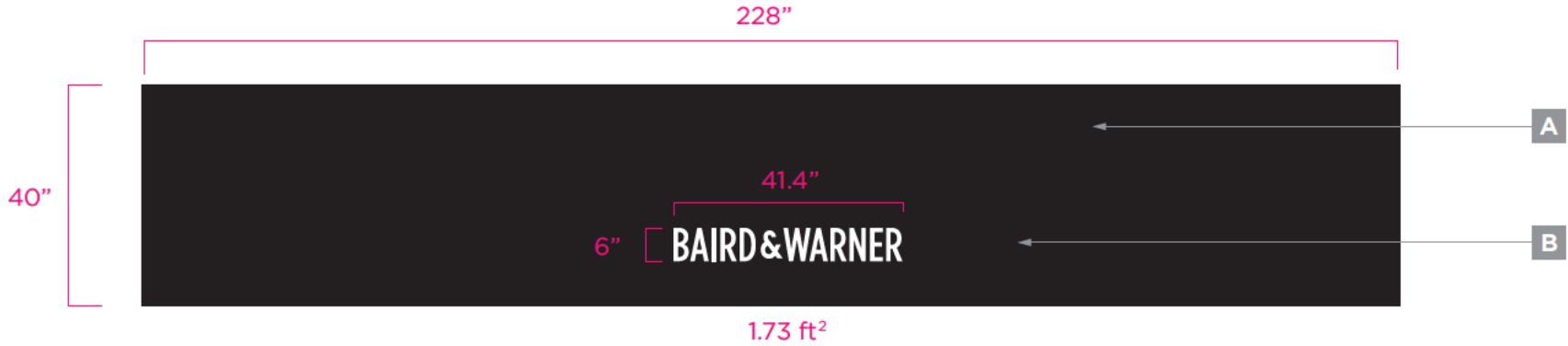
594 Green Bay Road: East Elevation - RECOVERED AWNING FRAMES

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

APPROVALS		REVISIONS
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APPROVED W/CHANGES	<input type="radio"/>	
REVISE AND RESUBMIT	<input type="radio"/>	
APPROVAL	
DATE	

CLIENT	Baird & Warner
DATE	04-10-23
JOB #	BAD23005_B3C
DRAWN BY	bs
SCALE	No Scale



- A** Existing awning frames recovered with Sunbrella black fabric
- B** Heat-transferred standard white vinyl graphics as shown

594 Green Bay Road: East Elevation - RECOVERED AWNING FRAMES

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.hmwitt.com

		REVISIONS	CLIENT
APPROVED AS IS	<input type="radio"/>		Baird & Warner
APPROVED W/CHANGES	<input type="radio"/>		DATE 04-10-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB # BAD25005_C3A
APPROVAL		DRAWN BY bs
DATE		SCALE 3/8" = 1'-0"
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.			

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Baird & Warner		Primary contact name Peter Papakyriacou		Phone No. 312.388.2525
Project Address 594 Green Bay Road				
City Winnetka	State IL	Zip Code 60093	Email peter.papakyriacou@bairdwarner.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 Moth-Meyer, Inc.		Primary contact name Bob Humphrey		Phone No. [REDACTED]
Street Address: P.O. Box 491				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

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

Additional description of sign type and materials Externally illuminated sign cabinet to replace existing. Light fixtures are existing and will remain. New sign is comprised of painted aluminum / acrylic per attached drawings.

OFFICE USE ONLY

SIGN FEE: \$80 NON-ILLUMINATED PER SIGN TYPE	\$ _____
\$195 ILLUMINATED SIGN	\$ _____
STAFF REVIEW FEE: \$70 <input type="checkbox"/> WAIVE FEE	\$ _____
TOTAL PERMIT FEE	\$ _____
CONDITIONS OF APPROVAL: _____	



A 44" (h) X 184" (w) X 1" (deep) non-lit fabricated aluminum pan face. Faces & returns painted to match PMS 548C Blue. Installed on wall surface with clips, angles and screws as required

B 18.25" (h) X 1" (thick) flat cutout PVC letters, painted standard white and to match PMS 125C Yellow. Mechanically attached to pan face

C 4.6" (h) X 1" (thick) flat cutout PVC letters, painted standard white. Mechanically attached to pan face



Existing Conditions



Proposed Conditions

Not to scale; for visual purposes only

Winnetka: 594 Green Bay Road

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.hmwoff.com

		REVISIONS	CLIENT
APPROVED AS IS	<input type="radio"/>		Baird & Warner
APPROVED W/CHANGES	<input type="radio"/>		DATE 03-05-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB # BAD25005_A
APPROVAL			DRAWN BY bs
DATE			SCALE 1/4" = 1'-0"

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.

94'-0"



22'-2"

594 Green Bay Road: Existing Elevation

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

		REVISIONS		
APPROVED AS IS	<input type="radio"/>		CLIENT	Baird & Warner
APPROVED W/CHANGES	<input type="radio"/>		DATE	06-04-25
REVISE AND RESUBMIT	<input type="radio"/>		JOB #	BAD25005_Exist Elev
APPROVAL		DRAWN BY	bs
DATE		SCALE	No Scale
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

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.