



Village of Winnetka

Design Review Board/Sign Board of Appeals Regular Meeting

February 19, 2026 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 18, 2025, Regular Meeting Minutes
4. **New Applications**
 - a. **Case No. 26-01-DR: 912 Green Bay Road — Hotel Chocolat:** Sign Permit to allow a new window, a door window, a back-lit illuminated wall, and a double-faced projecting sign at the Subject Property.
5. **Other Business**
 - a. March 26, 2026, Special 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).

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4 **Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes**
5 **December 18, 2025**

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9 **Members Present:**

Heather Niehoff, Acting Chairperson
Chris Baggett
Wesley Barker
Peter Evanich

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12
13 **Members Absent:**

Fritz Duda
Colin Kennedy
Katie Moor

14
15
16 **Village Staff:**

Davorka Kirincic, Building and Code Enforcement Manager

17
18
19 **Call to Order & Roll Call:**

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

20
21
22 **Public Comments:**

No comments were made at this time.

23
24
25 **Approval of Minutes:**

Chairperson Niehoff asked if there were any comments or corrections or for a motion to approve the November 20, 2025 meeting minutes. A motion to approve the November 20, 2025 meeting minutes was made by Mr. Baggett and seconded by Mr. Barker. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Baggett, Barker, Evanich, Niehoff

NAYS: None

26
27
28
29 Ms. Kirincic provided the following update on 510 Winnetka Avenue, Case No. 25-24, 510 Winnetka Avenue -
30 Oberweis Ice Cream and Dairy Store: "At the November 20, 2025, DRB meeting the Commission unanimously
31 approved a motion *recommending* approval of the Sign permit and Sign Code Variations to allow existing window
32 signs (window decals, posters, and floating window signs) to remain, subject to a condition that the window poster
33 sign/ice cream sundae image at the "B" window (West bank of windows) be replaced with frosted white glass. As
34 the DRB actually has final authority on the requests, staff has deemed the requests *approved*, subject to the
35 previously stated condition of approval. The applicant has been informed of this and agrees with the staff
36 determination that the requests are deemed approved, subject to the condition."

37
38 **Continued Applications:**

39 a. **Case No. 25-19-DR: 560 Chestnut Street — Neapolitan: Certificate of Appropriateness for a recent**
40 **storefront painting on the Subject Property (Amended case).**

41 Ms. Kirincic summarized the request for the exterior storefront changes being requested and identified the
42 property's location and zoning classification as well as elevation photos prior to the changes being made. She also
43 summarized the Board's previous discussion of the request. Ms. Kirincic then referred to the prior elevations
44 proposed at the September 18, 2025 meeting and the applicant's attempt to respond to the Board's conditions.
45 She stated following the applicant's presentation, public comment and Board discussion, a Board Member may
46 make a motion to approve or deny the Certificate of Appropriateness request and asked if there were any
47 questions.

48
49 Chairperson Niehoff asked if there would be a presentation by the applicant. The applicant provided a sample
50 photo color to the Board for their review and apologized for the multiple presentations. She confirmed there
51 would be no further color iterations.

1 Chairperson Niehoff asked if there were any comments. No comments were made at this time. She then asked for
2 a motion to approve the request. A motion was made to issue a Certificate of Appropriateness for the proposed
3 storefront changes by Mr. Barker and seconded by Mr. Baggett. A vote was taken and the motion unanimously
4 passed, 4 to 0:

5 AYES: Baggett, Barker, Evanich, Niehoff

6 NAYS: None

7
8 **New Applications:**

9 a. **Case No. 25-26-DR: 24 Green Bay Road — North Shore Barbershop, Mast Partners, LLC.: A Certificate of**
10 **Appropriateness to allow for the proposed exterior alterations of the front elevation. The Village Council has the**
11 **final authority on this Certificate of Appropriateness, and the DRB is only a recommended body.**

12 Ms. Kirincic identified the property's location and zoning classification and summarized the exterior changes being
13 requested. She then identified the current garage location which is to be changed into the barber shop as well as
14 the proposed storefront elevation noting the door height and width would not change. Ms. Kirincic stated
15 following the applicant's presentation, public comment and Board discussion, a Board Member may make a
16 motion to recommend approval or denial of the Certificate of Appropriateness for the request. She then asked if
17 there were any questions.

18
19 The applicant stated he had nothing to add to Ms. Kirincic's presentation. Chairperson Niehoff asked the applicant
20 if they planned to come back to the Board with regard to signage. The applicant responded signage would be up to
21 the landlord who agreed to conform to requirements. Ms. Kirincic confirmed she discussed the signage matter
22 with the applicant and the options which would require either administrative or Board approval.

23
24 Chairperson Niehoff asked if there were any comments. A Board Member asked if the color would be bronze. The
25 applicant confirmed that is correct. No additional questions were raised at this time. Chairperson Niehoff then
26 asked for a motion to recommend approval. A motion was made to issue a Certificate of Appropriateness for the
27 request as presented by Mr. Baggett and seconded by Mr. Evanich. A vote was taken and the motion unanimously
28 passed, 4 to 0:

29 AYES: Baggett, Barker, Evanich, Niehoff

30 NAYS: None

31
32 **Other Business.**

33 a. January 16, 2026 Meeting – Quorum Check.

34 The Board Members discussed their availability.

35
36 **Adjournment:**

37 Chairperson Niehoff asked for a motion to adjourn. A motion to adjourn was made by Mr. Baggett and seconded
38 by Mr. Barker. A vote was taken and the motion unanimously passed, 4 to 0:

39 AYES: Baggett, Barker, Evanich, Niehoff

40 NAYS: None

41 The meeting was adjourned at 7:23 p.m.

42
43 Respectfully submitted,

44
45 Antionette Johnson
46 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVORKA KIRINCIC, AICP
BUILDING AND CODE ENFORCEMENT MANAGER
DATE: FEBRUARY 12, 2026
SUBJECT: 912 GREEN BAY ROAD - HOTEL CHOCOLAT- SIGN PERMIT TO ALLOW
A NEW WINDOW, A DOOR WINDOW, A BACK-LIT ILLUMINATED
WALL, AND A DOUBLE-FACED PROJECTING SIGN (CASE NO. 26-01-DR)

INTRODUCTION

On February 19, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Hotel Chocolat (the “Applicant”), the lessee of the commercial space located at 912 Green Bay Road (the “Subject Property”). The application seeks approval for new window signs, a door window sign, a back-lit wall sign, and a double-faced projecting sign using an existing frame, along the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located west of Green Bay Road, between Gage Street and Tower Road, within the Hubbard Woods Business District. The property is zoned C-2 General Retail Commercial and is located within the Commercial Overlay District.

The Applicant will occupy a portion of the first-floor commercial space formerly occupied by Lana Jewelry, adjacent to Eversee Boutique Eyecare. The second-floor commercial space is currently occupied by Santé Integrated Health and Wellness. **Figure 1** and **Figure 2** show the location of the Subject Property.



Figure 1 – Subject Property Location Map

Location of Subject Property



View of the Current Storefront at Green Bay Road, Elevation

PREVIOUS APPROVALS

The DRB approved a sign permit in March 2023 authorizing the installation of a wall sign for the previous business, Lana Jewelry. Subsequently, on February 8, 2024, the DRB approved the previously installed storefront gold vinyl border/ribbon design, which had been installed without a permit. At that same meeting, the DRB also approved storefront window signage, a door window sign, and a projecting sign at the Subject Property.

CURRENT REQUEST

The Applicant requests approval for new window signs, a door window sign, a back-lit wall sign, and a double-faced projecting sign, using an existing frame, along the street frontage of the Subject Property. The proposed signage is intended to provide identification and promotion for the Applicant's new commercial space.



Proposed Signage on the Storefront Elevation of the Subject Property

Proposed Window Signs

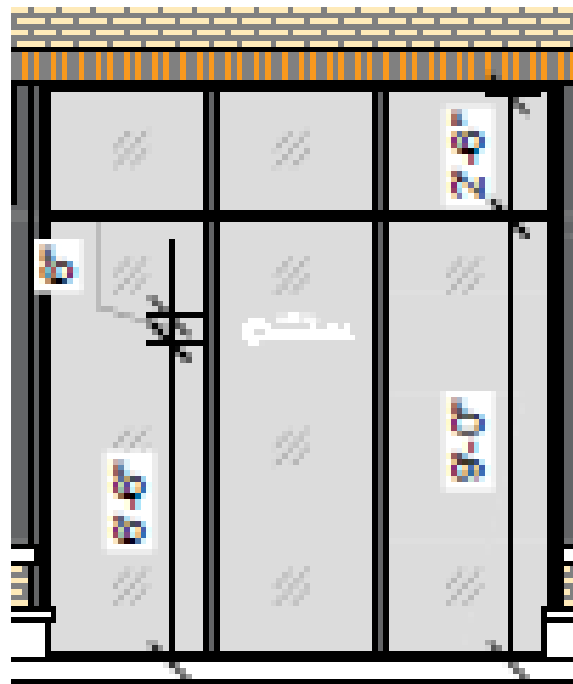
- Individual die-cut vinyl text decals in white color
- Applied to the surface of the glass
- Display business name: “Hotel Chocolat”
- Text height of 6 inches stating “Hotel Chocolat”, and 1.5 inches stating “HOTEL”
- Located within the lower two-thirds of the window area
- Sign area of 1.1 square feet.



Green Bay Road Elevation – Proposed Window Signs

Door Window Sign

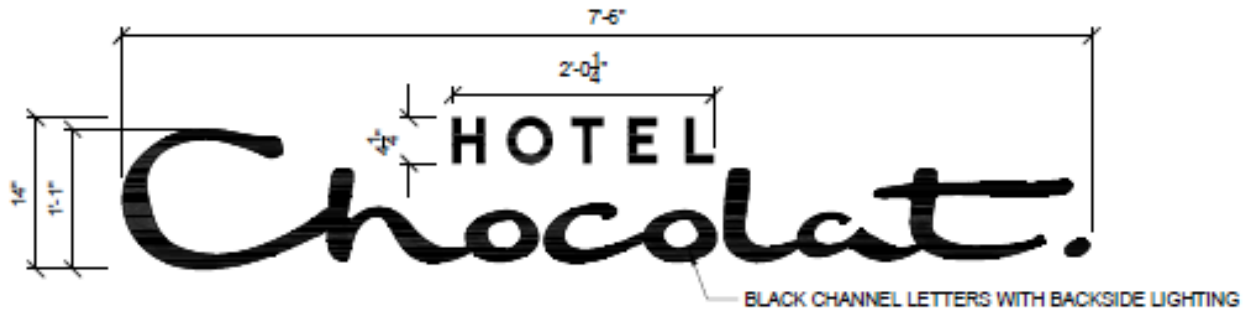
- Individual die-cut vinyl text decals in white
- Applied to the surface of the glass at upper portion of the door height;
- Text height of 6 inches stating “Hotel Chocolat”, and 1.5 inches stating “HOTEL”
- Sign area of 1.1 square feet.



Subject Property – Proposed door window sign

Back-lit Illuminated Wall Sign

- Located on the Green Bay Road façade within the brick sign band above the storefront windows
- Black channel letters finished in black displaying the text “Hotel Chocolat”
- Letter height of 13 inches for “Chocolat” text and 4 ¼ inch letter height for “HOTEL” text
- Bottom of sign located approximately 12.6 feet above the sidewalk
- Back-lit illuminated sign
- Total sign area of approximately 8.75 square feet

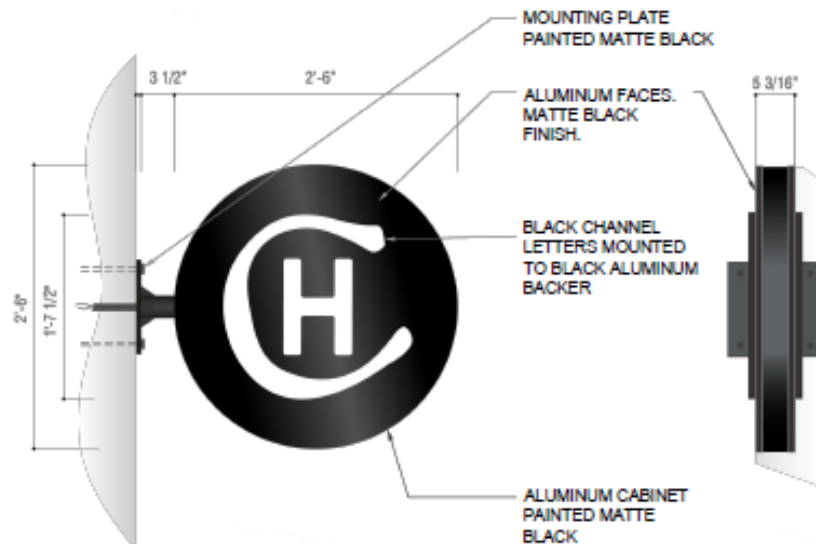


Detail of the Illuminated Backlit Wall Sign

Projecting Sign

The previously approved double-faced projecting sign will receive a face change to identify the new business, as illustrated below:

- Existing projecting sign frame extending 33.5 inches from the building wall
- Clearance of 9.0 feet above finished grade
- round 30 inches aluminum sign cabinet 5 3/16" thick with a matte black painted finish
- Double-faced sign displaying a white “Hotel Chocolat” symbol
- Total sign area of approximately 6.3 square feet



Subject Property – Proposed double sign face change on the existing projecting sign frame

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 and projecting signs in commercial districts.

Door Window and Window Signs

Door and 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 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; and
- Comply with the following: for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs and permitted directional and incidental signs shall not exceed 15% of the street exposure.

Sign	Window Area (sf)	Maximum Allowed Sign Area (% of Window Area)	Maximum Allowed Sign Area (sf)	Proposed Sign Area (sf)	Proposed Sign Area as % of Window Area
Proposed Door Window	30.32	50%	8.25	1.10	3.63%
Proposed Window 1	28.88	10%	2.89	1.10	3.80%
Proposed Window 2	28.88	10%	2.89	1.10	3.80%

The proposed window and door window signs meet all the above standards and could be approved administratively.

Wall Sign Standards

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

The proposed wall sign meets all the above standards.

Projecting sign standards

- One projecting sign per business;
- Extends no more than 2 feet from the building wall;
- No more than three feet high;
- Clearance between the bottom of the sign and the sidewalk is at least 8 feet;
- Containing the name of the business and a maximum of three words containing a general description of types of products or services, and the occupant logo or trademark

The proposed projecting sign meets all of the above standards for projecting signs, except that its wall projections exceed the maximum of 2 feet. Variation is unnecessary in this case because the sign will be mounted on the existing projecting frame.

Signage Street Exposure

Area	Square Foot	Percentage
Street Exposure	339.02	-
Max Allowed per Sign Code (15% of the Street Exposure)	50.85	15%
All Proposed Signs counted toward Street Exposure	9.64	2.86%

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

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 respectfully requests that the DRB determine that the proposed signage is appropriate and compatible with the Village Design Guidelines and approve the sign permit as submitted. Upon approval, the Applicant shall obtain all necessary signs and electrical permits from the Community Development Department before installing the signage.

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

SPC 2026-094

Name of Business Hotel Chocolat		Primary contact name Kelly Goering		Phone No. [REDACTED]
Project Address 912 Green Bay Road				
City Winnetka	State IL	Zip Code 60023	Email [REDACTED]	

Sign Company

Name of Sign Company CIMA		Primary contact name Dani Garrett		Phone No. [REDACTED]
Street Address 121 New Britain BLVD				
City Chalfont	State PA	Zip Code 18914	Email [REDACTED]	

Property Owner

Name of Company Wayland Hubbard Woods LLC		Primary contact name Marc Klutznick		Phone No. [REDACTED]
Street Address: [REDACTED]				
City Glencoe	State IL	Zip Code 60022	Email [REDACTED]	

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

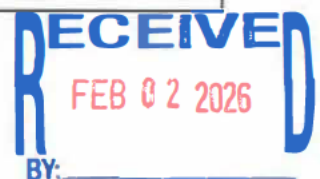
window graphics
 wall-mounted sign
 ground-mounted sign
 projecting sign
 other _____

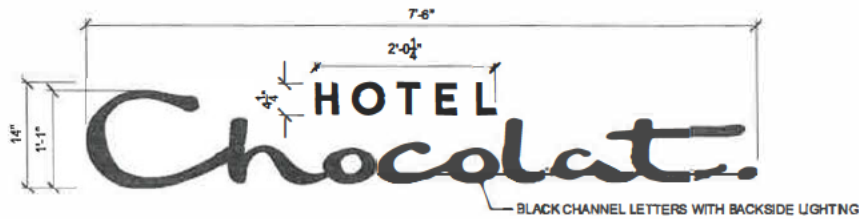
Additional description of sign type and materials Additional description of sign type and materials _____

1x White Channel Letter Wall Mounted Sign with Backside lighting, 1x non-illuminating projecting blade sign, 3xnon-illuminated vinyl decal window sign

OFFICE USE ONLY

SIGN FEE: \$80 NON-ILLUMINATED PER SIGN TYPE	\$ 80 (x3)
\$195 ILLUMINATED SIGN	\$ 195
STAFF REVIEW FEE: \$70 <input type="checkbox"/> WAIVE FEE	\$ 70
TOTAL PERMIT FEE	\$ 505
CONDITIONS OF APPROVAL: _____	





3 ENLARGED WALL SIGN ELEVATION
A-1 SCALE: 3/4" = 1'-0"



1 PROPOSED SIGN ELEVATION
A-1 SCALE: 1/8" = 1'-0"

SIGN #	DESCRIPTION	AREA (SF)	QTY
#1	CHANNEL LETTERS WALL SIGN WITH BACKSIDE LIGHTING	8.75	1
#2	NON-ILLUMINATED PROJECTING BLADE SIGN	6.3	1
#3	NON-ILLUMINATED DECAL WINDOW SIGN	1.1	3
TOTAL SIGN AREAS		18.35 SF	
STREET FRONTAGE		340 SF	
TOTAL SIGN AREAS PERCENTAGE (SIGN AREAS/FRONTAGE)		5.40% < 15% ALLOWED	

4 SIGN SCHEDULE
A-1 SCALE: N.T.S.



2 EXISTING BUILDING ELEVATION
A-1 SCALE: N.T.S.

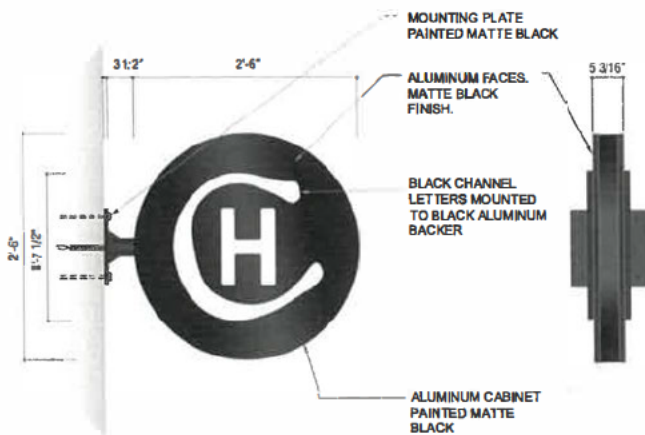


HOTEL CHOCOLAT
912 GREEN BAY ROAD (HUBBARD WOODS)
WINNETKA, IL 60093

A-1

RECEIVED
FEB 02 2026
BY: _____

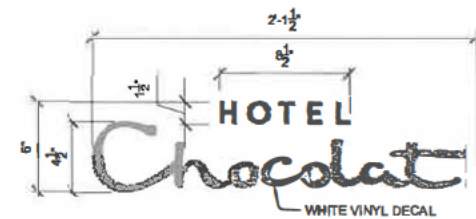
1/29/2026
24-0037.07



1 ENLARGED PROJECTING BLADE SIGN
SCALE: 3/4" = 1'-0"



2 EXISTING BLADE SIGN
SCALE: N.T.S.



EACH SIGN AREA = 1.1 SF
EACH WINDOW AREA = 29.6 SF
SIGN AREA PERCENTAGE (SIGN AREA/WINDOW AREA) = 3.72% < 10%

3 ENLARGED WINDOW SIGN
SCALE: 3/4" = 1'-0"



HOTEL CHOCOLAT
912 GREEN BAY ROAD (HUBBARD WOODS)
WINNETKA, IL 60093



A-2

1/29/2026
24-0037.07

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



Figure 35

c. Building Lighting

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

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



Figure 36



Figure 37

d. Building Signage

Commercial signs should reflect the character of the building style, while expressing each store's individuality. There are several prominent sign styles that are appropriate to Winnetka: surface mounted, pin-mounted, interior, decal and projecting blade signs. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Lettering color can be unique to the image of the retailer/user. Metal sign and plaque material such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron or similarly appearing materials are preferred. Highly reflective metallic signs are not allowed. Signs should be lit by marquee or spot lighting; neon lighting is not permitted. Spot lighting should be minimal and unobtrusive and, per the Village Code, the source of illumination shall not be visible from any street, sidewalk or dwelling. Simplified industrial light fixtures are not permitted. Contextual solutions are recommended. The majority of the signs will be mounted within the building's sign band, defined as the wall area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" above grade and a maximum of 15'-0" above grade. (MC-01-2023, amended, 01/17/2023)

Signs must comply with the general provisions of the Winnetka Sign Ordinance as well as design provisions contained within these Design Guidelines.

1. Surface mounted commercial signs are either fabricated from painted wood or cast metal plaques and are to be mounted within the sign band or within the storefront transom. The height of the sign is restricted to 75% of the area of the sign band or 14 inches - whichever is less. The sign band of a building consists of the area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" and a maximum of 15'-0" above grade. Refer to figures 28, 29, and 30 for location. Surface mounted or pin-mounted signs are not permitted on secondary elevations without a defined sign band.
2. Pin-mounted commercial signs consist of reverse channel, cast metal and flat cut metal letters mounted above the storefront in the masonry sign band or suspended in front of the storefront at the transom or recessed entry. The size of the lettering is restricted so that the height of the letters does not exceed 75% of the height of the sign band or 14 inches - whichever is less. The length of the lettering is to be contained within 75% of the length of the sign band. (See figure 38)



Figure 38

3. Projecting blade commercial signs can be round, square or vertical, mounted from the face of the building at the second floor level between the windows or at the head of the storefront and are oriented to pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The dimensions of the sign are not to exceed 6 square feet (36" high and 24" deep) (See figure 41). If illuminated, the signs should be lit with an unobtrusive light source.

*Figure 39 & 40
MC-01-2023, Removed, 01/17/2023*



Figure 41

4. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries (MC-01-2023, amended, 01/17/2023)