



Village of Winnetka

Design Review Board/Sign Board of Appeals Meeting

July 21, 2022 at 7:00 PM
Winnetka Village Hall Council Chambers - 510
Green Bay Road

AGENDA

1. **Call to Order**
2. **Public Comments**
3. **New Applications**
 - a. **Case No. 22-15-DR: 990 Green Bay Road - Hazel James Home:** Sign permit to allow installation of a window sign on the vacant storefront of the property located at 990 Green Bay Road.
 - b. **Case No. 22-16-DR: Sign Code & Design Guideline Amendments.** Consider a recommendation to the Village Council regarding amendments to the window sign requirements and design guidelines.
4. **Workshop Sessions**
 - a. Discussion of Awnings and Awning Sign Code Requirements and Design Guidelines
 - b. Discussion of Residential Design Guidelines for Single-Family Homes
5. **Other Business**
 - a. August 18, 2022, Meeting - Quorum Check.
 - b. Comprehensive Plan Update.
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).



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JULY 15, 2022
SUBJECT: 990 GREEN BAY ROAD – HAZEL JAMES HOME – SIGN PERMIT (CASE NO. 22-15-DR)

INTRODUCTION

On July 21, 2022, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Hazel James Home (the “Applicant”), as the lessee of the commercial space located at 990 Green Bay Road (the “Subject Property”), to allow the installation of a window sign on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Merrill Street and Scott Avenue in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property was previously occupied by *Artistica Italian Gallery* and is one of two main commercial spaces in a two-story traditional looking building that includes *Mattie M Boutique*. Figure 1 below identifies the Subject Property.



Figure 1 – Subject Property – Store frontage of business along Green Bay Road

CURRENT REQUEST

The Applicant is seeking approval on a window sign that would provide identification and promotion for their new home goods business. The sign would be located on the center-right portion of the window opening with a 6-inch white decal application that reads "HAZEL JAMES HOME" in a capitalized, art deco style font, with no background. The window currently features temporary signage that the Applicant states will be removed upon installation of the approved permanent window sign. The Applicant has provided renderings and illustrations of the proposed sign that are available in the application materials included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs in the commercial districts. Window signs are limited to 10% of the overall window area; the proposed decal sign would comply with a window coverage of 1.53%. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of window signs. The guidelines recommend that decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed sign would be in the middle of the window height, have a font height of 6 inches, and a sign area coverage that is less than 10%. An excerpt of the Design Guidelines pertaining to window signs is included as Attachment C.

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials
Attachment B: Staff Sign Code Analysis
Attachment C: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

RECEIVED
JUN 29 2022
BY: _____

Tenant/Lessee

Name of Business	Hazel James Home		Primary contact name	Jory Cathline	Phone No.	847-962-8805
Street Address	990-24 Green Bay Road					
City	State	Zip Code	Email			
Winnetka	IL	60093	hazeljameshome@gmail.com			

Sign Company

Name of Sign Company	Fast Signs		Primary contact name	Phoebe Peterson	Phone No.	847-291-7446
Street Address	3065 Dundee Road					
City	State	Zip Code	Email			
Northbrook	IL	60062	fastsigns.138@fastsigns.com			

Property Owner

Name of Company	Karen Nagel		Primary contact name	Scott	Phone No.	847-881-6106
Street Address	990 Green Bay Road					
City	State	Zip Code	Email			
Winnetka	IL	60093	[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: Vinyl decal to be applied to the exterior face of the window. Letters will be white with clear ground.

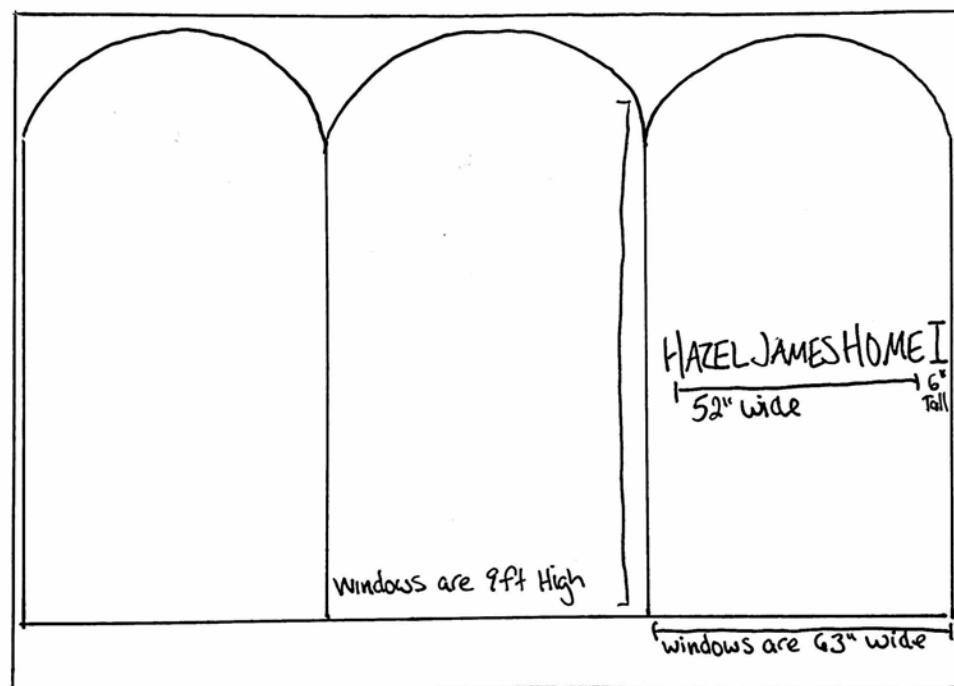
OFFICE USE ONLY: PERMIT FEE (\$60/\$195 per sign) _____

SBC 2022-648
115th pd. 6/29/22

CONDITIONS OF APPROVAL: _____

HAZEL JAMES HOME





Business name in white vinyl on exterior window, 52" wide x 6", on lower half of the window, centered top to bottom. Decal will have no background.



Hazel James Home
Coming Soon!
@hazeljameshome

RECEIVED
JUN 29 2022
BY: _____

Attachment B – Staff Analysis of Sign Area



Area of Storefront Window: 15.75 feet x 9 feet = 141.75 square feet

Area of Proposed Window Sign: 4.33 feet x 0.5 feet = 2.17 square feet

Maximum Permitted Sign Area Coverage of Window: **14.175 square feet (10%)**

Proposed Sign Area Coverage of Window: **2.17 square feet (1.53%)**

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. Background colors for the body of the sign are limited to earth tones and primary colors, whereas pastels, neon and secondary colors are not allowed. 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.

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. Interior signs floating independently are set behind the glass either at the transom or at the sill of the storefront and are lit from a separate source. This sign must adhere to the size limitations of the decal signs. (See figure 39)

4. Decal Signs are defined as painted or vinyl transfer letters and numbers. Decal signs can be mounted within the transom and at the lower section of the storefront window area so as not to interfere with the merchandising. The decal sign area at the lower section of the window can occupy up to 10% of the glass area of a single pane. Decals mounted at the transom are restricted to 50% of the area of the transom. Decals located at the lower section of the main display area are to be limited to 6" in height unless they contain store operation hours, which are restricted to 2". (See figure 40)

Figure 39



Figure 40

5. 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 41

6. 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.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: JULY 15, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the July 21, 2022, Design Review Board meeting, the Board will consider making a recommendation to the Village Council regarding amendments to the Village's current window sign code requirements and design guidelines with a focus on amendments that would allow staff to administratively approve certain window signs (Attachment A).

At the June 28, 2022, Design Review Board meeting, the Board continued its discussion regarding amendments to window sign requirements and guidelines. Prior to that meeting, staff had sent an invitation to business owners informing them of the changes being considered and invited them to review the materials and provide us with comments either in writing or in-person at the June 28 meeting. Two members of the business community provided comments at the meeting. After hearing from the members of the public, the Board discussed the proposed amendments. The Board decided to increase the number of colors that could be used on a decal window sign from one to two and for floating signs from two to three. The attached draft window sign code and guidelines amendments have been revised to include those changes.

Staff has also had the Village Attorney review the proposed changes to the window sign requirements and guidelines. Based upon the Village Attorney's review, staff has made some further changes to the attached draft amendments. Those changes are noted in red. At the July meeting, staff will review them with the Board.

After reviewing the draft window sign code amendments included in Attachment A and any additional comments from members of the public, the Board will want to consider making a formal recommendation to the Village Council regarding the proposed amendments included in Attachment A.

ATTACHMENTS

Attachment A: Draft Window Sign Code Amendments

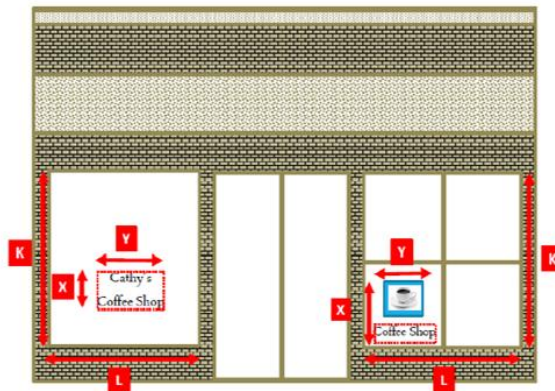
Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

Window Signs - Administrative Approval

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

1) Sign Area Requirements.

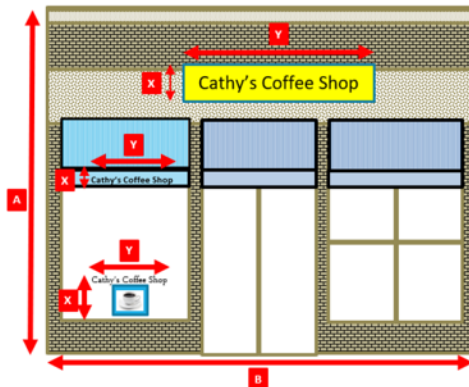
- a) A window sign(s) shall occupy 10% or less of the window opening, except a window sign(s) in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*



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

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

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



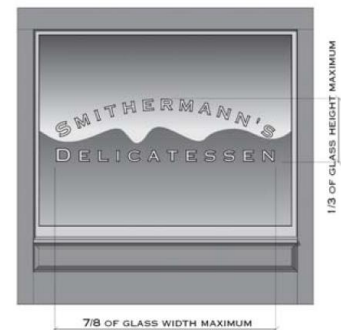
The total area of all wall signs, window signs, and awning signs may be no more than 15% of the area of street exposure

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

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

2) Letters & Logo Size Requirements

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



Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

3) Materials & Colors Requirements

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

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



Individual Letters & Logos

4) Illumination Requirements. Signs shall not be illuminated. *(Existing sign requirement.)*

5) Sign Placement Requirements

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

Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

Window Signs Requiring Review by the Design Review Board

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

1) Sign Area Requirements.

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

2) Materials & Colors Requirements

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

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

4) Design Guidelines

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

Section 15.60.150 Certificate of appropriateness.

F. Standards and Criteria for Issuance. The following factors and characteristics relating to the safety and appearance of signage, shall govern the board's evaluation of design submittals:

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

*2. A signage package for a business establishment ~~Projects which include~~ **that includes** a number of signs and graphics shall have an overall plan **that demonstrates the compatibility of the design and colors of all the signs that are part of that package;***

*3. The amount of **text and graphics** ~~information~~ contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;*

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

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

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

Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

~~67.~~ *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

ADDITIONAL SIGN CODE AMENDMENTS

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

Sign Variations

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

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

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

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

Sign Measurements

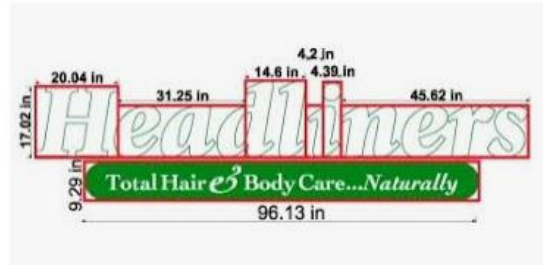
Subsection 15.60.130.A. Sign Measurement.

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

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

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

Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)



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

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

Temporary Window Signs

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

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

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

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

- A. *Animated signs and signs and displays consisting of a string, cluster or series of lights, except those permitted in connection with civic, patriotic or religious holidays in accordance with Section 15.60.090(A)(3);*
- B. *Internally illuminated signs;*
- C. *Translucent awnings and signs placed on translucent awnings;*
- D. *Changeable copy signs, other than gasoline price signs erected at automobile service stations, incidental signs, portable menu board signs displayed in accordance with Section 15.60.080 J, display case signs in accordance with Section 15.60.120(B)(7), and that portion of bulletin board signs erected in accordance with Section 15.60.110(A)(5) of this chapter;*
- E. *Signs that are attached to the roof of any building, or that are located upon or above a roof, or above the eave line of a roof;*
- F. *Signs painted directly on the wall of a building, fence, or similar structure;*
- G. *(Repealed.)*
- H. *Signs that advertise or direct attention to a business, commodity, service or entertainment conducted or offered for sale at a place other than the premises on which the sign is located. This prohibition shall not apply to signs that are located inside a building and direct attention to noncommercial events or organizations;*



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: JULY 15, 2022
SUBJECT: AWNINGS & AWNING SIGN REGULATIONS & DESIGN GUIDELINES

At the July 22, 2022, Design Review Board meeting, the Board will have a study session to review the Village's current awning code requirements and awning sign code requirements and design guidelines. This is a continuation of the Board's work on potential amendments to all Village sign code requirements and guidelines.

The design of awnings is regulated by the following the three documents:

Village Code – Chapter 12.24 – Awnings and Canopies

Village Code - Chapter 15.60 – Signs

Village Design Guidelines – Awnings & Banners

Copies of these three documents can be found in **Attachment B**. Not all awnings have signs; however, the design of all awnings require review and approval by the Board.

With the draft window sign amendments on which the Design Review Board has been working, the Board has identified certain window signs that would be administratively approved by Village staff and others that would require Board approval. Based upon that approach, staff has prepared a similar approach to awnings and awning signs, which can be found in **Attachment A**. Attachment A incorporates all the existing awning and awning sign requirements as well as existing design guidelines; however, staff has started to identify those awnings and awnings signs that the Board may wish to consider allowing staff to administratively approve and those that would require Board approval. At the July meeting, staff will review these existing requirements and guidelines as well as work with the Board to identify which types of awnings and awning signs it finds could be approved by staff and which would require Board approval.

ATTACHMENTS

- Attachment A Draft Awning & Awning Sign Requirements and Guidelines Identifying Those Awnings that Could be Approved Administratively by Staff and Those Requiring Design Review Board Approval.
- Attachment B A Copy of the Existing Awning and Awning Sign Regulations and Excerpts from the Village Design Guidelines

Draft Awning & Awning Sign Requirements & Guidelines 7/21/22 DRB Meeting

Awnings - Administrative Approval

If an awning, with or without, signage meets the following requirements, staff shall administratively approve the awning. If an awning does not meet all the following requirements, the awning must be reviewed by the Design Review Board. (For administrative approval, I have made many of the design guidelines requirements, rather than just preferences.)

1) Awning Shape and Size

- a) Awnings on a building shall be uniform in size, projection, and shape, except for arched openings. (Existing design guideline).
- b) The length of the awning shall be restricted to the length of the storefront opening and shall not continue over the masonry piers. (Existing design guideline).
- c) The vertical and horizontal dimensions should be proportional to the overall projection of the awning. (Existing design guideline).
- d) An awning shall project at least 24 inches from the face of the building and not more than 36 inches. (Existing design guidelines)
- e) Arched opening shall receive ½-round dome awnings, while rectangular awnings shall receive rectangular, planar forms with closed ends. (Existing design guideline)
- f) Valances may be fixed or loose. (Existing design guidelines)
- g) Awnings may be fixed or retractable. (Existing design guidelines)

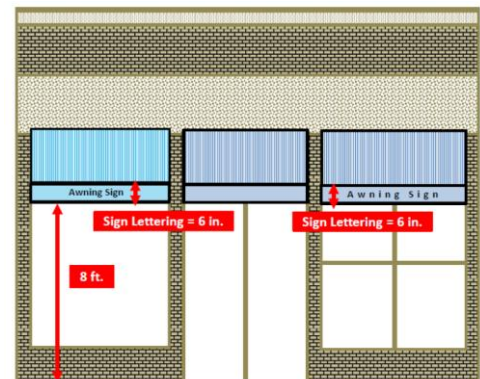
2) Awning Materials & Colors

- a) An awning shall be covered with cloth or other light and pliable structure. (Existing awning requirement).
- b) All awnings located on the same building shall be the same color. (Existing guidelines)
- c) Colors are restricted to earth tones and primary and secondary colors. (Existing design guidelines)
- d) The awning material shall be taut, not relaxed. (Existing design guidelines)
- e) Awning materials shall consist of matte finish painted army duck, vinyl-coated cotton, acrylic-coated polyester, and vinyl-coated polyester or cotton and solution-dyed acrylic. (Existing design guidelines)

3) Awning Illumination. Signs shall not be illuminated.

4) Construction and Placement of Awning

- a) Awnings shall be securely attached to the building. (Existing awning requirement.)
- b) Awnings shall be properly supported, without posts, by iron or other metallic fastenings and supports. (Existing awning requirement.)
- c) The clearance between the highest part of the pavement and the lowest part of the awning or canopy, including the frame, shall be no less than 8 feet. (Existing awning requirement.) Exception:
 - i) Any awning that is subject to the requirements of this section, that was lawfully in existence prior to March 4, 2003, that has a clearance between the highest part of the pavement and the lowest part of the awning, including the frame, of less than 8 feet but not less than 6½ feet, and that is otherwise in compliance with the provisions of this section,, shall be deemed in



Draft Awning & Awning Sign Requirements & Guidelines

7/21/22 DRB Meeting

compliance with the terms of this section until any portion of the support apparatus of the awning is replaced, at which time the awning must be installed and maintained no less than 8 feet at its lowest part above the highest part of the sidewalk. (Existing awning requirement.)

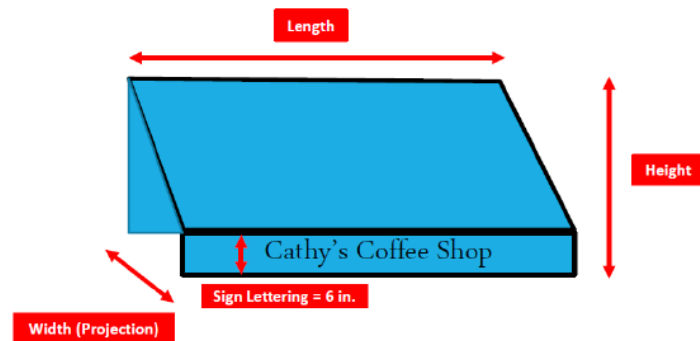
- d) Awnings shall not project over more than three-fourths of the width of the sidewalk. (Existing awning requirement.)
- e) Awnings shall not be constructed or repaired with wood, either wholly or in part. (Existing awning requirement.)
- f) A rigid canopy may be permitted to extend over any public street, sidewalk or alley in the Village, provided that it meets all of the above "Construction and Placement of Awning" requirements. (Existing awning requirement)
- g) Fixed awnings shall have rigid concealed frames. (Existing guideline)
- h) Retractable awnings shall have a canopy cover and automatic retractable rollers mounted to the building. (Existing design guideline)
- i) Frames shall be painted to match or compliment the color of the awning cover material or its underside.

5) Awning Sign Area.

- a) The total area of all signs on an awning shall not exceed fifteen (15) percent of the total exterior surface area of the awning. (Existing sign requirement)
- b) The total area of all **wall signs**, **window signs**, and **awning signs** shall be no more than 15% of the area of street exposure. (Existing sign requirement)

6) Awning Sign Letters & Logo

- a) No awning sign shall contain information other than the name of the occupant or business, the street address numbers of the premises and the occupant's logo or trademark. (Existing sign requirement)
- b) The size of letters, logos or trademarks on awnings shall not exceed six inches in height. (Existing sign requirement)



- c) All awning signs located on the same building shall have the same color text and logos. (Existing guidelines)
- d) Awning signs shall be applied using silkscreen, painted, cutout lettering, heat color-transfer, pressure sensitive vinyl films or sewn applique signs. (Existing requirement)

7) Awning Sign Placement.

- a) An awning sign shall be placed on the descending vertical front skirt only. (Existing sign requirement).
- b) An awning sign shall only be placed on awnings on the ground floor. (Current sign code interpretation).

Draft Awning & Awning Sign Requirements & Guidelines

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Awnings Requiring Review by the Design Review Board

Any awning sign that does not meet all the requirements for administrative approval listed above shall be subject to approval by the Design Review Board. In addition, such signs must meet the following requirements and comply with the following guidelines. Any variation from any of the following *awning sign* requirements, when permitted by this Code, shall require Board approval of a variation of the Sign Code (Village Code Chapter 15.60).

1) **Awning Shape and Size**

- a) **None** – The DRB would be able to approve any awning that did not comply with the awning shape and size requirements for administrative approval.

2) **Awning Materials & Colors**

- a) An awning shall be covered with cloth or other light and pliable structure. (Existing awning requirement).

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

4) **Construction and Placement of Awning**

- a) Awnings shall be securely attached to the building. (Existing awning requirement.)
- b) Awnings shall be properly supported, without posts, by iron or other metallic fastenings and supports. (Existing awning requirement.)
- c) The clearance between the highest part of the pavement and the lowest part of the awning or canopy, including the frame, shall be no less than 8 feet. (Existing awning requirement.) Exception:
 - i) Any awning that is subject to the requirements of this section, that was lawfully in existence prior to March 4, 2003, that has a clearance between the highest part of the pavement and the lowest part of the awning, including the frame, of less than 8 feet but not less than 6½ feet, and that is otherwise in compliance with the provisions of this section,, shall be deemed in compliance with the terms of this section until any portion of the support apparatus of the awning is replaced, at which time the awning must be installed and maintained no less than 8 feet at its lowest part above the highest part of the sidewalk. (Existing awning requirement.)
- d) Awnings shall not project over more than three-fourths of the width of the sidewalk. (Existing awning requirement.)
- e) Awnings shall not be constructed or repaired with wood, either wholly or in part. (Existing awning requirement.)
- f) A rigid canopy may be permitted to extend over any public street, sidewalk or alley in the Village, provided that it meets all of the above “Construction and Placement of Awning” requirements. (Existing awning requirement)

5) **Awning Sign Area.**

- a) The total area of all signs on an awning shall not exceed fifteen (15) percent of the total exterior surface area of the awning. (Existing sign requirement)
- b) The total area of all **wall signs, window signs, and awning signs** shall be no more than 15% of the area of street exposure. (Existing sign requirement)

Draft Awning & Awning Sign Requirements & Guidelines

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6) Awning Sign Letters & Logo

- a) No awning sign shall contain information other than the name of the occupant or business, the street address numbers of the premises and the occupant's logo or trademark. (Existing sign requirement)
- b) The size of letters, logos or trademarks on awnings shall not exceed six inches in height. (Existing sign requirement)

7) Awning Sign Placement.

- a) An awning sign shall be placed on the descending vertical front skirt only. (Existing sign requirement)
- b) An awning sign shall only be placed on awnings on the ground floor. (Current Sign Code interpretation).

8) Design Guidelines

- a) The Board shall consider the “Standards and Criteria for Issuance” included in Section 15.60.150.F, of the Sign Code, which apply to all types of signs, when reviewing the design of awning signs.

Section 15.60.150 Certificate of appropriateness.

F. Standards and Criteria for Issuance. The following factors and characteristics relating to the safety and appearance of signage, shall govern the board's evaluation of design submittals:

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

2. A signage package for a business establishment ~~Projects which include~~ that includes a number of signs and graphics shall have an overall that demonstrates the compatibility of the design and colors of all the signs that are part of that package;

3. The amount of text and graphics ~~information~~ contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;

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

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

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

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

- b) The Board shall also consider the following specific guidelines for reviewing awnings when reviewing the design of awnings with or without signs:
 - i) Awning scale and proportions are to be appropriate for the building on which they are mounted as well as the adjacent structures. (Existing design guideline).
 - ii) 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. (Existing guideline)
 - iii) Colors should enhance and compliment the building. (Existing guideline)

Draft Awning & Awning Sign Requirements & Guidelines

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ADDITIONAL AWNING CODE AMENDMENTS – CHAPTER

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

12.24.030 Restrictions and Limitations.

A. Any awning that extends into a street or sidewalk of the Village shall meet all of the following requirements:

1. It shall be covered with cloth or other light and pliable substance.
2. It shall be securely attached to the building.
3. It shall be properly supported, without posts, by iron or other metallic fastenings and supports.
4. The clearance between the highest part of the pavement and the lowest part of the awning or canopy, including the frame, shall be no less than 8 feet. **However, upon request the Director of Engineering may determine that the unique characteristics of a proposed awning location, such as an isolated location or a location that experiences a relatively significant change in grade, warrant allowing a height less than 8 feet, but no less than 7 feet, would not create an unsafe environment for pedestrians and would allow Village maintenance crews to perform all required maintenance of the sidewalk.**
5. It shall not project over more than three-fourths of the width of the sidewalk.
6. It shall not be constructed of or repaired with wood, either wholly or in part.

B. A rigid canopy may be permitted to extend over any public street, sidewalk or alley in the Village, provided that it meets all of the requirements of the foregoing subsection A.

C. Any awning that is subject to the requirements of this section, that was lawfully in existence prior to March 4, 2003, that has a clearance between the highest part of the pavement and the lowest part of the awning, including the frame, of less than 8 feet but not less than 6½ feet, and that is otherwise in compliance with the provisions of this section, shall be deemed in compliance with the terms of this section until any portion of the support apparatus of the awning is replaced, at which time the awning must be installed and maintained no less than 8 feet at its lowest part above the highest part of the sidewalk.

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

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

- A. Animated signs and signs and displays consisting of a string, cluster or series of lights, except those permitted in connection with civic, patriotic or religious holidays in accordance with Section 15.60.090(A)(3);
- B. Internally illuminated signs;
- C. Translucent awnings and signs placed on translucent awnings;**
- D. Changeable copy signs, other than gasoline price signs erected at automobile service stations, incidental signs, portable menu board signs displayed in accordance with Section 15.60.080 J, display case signs in accordance with Section 15.60.120(B)(7), and that portion of bulletin board signs erected in accordance with Section 15.60.110(A)(5) of this chapter;
- E. Signs that are attached to the roof of any building, or that are located upon or above a roof, or above the eave line of a roof;
- F. Signs painted directly on the wall of a building, fence, or similar structure;
- G. (Repealed.)

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

Chapter 12.24**AWNINGS AND CANOPIES**

Sections:

12.24.010 Approvals Required.

12.24.020 Permit Application

12.24.030 Restrictions and Limitations.

Section 12.24.010 Approvals Required.

A. Awning or Canopy Permit. Except as provided in subsection D, no person shall install, erect, construct or replace an awning or rigid canopy unless the owner first obtains a building permit from the Director of Community Development pursuant to Title 15 of this code.

B. Design Approval. Except as provided in subsection C, no person shall install, erect, construct or replace an awning or rigid canopy unless the owner first obtains a certificate of appropriateness of design from the Design Review Board as provided in Chapter 15.72 of this code.

C. Fees. The fees for the awning or canopy permit and for the certificate of appropriate of design shall be set from time to time by resolution of the Village Council.

D. Exceptions. No permit or design approval shall be required for any awning or rigid canopy attached to a single-family dwelling or a building or structure that is an accessory to a single-family dwelling.

12.24.020 Permit Application

A. Application. Application for an awning or rigid canopy building permit shall be submitted to the Director of Community Development on forms provided by the Director. The permit application shall also be considered an application for a certificate of appropriateness.

B. Contents of Application. The application shall include a description of the location of the proposed work by setting forth the street name and number assigned to the site; the name(s), address(es) and telephone number(s) of the owner of the site, the owner of the proposed awning or canopy, and, if any, the awning or canopy contractor; and shall be accompanied by plans and specifications showing: the position of each proposed awning and/or rigid canopy in relation to adjacent awnings, rigid canopies, signs, buildings and structures; the design and size, structural details, materials and colors, and placement on the premises of each proposed awning and/or canopy; current color photographs showing existing signs, awnings and/or rigid canopies on the premises and adjacent property, and the date on which the photographs were taken; and such other information as the Director or the Design Review Board shall require to show full compliance with this section and rules and regulations pertaining to awnings and/or rigid canopies. The information submitted by the applicant shall be in sufficient detail to illustrate clearly the design for which approval is being sought and its relationship to the building, structure or lot which it serves.

12.24.030 Restrictions and Limitations.

A. Any awning that extends into a street or sidewalk of the Village shall meet all of the following requirements:

1. It shall be covered with cloth or other light and pliable substance.
2. It shall be securely attached to the building.
3. It shall be properly supported, without posts, by iron or other metallic fastenings and supports.
4. The clearance between the highest part of the pavement and the lowest part of the awning or canopy, including the frame, shall be no less than 8 feet.
5. It shall not project over more than three-fourths of the width of the sidewalk.
6. It shall not be constructed of or repaired with wood, either wholly or in part.

B. A rigid canopy may be permitted to extend over any public street, sidewalk or alley in the Village, provided that it meets all of the requirements of the foregoing subsection A.

C. Any awning that is subject to the requirements of this section, that was lawfully in existence prior to March 4, 2003, that has a clearance between the highest part of the pavement and the lowest part of the awning, including the frame, of less than 8 feet but not less than 6½ feet, and that is otherwise in compliance with the provisions of this section,, shall be deemed in compliance with the terms of this section until any portion of the support apparatus of the awning is replaced, at which time the awning must be installed and maintained no less than 8 feet at its lowest part above the highest part of the sidewalk.

(Prior code § 7.05)

(Amended, 03/04/03, MC-3-2003)

Chapter 15.60 - SIGNS

Sections:

- 15.60.010 Title.
- 15.60.020 Scope.
- 15.60.030 Intent.
- 15.60.040 Rules of construction.
- 15.60.050 Definitions.
- 15.60.060 Prohibited signs.
- 15.60.070 Exempt signs.
- 15.60.080 Signs allowed without a permit.
- 15.60.090 Permitted temporary signs.
- 15.60.100 Signs on residential properties.
- 15.60.110 Signs of religious, charitable, educational, and other specified organizations.
- 15.60.120 Commercial signs.
- 15.60.130 General standards.
- 15.60.140 Sign permit procedures.
- 15.60.150 Certificate of appropriateness.
- 15.60.160 Amendment to permit work.
- 15.60.170 Expiration and revival of permits.
- 15.60.180 Failure to complete work.
- 15.60.190 Review of existing permanent signs.
- 15.60.200 Nonconforming signs.
- 15.60.210 Unlawful display deemed nuisance.
- 15.60.220 Enforcement, penalties and revocation of permit.
- 15.60.230 Violation of regulations.
- 15.60.240 Appeals.
- 15.60.250 Variations.
- 15.60.260 Liability for damages.

* Prior ordinance history: Ord. MC-192-97.

Section 15.60.010 Title.

This chapter shall be known, cited, and referred to as the Winnetka Sign Code.
(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.01)

Section 15.60.020 Scope.

This chapter governs and controls the erection, enlargement, expansion, alteration, operation, maintenance, relocation, and removal of all signs within the Village that are visible from any street, sidewalk, or public or private common open space. This chapter relates to the location, type, materials and size of signs within the various zoning districts established by Title 17 of this code (the Winnetka Zoning Ordinance), and is in addition to the provisions of Title 15 of this code (the Winnetka Building Code) that apply to the

Chapter 15.60 - SIGNS

location, construction, installation, operation, maintenance, and electrical wiring of signs and their sources of illumination.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.02)

Section 15.60.030 Intent.

This chapter is intended to reduce visual confusion; to restrict signs that overload the public's capacity to receive information or that distract attention, obstruct vision or otherwise increase the risk of accidents, personal injury or property damage; to enable the public to locate goods, services and facilities in the Village without difficulty or confusion; to encourage a high quality of development and excellence in the design of signs throughout the Village; and to promote the use of signs that are appropriate to the type of activity to which they pertain as well as expressive of the identity of the proprietors of the premises on which they are located.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.03)

Section 15.60.040 Rules of construction.

A. In the event any provision of this Sign Code is in conflict with any provision of the Building Code, or with applicable statutes, the provision imposing the stricter regulation, as determined by the Director, shall prevail unless otherwise provided by law.

B. Words used in the singular shall include the plural and words used in the plural shall include the singular.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.04)

Section 15.60.050 Definitions.

A. Terms Defined in Other Ordinances and Codes. Terms used in this chapter, but not otherwise defined, shall have meanings ascribed to them in the Zoning Ordinance, Building Code or this code.

B. Definitions. For the purposes of this chapter, certain words and phrases are defined as follows:

"Animated sign" means a sign that uses flashing or moving parts, bright color or light, or movement of any kind. Examples of such signs include pennants, banners, streamers, balloons, search lights, beacons and flashing lights.

"Area of an exposure" means the area of a building wall facing in one principal direction, including doors and windows contained in the wall; except that where a wall is irregular in plane, the area of an exposure shall be based on the area of a projection of the wall upon a plane parallel with the nearest adjacent street.

"Awning" means a structure attached to a building, typically made of tubular frame and covered with canvas, vinyl or similar soft material.

"Backlit illumination" means a method of illumination by which the sign is illuminated from within and the light is projected back onto the support surface to create a halo effect around the sign copy. Such signs are usually fabricated from opaque materials which do not allow light to filter through the face or sides of the sign, and thus only illuminate the

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wall the sign is affixed to. "Backlit illumination" also is commonly referred to or known as "halo" illumination.

"Blade sign" means a projecting sign that is mounted perpendicular to the surface of a wall.

"Board" means the Winnetka Design Review Board.

"Building Code" means Title 15 of the Winnetka Village Code.

"Building marker" means a permanent sign indicating the name of a building, the date and other incidental information about its construction, and which is cut into a masonry surface or made of bronze or other permanent material.

"Building Officer" has the same meaning ascribed to it in the Building Code.

"Bulletin board" means a permanent sign that identifies an institution or organization on whose premises it is located and which contains greetings, announcements of events, hours, or similar messages which may consist of changeable letters.

"Business sign" means a sign that directs attention to a business or profession conducted, or to a commodity or service sold, offered, or manufactured, or to an entertainment offered, on the premises where the sign is located and which is limited in content to the name and generic description of the business or product.

"Changeable copy sign" means a sign other than a bulletin board, all or part of which uses characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered an animated sign, and not a changeable copy sign for purposes of this code.

"Civic event sign" means a temporary sign announcing an event of a religious, civic or philanthropic organization.

"Commercial message" means any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

"Court yard" means an area of open space, other than a parking lot or loading area, that abuts a public street, is walled by buildings on three sides and is open to the public.

"Directional sign" means a sign limited to information and directions necessary for the safety or convenience of persons coming on the property, including signs marking entrances and exits, parking areas, one-way drives, pickup and delivery areas, and the like.

"Director" means the Director of Community Development or authorized representatives.

"Display case sign" means a changeable sign attached to the exterior wall of a building, the message of which is communicated by the posting of one or more sheets of paper and not by individual characters, letters, or illustrations.

"Externally illuminated sign" means a sign that is illuminated by directing a source of artificial light at the face of the sign or that is illuminated by backlit illumination.

"Freestanding sign" means a sign attached to a completely self-supporting structure such as a pole or brace placed on, or anchored in or below the ground, and not attached to any building or similar structure.

"Garage sale" means a sale that is open to the general public and is conducted from or on property zoned or used for a single-family residence, for the purpose of disposing of

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personal property owned by one or more persons residing in the single-family residence on the property and which was acquired in the normal course of living in or maintaining the residence, rather than for purpose of resale.

"Incidental sign" means a small sign, emblem or decal informing the public of goods, facilities or services available on the premises, such as a credit card sign or a sign indicating hours of business; provided, the cumulative area of such signs on any premise does not exceed one square foot.

"Internally illuminated sign" means a sign that is illuminated by a source of artificial light that directs the light through one or more translucent surfaces of the sign from within or behind it, rather than at the face of the sign. Internally illuminated signs include neon signs and similar illuminated gaseous tube signs with exposed lighting components.

"Nameplate sign" means a nonelectric on-premises sign giving the name, address and/or occupation of an occupant or group of occupants of the building or premises on which the sign is located.

"Portable sign" means any sign designed to be moved easily and not permanently attached to a building, structure or the ground, including, but not limited to, signs designed to be transported by means of wheels; signs converted to A- or T-frames; menu board and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless the vehicle is used in the normal day-to-day operation of the business.

(Amended MC-7-2002 § 2, 08/06/02)

"Projecting sign" means a sign affixed to a building or wall in such a manner that its leading edge extends more than twelve (12) inches beyond the surface of the building or wall.

"Public street" means the area lying within the described limits of a dedicated right-of-way or thoroughfare for vehicular traffic (excluding an alley), whether or not so used.

"Sign" means any fixture, placard or structure that is readily visible from any street, sidewalk or public or private common open space and that uses any color, form, graphic, illumination, symbol or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

"Sign Board" means the Winnetka Sign Board of Appeals.

"Street exposure" means the exterior wall (including doors and windows) of a building having its frontage on a public street or a court yard. If a building is occupied by more than one person or entity, the street exposure for each portion of the building so occupied is the street exposure of the portion of the building wall included in the space occupied by such occupant.

"Temporary sign" means a sign that is not designed, constructed or intended for long-term use and that is not permanently mounted.

"Wall sign" means a sign that is attached substantially parallel to, but within twelve (12) inches of, a wall, or is erected and confined within the limits of an outside wall of any building or structure, is supported by such wall or building, displays only one sign surface and does not project above the highest point of a building with a flat roof, or above the eave line of a building with gable, hip, gambrel or mansard roof, or beyond the end of the building or street exposure.

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"Window sign" means a sign, picture, symbol, or combination, applied or attached to the exterior or interior of a window, or located within five feet of the interior side of a window and displayed so that it is visible from the exterior of the window. For purposes of this code, displayed merchandise or products shall not be considered a window sign.

(MC-3-2021 § 2, Amended, 5/4/2021; MC-3-2020 § 2, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.05)

Section 15.60.060 Prohibited signs.

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

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

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

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

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

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

G. (Repealed.)

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

I. Off-premises signs that advertise or direct attention to a garage sale;

J. Signs on or attached to any utility pole, street light or lamp post, or placed or displayed on a public street, sidewalk, alley or parkway, except (1) banners, portable menu board signs or portable sandwich board signs displayed in accordance with Section 15.60.080. J and (2) signs erected for orderly traffic control and other municipal or governmental purposes;

K. Any sign not specifically permitted by the provisions of this chapter is prohibited. (MC-3-2020 § 3, Amended, 8/18/2020; Ord. MC-7-2002 § 3, 08/06/02; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.06)

Section 15.60.070 Exempt signs.

Signs, flags and emblems of and on the premises of the United States, the state, the Village, and other municipal corporations and public bodies of the state shall be exempt from the regulations of this chapter. Murals and building decorations not an integral part of a sign are not considered signs for the purpose of this chapter.

Chapter 15.60 - SIGNS

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.07)

Section 15.60.080 Signs allowed without a permit.

The following signs shall be allowed without a permit; provided that the sign is not prohibited by Section 15.60.060 of this chapter and that it complies with Section 15.60.130 of this chapter.

- A. Permitted, nonilluminated temporary signs, as provided in Section 15.60.090;
- B. Permitted, nonilluminated signs on single and two-family dwellings, as provided in Section 15.60.100(A);
- C. Permitted, nonilluminated signs of organizations, as provided in Section 15.60.110; provided, the area of any such sign does not exceed eight (8) square feet;
- D. (Repealed.)
- E. Memorial plaques, building markers, cornerstones, historical plaques and similar designations displayed for noncommercial purposes; provided that, the area of any such signs does not exceed six (6) square feet;
- F. Signs and pavement markings required by the police, fire or other governmental departments for the safety and convenience of the public;
- G. Street or house number signs not exceeding one and one-half square feet in area;
- H. Nonilluminated directional signs that do not contain a commercial message, logo or illustration, and that do not exceed three square feet in area;
- I. Incidental signs that do not exceed one square foot in area.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.08)

J. Self-supporting portable menu board signs displayed at restaurants or other food service establishments that offer food service for consumption on the premises, subject to the following limitations:

1. The signs shall be no more than 24 inches wide and 36 inches high, including support elements.
2. No restaurant or food service establishment shall be allowed more than one such sign.
3. The signs may be displayed only during the hours that the business is open to the public.
4. The signs may be placed on a public sidewalk, provided they do not extend more than two feet from the face of the building.
5. The signs may only be displayed between May 1 and November 30 of each year.
6. The proposed location of a sign for a restaurant with outdoor seating shall be depicted on the site plan submitted with the application for the outdoor seating permit and the sign shall be placed only in the location specified on the approved outdoor seating plan.
7. Notwithstanding the foregoing, the Village reserves the right to order the relocation or removal of any menu board sign if the Director determines that the sign poses a safety hazard for pedestrian or vehicular traffic.

K. Any outdoor sign located on residential property that pertains to an election or political campaign; provided, that no such sign shall be more than eight (8) square feet in area.

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L. Subject to the approval of the Village Council, banners displayed on any utility pole, street light or lamp post in the Hubbard Woods or Elm Street business districts, provided the Village Council determines that the banner is not a commercial or political advertisement.

(Amended MC-7-2002 § 4, 08/06/02; Amended MC-3-2003, 03/04/03; Amended MC-1-2011, 2/8/11; Amended MC-7-2012 § 2, 10/16/12)

Section 15.60.090 Permitted temporary signs.

A. Signs Permitted. The following temporary signs shall be allowed without a permit; provided, they meet the requirements of this section; and provided further, that, unless specifically provided otherwise, the area of the sign shall not exceed eight (8) square feet:

1. Nonilluminated real estate signs, advertising the sale or lease of the lot or premises on which they are located; provided that, any such sign shall be less than six feet in height. No more than one such sign shall be allowed on the lot or premises, except that on corner lots, there may be one such sign facing each street. All such signs shall be removed within seven days after the sale or lease of the premises.

2. Nonilluminated construction-site signs identifying the parties engaged in the design and construction on the lot or premises on which they are displayed, subject to the following conditions.

a. Any sign in a residential zoning district shall have an area of no more than eight square feet in area nor shall the top of the sign be more than six feet above grade.

b. Any such sign in a nonresidential zoning district shall be no more than sixteen (16) square feet in area nor shall the top of the sign be more than twelve (12) feet above grade.

c. No more than one such sign shall be allowed on the lot or premises.

d. All such signs shall be removed within seven days after completion of the work to which the sign pertains, as determined by the Director.

3. Decorations displayed in connection with civic, patriotic or religious holidays, except that they shall be removed within seven days after the specific holiday.

4. Certain signs pertaining to elections or political campaigns, and signs displayed by civic, philanthropic, religious or educational organizations regarding an event sponsored by the organization, subject to the following conditions:

a. No outdoor sign on non-residential property that pertains to elections or political campaigns shall be more than eight (8) square feet in area;

b. No sign that is for an event sponsored by a civic, philanthropic, religious or educational organization and that is located on the exterior of the premises of the organization sponsoring the event shall be more than thirty-two (32) square feet in area;

c. No sign that is for an event sponsored by a civic, philanthropic, religious or educational organization and that is located in an exterior location other than on the premises of the organization sponsoring the event shall be more than eight (8) square feet in area; and

d. Any sign subject to this paragraph 4 shall be removed no later than seven days after the election or event for which it was displayed.

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

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

6. Nonilluminated garage sale signs displayed on the residential property on which the sale is conducted, subject to the following conditions:

- a. No such sign shall be more than eight square feet in area,
- b. No more than one such sign shall be permitted on the lot or premises, except that on corner lots one such sign may face each street,
- c. No such signs shall be displayed for more than seventy-two (72) hours.

7. Signs such as banners, balloons, and similar devices that are displayed on residential property in a single-family residential zoning district to announce a birth, birthday, anniversary or similar special occasion; provided, no such sign shall be displayed more than twelve (12) hours before the occasion, and no such sign shall be displayed for more than forty-eight (48) hours.

B. Removal of Signs. All signs permitted by this section shall be removed by the person displaying it. The director is authorized to remove any such sign that has not been removed within the time limits established by this section whenever such removal can be accomplished without entering a nonpublic portion of any building. In addition to any other penalty provided by this code, the person responsible for the posting or displaying of such sign shall pay the Village for the removal, such fee to be established by resolution of the Village Council.

(MC-7-2012 § 3, Amended 10/16/12; 10/16/12; Ord. MC-1-2011, 2/8/2011; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.09)

Section 15.60.100 Signs on residential properties.

A. Single-Family and Two-Family Dwellings. No sign shall be displayed on any building or premises or part of such building or premises used for residential purposes, regardless of the zoning district in which it is located, and on any vehicles parked or stored on such residential property so as to be readily visible to the general public, except for the following permitted signs:

1. Signs exempted from this chapter pursuant to Section 15.60.070;
2. Signs allowed without a permit pursuant to Section 15.60.080;
3. Temporary signs permitted pursuant to Section 15.60.090;
4. One nameplate sign not exceeding two square feet in area;
5. Noncommercial signs behind or affixed to windows and doors, including signs prohibiting solicitors and identifying security services; and
6. Lawn signs prohibiting solicitors or identifying security services.

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B. Multifamily Dwellings. In addition to signs permitted by subsection A of this section and any other signs permitted in this chapter by reason of any commercial use of the first floor, a multifamily dwelling building may display one nameplate sign not exceeding three square feet in area; provided, the permit requirements of Section 15.60.130 have been met. (Ord. MC-209-98 § 2 (part), 1998; prior code § 27.10)

Section 15.60.110 Signs of religious, charitable, educational, and other specified organizations.

A. Signs Permitted. No sign shall be displayed on the building or premises of a religious, philanthropic, civic, charitable or private educational institution or organization or any private club, except for the following:

1. Signs exempted from this chapter pursuant to Section 15.60.070;
2. Signs allowed without a permit pursuant to Section 15.60.080;
3. Temporary signs permitted pursuant to Section 15.60.090;
4. Signs, identifying the name or nature of the institution or organization; and
5. Bulletin board and changeable copy signs.

B. Size of Signs. The total area of all signs permitted by subsections (A)(4) and (5) of this section shall not exceed fifty (50) square feet, and no one sign shall exceed thirty (30) square feet in area.

C. Off-Premises Directional Signs. No more than two off-premises directional signs, neither of which shall have an area of more than four square feet, shall be permitted for each such institution; provided, the size, location, placement, design and color of such signs is approved by the Board.

(Ord. MC-209-98 § 2 (part), 1998; prior code § 27.11)

Section 15.60.120 Commercial signs.

A. Defined. All signs not included or regulated in Sections 15.60.080, 15.60.090, 15.60.100 and 15.60.110 and not exempt pursuant to Section 15.60.070 shall be deemed to be commercial signs for the purposes of this chapter, regardless of the zoning district in which the signs are located.

B. Regulations. Commercial signs of any type not prohibited by Section 15.60.060 may be displayed, subject to obtaining a permit pursuant to this chapter; provided, they comply with the following regulations and the general standards set forth in Section 15.60.130:

1. Wall Signs and Window Signs.

a. No wall sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.

b. No wall sign or window sign shall exceed seventy (70) square feet in area.

c. Wall signs shall be placed substantially parallel to the surface of the wall.

d. Window signs may be displayed on the street exposure or nonstreet exposure windows of an occupant; provided that, the total area of window signs in any single window pane or any single section of window shall not exceed ten (10) percent of the area of the single window pane or single section of window on which it is located.

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e. For each street exposure the total area of all window signs, wall signs and awning signs other than exempt signs, permitted directional signs, display case signs, and incidental signs of this section, shall not exceed fifteen (15) percent of the total area of street exposure.

f. In buildings with more than one commercial premises, the total area of all commercial wall signs, window signs, and awning signs shall be limited to fifteen (15) percent of the area of street exposure of the occupant of each such premises.

g. Commercial wall signs shall be displayed only upon street exposures; except that one wall sign not exceeding twenty (20) square feet in area may be displayed by each occupant on each nonstreet exposure of the premises occupied by such occupant; provided that, such signs shall not be located above the second floor window sill level and shall not be higher than fourteen (14) feet above grade if there is no second floor window sill. The total area of all such nonstreet exposure wall signs displayed on a building shall be limited to forty (40) square feet and the area of such signs shall count toward the maximum sign area allowed for the street exposure of such occupant as provided in this section. This provision shall not prohibit window signs or the painting of signs on doors.

h. In cases where an occupant of a building occupied by no more than two commercial occupants does not have any street exposure, such occupant shall be permitted to display on or attach to the building, including the doors and windows, one commercial sign the area of which shall not exceed five square feet. The area of such sign shall be included in the fifteen (15) percent overall limitation established in this section.

i. In addition to other signs displayed on or attached to a building, a building occupied by three or more commercial occupants may display a directory type wall sign (subject to the fifteen (15) percent limitations contained within subsections (B)(1)(e) and (B)(1)(f) of this section) which lists only the names of such commercial occupants and the name of the building. The total area of such a directory-type sign shall not exceed thirty-five (35) square feet in area and no one individual listing shall exceed three square feet in area.
(amended MC-3-2003, 03/04/03)

2. Projecting Signs.

a. One projecting sign may be placed perpendicular to the surface of a wall on a court yard for each business located on a court yard; provided that, the area of the sign does not exceed three square feet.

b. Blade signs may extend over a public way or a public sidewalk, provided that the blade sign extends no more than 2 feet from the wall of the building and is no more than 3 feet high, and provided that the clearance between the bottom of the sign and the sidewalk is at least 8 feet.

c. No projecting sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.

(Amended MC-3-2003, 03/04/03)

3. Freestanding Signs.

a. No freestanding sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.

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b. One directory type freestanding sign may be displayed on the premises of a building occupied by three or more commercial occupants; provided, the sign lists only the names of such commercial occupants and the name of the building; provided that, the building in which the occupants are located is set back from the street line at least fifteen (15) feet. The total area of any such sign shall not exceed forty (40) square feet in area, and the area of any one side of the sign shall not exceed twenty (20) square feet, and no one individual listing shall exceed three square feet in area. The total height of such a sign shall not exceed eight feet above grade.

c. If a building is occupied by fewer than three occupants, one freestanding sign may be displayed on the premises on which the building is located; provided that, no commercial signs are displayed other than exempt signs, window signs and a nameplate sign not exceeding three square feet in area, that the building is setback from the street line at least fifteen (15) feet, that the total area of such sign does not exceed forty (40) square feet, that the total area of any one side of the sign shall not exceed twenty (20) square feet, and that the total height of the sign does not exceed twelve (12) feet above grade.

4. Awning Signs.

a. No awning sign shall contain information other than the name of the occupant or business, the street address numbers of the premises and the occupant's logo or trademark.

b. The total area of all signs on an awning shall not exceed fifteen (15) percent of the total exterior surface area of the awning. The area of such awning sign shall be included in the fifteen (15) percent overall limitation established by this section.

c. The size of letters, logos or trademarks on awnings shall not exceed six inches in height and shall be placed on the descending vertical front skirt only.

5. Directional and Incidental Signs. Directional or incidental signs accessory to parking and driveway areas are permitted in addition to signs permitted under Section 15.60.080, subject to the following regulations:

a. One directional sign may be erected to designate each entrance to or exit from a parking or driveway area; provided that, the area of each such sign shall not exceed three square feet;

b. One wall sign or freestanding sign designating the conditions of use shall be permitted for each parking or driveway area; provided that, the area of any such sign shall not exceed ten (10) square feet.

6. Signs on or accessory to automobile service stations and car washes shall conform to all regulations contained in this chapter and shall be limited to four signs per establishment. In computing the number of signs displayed, however, the following shall not be deemed to constitute signs on such premises:

a. Information appearing on gasoline pumps as purchased or installed;

b. Signs containing information required by state or federal law regarding the operation of automobile service stations or pump islands; provided that, the size of each such required sign shall be related to the state mandated letter size and shall be approved by the Board.

7. Display case signs on those types of commercial establishments listed as allowed uses in (i) Section 17.46.010(E) Food Products Uses and (ii) Section 17.46.010(F) Food and

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Beverage Service Uses, of the Winnetka Zoning Ordinance, subject to the following limitations:

- a. Only one display case sign is allowed per commercial establishment;
- b. The changeable copy in the display case shall be used to advertise or provide information about products and services offered by the commercial establishment;
- c. Display case signs must be fully enclosed with a transparent front face;
- d. The signs shall (a) project no more than four inches beyond the face of the wall to which it is mounted, (b) be no larger than three square feet measured from outer edge of the case to outer edge of the case, and (c) shall be mounted or hung no more than six feet above grade;
- e. Display case signs are prohibited from using any type of backlit illuminations, and may use external illumination subject to the permitting requirements of Section of this Code;
- f. Display case signs may not cover or interfere with exterior architectural details or windows of the building to which it is attached; and
- g. Display case signs must either match the primary exterior storefront frame color or be compatible with the overall materials and colors of the building façade design as determined by the Director.

(MC-3-2020 § 4, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.12)

Section 15.60.130 General standards.

All signs permitted by this chapter, whether with or without a permit, shall comply with the following standards:

A. Sign Measurement.

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

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

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

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

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

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B. Illumination.

1. Location and Design of Light Source. The source of light for any externally illuminated sign shall be located, shielded and directed so as not to be directly visible from any dwelling or public street. No receptacle, device, fixture or housing for a light fixture shall project more than three inches into the right-of-way of any public street, sidewalk, parkway, alley or public place (except that such an electrical device more than eight feet above the adjoining sidewalk may project a maximum of twenty (20) inches into a public right-of-way).

2. Location of Externally Illuminated Signs on Building. No externally illuminated signs, whether displayed on a building or as a window sign, shall be displayed above the second floor window sill level of the building.

3. Externally Illuminated Signs Adjacent to Residential Zoning Districts. No externally illuminated sign shall be located within, or within one hundred (100) feet of the boundary of, any residential zoning district, if an illuminated face of such sign is parallel with or at an angle of less than forty-five (45) degrees from the residential zoning district boundary or otherwise has an adverse visual impact on adjacent residential properties; provided that, this restriction shall not apply if the property is in a multifamily zoning district and is not used for residential purposes.

4. Display Case Sign Light Source. The source of light for any externally illuminated display case sign shall be located, shielded and directed so as to direct the light to the contents of the display case sign only, and shall not be directly visible from any dwelling or public street.

C. Electrical Elements. All signs and appurtenant light fixtures in which electrical wiring and connections are to be used shall comply with the Building Code.

D. Structural Design. All signs shall comply with the Building Code and shall be designed and constructed adequately and safely to support their weight and to withstand wind and other stresses to which they may be subjected.

E. Obstruction of Accessways. No sign shall be erected, relocated, maintained, or otherwise permitted to obstruct or prevent free ingress and egress from any window, door, fire escape or stairway of any building or structure. No sign shall be attached to a fire escape.

F. Traffic Safety. No sign shall be erected, constructed or maintained where by reason of its position, shape, color or wording, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device, nor shall it otherwise cause a safety hazard.

G. Sign Maintenance. In addition to complying with all other applicable provisions of this code, all signs and awnings shall be kept and maintained in a safe, neat and orderly condition and appearance, including, without limitation, keeping all changeable copy in a display case sign unfaded, legible, and in a condition that is not worn, torn or shredded. The owner of a sign shall be responsible for providing such maintenance for freestanding signs. Maintenance shall also require that the ground area, for a distance of not less than ten (10) feet in all directions, be kept free and clean of weeds, trash and other debris. In the event that a sign is not maintained in a safe, neat and orderly condition by the owner, the sign shall be subject to removal.

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H. Removal of Signs. Whenever any business, service or other use moves from or vacates premises previously occupied by it, or if, for any reason a sign is no longer applicable to the premises or has been abandoned, the sign and related mounting hardware and electrical service shall be removed from the premises within ten (10) days from the date of such cessation of the business or occupancy. In the event that such sign is not removed by the owner or operator of such business, service or use, the owner of the premises upon which such sign is displayed shall be liable for such removal within ten (10) days.

I. Civic Event Signs. Areas of land designated by the Village Council as community information areas may have civic event signs posted subject to the following:

1. Application for civic event signs shall be filed with, and approved by the Director, subject to issuance of a certificate of appropriateness as provided in this chapter.

2. Such signs shall be constructed of wood or similar material and shall be securely fastened to the ground.

3. Such signs shall be no more than thirty-two (32) square feet in area and no more than twelve (12) feet in height.

(MC-3-2020 § 6, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.13)

Section 15.60.140 Sign permit procedures.

A. Applicability. Any nonexempt sign for which a permit is required shall comply with the procedures established by this section.

B. Permit Application Requirements. No sign permit application shall be accepted unless it is complete. Application for a sign permit shall be submitted to the Director on forms provided by the Director and shall be accompanied by all applicable fees, deposits and bonds in the amounts set from time to time by resolution of the Village Council. An application for a sign permit shall at a minimum contain or have attached to such application the following information and material, in sufficient detail to illustrate clearly the design for which approval is being sought and its relationship to the structure it serves:

1. Name, address and telephone number of the owner of the property;
2. Name, address and telephone number of the applicant (owner of the sign);
3. Name, address and telephone number of the sign contractor, and where applicable, the name, address and telephone number of the electrical contractor;
4. Address or location of building, structure or lot to which, or upon which, the sign is to be attached or erected;
5. Application for certificate of appropriateness and, where applicable, application for building permit;
6. Illustrated calculations of the aggregate size of all signs existing on the premises at the time of making such application;
7. Such other information as the Director or the Board shall require to show full compliance with this chapter;
8. Ten (10) copies of the following materials or information:
 - a. Drawings showing the position of a proposed sign in relation to adjacent signs, buildings and structures,

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b. Information, drawings, samples, or other materials regarding the design and size, structural details, materials and colors, and placement on the premises of a proposed sign or sign structure,

c. Current color photographs showing existing signs on the premises and adjacent property, and the date that the photographs were taken.

C. Review of Sign Permit Applications; Requests for Additional Information. Permit applications shall be examined by the Director to determine if the application materials meet the requirements of this code. The Director may request such additional information or clarification as is necessary to complete review of the sign permit application. If it appears that a proposed sign is in compliance with the minimum requirements of this chapter, and with other laws and ordinances of the Village, the Director shall promptly refer the application materials to the Board for consideration of the granting or denial of a certificate of appropriateness.

D. Issuance of Permit. Except as provided in Section 15.60.150(D) of this chapter, no sign permit shall be issued by the Director prior to the granting of a certificate of appropriateness by the Board, or on appeal by the Village Council as provided for in Section 15.60.150(E) of this chapter.

E. Display Case Signs. Notwithstanding anything to the contrary in this Section, applicants for a permit to install a display case sign shall not be required to submit an application for, or obtain, a certificate of appropriateness to obtain a sign permit.

(MC-3-2020 § 7, Amended, 8/18/2020; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.14)

Section 15.60.150 Certificate of appropriateness.

A. Application for Preliminary Consideration. If requested in writing by a prospective applicant for a sign permit, the Board shall give preliminary consideration to a specific project before a formal application is filed, and shall provide recommendations on matters pertaining to the purpose, intent, standards and criteria of this chapter it may deem appropriate to guide the prospective applicant in developing a plan for signage that will comply with this chapter. The preliminary consideration is advisory only and no approval or denial shall be given during such preliminary consideration.

B. Final Approval. Upon receipt of a complete application, the Board shall, as soon as practicable, consider whether a certificate of appropriateness should issue.

C. Recommendation for Changes. The Board may, prior to making its decision, make recommendations to the applicant as to changes in the signage plans which, in the Board's judgment, would tend to effect the general intent and purpose of this chapter. If the Board recommends changes in the signage plan, the applicant shall notify the Board within fifteen (15) days in writing of the applicant's acceptance or reasons for rejection of such recommendations. If the applicant does not respond in writing to the Board's recommendations within the specified time period, it shall be assumed that the applicant has rejected such recommendations.

D. Issuance of Certificate.

1. A certificate of appropriateness shall be issued by the Board upon the concurring vote of a majority of the members present. However, if fewer than two-thirds of the

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members present vote to grant the certificate of appropriateness, the certificate shall not be issued until the time for the notice of appeal provided in subsection E of this section has lapsed, or if an appeal has been taken, until a final decision on the appeal has been reached by the Village Council.

2. If consideration of an application for certificate of appropriateness by the Board has not been initiated within forty-five (45) days following referral of the application by the Director to the Board, or having been initiated has not been concluded within forty-five (45) days following the submission by the applicant of additional evidence required by the Board, the Director shall, if the application is in order and the plans are in compliance with the minimum technical standards and requirements set forth in this chapter, issue a sign permit to the applicant for the work specified within such application and plans.

3. The Board, in its discretion, may extend the time limits of the preceding subsection, provided the applicant consents to such a continuance.

E. Appeal to Council. If a certificate of appropriateness is granted or denied by a concurring vote of fewer than two-thirds of those Board members present, the applicant or any person affected by the Board's decision may take a written appeal to the council within thirty (30) days from the date of such granting or denial. No appeal may be taken unless written notice of intent to file such appeal is made to the Director within seven days of the board's decision denying or granting the certificate. The Village Council shall render its decision within thirty (30) days from the date of such written appeal and its decision shall be final.

F. Standards and Criteria for Issuance. The following factors and characteristics relating to the safety and appearance of signage, shall govern the board's evaluation of design submittals:

1. The sign area shall not exceed the maximum permitted area and shall be in proportion and scale to the building or to other buildings or signs in the surrounding area;

2. Projects which include a number of signs and graphics shall have an overall plan;

3. The amount of information contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;

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

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

6. External lighting shall be arranged so that the light source is screened from view;

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

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.15)

Section 15.60.160 Amendment to permit work.

It is unlawful to alter or in any way modify or deviate from the permit work. If the owner desires to deviate from the approved construction documents during the progress of permit work, the owner shall submit to the Director a certified description of the changes

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and complete revised construction documents which clearly show all revisions. Prior to proceeding with the work, any amendments to the original permits and approved construction documents shall be approved by the Director or other building officers in accordance with this code.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.16)

Section 15.60.170 Expiration and revival of permits.

If, after the date that any permit is approved, the permit work has not begun within three months, or substantial progress is not made on the permit work within six months, or the permit work is not completed within fifteen (15) months, or the permit work is suspended or abandoned for a period of three months after it has commenced, then the permit shall lapse. Upon lapse of any permit, all retained fees and deposits shall be forfeited and any permit bonds shall be subject to forfeiture upon approval of the Village Council. No work shall be done under a lapsed permit and no further inspections shall be performed on the work that was the subject of the lapsed permit unless the permit is first revived pursuant to this section. Any request to revive a permit after it has lapsed pursuant to this section shall be considered a new permit application and shall be subject to all fees, costs, deposits and approvals applicable to a new permit application for such work.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.17)

Section 15.60.180 Failure to complete work.

A. Notice. In the event that the person to whom the sign permit has been granted fails to complete or assure completion of the work required in accordance with the provisions of the permit, the Director shall notify such person in writing of any such failure. If such failure is not corrected within ten (10) days after notification the sign permit may be revoked by order of the Director.

B. Revocation of Permit. Any sign permit or certificate of appropriateness issued under this chapter may be revoked by order of the Village Council when it is shown by satisfactory proof that:

1. The permit was issued without or in excess of the authority of the Director;
2. The application for sign permit and certificate of appropriateness contained material misrepresentation of fact; or
3. The sign(s) or structure was erected, constructed, reconstructed, altered or used in a manner not in compliance with the submittals which served as the basis for the issuance of the permit or certificate of appropriateness.

C. Removal of Signs. In the event of revocation of a sign permit or certificate of appropriateness, the sign(s) or structure authorized by said permit or certificate shall be removed promptly at the expense of the applicant.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.18)

Section 15.60.190 Review of existing permanent signs.

A. Identification. The Director shall inspect existing permanent signs for the purpose of identifying those existing permanent signs which are not in compliance with this chapter.

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B. Requests for Review. Any person may file a request with the Director for review of specific existing permanent signs. The Director shall inspect such sign or signs for the purpose of determining compliance with the provisions of this chapter.

C. Notice of Violation. The Director shall notify the owner of any existing permanent sign found to be in violation of any provision of this chapter pursuant to inspections made under subsection A or B of this section. The notice shall refer to each section of this chapter under which a violation has been found to exist and the notice shall describe the features found to be deficiencies.

D. Effect of Notice. Each existing permanent sign which is the subject of a notice given under subsection C of this section shall thereupon be classified as a nonconforming sign subject to Section 15.60.200.

E. Appeals. The owner of a sign with respect to which a notice has been given under subsection C of this section above may appeal the determination by the Director by filing an appeal pursuant to Section 15.60.230 not later than thirty (30) days after the date of notice. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.19)

Section 15.60.200 Nonconforming signs.

A. Any sign that becomes nonconforming as the result of the adoption of this chapter on May 20, 1980, or of any subsequent amendments to this chapter, may be continued, subject to the conditions and limitations of this section; provided, the sign was lawfully in existence at the time of such adoption or amendment and has remained nonconforming.

B. Ordinary repair and maintenance may be made to any nonconforming sign except a sign that is prohibited by Section 15.60.060 of this chapter. For purposes of this provision, the rewiring or change of any electrical element of an internally illuminated sign or the replacement of any neon tubing shall not be considered ordinary repair and maintenance.

C. No nonconforming sign, or part of such sign, shall be operated, maintained or changed in any way if such operation, maintenance or change will either create an additional nonconformity or increase the extent or degree of the existing nonconformity.

D. No nonconforming sign shall be moved in whole or in part to any other location on the same zoning lot unless the Director has determined that the proposed relocation will decrease the degree of nonconformity.

E. If a nonconforming sign is damaged by fire or other casualty to the extent of fifty (50) percent or more of the value of the entire sign (measured in terms of replacement cost for the sign as a whole, and as determined by the Director) it shall not be restored unless the entire sign is made to conform to the provisions of this chapter.

(Amended during 1999 codification; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.20)

Section 15.60.210 Unlawful display deemed nuisance.

It is unlawful to display any sign in violation of the provisions of this chapter. Any sign displayed in violation of this chapter shall be deemed a public nuisance.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.21)

Section 15.60.220 Enforcement, penalties and revocation of permit.

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A. Authorization of Director. The Director is authorized and empowered to enforce this chapter.

B. Final Inspection Required. Before any use may be made of a sign authorized under the provisions of this chapter, a final inspection of the premises must be obtained from the Director to assure compliance with the evidence upon which the sign permit was issued.

C. Authority of Building Officers. Building Officers are empowered, during reasonable hours, to lawfully enter upon any premises or into any structure or addition to such structure for which a sign permit has been issued but which has not received a final certificate of use or when necessary to do so in the performance of any duty imposed upon them by this code. If entry is refused or not obtained, a Building Officer is authorized to pursue remedies as provided by law or this code.

D. Enforcement Actions. Any Building Officer is authorized to exercise the police power of the Village in order to secure compliance with the provisions of this chapter. Enforcement actions shall include, but not be limited to, the issuance of a stop work order, permit revocation, prosecution for violations, the bringing of a civil action to recover any penalty of fine, or the institution of the appropriate action at law or in equity to restrain, correct or abate such violation or to require the removal of the unlawful use or act. The filing of a civil action to recover any penalty or fine shall preclude incarceration or imprisonment. Prior written notice of a violation shall not be required for the initiation of enforcement actions under this section if the violation creates any emergency or unsafe condition, if the violation is the resumption of an activity that was the subject of a written notice of violation issued within the previous thirty (30) days, or if the Building Officer determines that the violation is part of a pattern of behavior at the site which discloses a disregard for the requirements of this code.

E. Penalties--Fines.

1. Fines for Violations. Except as provided in subsection (E)(2) of this section, any person who violates a provision of this chapter shall be subject to a fine of not less than one hundred dollars (\$100.00) nor more than seven hundred fifty dollars (\$750.00) and the cost of prosecution. The village attorney or, at the direction of the village manager, the village prosecutor, may file a civil action to recover any penalty or fine against any such person; provided, however, that the filing of such civil action shall preclude incarceration or imprisonment.

2. Pre-Court Payment. Except as provided in this paragraph, any person charged with a violation of this chapter may pay directly to the Village, at the Village Hall, the minimum fine applicable to the offense charged, as established in subsection (E)(1) of this section; provided, such payment is made no later than five days before the date of a court hearing set for such violation at the request of the person receiving the citation alleging the violation. A receipt shall be issued for any pre-court payment so made and any violation for which such a pre-court payment has been made shall not be subject to further prosecution. No pre-court payments will be accepted less than five days before the scheduled court hearing date. If more than two violations are issued for the same work site in any thirty (30) day period, only the first two such violations may be subject to a pre-court payment pursuant to this paragraph.

3. Separate Offenses. Each act of violation and each day upon which a violation occurs shall constitute a separate offense.

Chapter 15.60 - SIGNS

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.22)

Section 15.60.230 Violation of regulations.

A. The Director shall give a written notice of violation to any person displaying a sign in violation of this chapter (other than violations of Section 15.60.180). Such notice shall demand compliance with the requirements of this chapter within forty-eight (48) hours from the time of receipt of such notice (weekends and holidays excluded) for temporary and window signs, and within ten (10) days for other signs.

B. Any person displaying a sign in violation of this chapter after such forty-eight (48) hours or ten (10) day period, as the case may be, shall be subject to a penalty not exceeding seven hundred fifty dollars (\$750.00) per offense. Each day of such violation shall constitute a separate offense with respect to the computation of fines.

C. If a sign shall be found to be unsafe or insecure, or constructed, erected or maintained in violation of this chapter, and if the owner of the sign fails to remove or alter the sign (following proper notice), the sign may be removed or altered by the village at the expense of the owner of the sign.

D. In the event that any sign presents an immediate peril to persons or property, the sign may be removed by the Village summarily and with out notice. Such removal without notice shall not preclude the Village from recouping the costs of such removal.

E. In addition to other remedies as specified in this chapter, the Village may institute any appropriate action or proceeding to prevent, restrain, correct, or abate any violation of this chapter, including such actions as may be necessary for the Village to recoup costs incurred in pursuance of the removal or alteration of signs as may be required by this chapter.

F. Any permit shall be a license to proceed with the permit work and shall not be construed as authority to violate, cancel or set aside any provision of this code or any other applicable law.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.23)

Section 15.60.240 Appeals.

A. An appeal may be taken to the Sign Board of Appeals from any order, requirement, decision or determination made by the Director in the enforcement of this chapter, which appeal shall act as a stay of all proceedings in furtherance of the action appealed from until a final decision by the Sign Board.

B. All final decisions of the Sign Board under this section shall be subject to judicial review pursuant to the provisions of the Administrative Review Act approved May 8, 1945 and all amendments and modifications (735 ILCS 5/3-101, et seq.).

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.24)

Section 15.60.250 Variations.

A. Any person may apply to the Sign Board for a variation from the terms of this chapter and a permit to construct or alter or maintain any sign which does not conform to the requirements of this chapter.

Chapter 15.60 - SIGNS

B. No variation application shall be accepted unless it is complete. Variation applications shall be made on forms provided by the Director. Variation application fees shall be set from time to time by resolution of the Village Council.

C. Variations shall be permitted only if:

1. They are in harmony with the general purpose and intent of this chapter; and
2. The plight of the petitioner is due to unusual circumstances; and
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter; and
4. The variation will not alter the essential character of the locality.

D. Every variation granted by the Sign Board shall be accompanied by findings and facts specifying the reasons for granting the variation.

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

1. Permit signs that are prohibited;
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.25)

Section 15.60.260 Liability for damages.

Neither the provisions of this chapter nor the issuance of any sign permit or certificate of appropriateness shall be construed as relieving any person erecting, owning or maintaining any sign from liability arising by reason of personal injury or property damage resulting from such sign or work relating to such sign, or as limiting the liability of any such person by reason of personal injury or property damage so resulting. The provisions of this chapter shall not be construed as imposing upon the Village or its officials or employees any liability by reason of the approval of any sign under any of the provisions of this chapter.

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.26)

The Village of

Winnetka

Design Guidelines

Awning Excerpts



e. Awnings and Banners

Awning scale and proportions are to be appropriate for the building on which they are mounted as well as the adjacent structures. It is highly recommended that awnings be uniform in size, shape (except for arched openings, see “Forms” below) and color in order to unify multiple storefronts within a single building. The length of the awning is to be restricted to the length of the storefront opening; awnings must not continue over masonry piers. The vertical and horizontal dimension should be proportional to the overall projection of the awning. (See figure 42)



Figure 42

Awning projection is preferred at 36 inches, but awnings will be considered which range from a minimum of 24 inches to a maximum of 36 inches. Projection depth should match the existing adjacent awnings provided they comply with the acceptable minimum and maximum projection. Awnings should be placed at a minimum height of 8 feet above the sidewalk. If awnings are lit it should be from an outside source; no backlit awnings are allowed.

Forms: Awning forms are to conform to the general shape of the opening. Arched openings are to receive ½-round domed awnings, whereas rectangular openings are to receive rectangular, gently sloping; planar forms with closed ends. Valances may be fixed or loose.

Mounting: Awnings may be fixed or retractable. Retractable awnings must be kept either in the fully projected position or the fully closed position. Fixed awnings are to have concealed rigid metal frames. Retractable awnings should have a canopy cover and automatic retractable rollers mounted to the building. Underpanels are not desired. Frames should be painted to match or compliment the color of the awning cover material or its underside.

Materials: The awning material should be taut, not relaxed. Awning materials may include matte finish painted army duck, vinyl-coated cotton, acrylic-coated polyester, and vinyl-coated polyester or cotton and solution-dyed acrylic. All materials should receive silkscreen, painted, cutout lettering, heat color-transfer, pressure sensitive vinyl films or sewn appliqué signs. Awning signs and logos are limited to a height of six inches, and may be placed on the valance only.

Colors: Awning and banner colors must take into account the color selection of the surrounding materials, buildings, signs, awnings, and image of the retailer/user and district. All awnings located on the same building must be the same color. Colors should enhance and compliment the building and are restricted to earthtones and primary and secondary colors. Final color selection is contingent on approval by the Design Review Board and compliance with the Village awning ordinance.

Banners should be considered as identification of commercial districts. Banners may be location, event, holiday or sponsor specific and can create a unifying thread between the independent districts. Banners are to be mounted on existing poles by fixed brackets and hardware. The Design Review Board must approve the final design.

All new or replacement Awnings and Banners must comply with Village Ordinances and the Design Guidelines.

f. ADA Compliance:

Federal and State regulations require all public spaces to be accessible. Accessibility alterations shall allow access from either the primary or the secondary facade; additions of elevators or ramps should be designed as an integral element of the building.

Entrances: Commercial and mixed-use facilities should provide first floor access from the primary or secondary facade.

Elevators: Where possible, elevators should be incorporated into the existing building envelope. If physically impossible, the elevator and stair core can be located on the exterior of the building but should be located so as not visible from the main public way.

Ramps: Where required, the slope of the ramp should be as gradual as possible to eliminate the need for handrails. Although a 1:12 slope is permitted, 1:20 is encouraged. A ramp should be an integral design element, reflecting the design of the building it serves and surrounding site. This can be accomplished by concealing the ramp behind a low screen wall.

g. Mechanical Equipment

1. Location

Mechanical Equipment must not be visible from pedestrian view. Roof top equipment should be located either in the center of the roof or in one corner away from the street elevation so as not to be visible from the primary or secondary approach.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: JULY 15, 2022
SUBJECT: SINGLE FAMILY RESIDENTIAL DESIGN GUIDELINES

INTRODUCTION

At the July 21, 2022, Design Review Board special meeting, the Board is scheduled to hold a continued study session on the topic of residential design guidelines for new single-family homes. The Board held previous study session on the topic on May 19, 2022, and June 28, 2022.

At is June 28, 2022, meeting, the Board had requested information regarding amendments to the Zoning Ordinance that addressed single-family residential design elements, in particular gross floor area (GFA) “bonuses”. Attached are two memos that summarize changes to the Zoning Ordinance since 1989. The first memo summarizes changes between 1989 and 2006. The second memo summarizes changes between 2006 and 2009. The year 2009 was the year during which significant zoning changes were made to the single-family residential districts.

The Board also requested staff gather information regarding how communities across the country that have a single-family residential design review process conduct such a process. Staff is in the process of gathering such information.

As previously stated, the Village President is interested in hearing the thoughts of Board members regarding how the Village can better ensure that the design of new single-family homes and major additions are compatible with the neighborhoods in which they will be located. Questions the Board may find helpful to consider as they discuss the issue are the following:

1. Should the Village take steps to encourage compatible single family residential design, take steps to establish a design review process, or both?
2. If the preferred path is to encourage compatible design, what steps should the Village take?
3. If the preferred path is to establish a required design review process,
 - a. How should the Village engage the community and other boards and commissions with the development of such a process?
 - b. What might the actual design review process look like?
 - i. What types of single-family home construction projects would require review?
 1. New construction, additions, or exterior alterations?
 2. Only the principal structure (the new home) or also accessory structures (detached garages, pool houses, etc.)?
 3. Only those improvements visible from a public or private street?
 4. Should there be a process for staff to grant waivers to certain construction projects having to go through the process?
 - ii. What should the design review process focus on?

1. Guidelines that focus more on how the design of the new home contextually fits within the block in terms of its scale and form **or**
 2. Guidelines that are more specific in terms of what types of designs or design elements are allowed?
- iii. What bodies will be involved in the review and approval?
 1. Will an advisory body review and approve the design, with appeals going to the Village Council?
 2. Or will the advisory body only make a recommendation, with the Council making the final determination?
 - iv. What will be the design standards that the decision-bodies use to make their final determinations?
 - v. Are there any zoning variations that may be granted as part of this review process?
 - vi. Based upon what the design standards will be, what will applicants be required to submit as part of the application process?
 - vii. How will the public be provided an opportunity to participate in the review process? Will there be a public notice requirement (e.g., web posting, mail notice)?
 - viii. What type of staff resources is the Village willing to commit to this process?

Staff will be present at the June meeting to assist the Board with this discussion.

ATTACHMENTS

Attachment A-2 Amendments to the Single-Family Residential Zoning Districts Since 1989

AGENDA REPORT

TO: Village Council

PREPARED BY: Brian Norkus, Assistant Director of Community Development

DATE: January 6, 2006

SUBJECT: Chronology of zoning changes, 1989-2005

This report is intended to provide a summary of “recent” zoning amendments, a history of changes beginning with the first adoption of Gross Floor Area regulations in 1989. As these zoning changes were often in response to a particular issue or developing trend, this report will provide a summary of the conditions leading to certain amendments.

While many of the changes in zoning have occurred since the late 1980’s, it is helpful to consider briefly the development trends and characteristics of the Village during the preceding decades, if for no other reason than to provide additional context for the adoption of more recent changes.

Brief history of early zoning and development trends

Zoning was first adopted in the Village following adoption of the Village’s first comprehensive plan, the *Plan of Winnetka* by Edward Bennett in 1921. The *Plan of Winnetka* established the first comprehensive roadmap for the character and development for the Village, which is visible to this date. In 1921 the Village still had large areas of undeveloped land, and the 1921 *Plan of Winnetka*, predicting rapid growth, laid out plans for future streets, parks and schools. Predicted growth occurred, with Village population increasing from 6,694 persons in 1920 to 12,166 in the 1930 Census.

The 1921 Plan made recommendations for the character of as-yet undeveloped residential areas of the Village. With much of the Village’s preceding development having been concentrated in the central areas within walking distance of the railroad stations, the 1921 Plan recommended that larger outlying areas of the Village that were still undeveloped be reserved for “acreage” parcels.

Immediately following adoption of the 1921 Plan, the Village adopted its first zoning ordinance in 1922, based in large part on the principals outlined in the 1921 *Plan of Winnetka*. The first zoning ordinance, still shaping the development of large tracts of undeveloped land, focused as much on the size of soon-to-be-created lots as it did on the structures on the lots. The first zoning ordinance had just two single family residential zoning districts (one-half acre *and* one-sixth acre lot size), and was less than twenty pages in length.

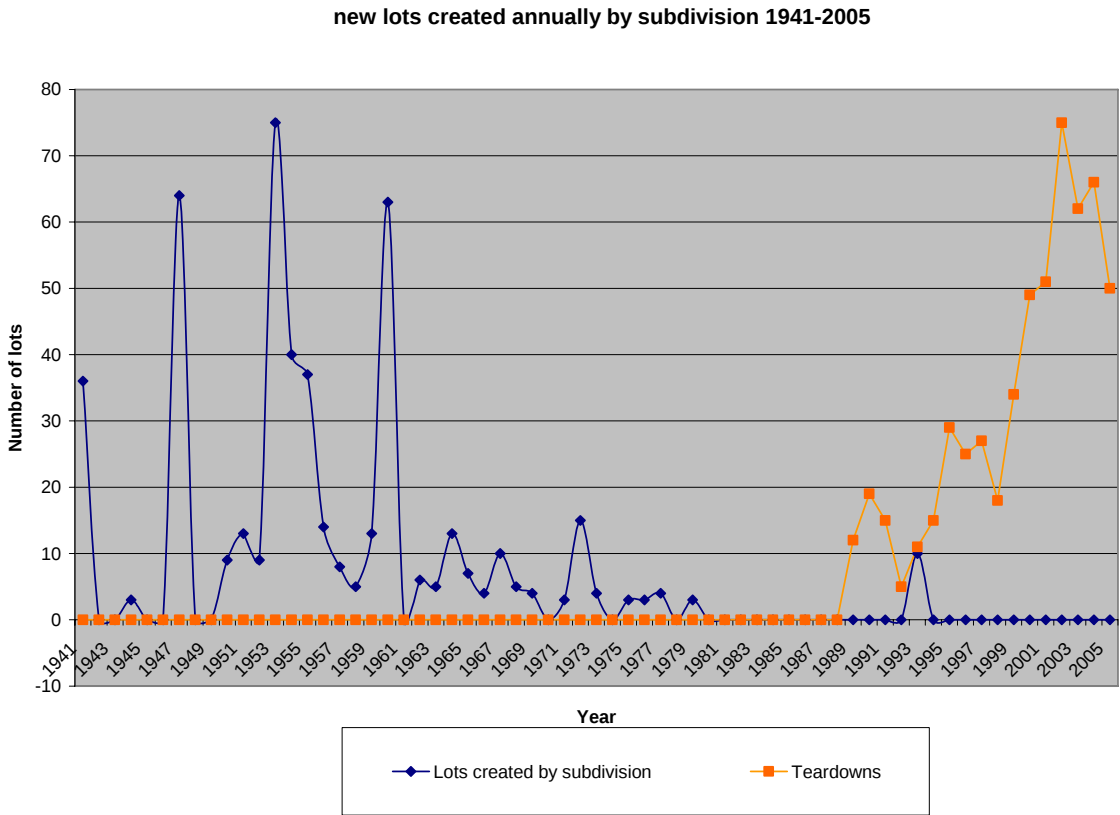
It was not until 1961 that the Village zoning map was amended in a significant fashion, by “down zoning” several blocks of single family zoned areas, in what is now the R-3 zoning district. These areas, formerly zoned one-sixth acre, saw their minimum lot are increase from 7,260 square feet to 14,520 square feet, to reflect the more generous lot areas existing in those neighborhoods. As a result, resubdivision of these larger parcels became increasingly difficult, and the existing character of these larger lot neighborhoods was effectively maintained.

Later, in 1989, similar approach was taken in creating what is now the R-4 zoning district, increasing the minimum lot size for areas so zoned from 7,260 square feet to 10,980 square feet (now 12,600 square feet).

Zoning’s “early” (pre-1980) concentration on minimum lot sizes reflects the fact that the Village’s growth was still reliant on the platting of new neighborhoods through the subdivision process. Table 1 below summarizes the trends in development of new residential lots from 1940 through today. A more detailed view of the trend in lot development is attached as Figure 1 on the following page shows a more detailed view of the relative *decline* in the number of lots created through the subdivision process. Also shown on Figure 1 for comparison purposes is the more recent trend, with an *increasing* number of teardowns from 1989 to current. Both trends are helpful to provide a context for the zoning changes that are discussed in the following pages.

Table 1. – Lots created by subdivision (subdivisions of three lots or greater)

Time period	Number of lots created
1940-1949	103
1950-1959	223
1960-1969	117
1970-1979	35
1980-1989	0
1990-1999	10 (One subdivision of ten lots)
2000- current	0



February 1989 – “first generation” GFA

This year marked the first attempt to control building “volume” in a three-dimensional sense, by introduction of a residential Gross Floor Area regulation. Previously, zoning regulations were limited to controlling building size based on the two-dimensional aspect, limiting the building “footprint” to 25% of lot area.

As such, initial adoption of GFA limits represented a dramatic change from the previous standards, which should be highlighted. Under previous regulations (no Gross Floor Area limit, and a maximum 25% lot coverage), the de facto “limit” to gross floor area was effectively that a 2 ½ story building could be built on 25% of a lot’s area, or the equivalent of a 62.5% GFA formula.

Gross Floor Area formulas first adopted allowed a “base” Gross Floor area of 42% for the first 9,075 square feet of lot area (20 % for lot area in excess of 9,075 square feet). Formulas as initially adopted were arrived at following a systematic approach to calculating the size of existing houses in several representative neighborhoods across a variety of lot sizes, to determine an appropriate level to establish as a maximum.

Gross Floor Area regulations at this time included some of the principles that exist today, including “allowances” for detached garages to encourage their continued use. In addition, there was a Gross Floor Area allowance which permitted an increase of up to 3% for providing side yard setbacks which were greater than the minimum required.

Several key differences exist between how Floor Area is calculated today, and how it was during initial periods. As initially conceived, attic area was included in the calculation of GFA when it had a ceiling height of seven feet or more, and such areas were counted only when accessible by a permanent stairway. This approach toward calculating GFA, it was later found, was easily manipulated to change the calculated bulk of both existing and new homes, either through elimination of attic stairways, or through construction of dropped ceilings. Thus two comparable homes could have widely varying calculated GFA through addition or deletion of interior features such as attic stairs and lowered ceilings.

In this earliest phase of GFA regulations, basements were excluded in all but the most “egregious” of conditions, only being calculated toward GFA if they were “substantially” above grade (more than half the total vertical height). This formula worked for “traditional” older basements used for storage, etc., but as basements evolved into living space, their ceiling heights, and allowable volume above grade increased.

The house depicted in Figure 2 and Figure 3 below illustrates the appearance of two elements of bulk which were later the subject of zoning amendments. The basement is kept “substantially below grade” (more than half below grade); however, due to the overall height of the basement it is still allowed to extend a significant distance above grade (best represented by the number of stairs leading to the front door).

This structure was also constructed with a large attic space (approximately 700 square feet of calculable GFA), which was not included in GFA calculations at the time of construction due to the lack of a stairway to the attic.



Figure 2



Figure 3.

November 1991 – first generation GFA “formula adjustment”

This year marked the first amendment to Gross Floor Area calculations, with the base GFA reduced from 42 % to 40 % for the first 9,075 square feet of lot area. For a hypothetical 9,000 square foot lot, the allowable GFA was effectively reduced from 3,780 square feet to 3,600 square feet.

August 1996 – “second generation” GFA

Gross Floor Area – Attic space

Zoning amendments in August 1996 were directed at eliminating bias in the calculation of attic space. At the time of the amendment, it had been noted that the reference to the lack or presence of an attic stairway was biased against mature, older housing stock. It was noted that older houses were more likely to have both larger attics as well as stairways leading to them and as a result was included in the calculation of GFA.

As mentioned above, the attic area calculation volume for new houses could be easily manipulated by eliminating access to an otherwise calculable attic.

New houses could provide large attic spaces (and commensurately larger building volume) that were not included in GFA simply by not providing stairway access, such as the example shown in Figure 2 and 3. Since GFA regulations were intended to regulate bulk, the reference to accessibility was removed, and all attic space, regardless of accessibility was included. An attic “allowance” of 1% of lot area was provided to discourage the flattening of roofs (this allowance would later be increased to 3 %).

Figure 4, Figure 5 and Figure 6 below depict houses built in a single subdivision, all built prior to the August 1996 amendment which included attic space in GFA.



Figure 4



Figure 5



Figure 6

These “pre amendment” houses on the preceding page are contrasted by houses built in the same subdivision, on roughly similar sized lots, after attic GFA began to be counted (see Figure 7, Figure 8, Figure 9, and Figure 10, below).

Pre-amendment houses are substantially larger than their “post-amendment” counterparts. This is evident in part when comparing photographs above and below. The pre-amendment houses (above) are a more fully developed 2 ½ story house, contrasted with houses shown below which have are more of a 1 ½ story design, with roof lines terminating at the first floor ceiling level, giving each a smaller apparent scale.



Figure 7



Figure 8



Figure 9



Figure 10

Gross floor area - Basements

In addition, recent construction practices saw larger basement volumes and increasing use as living space. Former reliance on basements remaining “at least half below grade” gave way to a specific limit on basements, with the first floor effectively limited to 4 ½ feet above grade.

Front facing garage doors

Limits were also established on front facing garage doors, limiting such doors to no more than two 9’ wide doors facing the street. [Figure 11](#) and [Figure 12](#) depict conditions which were no longer permitted under the zoning ordinance.



[Figure 11](#)



[Figure 12](#)

September 1996

Gross floor area – bay windows and chimneys

A Gross Floor Area allowance was added for bay windows and chimneys to encourage their continued use. At the same time it allowed existing older houses which may already exceed maximum GFA figures the option of expanding a room with a bay window without GFA penalty, and without need for a zoning variation.

August 1997

Gross floor area – screened porches

In recognition that screened porches contribute to the apparent mass of a structure, the definition of Gross Floor Area was amended to include screened porches as part of the calculated building size.

September 1997

Subdivision amendments – flag lots

Amended lot area calculations to exclude the narrow access-lane portion of flag lots from lot area calculation. [Figure 13](#) below depicts two such flag lots. This amendment was made in large part out of recognition that the narrow access lane does not “contribute” to the lot area in

the same sense as a typical lot, providing little in the way of open space or separation between buildings. Similarly, it was determined that the size of a structure on such a lot should be proportional to the larger rectangular area of the lot.



Figure 13

The impact of this change was two-fold. For existing flag lots, it reduced the lot area calculation for such lots, thereby reducing the allowable density of development. For flag lots which had not yet been developed, it increased the minimum lot area standards for their creation.

1998

Commercial / multiple family residential zoning amendments

This year saw zoning attention directed toward the Village's commercial and multiple family areas. Allowable building heights were reduced from 4 stories to 2 ½, and parking requirements were increased.

Jan. 1999

Subdivision / lot area amendments

Strengthened lot size and width requirements, putting more restrictions on subdivisions, particularly in light of corner lot subdivisions

- o Increased minimum lot size and lot width requirements;
- o imposed a new lot depth requirement;
- o prohibition of “side yards abutting rear yards”, to discourage oversized corner lots from being subdivided, creating marginal “box lots” (see [Figure 14](#) below for an example)

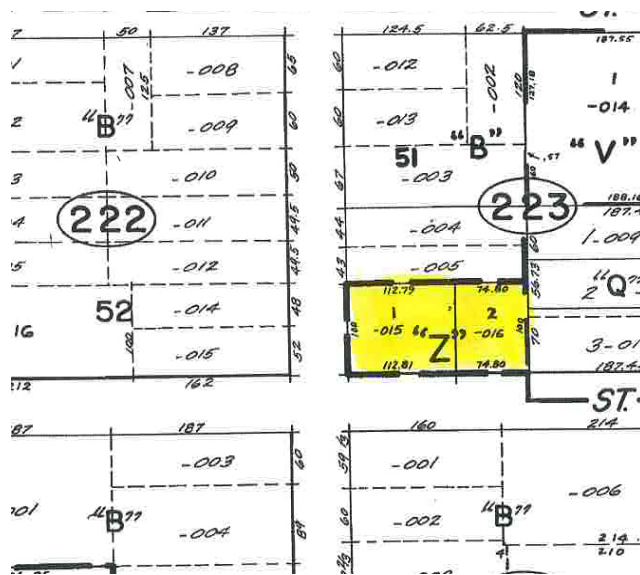


Figure 14

April 1999

This period saw a comprehensive series of amendments pertaining to both bulk / GFA issues as well as architectural character and massing issues.

Building bulk/scale amendments

Building size (Gross Floor area) can be addressed from two different perspectives, either by altering formulas which determine allowable size, or by altering the method of calculating a given building's size. April 1999 amendments addressed building size from both perspectives.

☐ *Modification to GFA formulas*

Formulas for determining allowable building size for new homes was reduced by 2 % on lots up to 16,000 square feet, and for the first time the allowable size for new houses (38 % of lot area) was differentiated from the allowable size for existing homes (40 % of lot area).

☐ *Fine tuning of GFA calculations*

Methods of calculating Gross Floor Area were modified, made more specific (and complex) to account for the size of unique designs or building elements which were becoming more prevalent.

One example of such a change was to account for the bulk of a projected second story element, cantilevered above an open space at the first floor (See Figure 15 below). Previously, GFA calculations accounted for only “enclosed living building areas”, and the structure depicted below is enclosed only at the second floor level. However, at the time of this amendment it was noted that the projected second floor “reads” as two stories of building volume, and the method of calculating Gross Floor Area was modified to include the area beneath such projected elements.



Figure 15

Setbacks/articulation amendments

Minimum side yard requirements were increased in the R5 and R4 zoning districts to require one of the two side yards to be increased from 6 feet to 8 feet. It had been noted that homes with garages at the rear provide greater side yard setbacks to accommodate a driveway's width, and the 8-foot side yard requirement formalized a common practice, and provided a measure of compatibility between the different types of houses.

At the same time, an articulation requirement was imposed which placed limits on the length a side wall of a building can extend before being articulated, or "jogged" inward, prohibiting long expanses of wall from continuing without some form of visual relief or break in plane.

Other design and character related amendments

Open front porches had been encouraged as a means of breaking up the mass of a structure within the Village's smaller lot R5 and R4 zoning districts, and the allowance was extended further to allow its use to extend to "wrap around" porches. Also, a setback allowance was incorporated allowing such porches to encroach into a required average front setback (provided a minimum of 30 feet is provided).

In light of then-recent trends toward garages being built into basements, a restriction was implemented which prohibits such a basement level garage from facing the street and inappropriately altering streetscapes or terrain.

2000 / 2001 series of minor amendments and related building code amendments

This period saw a series of relatively minor zoning changes of limited applicability. In addition, there were related building code amendments which are summarized as follows:

- ☐ “Technical amendment” of zoning ordinance to (a) differentiate between commercial and residential “half-story”, (b) differentiate articulation requirements for new and existing houses, (c) allow increased setbacks of upper floors of commercial buildings, (d) allow structural changes to introduce windows, doors, skylights into portions of nonconforming buildings; (e) allowing fences to encroach on corner lots with Village engineer approval; (f) prohibits refilling of zoning variation applications without substantive changes within 1 year (September 2000).
- ☐ Discontinued requirement of complete building plans to accompany demolition permit applications, to allow for greater potential to find an alternative to demolition of structures found to be significant (September 2000).
- ☐ Technical amendment of zoning definitions and methodology of calculating average lot width of irregularly shaped lots and flag lots for purposes of establishing the location of front yards and the location and dimension of side yards for such lots (November 2000).
- ☐ Revised Flood Plain regulations pertaining to construction of basements in flood plain, in order to allow for basements within the floodplain (August 2001).
- ☐ Revised Demolition permit process, including establishment of Historic Architectural Impact Study (HAIS) procedures for demolition permits. Established basis for delay of issuance permit, including (a) attempts to preserve significant structures, (b) accommodation of public works projects, (c) emergency circumstances and (d) to avoid an undue concentration of construction activity on a blockface. Maximum delay of 60 days (August 2001).

May 2002

During 2002 zoning discussions, the Village heard testimony that previous reductions in GFA formulas, together with more rigid means of calculating the GFA of a structure, had reduced the allowable house size to a critical point, and that further reductions in GFA formulas would be an unfair burden, particularly on smaller lots.

For a new house on the hypothetical 9000 square foot lot, the allowable GFA was first established in 1989 at 3,780 square feet (42% of lot area), reduced to 3,600 square feet in 1991 (40% of lot area), and later reduced to 3,420 square feet in April 1999 (38% of lot area). At the same time, there were remaining concerns about the scale of new houses, particularly on smaller lots in the R5 and R4 zoning districts.

In comparing then-recently built structures, it was found that there was a great degree of variation in two factors directly related to a structure’s appearance and mass. The first variable found to exist was a large range of ceiling heights, which affects the perceived size of

a structure. At the same time, the height of the first floor above grade was found to vary widely on smaller lot sizes.

Each issue of variability was addressed separately, as described below.

Uniform attic height established

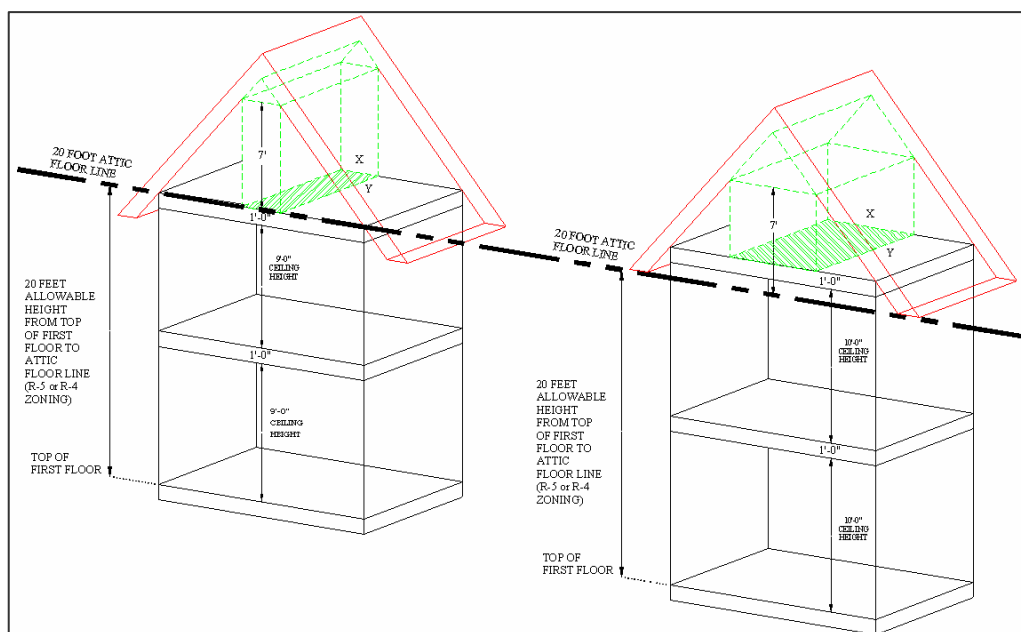
“Typical” construction techniques for many years saw houses built with a fairly common standard ceiling height, which might be 10 feet high on the first floor and 9 feet high on the second floor. This unwritten “standard” provided some predictability to the calculation of Gross Floor Area (i.e., two houses with equivalent calculations of Gross Floor Area had roughly equivalent measures of “cubic content”).

However, a trend developed with plans submitted showing far more generous ceiling heights than had been previously seen. The calculation of Gross Floor Area, had until now, made no distinction between a “floor area” with 9-foot ceilings, and a “floor area” with 12-foot ceilings.

In order to address this condition, a new technique was established to control ceiling heights, establishing a “uniform” attic floor height for purposes of calculating Gross Floor Area. This “uniform attic floor level” sets a “maximum” uniform elevation for attic floors, based on “established” standards (9 foot and 10 foot ceiling heights). The technique allows the use of greater ceiling heights than the “standard practice”, but accounts for differences through a larger calculated attic space.

The result of this amendment is that it has little if any effect on “standard” construction. And while it discourages the use of higher ceilings, it still permits such approaches to be used, albeit at an impact to the size of the remainder of the house.

The graphic below depicts the method of accounting for increased building size resulting from increased ceiling heights at the first and second floor level. The left image shows a hypothetical house built with “standard” 9 foot ceilings, and the resultant “calculable” attic space shown in green. For a “non-standard” house with greater ceiling heights at the first and second floor (10’ and 10’) a resultant larger attic area calculation is shown.



Basement height lowered

Unlike the uniform attic height calculation described above, a second amendment had far greater reach and affected a wide range of plans in numerous locations. As mentioned earlier, basement spaces evolved into more sophisticated spaces with generous ceiling heights, which encouraged the raising of such basements above grade to provide natural light and ventilation. First floor heights were found to range from an absolute minimum of approximately 1 foot above grade to the maximum of four feet above grade. In view of the wide range observed in the field, the zoning ordinance was amended to further restrict first floor height, lowering the maximum elevation from 4 feet to no more than 2 ½ feet above grade. Figures 16 and 17 below depict recent construction adhering to the maximum 2 ½ foot elevation.



Figure 16



Figure 17

Overall building height lowered, and method for measurement modified

Field data collected for purposes of establishing a “uniform attic floor level” (described above) also revealed that actual building heights of completed homes were in many cases substantially lower than zoning permitted. In particular, homes built on narrow lots tended to be substantially shorter than the maximum height of 35 feet (measured to the “midpoint” of sloped roofs). At the same time, homes on larger lots were observed as being widely varied in height observed.

As the restrictions on attic volume and attic floor heights were closely related to building height, building heights were modified in a similar fashion and reduced. Maximum building height was lowered from 35 feet to 31 feet (33 feet on large lots), but was also modified to measure to the highest point of the roof, versus the midpoint, with the net result being a substantial reduction in overall building heights. The point of measurement was also modified, measuring from the finished first floor (versus adjacent grade), amounting to somewhat of a “giveback” in terms of height regulations, but the end result remained a substantial reduction in building heights permitted.

A house built under the previous limits, with a “midpoint height” of 35 feet could easily have a ridge height of approximately 42 to 45 feet measured from the first floor level, with reduction to 31 or 33 feet a significant reduction.

April 2003

Previous amendments had not addressed in a comprehensive fashion the required setbacks throughout the Village. Side yard setbacks were seen as having the greatest potential to address bulk and scale concerns. A comparison of side yard setback requirements against neighboring communities found that the Village was similar to neighboring communities in many areas, but that the minimum side yard requirements for R5 and R4 zoning districts were less than comparison north shore communities.

Likewise, a review of existing conditions in representative neighborhoods confirmed that existing mature housing stock tended to provide greater setbacks than the minimums established by the zoning ordinance, particularly in the R5 and R4 districts, which often represented itself as a discrepancy between new construction and existing housing.

As a result, the zoning ordinance was amended to increase total side yard requirements in the R5 and R4 zoning district from 20 % of lot width to 25% of lot width for lots less than 100 feet wide, and increased to 30% for lots 100 feet or wider. Total side yard requirements were increased in a similar fashion within the R3 zoning district.

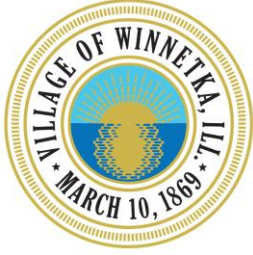
Finally, the minimum side yard of 6 feet was increased to 10 percent of lot width, which affecting lots greater than 60 feet wide in the R5, R4 and R3 districts.

March 2004

In 2004 the Village adopted zoning and other amendments to the Village Code governing the construction of driveways and pavement within front yard areas. Areas of the Village served by alleys tend to have front yards with no driveways, a character which was seen as worth protecting and preserving.

Amendments placed at this time limited the amount of pavement allowed within a front yard area of any lot, and placed strict limits on the introduction of new curb cuts on blocks served by alleys.

At the same time the Village increased the GFA allowance for attics from 1% of lot area to 3% of lot area, to encourage roofs with steeper slopes and more sympathetic to existing character of the Village.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: SINGLE FAMILY RESIDENTIAL DISTRICT FILE
FROM: DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR
DATE: JULY 15, 2022
SUBJECT: SINGLE-FAMILY RESIDENTIAL ZONING CHANGES 2006 TO TODAY

This report is intended to supplement the January 6, 2006, staff report to the Village Council summarizing zoning amendments to the single-family zoning districts. The report summarizes changes from 2006 to today.

April 2019

The only amendments to the single-family zoning districts that have been adopted since 2006 occurred in 2019. The amendments addressed the following zoning standards.

Roofed Lot Coverage

Permitted roofed lot (RLC) coverage for buildings constructed prior to February 7, 1989, on lots in the R5 and R4 increased from 25% to 27% of the lot area and to provide a 200 square foot RLC allowance for detached garages located in the rear quarter of the lot. This amendment was made based on staff's analysis that an increase of allowable RLC for existing structures would reduce the number of variations being requested and approved. Additionally, renovations could be promoted if a RLC increase is tied to a particular type of desired improvement.

Front Yard Setback

The maximum average front yard setback of no more than 5 feet more than the front setback maintained by an existing principal building on an adjoining lot was established. Prior to the amendment, the average front yard setback was established by calculating the average setback of all principal buildings on the same block face. The prior regulations went on to state that the setback of a new building may be setback up to 15 feet more than the front setback maintained by the existing principal building on an immediately adjoining lot. To prevent exceedingly disparate front setbacks between adjoining properties, the 15-foot standard was reduced to 5 feet.

Side Yard Setback

The minimum side yard setback for lots with an average lot width of 60 feet or less that are located adjacent to an improved public alley to have two minimum side yards of 7 feet each, provided they do not have an attached garage accessed from the street. The minimum had previously been at least 8

feet on one side and six feet on the other. The proposed change would allow for some flexibility in the case where a property is located on an improved alley

The minimum required side yard for lots with a width of more than 60 feet and less than 100 feet was set at the sum of 6 feet plus 10% of the average lot width in excess of 60 feet.

Eave Encroachment

The maximum permitted eave encroachment was increased to from 18 inches to 24 inches. Staff's experience is that a number of older homes have eaves in excess of 18 inches and as a way to promote consistent design of these older homes, that eaves less than 24 inches should not be included in the RLC calculation.