



**DESIGN REVIEW BOARD REGULAR MEETING
THURSDAY, APRIL 18, 2019 - 7:00 p.m.**

WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA

1. Call to Order
2. Approval of March 21, 2019 meeting minutes.
3. Public Comment.
4. **Case No. 19-08-DR: 64 Green Bay Road – Aboyer:** Consideration of Certificate of Appropriateness for proposed wall signs.
5. **Case No. 19-10-DR: 620 Lincoln Avenue – Winnetka Community House:** Consideration of Certificate of Appropriateness to replace two freestanding signs.
6. **Case No. 19-11-DR: 924 Green Bay Road – Spirit Elephant:** Consideration of a Certificate of Appropriateness for proposed exterior building lighting and a projecting sign.
7. **Case No. 19-12-DR: 465 Chestnut – Hoffman Real Estate Building:** Consideration of Certificate of Appropriateness for replacement of awnings over existing frames.
8. **Case No. 19-13-DR: 768 Oak Street – Winnetka-Northfield Library:** Consideration of Certificate of Appropriateness to allow exterior improvements and to replace a freestanding sign.
9. **Case No. 19-05-DR: Downtown Streetscape:** Review of the design of the graphic identity to be used with the proposed gateway/wayfinding signage.
10. Other Business.
11. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

All agenda materials are available at villageofwinnetka.org (Government > Boards & Commission > Agenda Packets).

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all 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).

510 Green Bay Road, Winnetka, Illinois 60093

Administration and Finance (847) 501-6000 Fire (847) 501-6029 Police (847) 501-6034 Community
Development (847) 716-3520

Public Works (847) 716-3568 Water and Electric (847) 716-3558

**Winnetka Design Review Board/Sign Board of Appeals
March 21, 2019**

Members Present:

Brad McLane, Acting Chairman
Paul Konstant
Maggie Meiners
Michael Ritter

Members Absent:

Kirk Albinson
Brooke Kelly
Michael Klaskin

Village Staff:

Ann Klaassen, Senior Planner
Christopher Marx, Associate Planner

Call to Order:

Chairman McLane called the meeting to order at 7:00 p.m.

Approval of February 21, 2019 meeting minutes

Mr. Konstant moved to approve the February 21, 2019 meeting minutes. Mr. Ritter and Ms. Meiners seconded the motion. A vote was taken and the motion unanimously passed.

Public Comment

Chairman McLane asked if there was any public comment. No comments were made at this time.

Case No. 19-06-DR: 924 Green Bay Road - Spirit Elephant: Consideration of Certificate of Appropriateness for proposed window and door replacements.

Chairman McLane confirmed the Board Members reviewed the application materials. Carla Young informed the Board Spirit Elephant is an up and coming plant based restaurant in Hubbard Woods and they are going to serve a wide variety of food including gluten free and healthy food as well as have a full bar. Stephanie Schubert of Studio West Architects then introduced herself to the Board.

Ms. Young stated one of the working layouts for the restaurant was included in the application materials and the current exterior elevation. She identified what they plan to demolish as part of the new storefront, the proposed exterior elevation and rendering. Ms. Young stated the intent is to keep the façade much the way it is which included fluted stone around the storefront and the detailed ornamentation on top. She stated they are only looking to switch out the windows and doors. Ms. Young then stated they would continue to use the black metal which is there and divided light windows, some of which would be operable and swing in. She also stated they would be including a vestibule.

Chairman McLane referred to the plate glass windows there and stated the proposal would add visual appeal to the streetscape. Everyone agreed.

There was no public comment.

Mr. Ritter moved to issue a Certificate of Appropriateness to approve the request as presented. The motion was seconded by Mr. Konstant. A vote was taken and the motion unanimously passed.

AYES: Konstant, McLane, Meiners, Ritter

NAYS: None

Case No. 19-07-DR: 64 Green Bay Road – Aboyer: Consideration of Certificate of Appropriateness for proposed vestibule and signage.

Steve Normandy with Acme Awning presented the request to the Board for Michael's which would be turned into Aboyer. He then stated there would be one panel going up and within the one panel, there would be a door with small signage. Mr. Normandy noted there is an existing windscreen on the other side to provide protection during the winter months. Chairman McLane asked if it would still be blue and Mr. Normandy responded it would be black.

Chairman McLane asked if there were any comments. Mr. Konstant asked if it would be a temporary structure and Mr. Normandy responded it would be permanent.

There was no public comment.

Chairman McLane then asked for a motion. Ms. Meiners moved to issue a Certificate of Appropriateness to approve the request as presented. Mr. Ritter seconded the motion. A vote was taken and the motion unanimously passed.

AYES: Konstant, McLane, Meiners, Ritter

NAYS: None

Case No. 19-08-SU: 800 Pine Street – Winnetka Community Nursery School: Consideration of Certificate of Appropriateness for proposed playground renovation.

Jennifer Page of the Winnetka Community Nursery School introduced herself to the Board as Vice President of the Board. She stated they are redoing part of the playground and removing the largest structure and replacing it with a structure which can be used by smaller children. Ms. Page also stated they are adding a few architectural features such as rubber berms and removing part of the existing sandbox. She then stated they are also adding a small tree house and removing the studio which is currently built into the tree.

Chairman McLane stated it was mentioned the height of the equipment would be similar and Ms. Page confirmed it would be smaller. Chairman McLane also asked if the neighbors were notified. Ms. Page confirmed that is correct. Chairman McLane then stated from the Park District perspective, a 12 year cycle for playground equipment is normal and the equipment is 15 years old. Ms. Page added it would be all wood and similar to the current playground equipment and nature-focused which is in the same design vein as the current equipment.

Chairman McLane asked if there would be soft surfaces and if they checked with the Park District in terms of the equipment, etc. Ms. Page confirmed they were contacted. Chairman McLane asked if there were any other questions or comments. No comments were made at this time.

There was no public comment.

Mr. Ritter moved to issue a Certificate of Appropriateness to approve the request as presented. Mr. Konstant seconded the motion. A vote was taken and the motion unanimously passed.

AYES: Konstant, McLane, Meiners, Ritter

NAYS: None

Case No. 19-11-SU: 1112 Willow Road – Winnetka School District 36 – Crow Island School: Consideration of Certificate of Appropriateness for proposed playground renovation.

Katherine Talty of K M Talty Design introduced herself to the Board as the Landscape Architect representing the school district and provided material samples to the Board for their review. She also stated this is her fifth project working with the school district. Ms. Talty stated the playground has outlived its useful life and it is time to renovate it. She stated the equipment would be swapped out with new, more modernized equipment as well as to relocate an existing playhouse on the site. Ms. Talty also stated they plan to add additional rubberized surface in place of the wood chips.

Ms. Talty identified the first slide as the project area and stated the Board would be familiar with the current location of the main plain area which is to the right of the circle drive on Glendale and south of Willow. She identified the next slide as the current play equipment they would be replacing. Ms. Talty informed the Board it was installed in 2003 and is also made out of wood which is decomposing. She noted a couple of the swing sets have already been removed from the playground. Ms. Talty then stated the play area has both rubberized surfacing and wood chips and the goal of the school district is to make the playground more accessible since some of the students have mobility issues and soft surfacing is an easier surface for them to navigate. She stated the next slide contained the swings and noted another two set of swings on the site have been removed. Ms. Talty stated the next slide is of the playhouse which is to be relocated on site.

Ms. Talty identified the next slide as a comparison of the impermeable lot coverage and stated they took into consideration the amount of impervious surface on the site. She noted they would still be within the required limits of impervious surface once they are done and stated the rubberized surface has the same porosity as asphalt. Ms. Talty also stated they had to be cautious for storm water purposes. Ms. Talty then stated to the left on the illustration, the areas in white are the wood chips used as the play area but which are not considered impervious. She then identified the proposed layout of the new equipment which would be similar in scale to what is out there. Ms. Talty informed the Board there would be a total of 6 swings and a larger play piece whose scale would be similar to what was there but with no wood pieces on the structure. She added it would be steel and plastic and the manufacturer has been used on all of the Winnetka District 36 play areas and the Winnetka Park District play areas.

Ms. Talty then identified a close-up view of the equipment and a rendering from the manufacturer, Landscape Structures, which she described as highly regarded in the industry. She informed the Board the equipment would be more spread out and the requirements from 15 years ago are different than they are today in terms of the amount of space around each play piece. Ms. Talty then stated with regard to the process of replacing the equipment, they would not be removing any landscaping and she identified another illustration of the rendering. She noted the equipment would be colored with a neutral brown tan pallet and the play surface would also be creamy with beige light colored rubberized surfacing. Ms. Talty added the light color surface radiates less heat and that while green or maroon colors are common, the lighter colors are better in terms of heat radiation.

Ms. Talty then identified a photograph of similar equipment and stated for the structure on the big play piece, the highest point on the equipment is at 14 feet 9 inches to the top. She stated there would not be any green on the play piece since it would be located next to Crow Island and they decided to keep it

1 tan and brown. Ms. Talty then identified an image of what the play surface would look like and asked
2 the Board if they had any questions.

3
4 Mr. Konstant asked what the condition of the playhouse they are relocating is. Ms. Talty responded they
5 want to keep it and it is their hope to be able to relocate it. She also stated they would
6 perform maintenance on it and if it cannot be replaced, they would not reuse it if it is too far gone. Ms.
7 Talty added it is wood cedar sided with built-in benches inside. Mr. Konstant stated he would be in favor
8 of keeping it.

9
10 Chairman McLane commented he liked it because it blends in and referred to the Park District and
11 Village Green colors of green such as in Dwyer Park which makes more of a bold statement. He then
12 asked if the neighbors questioned it. Ms. Talty responded that the school has been good at community
13 relations and they have been in conversations with the Glendale neighbors with there being no
14 opposition to the playground. She stated that is one reason the pallet was intended to be neutral to
15 make it go away in terms of the view of the street.

16
17 Chairman McLane asked if there were any other comments. No additional comments were made at this
18 time.

19
20 There was no public comment.

21
22 A motion was made by Mr. Konstant to issue a Certificate of Appropriateness to approve the request as
23 presented. The motion was seconded by Mr. Ritter. A vote was taken and the motion unanimously
24 passed.

25
26 AYES: Konstant, McLane, Meiners, Ritter
27 NAYS: None

28
29 **Other Business**

30 Chairman McLane asked if there was any other business. No additional business was discussed by the
31 Board at this time.

32
33 **Adjournment:**

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

35
36 Respectfully submitted,

37
38 Antionette Johnson
39 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 12, 2019
SUBJECT: CASE NO. 19-08-DR: 64 GREEN BAY ROAD (ABOYER) - CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS FOR WALL SIGN

INTRODUCTION

On April 18, 2019, the Design Review Board (DRB) is scheduled to consider an application submitted by Nick Prager (the "Applicant") as a representative of Michael Lachowicz (the "Lessee") of the property located at 64 Green Bay Road (the "Subject Property"), for consideration of a Certificate of Appropriateness to allow the installation of two wall signs on the north and south facades of the restaurant located on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Winnetka Avenue and Roger Avenue in the Indian Hill Business District and contains a one-story commercial building. Figures 1 and 2 on page 3 of this report identify the Subject Property. The Lessee is the current tenant of the building. The Subject Property is located in the C-1 Limited Commercial Zoning District and is not in the Commercial Overlay District.

PREVIOUS APPROVALS

At the last DRB meeting on March 21, 2019, the DRB approved a Certificate of Appropriateness for a vestibule enclosure and signage at the main entrance of the restaurant. A rendering of the approved vestibule and signage is included in Attachment B. Minutes of the March 21 meeting are also included in the April 18 Agenda Packet. On June 16, 2011, the DRB approved a Certificate of Appropriateness for an addition measuring approximately 430 square feet located at the southeast corner of the building. A Sign Permit was approved for the existing projecting blade sign on the center of the building's street frontage in 2005.

CURRENT REQUEST

The Lessee is opening a new restaurant and the Applicant is proposing to install two equally sized wall signs on the north and south facades of the building. Currently, there is a projecting sign identifying the previous restaurant along the frontage of Green Bay Road, this sign would be removed. As presented to the DRB at the March 21 meeting, the Lessee plans to install a vestibule entrance with a wall sign that faces Green Bay Road. The Applicant is now requesting permission to install two more wall signs on parts of the building that are not part of the street frontage.

Each sign would be constructed of a half-inch thick PVC plastic panel with wood grain laminate that would measure 6.83 feet in length and 1.92 feet in height (13.11 square feet). The sign text would be

white lettering that reads “ABOYER” and “AMERICAN-FRENCH BRASSERIE.” Both signs would be mounted towards the front edge of the building on the north and south facades to provide business identification visibility for both directions of traffic along Green Bay Road. While the renderings of the proposed facades indicate a color change of the brick exterior to white, the Applicant states that the brick façade will remain unchanged. The Applicant has provided elevation renderings and design specifications for the proposed signs, which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

The Village’s Sign Code states that wall sign copy is limited to the name of the business with a maximum of three words that provide a description of the occupant or business. The intended text in the application indicates the restaurant’s name with a three word description of the cuisine style. The Code also states that the total area for all signs shall not exceed 15% of the total area of street exposure. The wall sign that was approved at the March 21, 2019 DRB meeting will be 2.19 square feet in size comprising 0.37% of the 594.9 square feet of overall frontage along Green Bay Road. While the two additional proposed signs would be located on sides not considered part of the building’s street exposure, these signs would also count towards the maximum permitted cumulative wall sign area of 15% of the building’s street frontage. As previously noted, each of the proposed signs would be 13.11 square feet, making the overall square footage of all signage on the Subject Property 28.41 square feet. In total, the signs would occupy 4.77% of the maximum permitted street frontage. The proposed signs comply with Sign Code. A staff analysis of the sign area with calculations is included as Attachment C.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance for signage on commercial buildings. The Guidelines state that signs should harmonize with the building and reflect the character of the building style. Additionally, the Guidelines state that the sign surface should be earth tones or primary colors and be limited to materials such as wood, canvas, architectural glass, or metal. An excerpt of the Design Guidelines is included as Attachment D.

SUMMARY

The Applicant requests that the DRB find the proposed wall signs as appropriate and compatible with the Design Guidelines and approve the signs as proposed. Should the DRB approve the certificate of appropriateness for the proposed wall signs, the Applicant would first need to receive a sign permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Renderings Approved at March 21, 2019 DRB Meeting

Attachment C: Staff Analysis of Sign Area

Attachment D: Design Guidelines Excerpt



Figure 1 – Street exposure along Green Bay Road, facing directly west.



Figure 2 – Street exposure along Green Bay Road, facing southwest.

ATTACHMENT A
VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

RECEIVED
 MAR 18 2019
 BY:

Tenant/Lessee

Name of Business: <i>Aboyer</i>		Primary contact name: <i>Nick Proger</i>		Phone: <i>847-971-2981</i>
Street Address: <i>64 green bay rd</i>				Fax: <i>N/A</i>
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email: <i>Nick@landmarkvs.com</i>	

Sign Company

Name of Sign Company: <i>Landmark Visibility</i>		Primary contact name: <i>Nick Proger</i>		Phone: <i>847-971-2981</i>
Street Address: <i>839 N Quentin Rd</i>				Fax: <i>N/A</i>
City <i>Palatine</i>	State <i>IL</i>	Zip Code <i>60067</i>	Email: <i>Nick Proger</i>	

Property Owner

Name of Company: <i>Slanger Handel's</i>		Primary contact name: <i>Nick Proger</i>		Phone: <i>847-971-2981</i>
Street Address: <i>64 green bay rd</i>				Fax: <i>N/A</i>
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email: <i>chrislauxgros@gmail.com</i>	

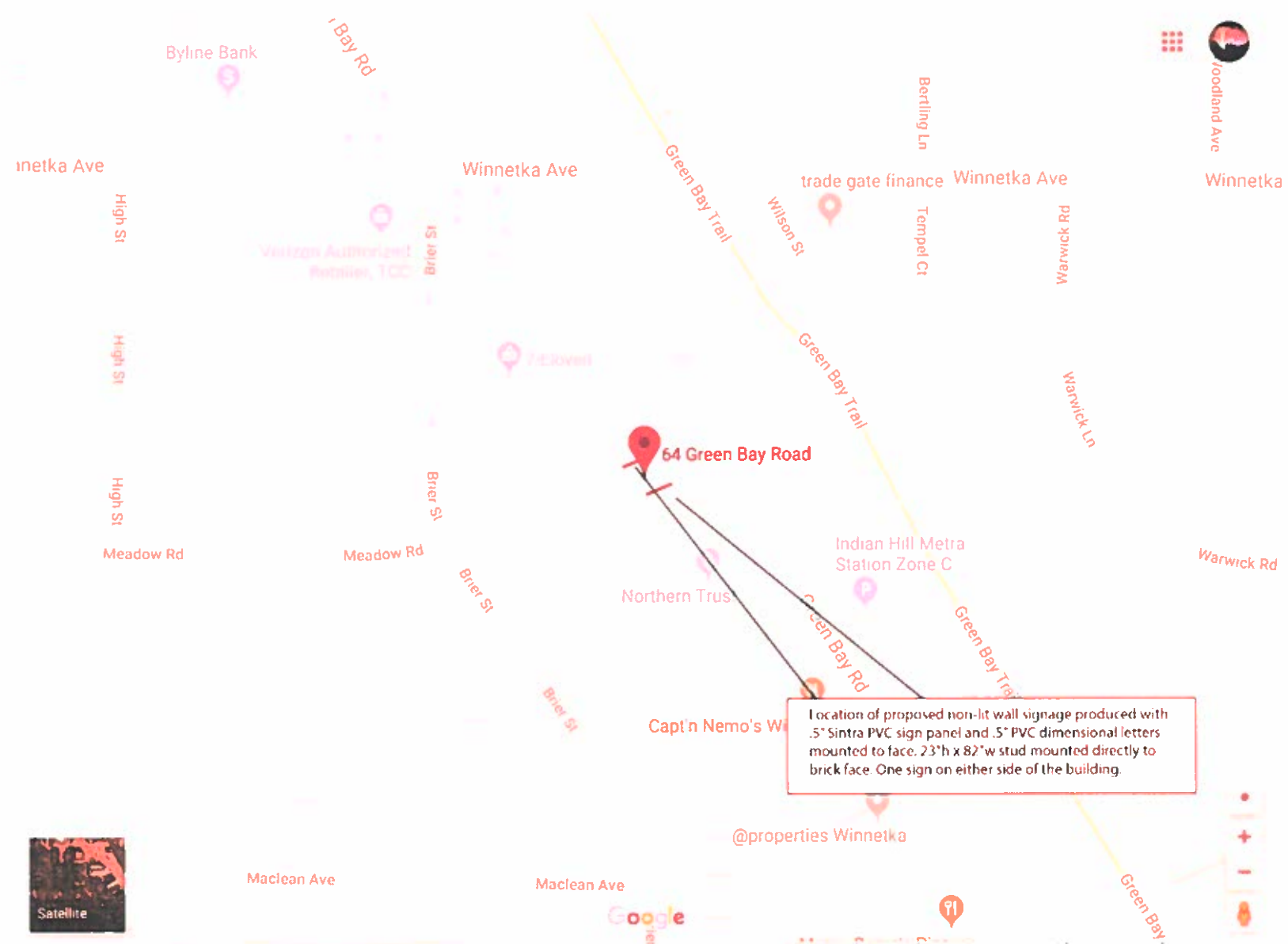
Sign type(s): ☐ window graphics ☒ wall-mounted sign ☐ ground-mounted sign
 (Check all that apply) ☐ projecting sign ☐ other _____

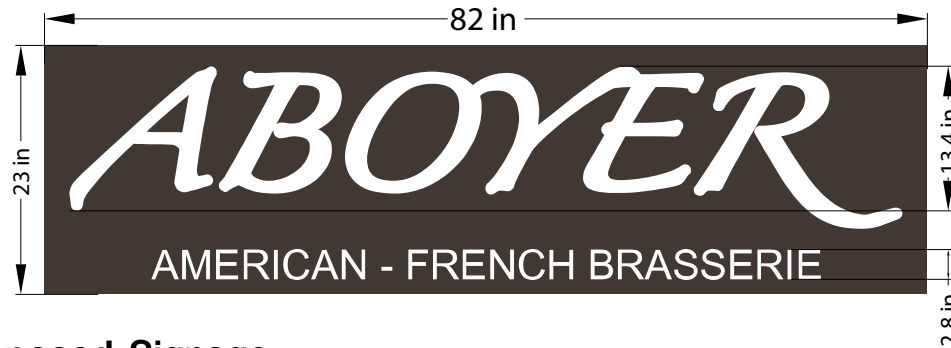
Additional description of sign type and materials

.5" PVC plastic sign panel with .5" pvc letters applied to face - non-lit sign

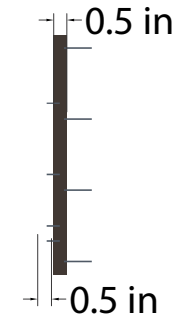
SBC2019-137

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





Proposed Signage



8.5 SQFT

1/2 Exterior grade PVC backer
with wood grain laminate.

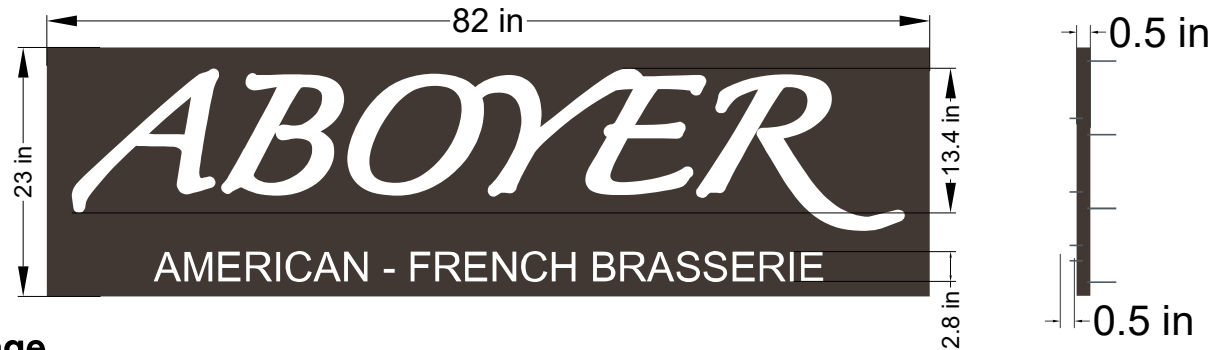
1/2 Dimensional white PVC logo

Stud mounted directly to brick wall

Existing Wall



Rev. 1



Proposed Signage



**1/2 Exterior grade PVC backer
with wood grain laminate.**

1/2 Dimensional white PVC logo

Stud mounted directly to brick wall

Existing Wall



Rev. 1

ATTACHMENT B

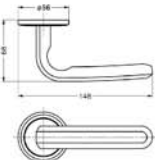
Scene Rendering



Stock Photo
Awning to be removed

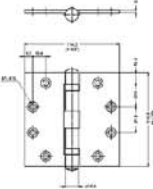


Figure A
Door Handle



- Level style knob in compliance with ADAAG 4.13.9
- Mounted at 3'6" above ground "

Figure B
Standard Hinge



- Anti corrosive hardware
- Mounting points from ground (10", 42", 74")

Figure C
Door Closer
(not shown)



- Adjust Swing speed at 3 seconds from 70 degrees open to latch.

Client Name and Project

ABOYER
AMERICAN - FRENCH BRASSERIE

Michael Lachowicz

Install Date

Manufacturer Name



1500 Old Deerfield Rd.
Unit 21
Highland Park, IL 60035

Structural Designer

Steve Normandy B.S.

Building Notes

- Project designed to be in compliance with Illinois Accessibility Code of 2019 and Illinois Environmental Barriers Act.
- Covered in Sunbrella Material
- Welding follows AWS standards and protocol
- All fasteners and hardware to be corrosive resistant.
- Type 10 1.5" flat screws
- 3" lag and shield
- medium Z style bracket

Date

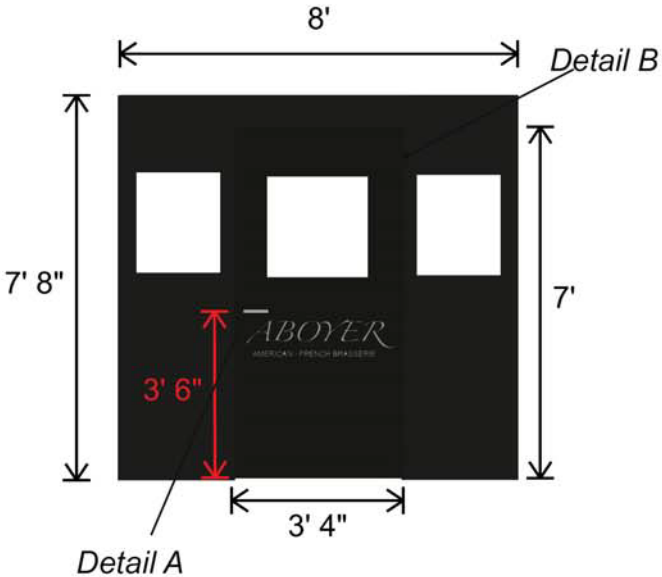
2/28/19

Sheet

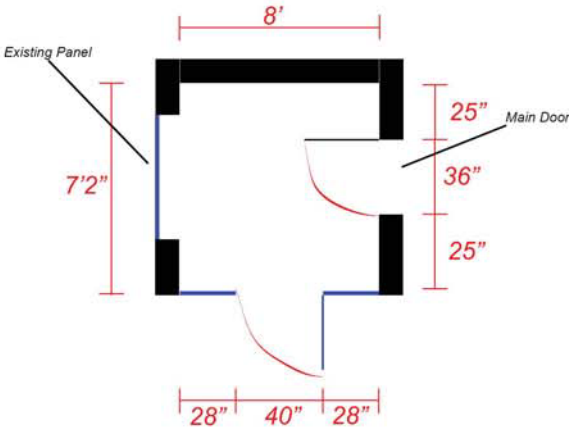
1 of 2

Front View

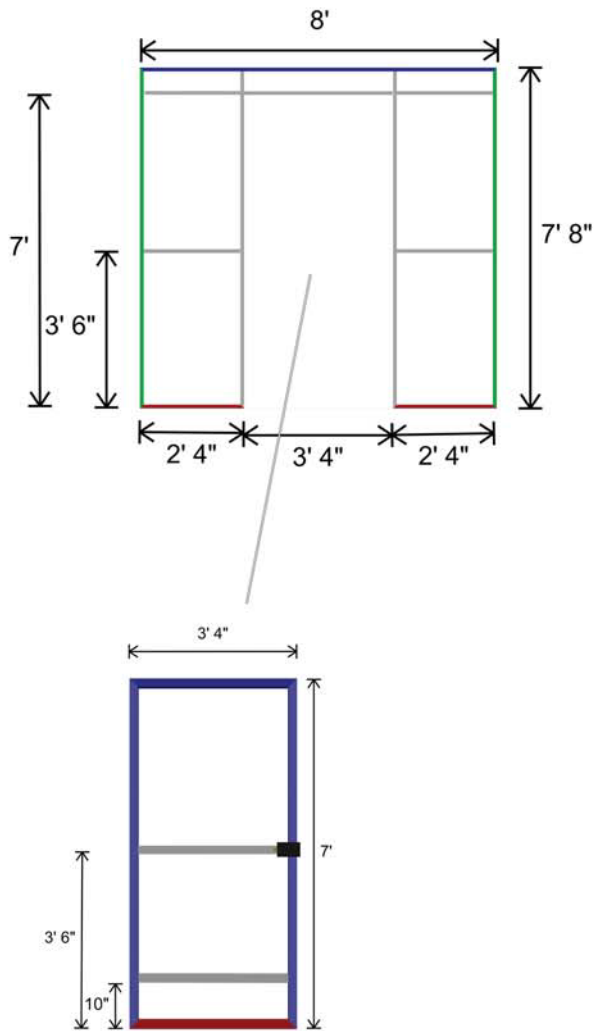
Covered in Sunbrella Black #4608



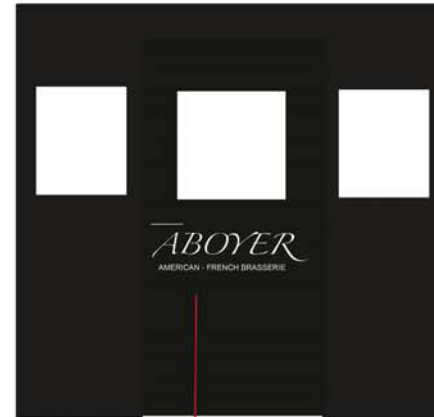
Dimension Plan View



Frame Rendering
2x1 .125 Aluminum Constuction



Logo Detail



-Applied via stencil application
-color to be opeque white

Client Name and Project

ABOYER
AMERICAN - FRENCH BRASSERIE

Michael Lachowicz

Install Date

Manufacturer Name

Acme AWNING Co.
1500 Old Deerfield Rd.
Unit 21
Highland Park, IL 60035

Structural Designer

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- medium Z style bracket

Date

2/28/19

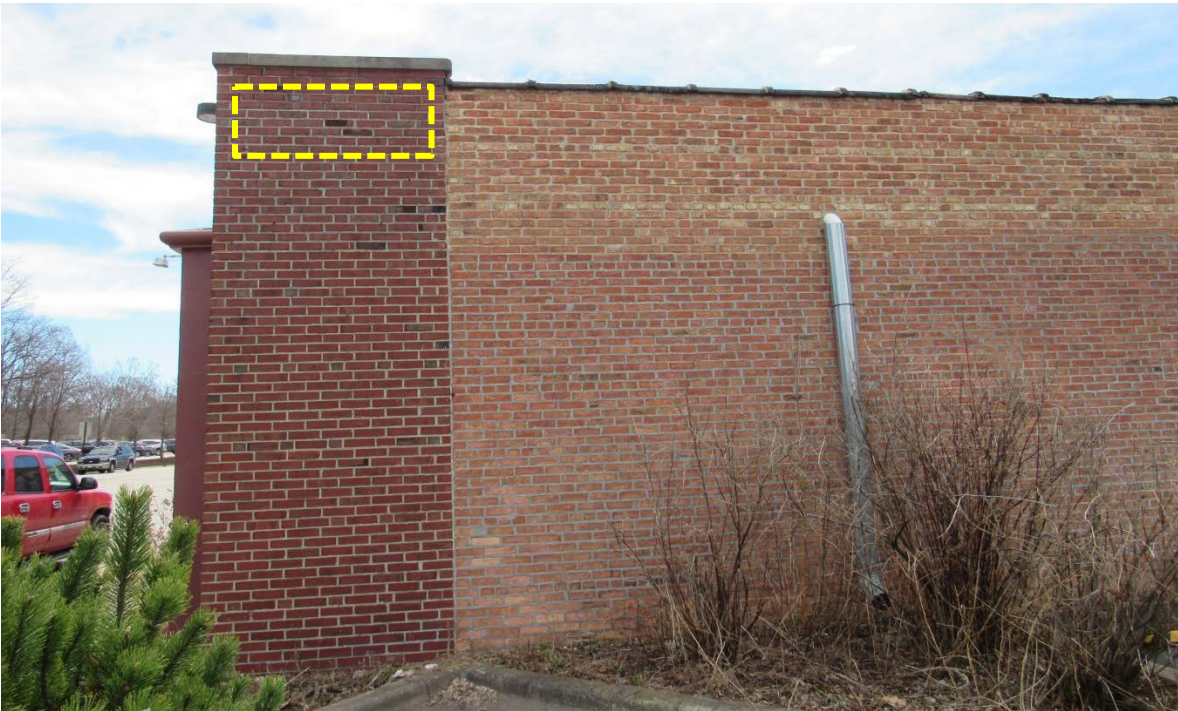
Sheet

2 of 2

Attachment C



Proposed Sign Area: $6.83' \times 1.92' = 13.11$ square feet



Proposed Sign Area: $6.83' \times 1.92' = 13.11$ square feet

Building Street Exposure: $(11.83' \times 17.62') + (12' \times 32.20') = 594.9$ square feet

Maximum Permitted Total Sign Area: 89.23 square feet (15% of total street exposure)

Total Exposure: $2.19 + 13.11 + 13.11 = 28.41$ square feet

Combined Exposure of Three Signs: $(2.19 + 13.11 + 13.11) / 594.9 = 4.77\%$

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: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 11, 2019
SUBJECT: CASE NO. 19-10-DR: 620 LINCOLN AVENUE - WINNETKA COMMUNITY HOUSE - CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS FOR FREESTANDING SIGNS

INTRODUCTION

On April 18, 2019, the Design Review Board (DRB) is scheduled to consider an application submitted by the Winnetka Community House (the "Applicant") as the owner of the property located at 620 Lincoln Avenue (the "Subject Property"), for a Certificate of Appropriateness to allow the replacement of two freestanding signs on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 3.15 acres in size, is located on the east side of Lincoln Avenue at the convergence of Lincoln Avenue, Prospect Avenue, and Pine Street and contains a two-story institutional building. The facility is the home of the Winnetka Community House and other organizations. The Subject Property is located in the B-1 Multi-Family Residential zoning district.

PREVIOUS APPROVAL

On November 15, 2018, the DRB approved a Certificate of Appropriateness for the alteration of three chimneys on the Subject Property under the condition that the proposed alteration to the "East Legacy" chimney shall be modified to match the height of the ridge of the roof. The alterations to the two other chimneys were approved as proposed.

CURRENT REQUEST

The Applicant has submitted a sign permit application to replace two existing freestanding signs on the Subject Property along Lincoln Avenue. The existing signs are identified in Figures 1 through 4 later in this report. One sign serves as a message board while the other sign serves as a directory sign to identify tenants in the Community House. Both signs would be made of wood and painted dark gray while using the existing sign posts.

The message board sign is located at the southeastern corner of the Subject Property facing Lincoln Avenue. The new sign would be 7.25 feet above grade with an overall sign area of 30 square feet. The sign would contain an aluminum encasement with an acrylic window in the center to contain different display posters. It would have wood carved yellow lettering on the bottom that reads "620 Lincoln Ave." and the new Winnetka Community House logo carved on the top in yellow, white, and gray.

The directory sign would be located north of message board sign near the sidewalk to the main eastern

entrance of the Subject Property. The directory sign would be 5.71 feet above grade and 3.56 feet in width, with a sign area of 18.25 square feet. It would contain yellow wood carved letters that read “620 Lincoln Ave.” on the bottom and the new Winnetka Community House logo carved on the top in yellow, white, and gray. The sign would also have wood carved yellow lettering identification pieces for the organizations that reside in the Community House including groups like the Winnetka Community Nursery School, the North Shore Art League, and the Winnetka Club. The directory sign would make use of an existing ground-mounted light, pointed at the sign, for exterior illumination to provide identification during the evening. The Applicant has provided renderings and design specifications for the proposed signs, which can be found in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.110 of the Village Sign Code specifies standards for signs of religious, charitable, educational, and other specific organizations such as the Winnetka Community House. The Subject Property is permitted to have signs that serve purposes of identification and bulletin boards with changeable copy. Such signs are limited to a cumulative area of 50 square feet with no one sign being larger than 30 square feet. As previously noted, the message board sign would be 30 square feet and the directory sign would be 18.25 square feet, with a total sign area of 48.25 square feet.

Institutional uses such as the Community House are permitted to utilize indirect illumination for their signage; the proposed re-use of existing sign lighting fixtures complies with the sign code.

DESIGN GUIDELINES ANALYSIS

The proposed freestanding signs would be made of wood with a dark, natural earth tone color and minimal accents from the lettering and identification features. The Village’s Design Guidelines provide guidance on appropriate size, color, and location of signs; an excerpt of the Design Guidelines is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed freestanding signs as appropriate and compatible with the Design Guidelines and approve the signs as proposed. Should the DRB approve the certificate of appropriateness for the proposed signs, the Applicant would first need to receive a sign permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Poster display sign along Lincoln Avenue



Figure 2 – Poster display sign along eastern street frontage of Subject Property



Figure 3 – Directory sign along Lincoln Avenue



Figure 4 - Directory sign along eastern street frontage of Subject Property

ATTACHMENT A

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business:		Primary contact name:	Phone:
Street Address:			Fax:
City	State	Zip Code	Email:

Sign Company

Name of Sign Company: The Wooden Sign Company		Primary contact name: Tim Janda	Phone: (269) 849 5157
Street Address: W1333 County Rd E5			Fax:
City Elkhorn	State WI	Zip Code 53121	Email: [REDACTED]

Property Owner

Name of Company: Winnetka Community House		Primary contact name: Kelsey Wright	Phone: (847) 881 - 9303
Street Address: 620 Lincoln Ave.			Fax:
City Winnetka	State IL	Zip Code 60093	Email: kelseyw@mycouch.org

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

Additional description of sign type and materials

REPLACEMENT of existing wooden sign, using same posts and shape. Same company from 1980's. Updating color to match our new brand. Wood with spotlight on it, with our new logo.

OFFICE USE ONLY

PERMIT FEE (\$60/\$195 per sign)

CONDITIONS OF APPROVAL:

ENTRYWAY SIGN:FEATURES + COLORS



The Wooden Sign Company
www.woodensignco.com

W4333 COUNTY RD ES
ELKHORN, WI 53121
tim@woodensignco.com
269-849-5157

Material Specifications

- 1 EXISTING POSTS
- 2 MDO-MEDEX
- 3 HDU OR WOOD

Color Specifications

- A HOUSE YELLOW
PMS-136C
- B HOUSE GREY
PMS-COOL GREY 10C
- C BLACK
BM:TBD
- D WHITE
BM: DECORATOR WH.

- 1 EXISTING POSTS
- 2 MDO-MEDEX
- 3

Designer: Tim Janda

Details:

Job# Winnetka Community House Signage

Client: Bob Thomas

Product/Part# NA

Client Approval:

Drawing# Winnetka Community House Signage_02

Date: 03/13/2019

P1

ENTRYWAY SIGN: DIMENSIONS + MATERIALS



The Wooden Sign Company
www.woodensignco.com

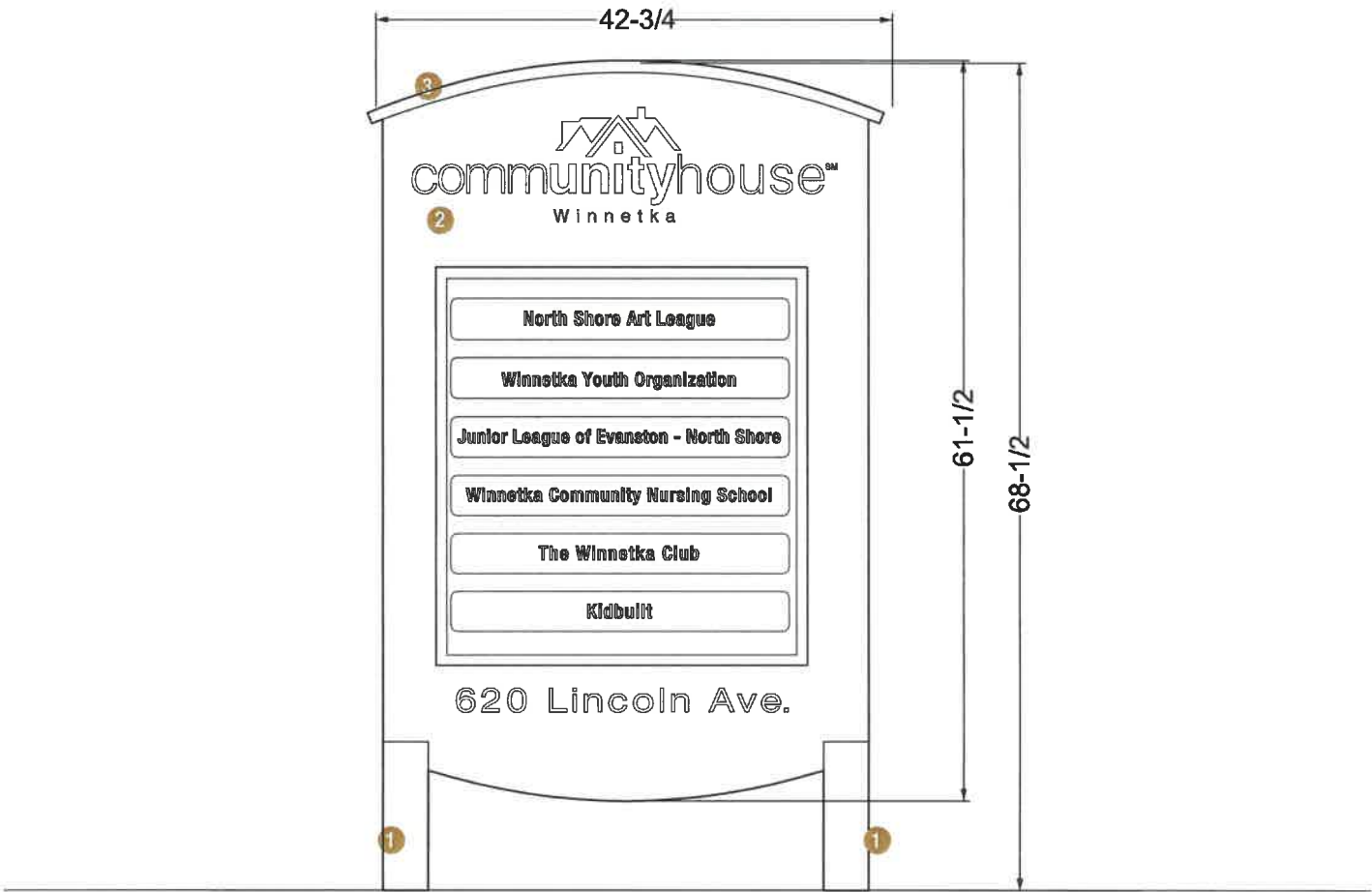
W4333 COUNTY RD ES
ELKHORN, WI 53121
tim@woodensignco.com
269-849-5157

Material Specifications

- 1 EXISTING POSTS
- 2 MDO-MEDEX
- 3 HDU OR WOOD

Color Specifications

- A HOUSE YELLOW
PMS-136C
- B HOUSE GREY
PMS-COOL GREY 100
- C BLACK
BM:TBD
- D WHITE
BM: DECORATOR WH.



Designer: Tim Janda	Job# Winnetka Community House Signage	Product/Part# NA	Drawing# Winnetka Community House Signage_02
Details:	Client: Bob Thomas	Client Approval:	Date: 03/13/2019

P1

MESSAGE BOARD: FEATURES + COLORS



The Wooden Sign Company
www.woodensignco.com

W4333 COUNTY RD ES
ELKHORN, WI 53121
tim@woodensignco.com
269-849-5157

Material Specifications

- 1 EXISTING POSTS
- 2 MDO-MEDEX
- 3 ALUMINUM BOX
ACRYLIC WINDOW
POWDER COATED
- 4 HDU OR WOOD

Color Specifications

- A HOUSE YELLOW
PMS-136C
- B HOUSE GREY
PMS-COOL GREY 10C
- C BLACK
BM:TBD
- D WHITE
BM: DECORATOR WH..

Designer: Tim Janda	Job# Winnetka Community House Signage	Product/Part# NA	Drawing# Winnetka Community House Signage_02
Details:	Client: Bob Thomas	Client Approval:	Date: 03/13/2019

P1

MESSAGE BOARD: DIMENSIONS + MATERIALS



The Wooden Sign Company
www.woodensignco.com

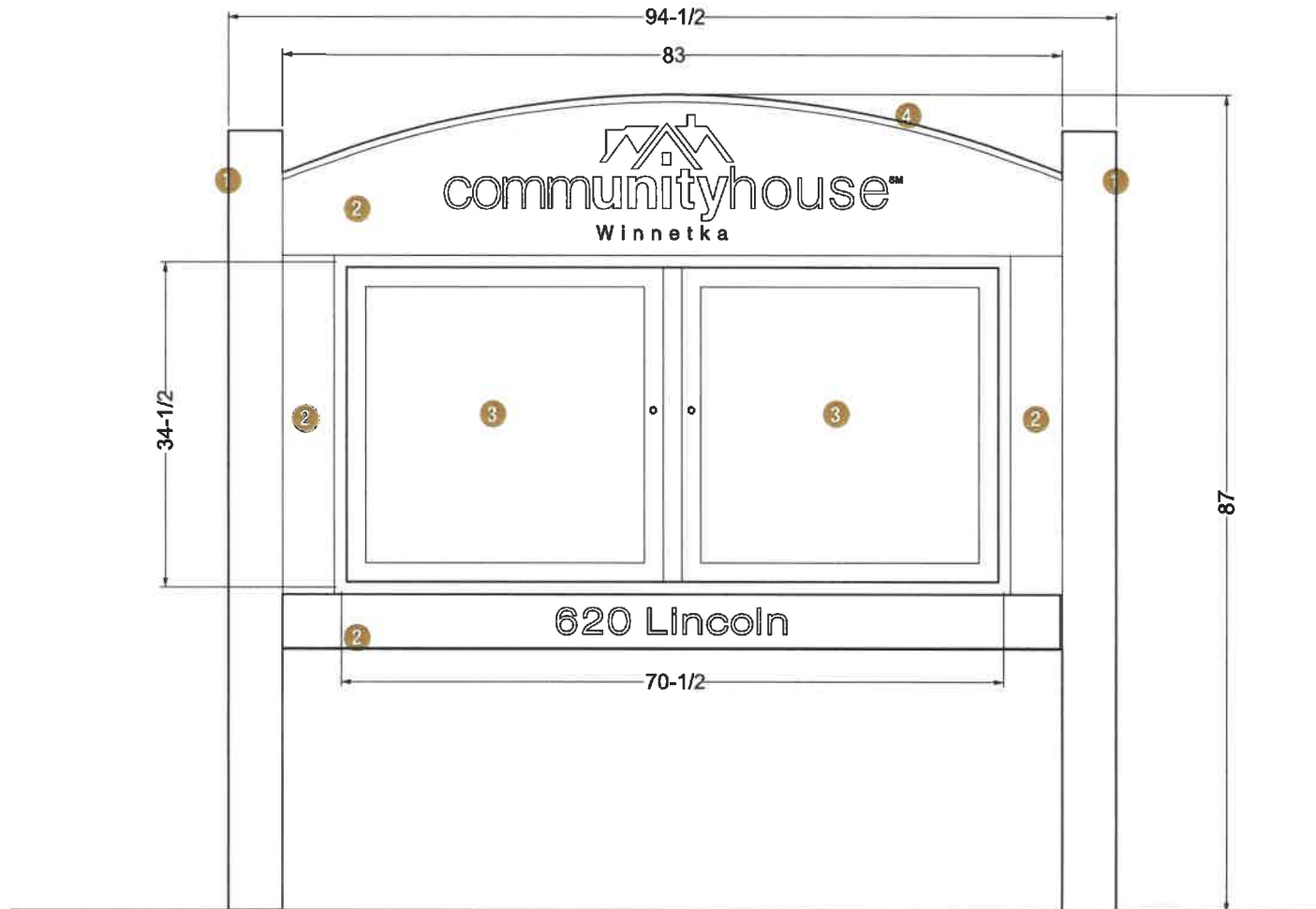
W4333 COUNTY RD ES
ELKHORN, WI 53121
tim@woodensignco.com
269-849-5157

Material Specifications

- 1 EXISTING POSTS
- 2 MDO-MEDEX
- 3 ALUMINUM BOX
ACRYLIC WINDOW
POWDER COATED
- 4 HDU OR WOOD

Color Specifications

- A HOUSE YELLOW
PMS-136C
- B HOUSE GREY
PMS-COOL GREY 10C
- C BLACK
BM: TBD
- D WHITE
BM: DECORATOR WH..



Designer: Tim Janda

Details:

Job# Winnetka Community House Signage

Client: Bob Thomas

Product/Part# NA

Client Approval:

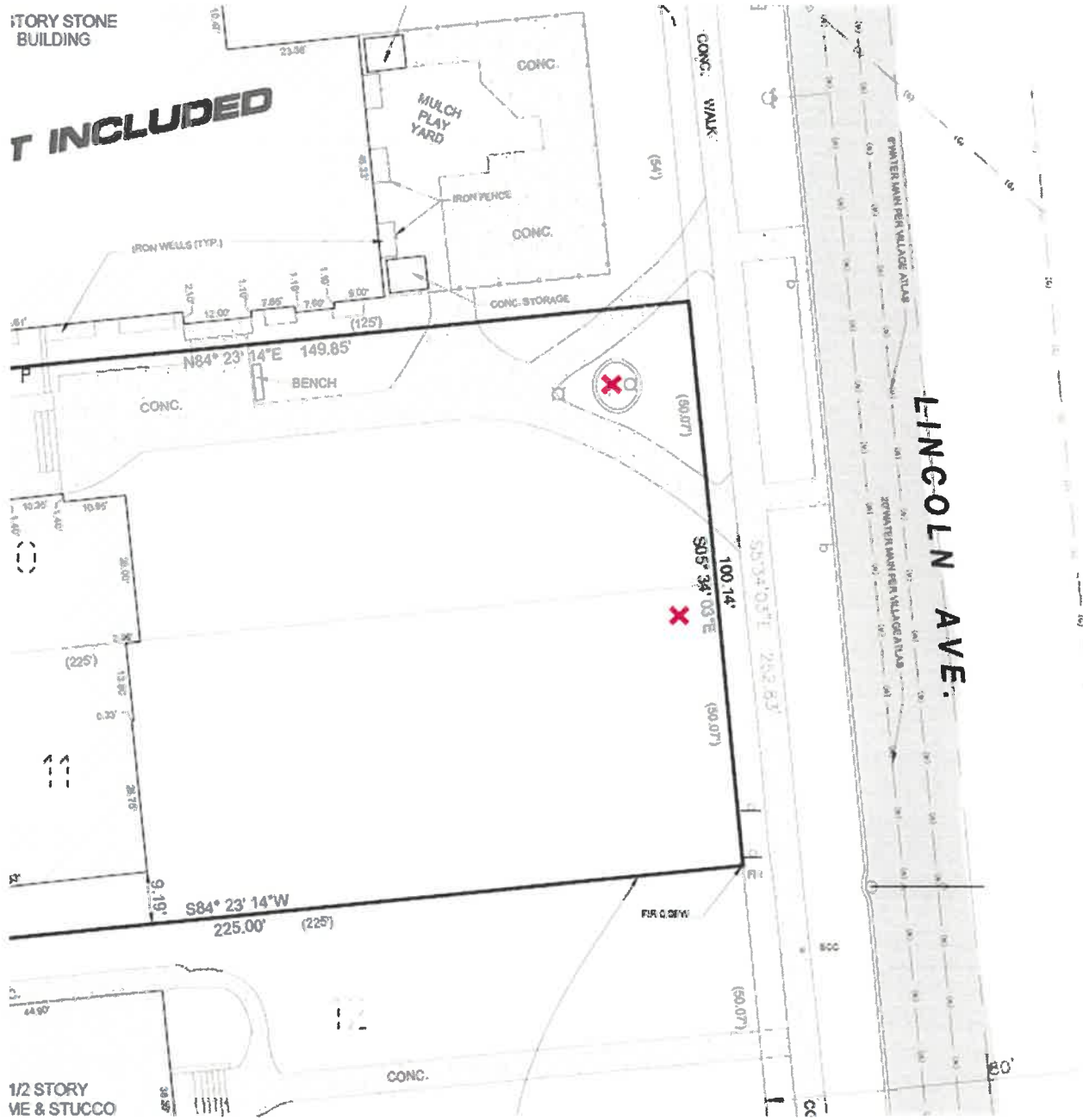
Drawing# Winnetka Community House Signage_02

Date: 03/13/2019

P1

1 STORY STONE BUILDING

T INCLUDED



X Sign Locations (same as existing)





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: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 12, 2019
SUBJECT: CASE NO. 19-11-DR: 924 GREEN BAY ROAD (SPIRIT ELEPHANT) -
CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS FOR
EXTERIOR LIGHTING AND SIGN PERMIT

INTRODUCTION

On April 18, 2019, the Design Review Board is scheduled to consider an application submitted by Carla Young (the "Applicant" and "Owner") for a Certificate of Appropriateness to permit the installation of exterior lighting and a projecting sign on the existing building at 924 Green Bay Road (the "Subject Property").

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Gage Street and Tower Road in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a one-story building that was formerly occupied by *Village Carpets*. The building has a limestone façade, minor ornamentation, and large windows that span almost the entire length of the bottom half of the street elevation. The existing building is identified in Figures 1 through 4 later in this report.

PREVIOUS APPROVALS

On March 21, 2019, the DRB approved a Certificate of Appropriateness for the replacement of the windows and doors on the building's front façade. A rendering of the approved windows and doors is included in this report as Attachment B. Minutes of the March 21 meeting are also included in the April 18 Agenda Packet.

CURRENT REQUEST

The Applicant is opening a restaurant and is proposing to install exterior lighting and a two-sided projecting blade sign on the building's front façade. The projecting sign would be located over the existing doorway, just to the right of the façade's center. The sign would be three inches thick and constructed of a black steel frame and bracket with a brushed-aluminum inlay sign. Each side of the sign would measure 2 feet by 1.5 feet (3 square feet). The copy on the sign would be printed from a UV cured ink in white with a matte finish that reads "SPIRIT ELEPHANT" and "EST. 2019" with an image of an elephant. The sign would be fixed to the wall of the building and project two feet with a clearance of 9.5 feet above grade. The sign would be externally illuminated by two extended, wall-mounted 120 volt bullet sign lights with one light on each side. The fixtures would extend outward one foot from the building while being aimed downward and towards the sign. The light fixtures would be made of a black metal material with a galvanized texture.

In addition to the two light fixtures proposed for the sign, the Applicant is proposing exterior building lighting consisting of two vertical wall sconce lighting fixtures located at the far ends of the front façade. The fixtures would be black metal with an aged iron texture while having frosted glass panes over an incandescent bulb. The fixtures would project approximately three (3) inches from the building wall and be approximately 6 feet above grade. The lighting would project outward in three directions at about ten volts with the ability to be dimmed. The exterior lighting is intended to provide visibility while providing a subtle aesthetic feature to the building facade. The Applicant has provided elevation renderings and design specifications for the proposed lighting and sign, which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code specifies standards for commercial signs within the Village. The projecting sign complies with Sign Code requirements of not exceeding three square feet, extending no further than two feet from the building wall, maintaining a clearance over the sidewalk of at least eight feet, being no taller than three feet, and containing only the business name and logo.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the appropriate size, color, and location of signs. The Guidelines state that projecting signs should be fixed rather than swinging while being no larger than six square feet. The proposed sign would be fixed with external illumination and its simple black color and white lettering would be consistent with the surrounding district aesthetic.

The Design Guidelines also provide guidance on building lighting and lighting of signs. For lighting, the Guidelines state:

"1. Exterior Uses and Types: Exterior building lighting should be carefully designed. Incandescent and low voltage lighting may be allowed. Fixtures should be contextual with the building and adjacent building design. Building lighting should focus on providing light on building signs and enhancing architectural details on the facade. All lighting shall be located and shielded from direct visibility from any dwelling or public street per the Winnetka Village Code. Wall lanterns and architectural highlighting should be considered. Sodium and fluorescent lighting is not allowed.

2. Sign Illumination: Signs located within 100 feet of the boundary of any residential zoning district may not be illuminated, per the Village Code."

The proposed lighting would provide visibility and a modest façade feature for the building. The fixtures for the sign's external illumination would have lighting faced towards the sign rather than the street. The light fixtures' dark color and metal finish would match the details of the building and surrounding neighborhood. An excerpt of the Design Guidelines in regards to lighting and signage is included in the report as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed lighting and projecting blade sign as appropriate and compatible with the Design Guidelines and approve the applications as proposed. Should the DRB approve the certificate of appropriateness for the proposed lighting and sign, the Applicant would first need to receive a building permit and sign permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Rendering of windows and doors approved by DRB on March 21, 2019

Attachment C: Excerpt of Design Guidelines



Figure 1 – Facade along Green Bay Road



Figure 2 – Building entrance along Green Bay Road



Figure 3 – Facade along Green Bay Road facing north



Figure 4 – Facade along Green Bay Road facing south

ATTACHMENT A
VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 924 GREEN BAY LD.
NAME OF BUSINESS(ES) SPIRIT ELEPHANT

REAL ESTATE INDEX NUMBER			
05	17	122006	0000

Application is hereby made for the following work (please check all that apply):

- ☒ Sign
☐ Awning
☒ Other (general description)

Sign permit application attached? ☐
Awning permit application attached? ☐
LIGHTING (EXTENSION)

RECEIVED
MAR 21 2019

Please provide a detailed description of the proposed work (attached separate sheets, material specifications, photographs, etc.):

I/We hereby certify that as OWNER (Lessee/Owner) of the property at 924 GREEN BAY (address) I am/we are authorized to submit plans for alteration of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board, as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED

PRINT NAME(S)

ADDRESS

PHONE NUMBER

Carla Young

FOR OFFICE USE ONLY	
COA applied for (date)	_____
COA Case Number	_____
COA issued (date)	_____

PRIMARY DESIGN FIRM

CONTACT NAME

ADDRESS

PHONE NUMBER

FAX NUMBER

Grace Bay Hill Design, LLC

Alycia Daycock

385 South York Street

Elmhurst, IL 60126

630 970-5966

n/a

COA 2019-157
\$125.-

SPEC SHEET



Dublin Tall Faceted Sconce

Item # CHO 2007AI-FG

Designer: E. F. Chapman

Height: 18"

Width: 3.5"

Extension: 3"

Backplate: 3.25" x 18" Rectangle

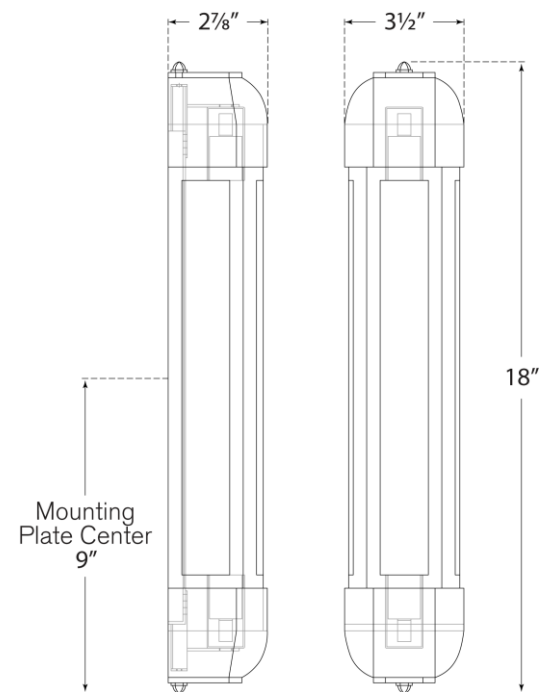
Finishes: AI, WZ

Glass Options: FG

Socket: 2 - E17 Keyless

Wattage: 2 - 40 T

©EFC DESIGNS



circa LIGHTING®



PROPOSED EXTERIOR ELEVATION
SCALE: 3/16" = 1'-0"

0' 2'-3" 4'-6"

SHEET

SHEET

**VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT**

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: <i>SPIRIT ELEPHANT</i>		Primary contact name: <i>Carla Young</i>		Phone: <i>847 881 5395</i>	
Street Address: <i>924 GREEN BAY RD</i>				Fax:	
City <i>WINNETKA</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email: <i>Cyoung@wildthingrestaurants.com</i>		

Sign Company

Name of Sign Company: <i>FAST SIGNS / CUSTOM</i>		Primary contact name: <i>Jessica</i>		Phone: <i>847-291-7446</i>	
Street Address: <i>3065 Dundee Road, Northbrook, IL 60062</i>				Fax: <i>847-291-7450</i>	
City <i>Northbrook</i>	State <i>IL</i>	Zip Code <i>60062</i>	Email: <i>fastsigns138@fastsigns.com</i>		

Property Owner

Name of Company: <i>WILDTHING LLC</i>		Primary contact name: <i>Carla Young</i>		Phone: <i>847 881 5395</i>	
Street Address: <i>924 Green Bay Rd</i>				Fax:	
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email: <i>Cyoung@wildthingrestaurants.com</i>		

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

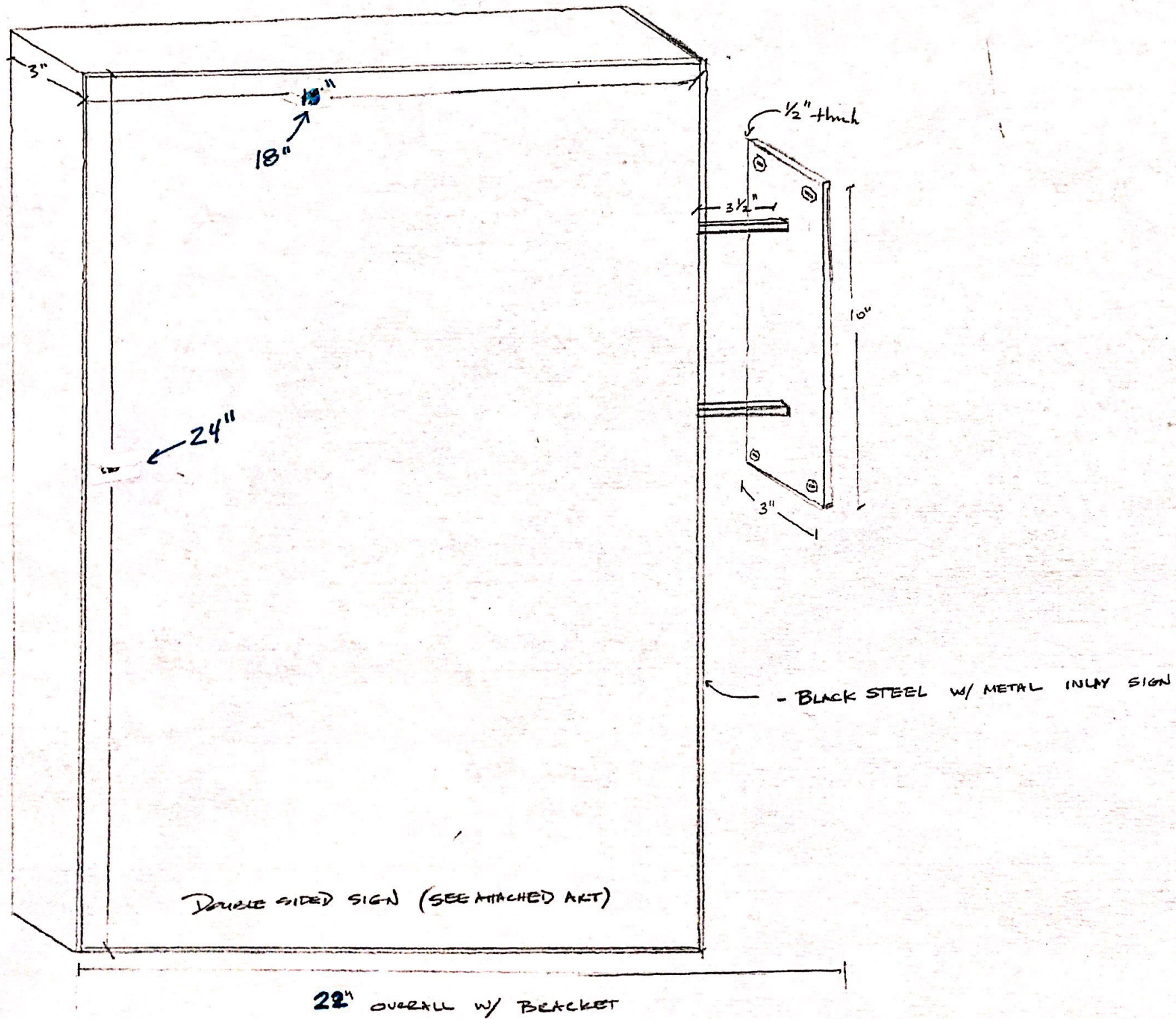
Additional description of sign type and materials

SBC2019-156

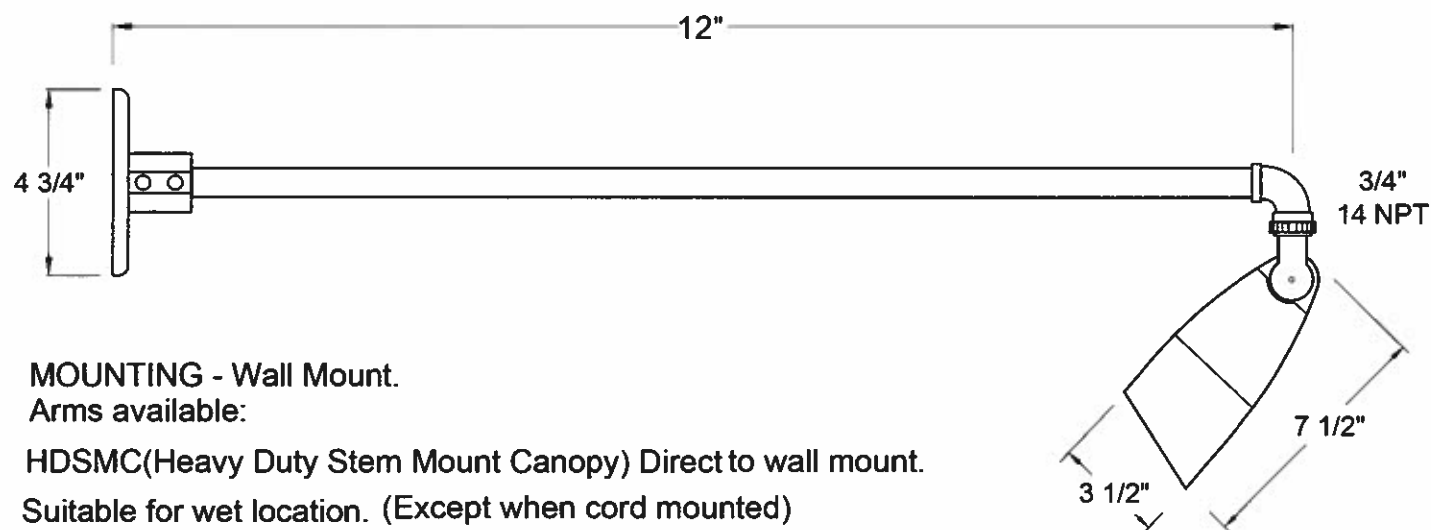
1055 plan review

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





FINISH -Multi-stage pretreatment procedure using materials of polyester/polished powder coat, baking enamel liquid, raw metals, and galvanized finishes. Standard Finishes are: 91(Black), 93(White), 95(Dark Green), 96(Galvanized), BR47(Powder Coat Rust), BK01(Black Texture), GN20(Powder Coat Patina).



MOUNTING - Wall Mount.

Arms available:

HDSMC(Heavy Duty Stem Mount Canopy) Direct to wall mount.

Suitable for wet location. (Except when cord mounted)

SOCKETS/LAMPS - Available in:

Incandescent

- rated 75 watt max/120 volt, medium base.

FRONT VIEW

Date: 07/2015
Scale: NTS
DB: CF
CB:
Rep:
Order#:

Content: PAR20 120V Straight Arm Sleek and Modern
Directional Bullet Sign Lighter

PN: SL8-PAR20BLTC-301-C91

Color/Finish: C91 - Black

Customer Approval: _____

Design by Architect Design Lighting. All visual representations and designs are the intellectual property of Architect Design Lighting and protected under copyright law. Any duplication of this design is in direct violation of the law and will result in legal action. © Copyright 2008-2015

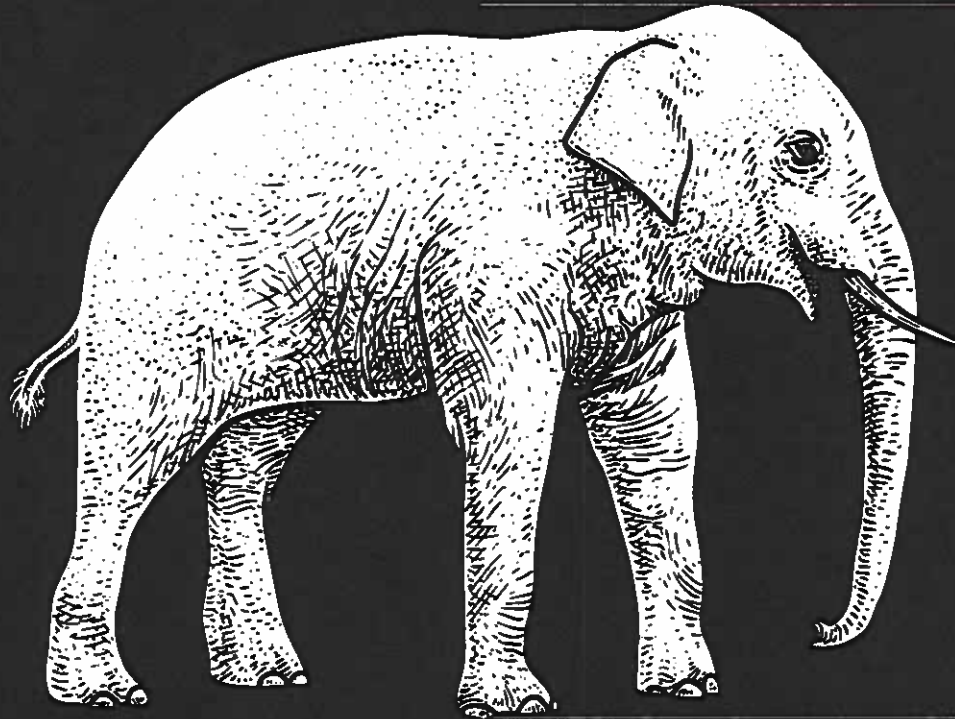


SIGN BRACKET STORE

DRB - 924 Green Bay - Page 10

T:1-888-919-7446

F:760-603-0888



SPIRIT ELEPHANT

EST. 2019

13.67" h

3.25"

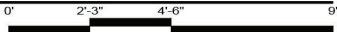
7.75"

3.5"

.66" (the 9 is .83")



1 PROPOSED EXTERIOR ELEVATION
SCALE: 3/16" = 1'-0"



STUDIO WEST
ARCHITECTURE AND DESIGN

STUDIO WEST ARCHITECTS, LLC
1487 N Clybourn Ave. Unit H, Chicago, IL 60610
924 Green Bay - Page 19
glowest-arch.com

DRB

SEAL

GRACE BAY HILL DESIGN, LLC
www.gracebayhilldesign.com
T: 617.970.5968

DESIGNER

SPIRIT ELEPHANT
924 NORTH GREEN BAY ROAD
WINNETKA, IL 60093

PROPOSED EXTERIOR
ELEVATION - RENDERING

NO.	REVISIONS/SUBMISSIONS	DATE
DRAWN BY: SWS		CHECKED BY: SWS

PROJECT:
19-003

FOR REVIEW

A-4

SHEET

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.

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



Figure 35

c. Building Lighting

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

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



Figure 36



Figure 37



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: APRIL 12, 2019
SUBJECT: CASE NO. 19-12-DR: 465 CHESTNUT STREET - CONSIDERATION OF
CERTIFICATE OF APPROPRIATENESS FOR AWNINGS

INTRODUCTION

On April 18, 2019, the Design Review Board is scheduled to consider an application submitted by Jenn Epstein (the "Applicant") as a representative of 465 Chestnut Street, LLC (the "Owner") of the property located at 465-495 Chestnut Street/812 Oak Street (the "Subject Property"), for consideration of a Certificate of Appropriateness to allow the recovering of the existing awning frames on the building located on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located at the southeast corner of the intersection of Oak Street and Chestnut Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is not part of the Commercial Overlay District. The Subject Property contains a four-story mixed-use building and contains the tenants of *Baird* and the dental office of *Kathleen B. Barth, DDS* on the first floor, with residential units on the upper floors. The building has a traditional brick and limestone façade with awning covers over some of the windows along Chestnut Street and Oak Street. The existing building is identified in Figures 1 through 5 later in this report.

CURRENT REQUEST

The Applicant has submitted an awning permit application to replace the material on the existing awning frames that extend along parts of both street frontages. The building has three awnings on the north elevation, eight awnings on the west elevation, and one awning on the south elevation. The twelve awnings are all over windows with varying widths and height above grade. The awnings themselves are a uniform height of 1.42 feet with a three foot projection from the building and a three inch band that tapers at the end of the awning. The existing awnings are forest green in color and comprised of a standard awning fabric material. The Applicant is proposing to replace the covers while using the existing frames so that the awning dimensions would remain the same. The new covers would be a lace-on cloth fabric in a color described as "captain navy." The Applicant notes that the existing frames will be repainted from green to black so that they will be neutral with the new covers. There would be no text, images, or signage displayed on the awnings. A sample of the awning material will be made available by the Applicant at the DRB meeting. The dimensions for all the proposed awnings and replacement covers can be found in the design specifications provided with the permit application materials in Attachment A.

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. Because the awnings do not encroach the public right-of-way, they are not subject to the specifications of this section of Village Code, including the requirement of a minimum clearance of eight feet above the sidewalk.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on appropriate size, materials, and colors of an awning; an excerpt of the Design Guidelines is included as Attachment B. Design Guidelines also recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood. The proposed awnings would provide a proportional cover to the windows of the building with a natural dark blue, providing conformity as suggested by the Design Guidelines.

SUMMARY

The Applicant requests that the DRB find the proposed awning cover replacements appropriate and compatible with the Design Guidelines and approve the awnings as proposed. Should the DRB approve the certificate of appropriateness for the proposed awnings, the Applicant would first need to receive an awning permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Subject Property – North Elevation



Figure 2 – Subject Property – West Elevation



Figure 3 – Subject Property – West Elevation (further south)



Figure 4 – Awning on south face of building.



Figure 5 –Awning frame up close

ATTACHMENT A
VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

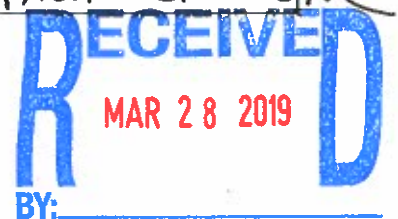
Name of Business: <u>465 Chestnut St, LLC</u>		Primary contact name: <u>Jenn Epstein</u>	Phone: <u>847.512.3180</u>
Street Address: <u>465-495 Chestnut St</u>		Fax: <u>847.512.3199</u>	
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email: <u>jepstein@hoffmanncre.com</u>

Awning Company

Name of Awning Company: <u>Acme Awning</u>		Primary contact name: <u>Steve Normandy</u>	Phone: <u>847.446.0153</u>
Street Address: <u>PO BOX 23</u>		Fax:	
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email: <u>acmeawning@att.net</u>

Property Owner

Name of Company: <u>465 Chestnut St, LLC</u>		Primary contact name: <u>Jenn Epstein</u>	Phone: <u>847.512.3180</u>
Street Address: <u>625 Green Bay Rd #100</u>		Fax: <u>847.512.3199</u>	
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60091</u>	Email: <u>jepstein@hoffmanncre.com</u>



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

Description of fabric type and color (attach samples) Sunbrella, Captain's Navy
sample submitted

Description of awning sign material, method of application and color existing metal frames to be
recovered; old faded

Height of awning logo/copy: N/A inches

Awning Dimensions: Width _____ Height _____ Projection from building face: _____

APC2019-178

OFFICE USE ONLY	PERMIT FEE (\$70 each)
CONDITIONS OF APPROVAL: _____	



Re-cover of 12 Existing Awnings at 465-495 Chestnut



West Elevation



North Elevation

Awning Count by Elevation

North Elevation- 3

West Elevation-8

South Elevation-1

Project Scope

Re-cover 12 existing awnings from Forest Green to Sunbrella Captain Navy.

Currently, frames appear to be painted Green. It is reccomended frames be painted black to be neutral with cloth color.

Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBD

Install Date

Manufacturer Name



Structural Designer

Building Notes

Lace on style cloth
555 molding on top
Steel construction
Captain Navy #4646

Date

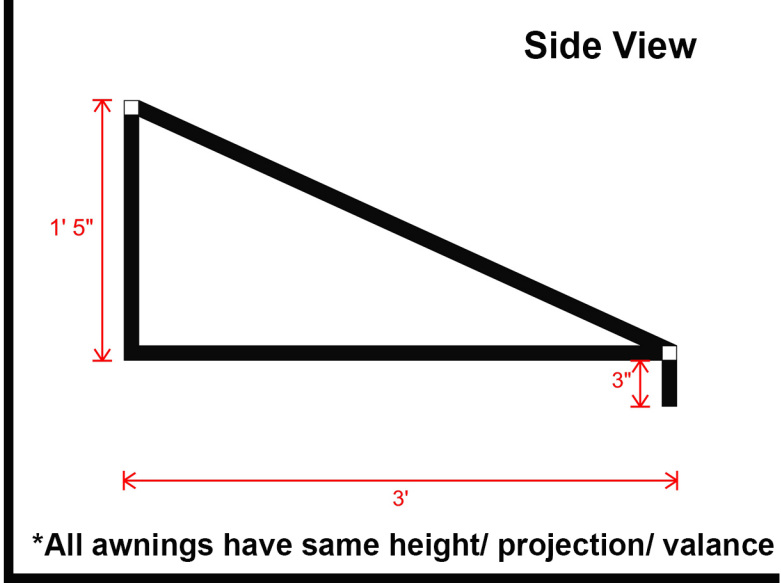
Sheet

3/18/19

1 of 1

12 Re-covers for Awnings at 465-495 Chestnut

North Elevation Awnings 1-3



Awning#	height above grade (in)	Awning Width
1	5'9"	6'5"
2	6'4"	6'4.5"
3	6'7.5"	6'5"

Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBA

Install Date

Manufacturer Name

Acme AWNING Co.

Structural Designer

Steve Normandy

- Building Notes
- Lace on cloth
 - 555 molding on top
 - Steel Construction
 - Re-cover awnings from Forest Green to Captain Navy
 - Re-paint frames from green to black to be netural with cloth color

Partial West Elevation Awnings 4-7



Awning Count by Elevation

- North Elevation - 3
- West Elevation - 8
- South Elevation - 1

Awning#	height above grade (in)	Awning Width
4	7'6.5"	8'10.5"
5	8'	6'5"
6	8'2"	6'5"
7	8'6"	6'5"

Date	Sheet
4/2/19	1-2

12 Re-Covers for Awnings at 465-495 Chestnut

Partial West Elevation



Client Name and Project

HOFFMANN
COMMERCIAL REAL ESTATE

TBA

Install Date

Manufacturer Name



Structural Designer

Steve Normandy

Building Notes

- Lace on cloth
- 555 Molding on top
- Steel Construction
- Re-cover awnings from Forest Green to Captain Navy
- Re-paint frames from green to black to be netural with cloth color

Date

4/2/19

Sheet

2-2

South Elevation



Awning#	Height above grade (in)	Awning Width
8	8'9"	6'5"
9	9'1"	6'5"
10	9'1"	6'5"
11	9'1	8'10"
12	8'	8'10.5"

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: ANN KLAASSEN, SENIOR PLANNER
DATE: APRIL 9, 2019
SUBJECT: CASE NO. 19-13-DR: 768 OAK STREET - WINNETKA-NORTHFIELD
PUBLIC LIBRARY DISTRICT - CONSIDERATION OF CERTIFICATE OF
APPROPRIATENESS

INTRODUCTION

On April 18, 2019, the Design Review Board is scheduled to consider an application filed by Winnetka–Northfield Public Library District (the “Applicant”) as the owner of the property at 768 Oak Street (the “Subject Property”), for a Certificate of Appropriateness to allow exterior improvements related to the expansion of the entry terrace and installation of a freestanding sign on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 0.8 acres in size, is located on the south side of Oak Street between Linden Street and Green Bay Road and contains an existing public library. Figure 1 below and Figures 2 through 4 on the following pages identify the Subject Property.



Figure 1 – Subject Property



Existing
sign to be
replaced

Figure 2 – Subject Property



Figure 3 – Existing North Entrance



Figure 4 – Aerial Map

CURRENT REQUEST

The Applicant is proposing site improvements to the north entrance of the Subject Property that include the following: (1) new expanded entry terrace; (2) replacement of freestanding sign; (3) masonry seat walls with coping light; (4) screen wall for existing generator; and (5) updated landscaping. The existing concrete walkway, stone seating, and a number of existing plantings would be removed to accommodate the proposed improvements. The proposed bluestone terrace, measuring approximately 17 feet by 28 feet, would be located next to the building at the north entrance. The concept plan provided by the Applicant, and included in Attachment A, represents four moveable silver tables and chairs on the proposed terrace. Details of other incidental improvements are also included in the attached application materials (i.e. bike racks, bench, and planter pot).

The existing freestanding sign identified in Figure 2 and in photos submitted by the Applicant, which are included in the attached application materials (Attachment A), would be replaced with a new one-sided monument sign located adjacent to the front walkway. The proposed sign would consist of metal lettering on an acrylic sign backing, which would be installed on top of a brick masonry wall with limestone coping. The masonry wall would be 2.5 feet in height. The acrylic sign would measure 14 feet by 1.17 feet (16.38 square feet). The proposed copy on the sign is "Winnetka Public Library." The address "768 Oak" would also be provided with metal lettering mounted on the masonry seat wall, the address portion of the sign would measure 3.92 feet by 0.67 feet (2.63 square feet). In total, the proposed sign would be 19.01 square feet. The letters and numbers would be in Century Gothic with 8 inch letters and 6 inch numbers. The acrylic portion of the sign would be illuminated by a strip of lighting within the acrylic. There would also be under coping lighting on all of the proposed seat walls.

The proposed screen wall for the existing generator would be a vertical slat fence constructed of lpe. Deciduous shrubs would also be planted in front of the proposed fence. The generator is currently screened with evergreen shrubs.

The attached application materials also represent a new bus shelter to replace the existing shelter. The Applicant is proposing to maintain the existing shelter or construct the alternate shelter represented in the attached materials. The shelter would be a Pace bus shelter and this alternative shelter design is the standard design provided by Pace. The Applicant has provided the alternate for consideration by the DRB.

Photos of the existing conditions, details of the proposed site features and furnishings are included in Attachment A. In addition to the photos and plans, the Applicant has provided a landscape plan depicting the proposed plantings, which is also included in Attachment A.

SIGN CODE ANALYSIS

The Village's Sign Code describes standards for freestanding signs as follows:

"...one freestanding sign may be displayed on the premises on which the building is located;...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."

As previously noted, the proposed one-sided sign would measure 19.01 square feet and would be approximately 3.67 feet above grade.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provides guidance on the following; excerpts of the Design Guidelines are provided accordingly:

1. Appropriate materials and colors of building signage(Attachment B);
2. Appropriately designed open space (Attachment C); and
3. Village Plant Palette (Attachment D).

SUMMARY

The Applicant requests that the DRB find the proposed exterior improvements related to the expansion of the entry terrace and the installation of the freestanding sign appropriate and compatible with Design Guidelines and approve the plan as proposed. Should the DRB approve the certificate of appropriateness for the proposed exterior work and freestanding sign, the Applicant would first need to receive a building permit and sign permit from the Community Development Department prior to construction.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Design Guidelines – Building Signage

Attachment C: Excerpt of Design Guidelines – Open Space

Attachment D: Excerpt of Design Guidelines – Appendix B – Village Plant Palette

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 768 OAK ST, WINNETKA, IL 60093

NAME OF BUSINESS(ES) WINNETKA PUBLIC LIBRARY

REAL ESTATE INDEX NUMBER			
05			

Application is hereby made for the following work (please check all that apply):

- ☒ Sign
☐ Awning
☒ Other (general description)

Sign permit application attached? ☒
Awning permit application attached? ☐

LIBRARY ENTRY TERRACE EXPANSION

Please provide a detailed description of the proposed work (attached separate sheets, material specifications, photographs, etc.):

SITE IMPROVEMENTS INCLUDE: ENTRY TERRACE
UPDATED LANDSCAPING
MONUMENT SIGNAGE

I/We hereby certify that as owner (Lessee/Owner) of the property at 768 Oak Street (address) I am/we are authorized to submit plans for alteration of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board, as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED

PRINT NAME(S) Rebecca Wolf, Library Director

ADDRESS 768 Oak Street
Winnetka, IL 60093

PHONE NUMBER 8474467220

FOR OFFICE USE ONLY

COA applied for (date) _____

COA Case Number _____

COA issued (date) _____

PRIMARY DESIGN FIRM THE LAKOTA GROUP

CONTACT NAME KEVIN CLARK

ADDRESS 116 W. ILLINOIS ST
FLOOR 7
CHICAGO, IL 60654

PHONE NUMBER 312.467.5445

FAX NUMBER _____

**VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT**

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business:		Primary contact name:	Phone:
Street Address:			Fax:
City	State	Zip Code	Email:

Sign Company

Name of Sign Company:		Primary contact name:	Phone:
Street Address:			Fax:
City	State	Zip Code	Email:

Property Owner

Name of Company: Winnetka-Northfield Public Library District		Primary contact name: Rebecca Wolf, Library Director	Phone: 847-446-7220
Street Address: 768 Oak Street			Fax:
City Winnetka	State IL	Zip Code 60093	Email: rwolf@winnetkalibrary.org

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

Additional description of sign type and materials

SIGNAGE MATERIALS INCLUDE: MASONRY
METAL LETTERING
ACRYLIC BACKING

OFFICE USE ONLY

PERMIT FEE (\$60/\$195 per sign) _____

CONDITIONS OF APPROVAL: _____



LEGEND

- A** **EXISTING VERTICAL BRICK STACK**
 - Architectural feature obscured by existing trees.
- B** **OAK STREET BUS STOP**
 - Close proximity to main walk
- C** **NORTHERN ENTRANCE**
 - Built-in masonry planters
 - Evergreen shrubs screening utilities
- D** **OAK STREET SIGN**
 - Existing mature trees
- E** **NORTHERN FACADE**
 - Limited foundation plantings
- F** **READING ROOM WINDOW**
 - Framed with ornamental tree
- G** **SITTING AREA AT ENTRANCE**
 - Stone slab seats
- H** **NORTHERN YARD AT READING ROOM**
 - Bike rack screened by evergreen hedge

WINNETKA LIBRARY
EXISTING CONDITIONS - NORTH FACADE

WINNETKA, ILLINOIS

PREPARED FOR:
WINNETKA LIBRARY

APRIL 5, 2019

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LEGEND

- A** MOVABLE PLANTER
- B** GROUNDCOVER
- C** ORNAMENTAL GRASSES
- D** BENCH
- E** EXISTING BUS STOP
- F** PROPOSED DECIDUOUS SHRUBS
- G** BIKE RACKS (4)
- H** PROPOSED PERENNIALS
- I** EXISTING TREE TO REMAIN
- J** OPEN LAWN
- K** BLUESTONE STEPPERS IN LAWN
- L** SIGN WITH BACKLIT LETTERS
- M** PROPOSED HANDRAIL AT STAIRS
- N** PROPOSED CONCRETE STAIRS
- O** EXISTING RETAINING WALL TO REMAIN
- P** SCREEN WALL AT EXISTING GENERATOR
- Q** EXISTING LANDSCAPE BED TO REMAIN
- R** EVERGREEN SHRUBS
- S** CONCRETE WALKWAY
- T** MASONRY SEATWALL WITH COPING LIGHT
- U** MOVABLE TABLE AND CHAIRS
- V** BLUESTONE PAVING
- W** BLUESTONE STEPS
- X** EXISTING SIDEWALK TO REMAIN

*SEE LAYOUT PLAN FOR DIMENSIONS

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NORTH ENTRANCE CONCEPT

WINNETKA, ILLINOIS

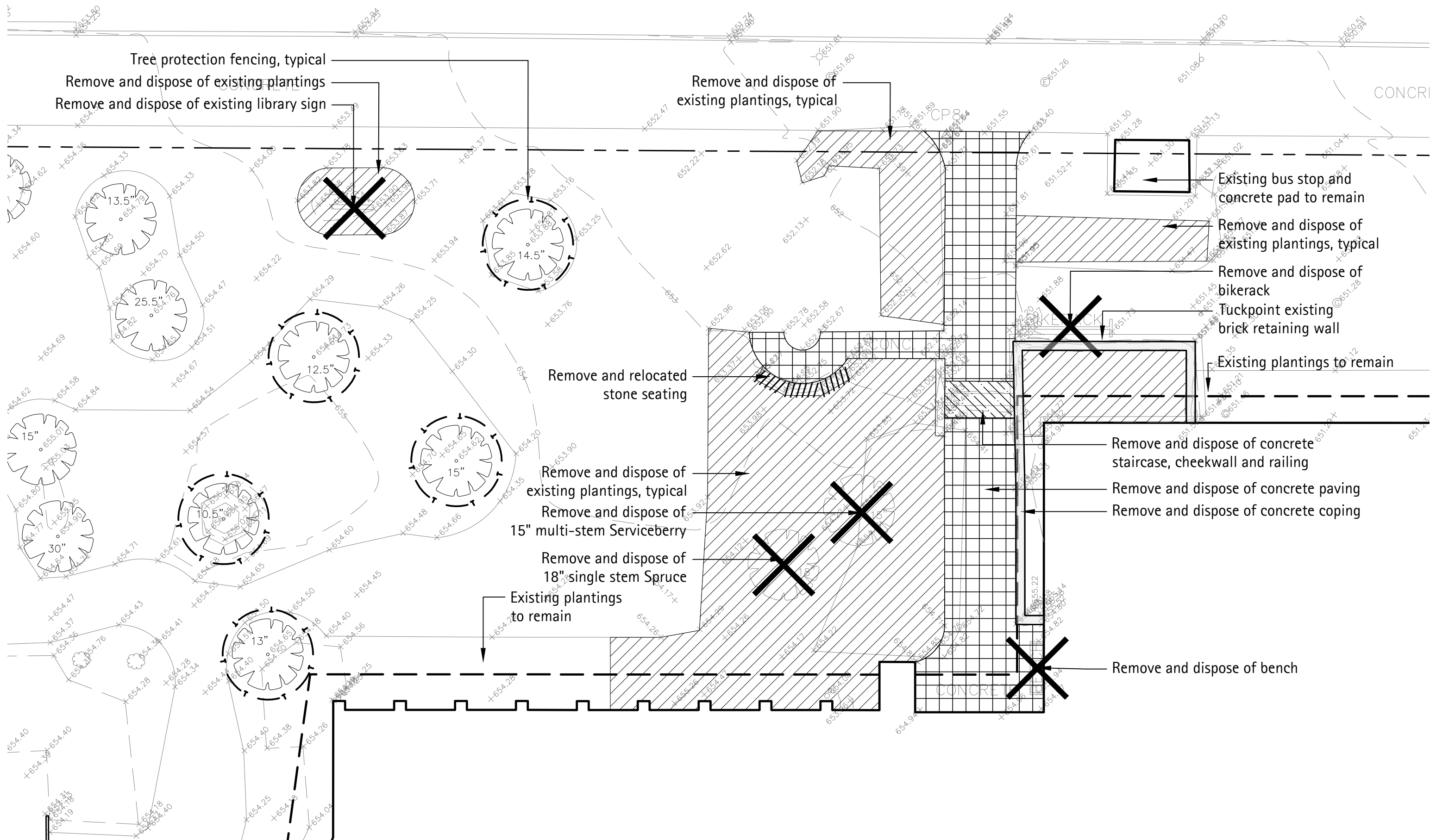
SCALE: 1"=10'
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NORTH ENTRANCE - DEMOLITION PLAN

WINNETKA, ILLINOIS

SCALE: 1"=10'
0' 2.5' 5' 10'



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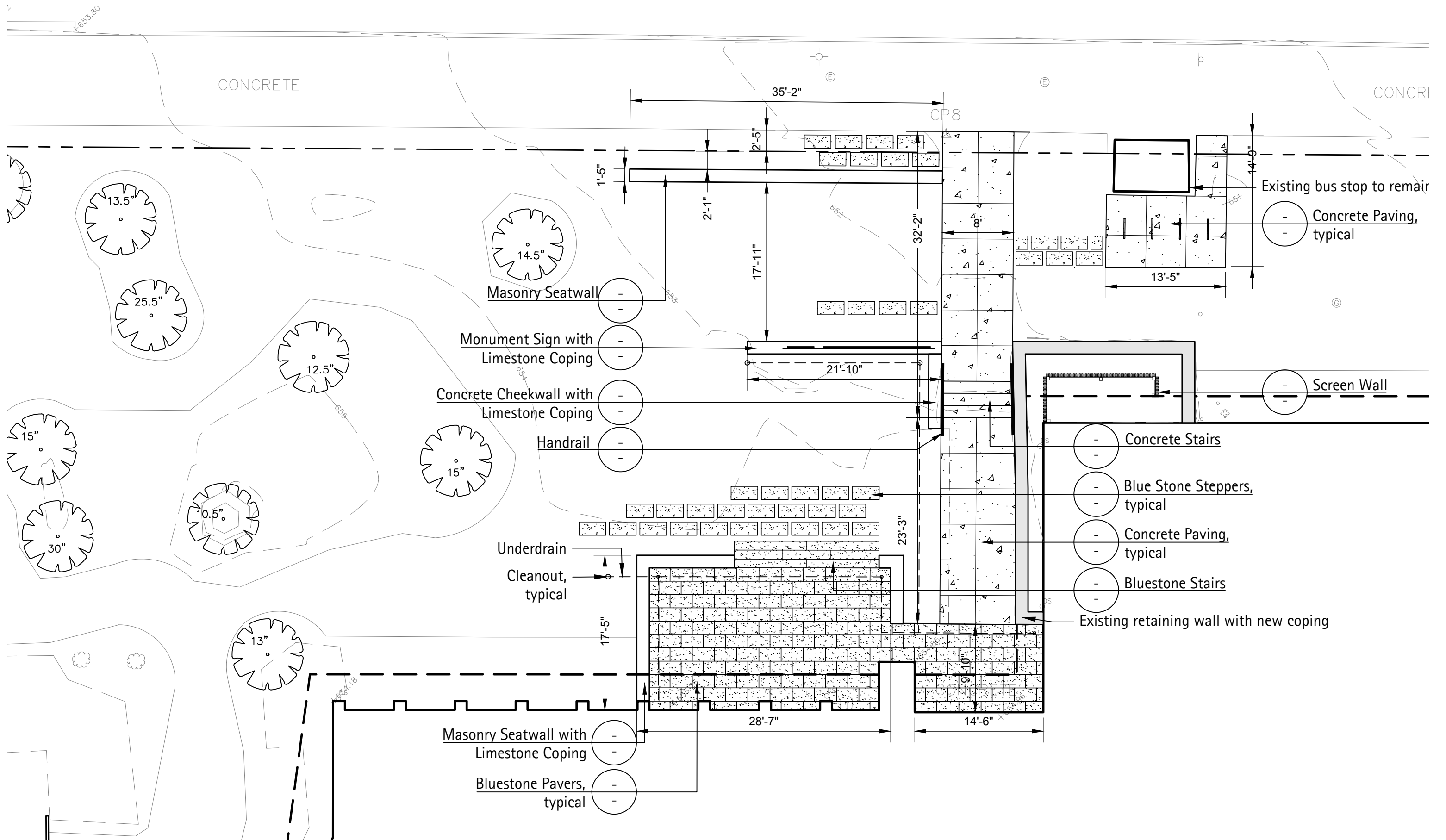
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3



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NORTH ENTRANCE - LAYOUT PLAN

WINNETKA, ILLINOIS



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BLUESTONE PAVING - RUNNING BOND PATTERN IN FULL COLOR RANGE, THERMAL FINISH



BLUESTONE STEPPERS IN LAWN AREA



BLUESTONE STEPS AT ENTRANCE PLAZA

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SITE FEATURES - BLUESTONE PAVING

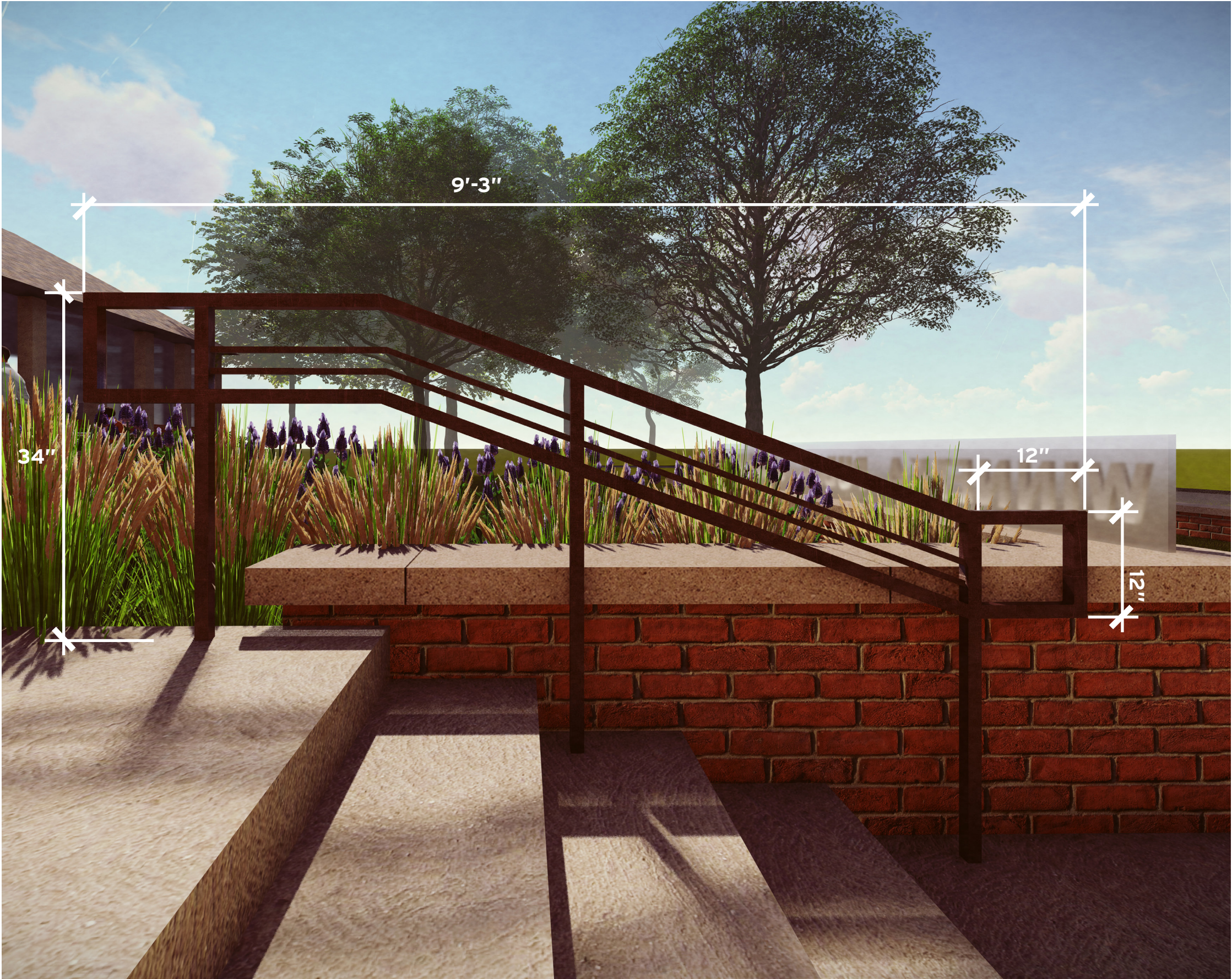
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PROPOSED HANDRAIL DETAIL



MID-CENTURY MODERN HANDRAIL - RECTILINEAR



ANTIQUE BRONZE POWDER-COAT

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SITE FEATURES - HANDRAIL

WINNETKA, ILLINOIS

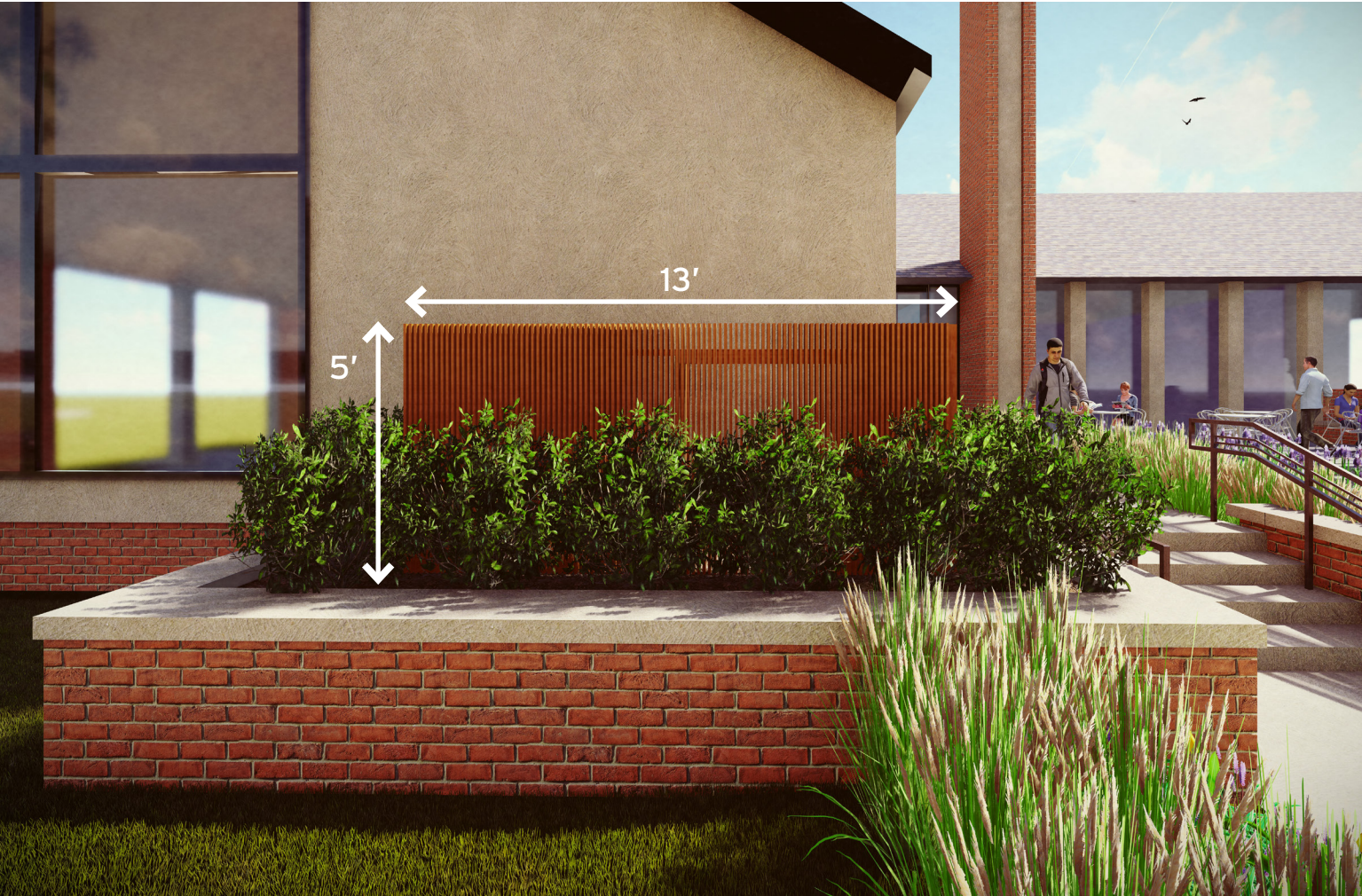
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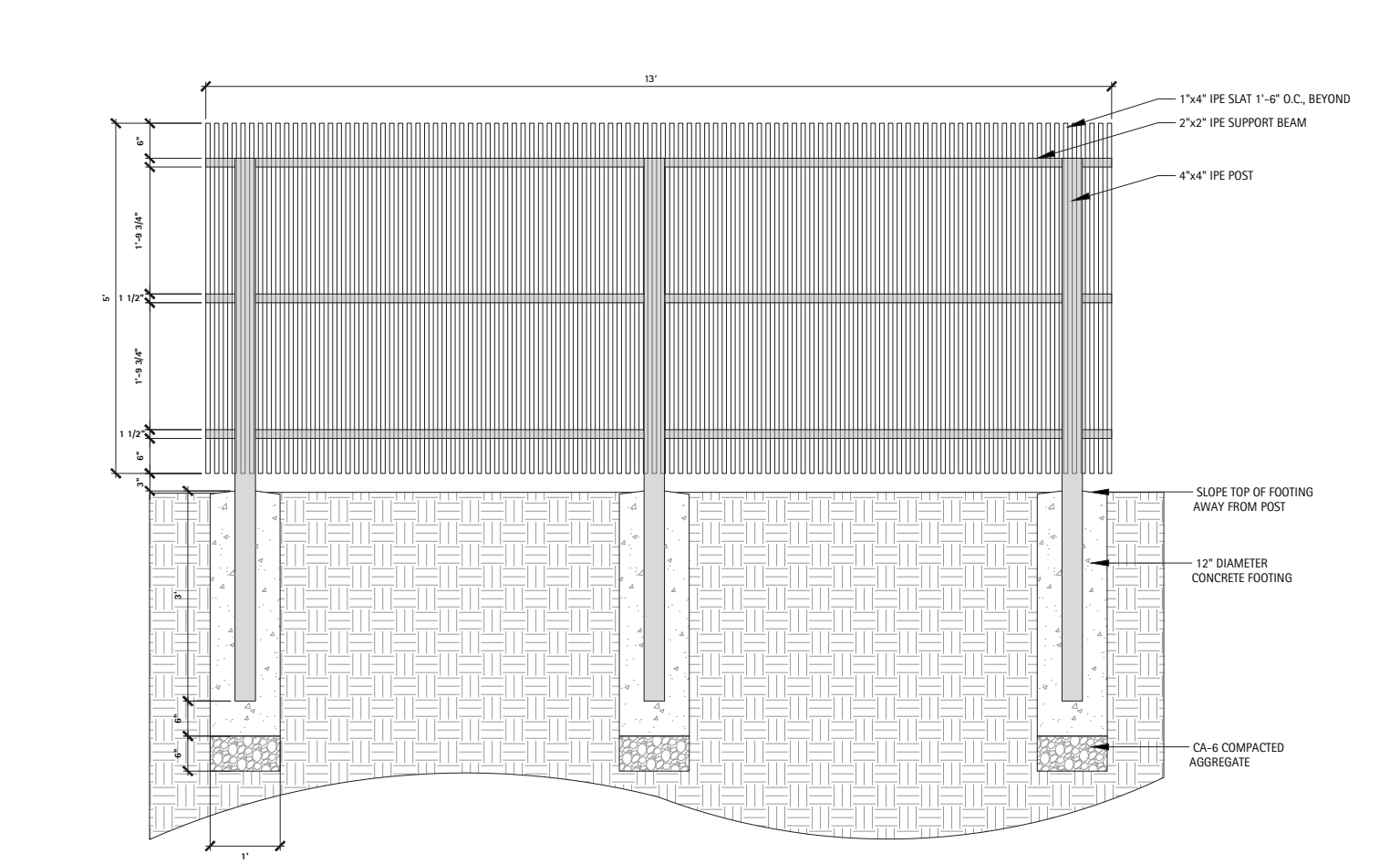
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FENCE - FRONT ELEVATION



FENCE - BACK ELEVATION (NTS)



VERTICAL SLAT SCREEN WALL



IPE EDGE DETAIL



IPE MATERIAL



PARCVUE BENCH - LANDSCAPE FORMS

Metallic

COLOR SELECTION

bronze

silver

steel

stone

titanium

mercury

Designer Palette: Architectural Series

blue ash

dusk

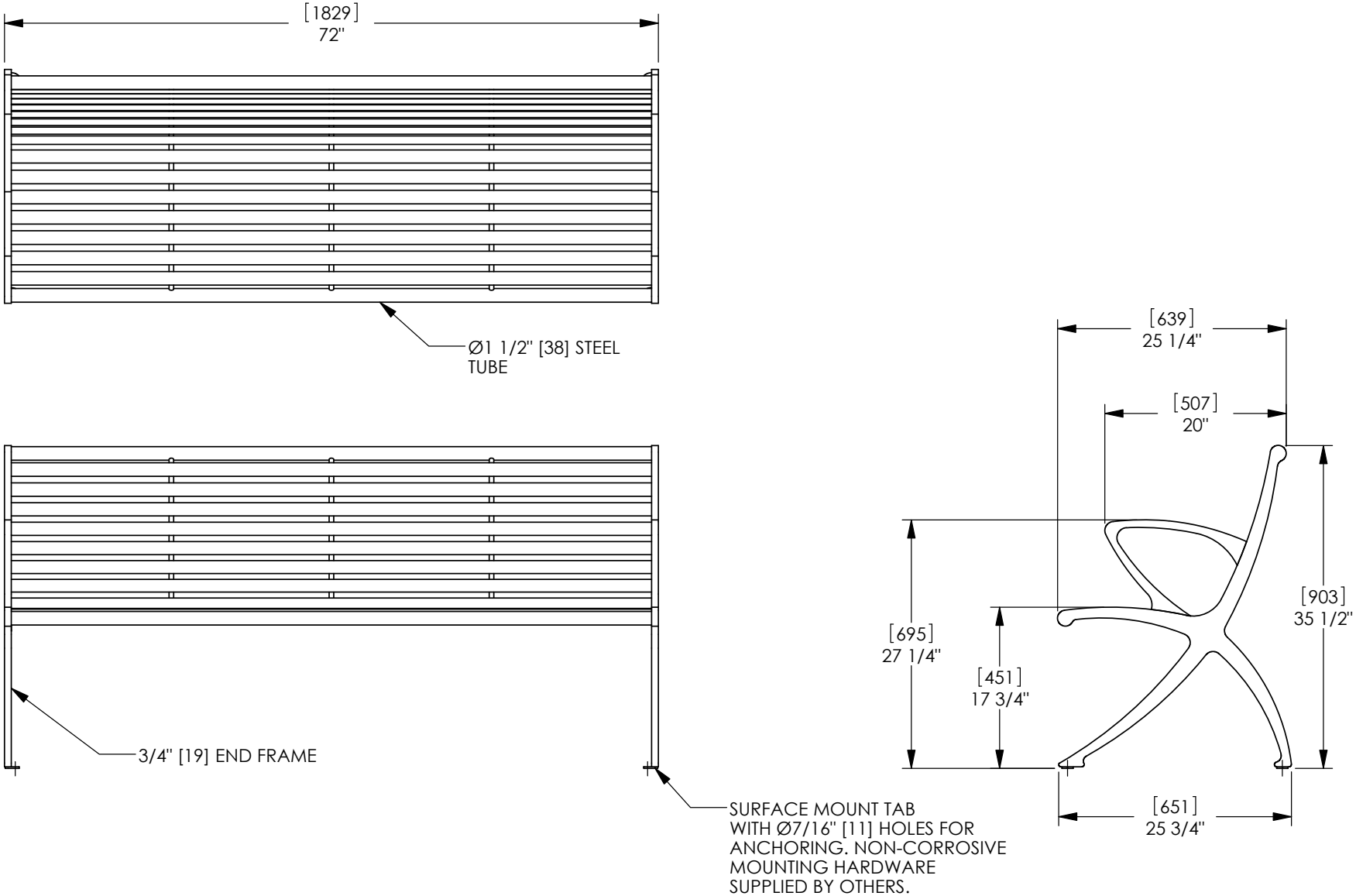
nutmeg

obsidian

onyx

matte black

PARCVUE BENCH - COLOR SAMPLES

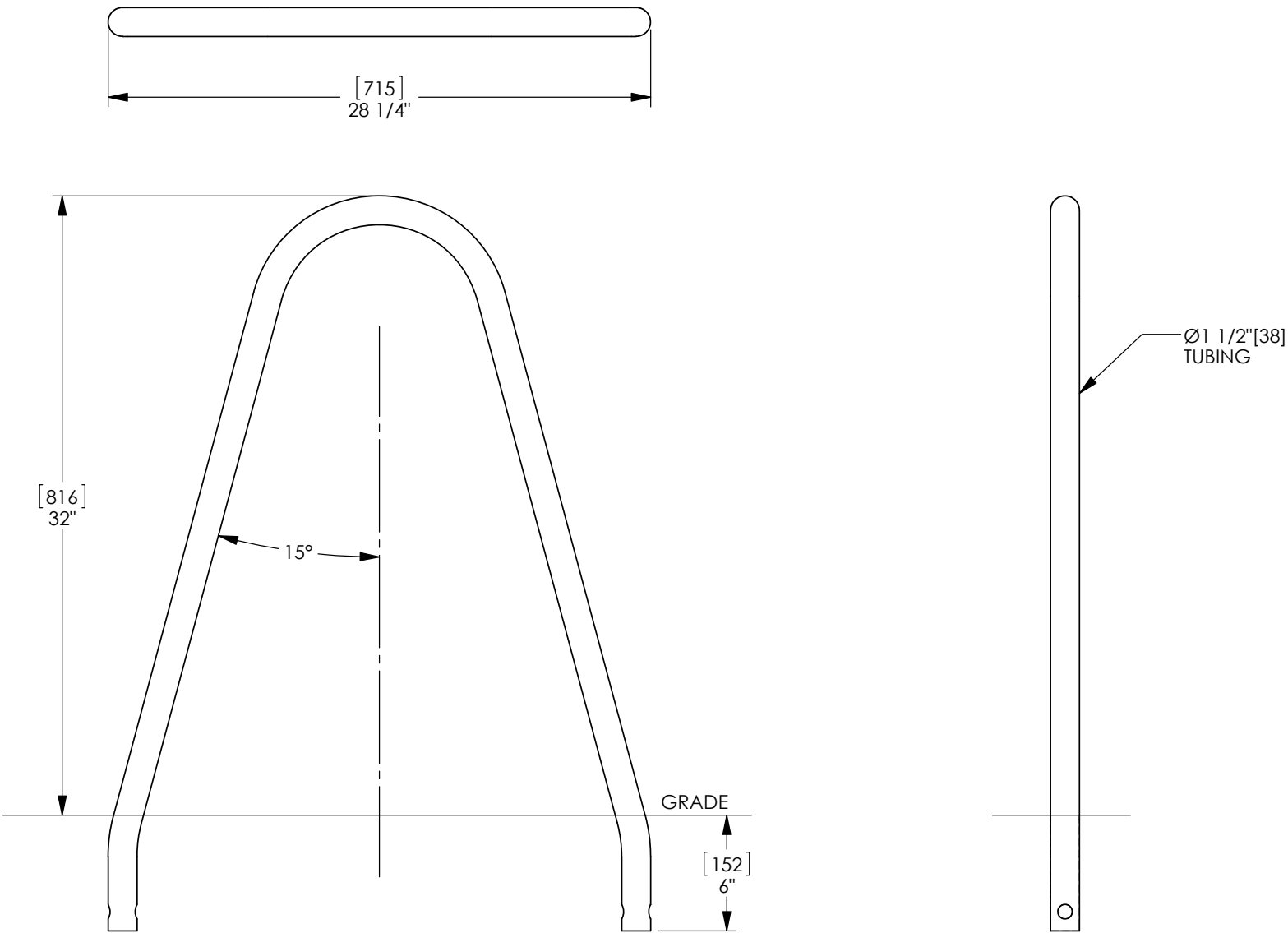


landscapeforms® Drawing: PV644-04
Dimensions are in inches [mm]
U.S. Patent Nos.: D532,630; D534,021; D528,831

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BOLA BIKE RACK - LANDSCAPE FORMS
STAINLESS STEEL FINISH



landscapeforms® Drawing: BO661-01
Dimensions are in inches [mm]

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CATINA TABLES AND CHAIRS - LANDSCAPE FORMS

Metallic

COLOR SELECTION

bronze

silver

steel

stone

titanium

mercury

Designer Palette: Architectural Series

blue ash

dusk

nutmeg

obsidian

onyx

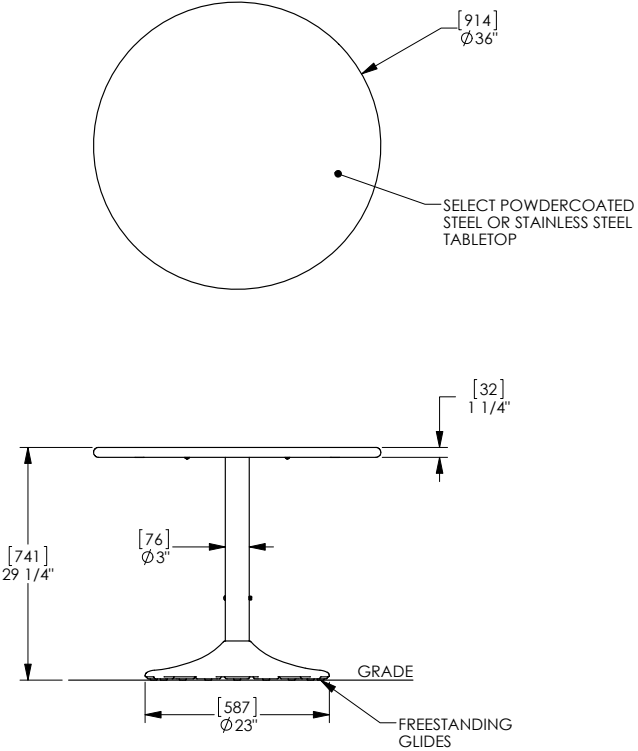
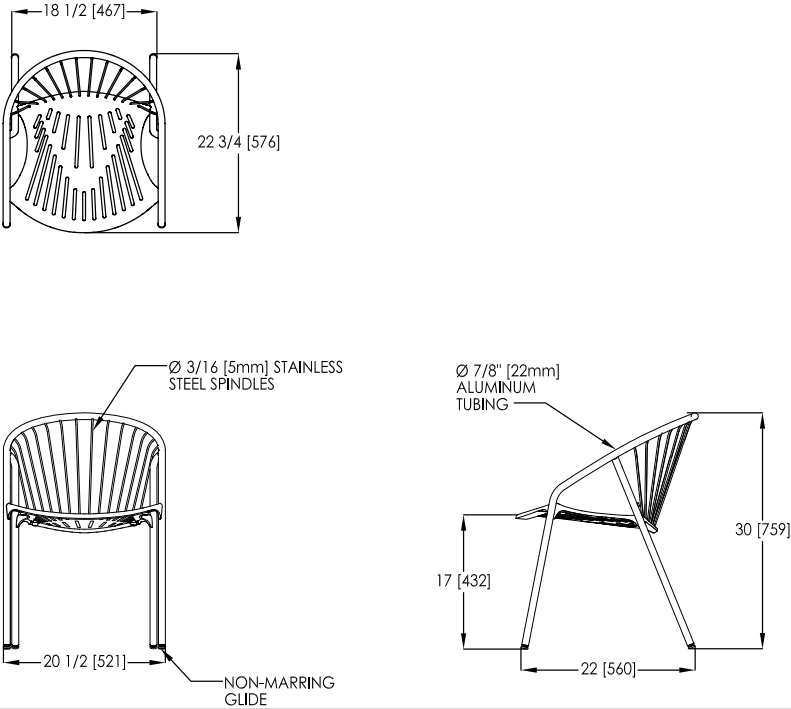
matte black

CATINA TABLES AND CHAIRS - COLOR SAMPLES

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SITE FEATURES - FURNISHINGS

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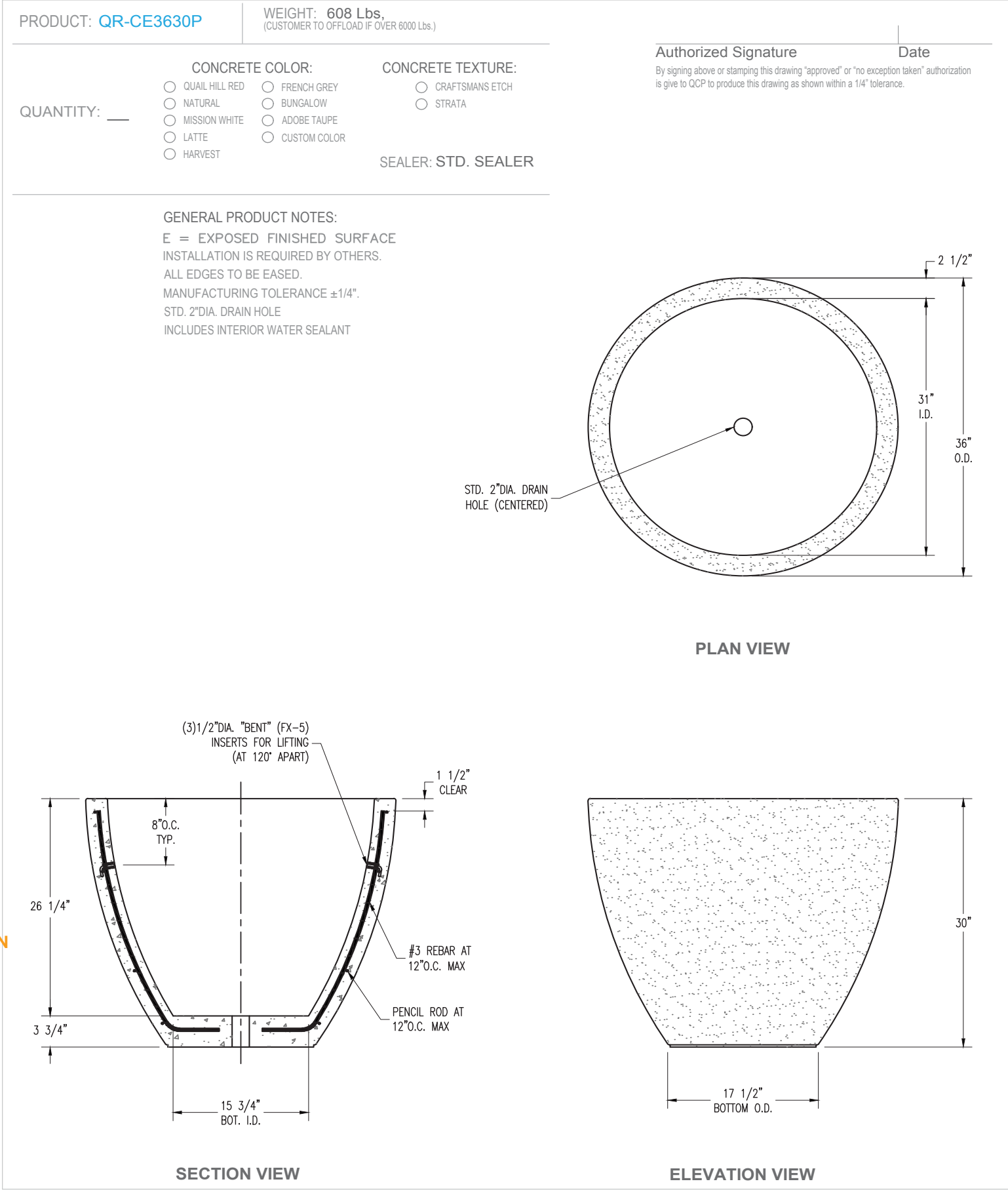
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CASCADE ROUND PLANTER POT - QCP



CASCADE ROUND PLANTER POT - COLOR SAMPLES





METAL LETTERING ON
ACRYLIC SIGN BACKING

BRICK MASONRY WALL
W/ LIMESTONE COPING

Century Gothic, 8" letters and 6" numbers



SIGN FACE = 20 TOTAL SFF

MASONRY WALL

SIGN FACE DIAGRAM

WINNETKA LIBRARY
SITE FEATURES - MONUMENT SIGN CONCEPT

WINNETKA, ILLINOIS

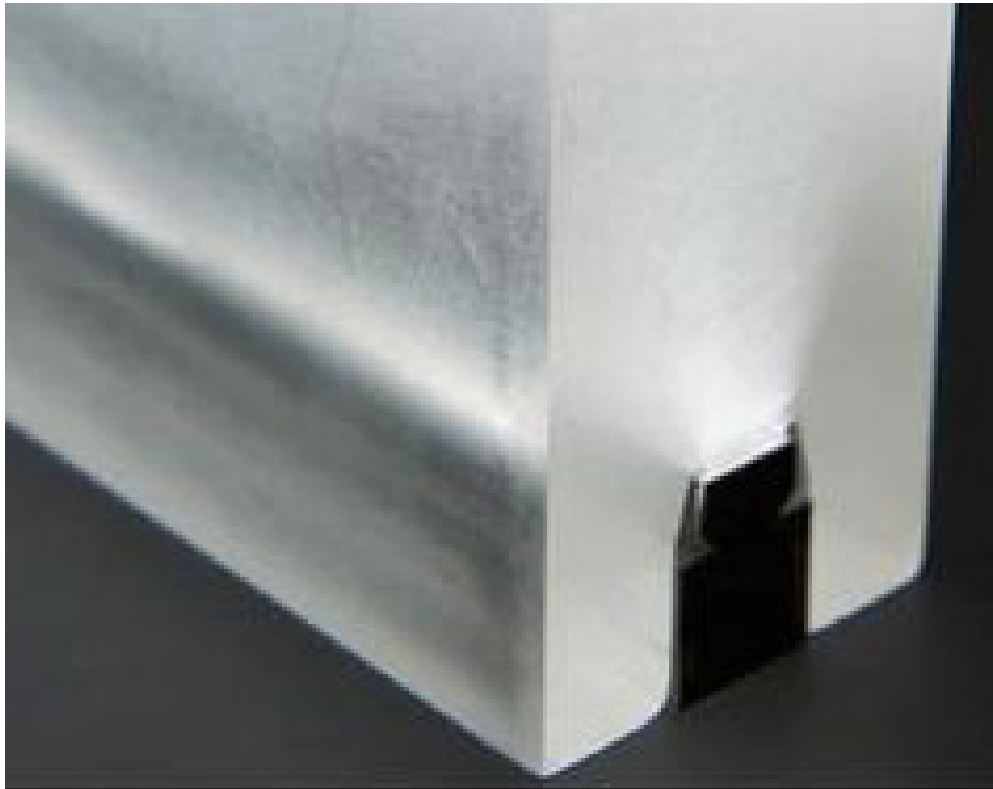
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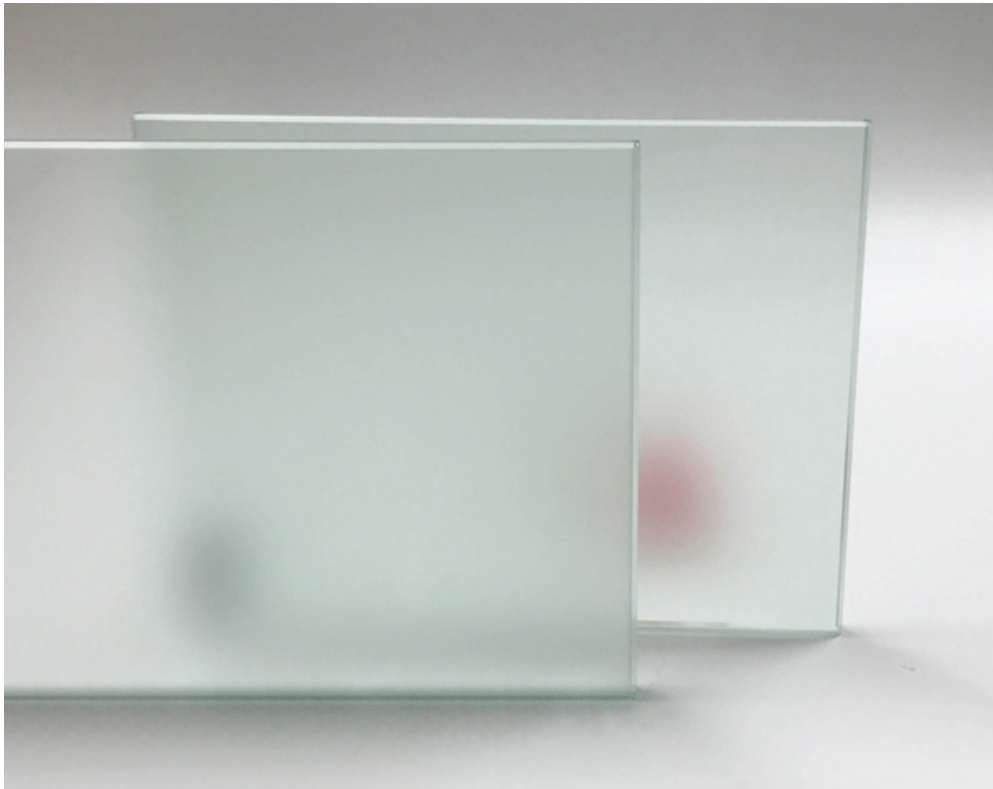
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12



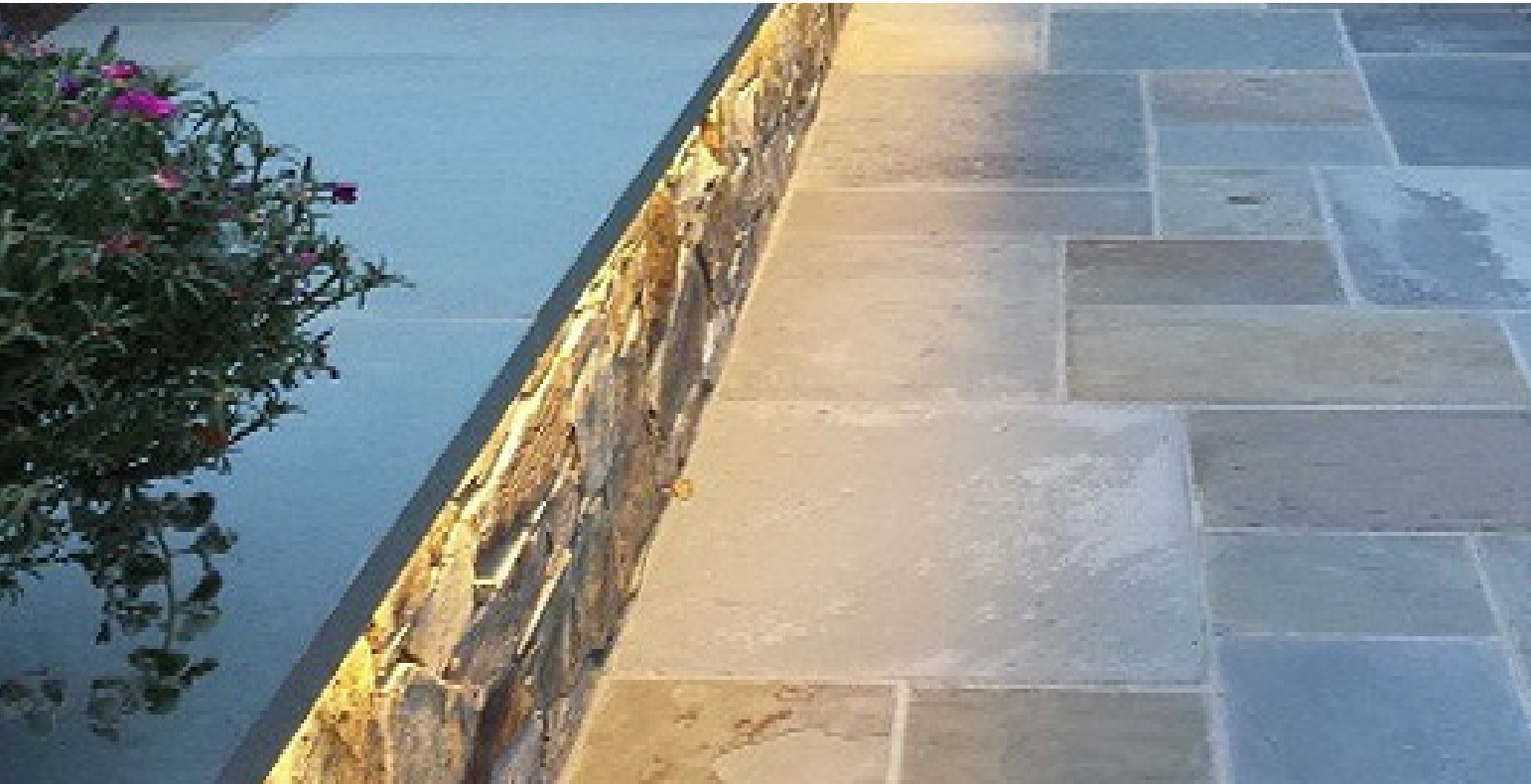
3-FORM ACRYLIC STRIP LIGHTING



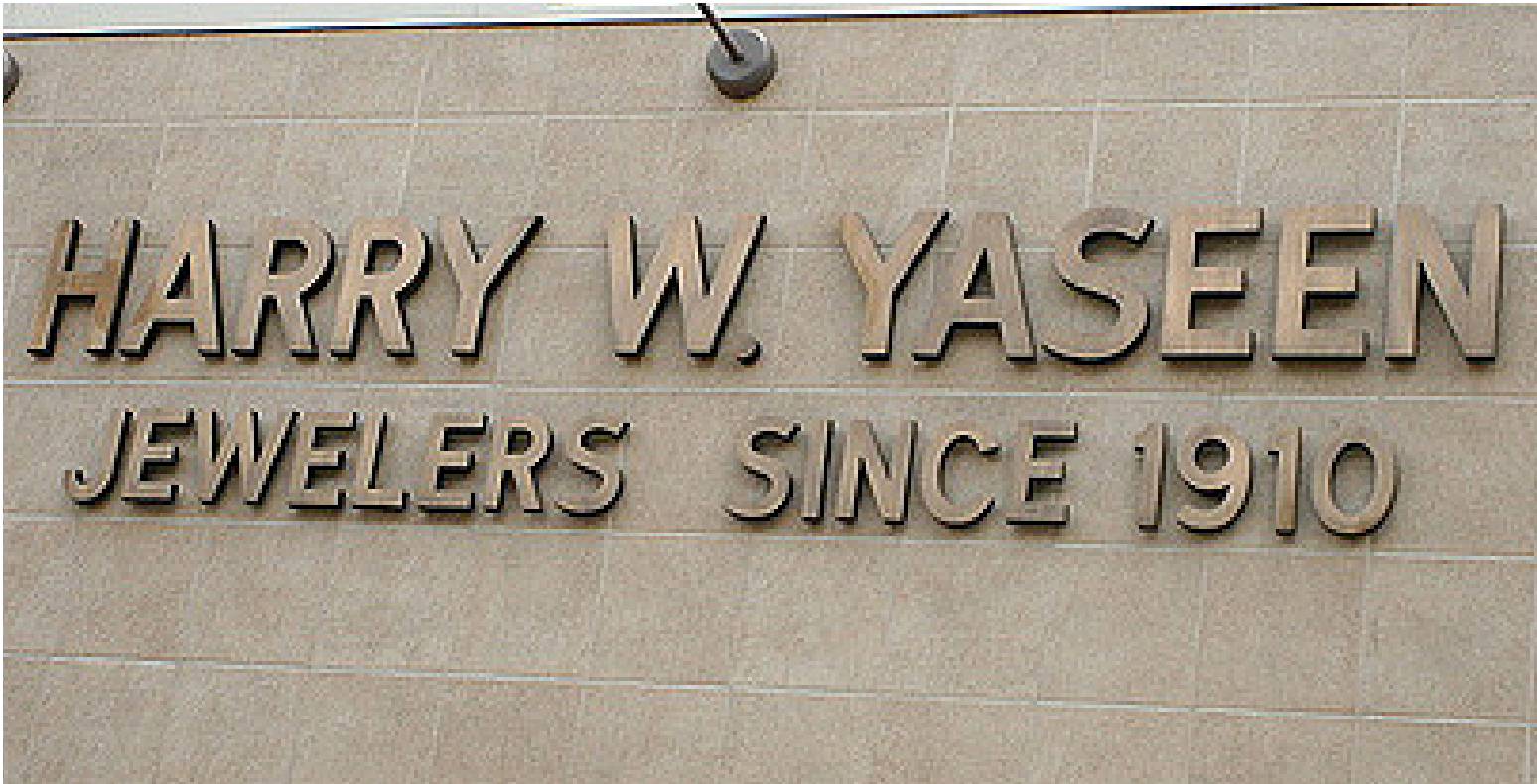
3-FORM ACRYLIC SIGN MATERIAL SAMPLE



3-FORM ACRYLIC SIGN WITH ALUMINUM LETTERING



UNDER COPING LIGHTING



BRONZE COATED ALUMINUM LETTERING

WINNETKA LIBRARY
SITE FEATURES - MONUMENT SIGN MATERIALS

WINNETKA, ILLINOIS

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SITE LAYOUT

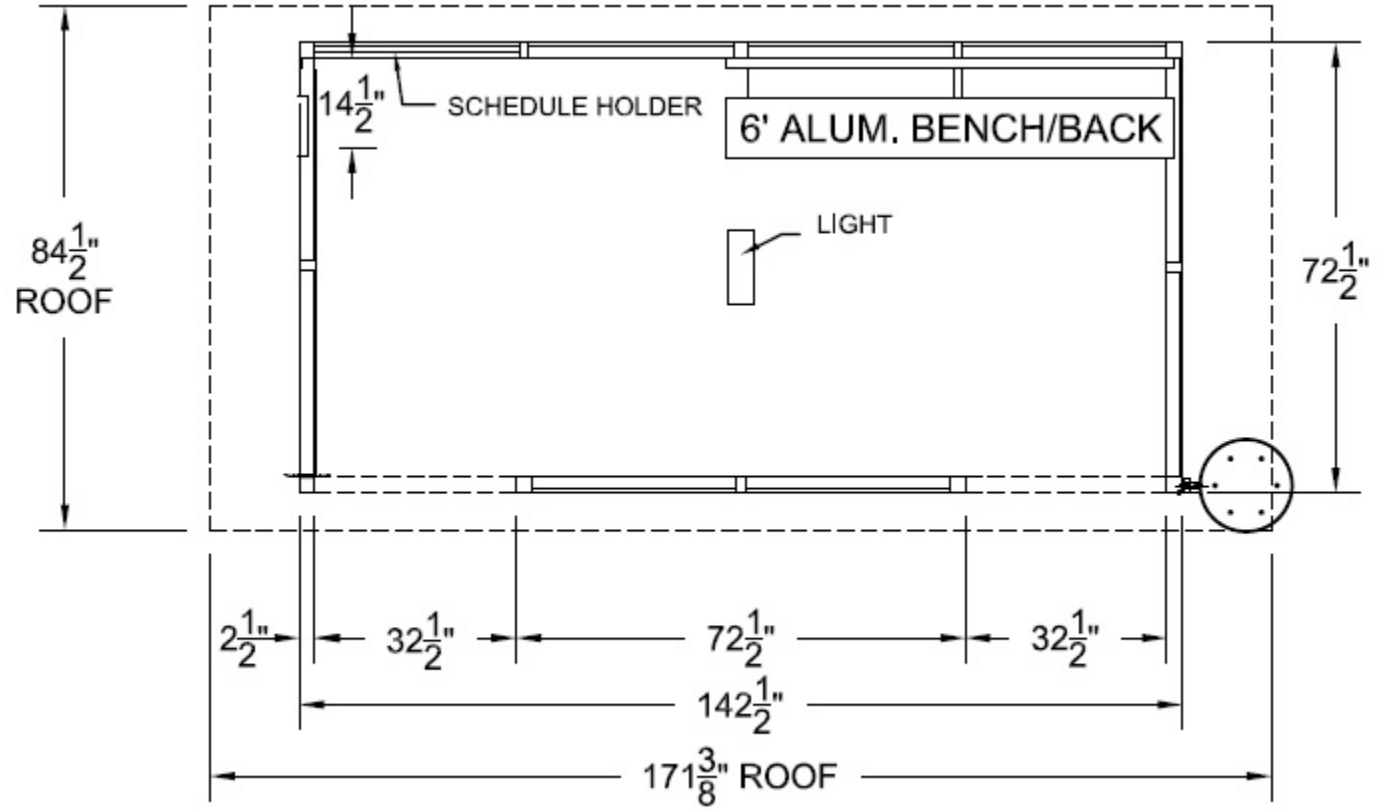
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SITE FEATURES - BUS STOP ALTERNATE WITHOUT ADS

WINNETKA, ILLINOIS



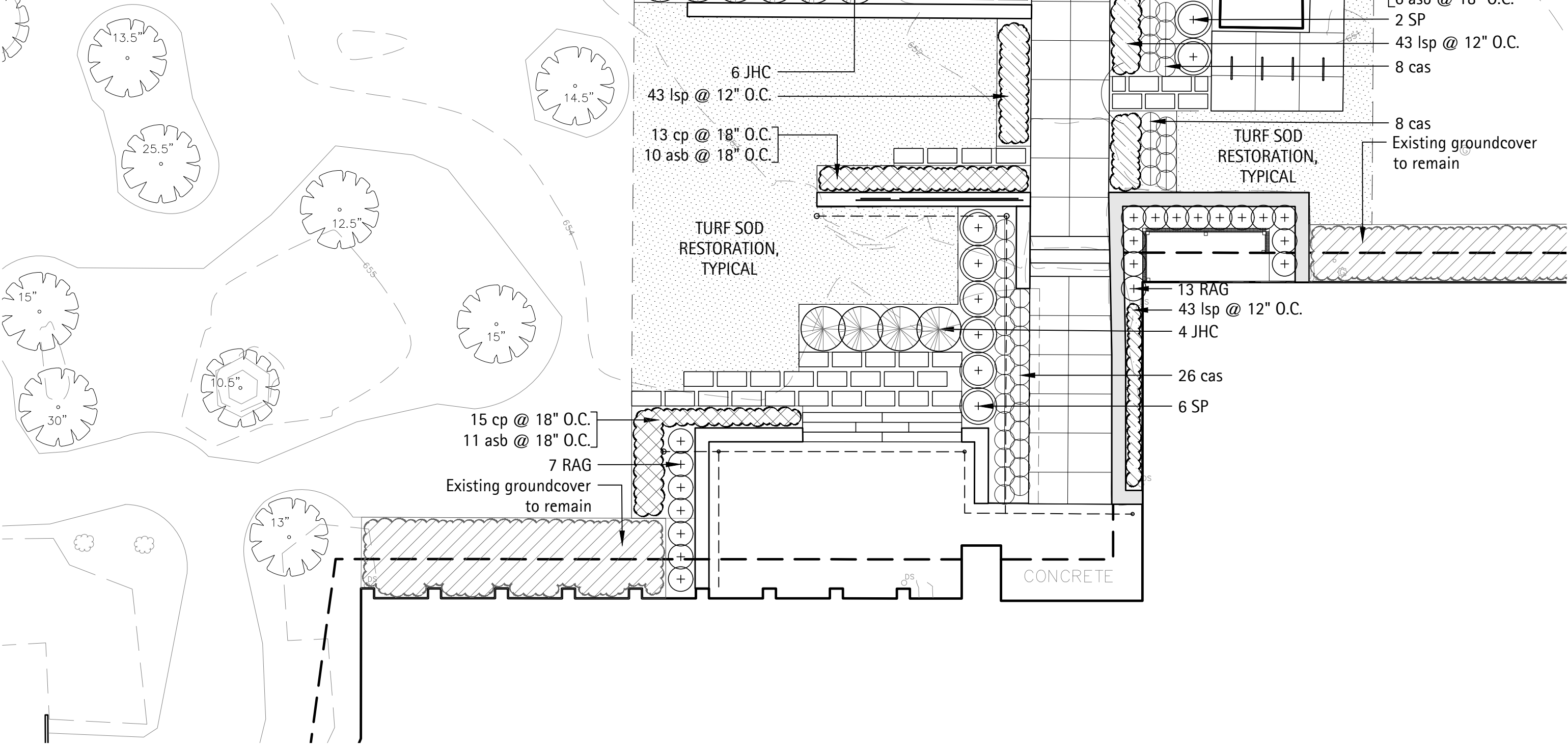
PACE BUS SHELTER PHOTO



PACE BUS SHELTER DIMENSIONS

APRIL 5, 2019

SYMBOL		BOTANIC NAME		COMMON NAME	SIZE	REMARKS
DECIDUOUS SHRUBS						
RAG	20	Ribes alpinum 'Greenmound'	Greenmound Alpine Currant	24" spr.	#3 Container	
SP	8	Syringa Bloomerage Purple	Syringa x 'Penda'	48-72" ht.	B&B	
EVERGREEN SHRUBS						
JHC	10	Juniperus horizontalis 'Blue Rug'	Blue Rug Juniper	3-6" ht.	#3 Container	
PERENNIALS, ORNAMENTAL GRASSES						
asb	27	Allium 'Summer Beauty'	Summer Beauty Allium	1 gal.	CG/18" o.c. spacing	
cas	42	Calamagrostis x acutiflora 'Karl Foerster'	Karl Foerster Feather Reed Grass	1 gal.	CG/24" o.c. spacing	
cp	36	Carex pensylvanica	Pennsylvania Oak Sedge	1 gal.	CG/18" o.c. spacing	
GROUNDCOVERS						
lsp	99	Liriope spicata	Lilyturf	quart	CG/12" o.c. spacing	



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NORTH ENTRANCE - PLANTING PLAN

WINNETKA, ILLINOIS

SCALE: 1"=10'
0' 2.5' 5' 10' NORTH

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APRIL 5, 2019

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EVERGREEN & DECIDUOUS SHRUBS



Green Mound Alpine Current



Blue Rug Juniper Groundcover

PERENNIALS & GROUNDCOVER



Karl Forester Feather Reed Grass



Summer Beauty Allium



Syring x 'Penda'



Pennsylvania Oak Sedge



Liriope

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.
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.



Figure 41

XV. OPEN SPACE

A common element unifying Winnetka's Business Districts, Multiple Family Residential and Institutional Areas are the unique public and private open spaces they have been created over time. Many of these open spaces lend to Winnetka's sense of place, culture and history.

The Village's open spaces range in size and activity level from the large and active Hubbard Woods Park to the small and passive sculpture corner near Village Hall. The Village has expressed a desire to expand its open space system and link, where possible, these spaces together in a unified Village open space plan.

a. Purpose. To ensure that current and future open spaces contribute to Winnetka's ambiance; public and vehicular streetscapes should link open spaces to create a unified, continuous landscape system with mature plantings and seasonal interest. By working as a system, the Village's open spaces intend to:

- physically and symbolically unify and enhance the Village's natural features and character;
- preserve significant areas and encourage new tree, shrub and perennial plantings on public and private properties to the greatest extent possible;
- encourage pedestrian and bicycle circulation throughout the Village, especially among the Business Districts;
- create gathering points for Village events and activities;
- provide educational opportunities about the natural environment; and
- enhance property values.

b. Location. With this purpose in mind, new public and private developments within the Business Districts, Multiple Family Residential and Institutional areas should provide for ample, appropriately designed open space within the proposed site development plan. Recognizing the spatial limitations of each site, creative, relevant open space should strive to enhance the Village's natural character.

Public, semi-public, or private open space and landscaped buffers should be located between low and higher density areas and to serve as a transitional element between land uses.

Where new or existing developments abut adjacent planned or existing open spaces, every effort should be made to integrate open spaces and link them into a unified whole.

- c. **Open Space Types.** There are a variety of active and passive open space types from which to select to create an optimal and appropriate open space amenity. Open space types include:

1. Active Open Space: (See Figures 89a-89h)

- Small park/playground
- Fountain garden
- Corner pocket park or plaza
- Mid-block walkways
- Entries or forecourts
- Courtyards
- Enhanced public parkway/pedestrian zone
- Bike path



*Typical pocket park/playground
Figure 89a*



*A fountain element can be used as a focal point or
community landmark
Figure 89b*



Figure 89c



*A simple corner pocket park or plaza can help screen
vehicular areas
Figure 89d*



Landscaped pedestrian mid-block walkways can activate otherwise unattractive areas
Figure 89e



Enhanced and articulate front yard setback in commercial, institutional or multiple-family residential areas
Figure 89 f



Prominent architectural articulation and streetscape elements at key building frontages help activate a streetscape
Figure 89g



Enhanced public parkway/pedestrian zone
Figure 89h

2. Passive Open Space: (See Figures 90a – 90d)

- Sculpture or art pockets
- Perennial gardens
- Enhanced or enlarged landscape transition buffer zones
- Passive garden areas
- Entries or forecourts
- Courtyards
- Corner gateway architecture treatments
- Enlarged front, side or rear yard landscape buffers



*Example of Art Pocket
Figure 90a*



*Enhanced or enlarged landscape transition buffer zone adjacent to vehicular use areas or single family residential.
Figure 90b*



*Enhanced private open space in yard setback
Figure 90c*



*Enhanced landscaping/streetscape setback from new development
Figure 90d*

- d. Components.** Regardless of the size of the open space or its active/passive character, a creative plan can integrate a variety of well-designed components from architectural and streetscape/pedestrian zone elements similar to those design standards set forth earlier in these guidelines. Both public and private open space design should incorporate architectural and streetscape/pedestrian zone elements.

APPENDIX B

Village Plant Palette

& Recommended Minimum Size Plant Material at Planting

DECIDUOUS SHADE TREES/ STREET TREES

minimum 4" caliper/ BB

Acer x freemanii 'Autumn Blaze'	Freemanii Maple
Acer nigrum	Black Maple
Acer platanoides 'Emerald Queen'	Emerald Queen Norway Maple
Acer rubrum 'Red Sunset'	Red Sunset Red Maple
Acer saccharum	Legacy Sugar Maple
	Columnar Sugar Maple (Columnar Shape)
Acer saccharum 'Columnare'	
Celtis occidentalis	Hackberry
Celtis occidentalis 'Prairie Pride'	Prairie Pride Hackberry
Fraxinus americana 'Autumn Purple'	Autumn Purple White Ash
Fraxinus americana 'Rose Hill'	Rose Hill White Ash
Fraxinus pennsylvanica 'Marshall'	Marshall Green Ash
Fraxinus pennsylvanica 'Patmore'	Patmore Green Ash
Fraxinus pennsylvanica 'Summit'	Summit Green Ash
Fraxinus quadrangulata	Blue Ash
Ginkgo biloba	Ginkgo (Male)
Gleditsia triacanthos inermis 'Skyline'	Skyline Thornless Honeylocust
Gymnocladus dioicus	Kentucky coffeetree
Pyrus calleryana 'Aristocrat'	Aristocrat Pear
Quercus bicolor	White Oak
Quercus muehlenbergii	Chinkapin Oak
Quercus rubra	Red Oak
Quercus robur	English Oak
Tilia americana	American Linden
Tilia cordata 'Greenspire'	Little leaf Linden
Tilia euchlora 'Redmond'	Redmond Linden
Tilia tomentosa	Silver Linden
Tilia tomentosa 'Sterling Silver'	Sterling Silver Linden
Ulmus carpinifolia 'Regal'	Regal Smoothleaf Elm
Ulmus cultivars	Elm (disease resistant cultivars)
Zelkova serrata	Greenvase Zelkova

DECIDUOUS ORNAMENTAL TREES

minimum 6'-10' height - clump form/ 2 1/2"-3" caliper - single stem/ BB

Altus glutinosa	Black Alder
Acer palmatum 'Bloodgood'	Japanese Bloodgood Maple
Amelanchier canadensis	Shadblow Serviceberry

Amelanchier x grandiflora 'Autumn Brilliance'	Apple Serviceberry Autumn Brilliance
Betula nigra 'Heritage'	Heritage River Birch
Betula platyphylla 'japonica'	Whitespire Birch
Carpinus caroliniana	American Hornbeam
Cercis canadensis	Red bud
Cornus alternifolia	Pagoda Dogwood
Crataegus crusgalli 'Inermis'	Thornless Cockspur Hawthorn
Malus floribunda	Japanese Crabapple
Malus 'Red Jewel'	Red Jewel Crabapple
Malus sargentii	Sargent Crabapple
Malus 'Snowdrift'	White Crabapple
Magnolia stellata	Star Magnolia
Magnolia x loebnerii 'Merill'	Dr. Merrill Magnolia
Malus Zumi calocarpa	Zumi Crabapple
Pyrus calleryana 'Chanticleer'	Chanticleer Pear
Syringa reticulata 'Ivory Silk'	Japanese Tree Lilac
Viburnum prunifolium	Blackhaw Viburnum

EVERGREEN TREES

minimum 6'-8' height/ BB

Picea glauca 'Densata'	Black Hills Spruce
Pinus nigra	Austrian Pine
Picea pungens	Green Colorado Spruce
Picea pungens 'Glaucua'	Colorado Blue Spruce
Pseudotsuga menziesii	Douglas Fir
Taxodium distichum	Bald Cypress

DECIDUOUS SHRUBS

minimum size range 18"-34"/ BB (species/location dependant)

Aronia arbutifolia	Red Chokeberry
Acer ginnala	Amur Maple Shrub Form
Aronia melanocarpa	Glossy Black Chokeberry
Berberis thunbergii	Crimson Pygmy Barberry
Cotoneaster horizontalis	Rockspray horizontalis
Cotoneaster lucidus	Peking Cotoneaster
Clethra alnifolia	Summer Sweet Clethra
Cornus sericea 'Albo-Marginata'	Variegated Dogwood
Corylus columna	Turkish Filbert
Cornus alba 'marginata'	Variegated Tatarian Dogwood
Cornus mas	Cornelian Cherry Dogwood
Cornus alternifolia	Pagoda Dogwood
Cornus racemosa	Gray Dogwood
	Alleman's Compact Redtwig
Cornus sericea 'Allemans'	Dogwood
Cornus sericea 'Isanti'	Redtwig Dogwood

Euonymus alatas 'Compactus'	Dwarf Winged Euonymus
Euonymus fortunei 'Emerald Gaiety'	Emerald Gaiety Euonymus
Forsythia spp.	Forsythia
Hydrangea arborescens 'Annabelle'	Annabelle Smooth Hydrangea
Hydrangea paniculata 'Tardiva'	Tardiva Hydrangea
Hydrangea 'Nikko Blue'	Nikko Blue Hydrangea
Hamamelis virginiana	Common Witch Hazel
Ilex verticillata 'Jim Dandy/ Red Sprite'	Winterberry (Male and Female 1:5)
Kerria japonica	Japanese Kerria
Lonicera xylosteum 'Emerald Mound'	Emerald Mound Honeysuckle
Lonicera xylosteum 'Claveys Dwarf'	European Fly Honeysuckle
Myrica pennsylvanica	Bayberry
Potentilla fruticosa 'Abottswood'	White Bush Cinquefoil
Potentilla fruticosa 'Golddrop'	Gold Bush Cinquefoil
Rhus aromatica 'Gro-Low'	Fragrant Sumac
Ribes alpinum 'Greenmound'	Greenmound Alpine Currant
Ribes alpinum	Alpine Currant
Rosa 'Carefree Wonder'	Carefree Wonder Rose
Rosa 'Fairy Rose'	The Fairy Rose
Rhododendron 'Catawba'	Catawba Rhododendron
Rosa 'Sea Foam'	Sea Foam Rose
Rosa Meidland 'Scarlet'	Scarlet Meidland Rose
Spiraea x bumalda 'Froebelli'	Froebel Spirea
Spiraea x bumalda 'Gold Flame'	Gold Flame Spirea
Spiraea japonica 'Little Princess'	Japanese Spirea
Syringa meyeri	Meyer Lilac
Syringa patula 'Ms. Kim'	Ms. Kim Lilac
Spiraea x bumalda 'Roebels'	Roebels Spirea
Viburnum carlesii	Korean Spice Viburnum
Viburnum dentatum	Arrowwood Viburnum
Viburnum x judii	Judd Viburnum
	Hahs American Cranberrybush
Viburnum trilobum 'Hahs'	Viburnum
Viburnum lentago 'Mohican'	Nannyberry Viburnum 'Mohican'
Viburnum prunifolium	Blackhawk Viburnum
Viburnum trilobum 'Wentworth'	Wentworth American Cranberrybush

EVERGREEN SHRUBS

minimum size range 18"-24"/ BB (species/ location dependent)

Buxus microphyla 'Wintergreen'	Wintergreen Boxwood
Ilex x meserveae 'China Boy/China Girl'	China Boy/China Girl Holly
Juniperus chinensis 'Sea Green'	Sea Green Juniper
Juniperus chinensis 'Kallays Compacta'	Kallays Compact Juniper
Pinus mugho	Mugho Pine
Taxus media 'Densiformis'	Dense Yew

Taxus media 'Hicks'	Hicks Yew
Thuja occidentalis 'Mission'	Mission Arborvitae

PERENNIALS, ORNAMENTAL GRASSES

minimum size 1 gallon container

Astilbe japonica 'Deutschland'	Deutschland Astilbe
Astilbe x arendsii 'Fanal'	Fanal Astilbe
Anemone japonica	Japanese Anemone
Amorpha canescens	Lead Plant
Andropogon scoparius	Little Bluesteam
Astilbe x arendsii 'Peach Blossom'	Peach Blossom Astilbe
Aster novae-angliae	Purple Dome New England Aster
Alchemilla mollis	Lady's Mantle
Bergenia rotblum	Rotblum Bergenia
Buddleia davidii 'Black Night'	Black Night Davidii
Calamagrostis acutifolia 'Stricta'	Feather Reed Grass
Chrysanthemum x superbum 'Alaska'	Shasta Daisy
Echinacea purpurea 'Magnus Pink'	Coneflower
Festuca 'Elijah Blue'	Elijah Blue Fescue
Dianthus 'Helen'	Helen Dianthus
Geranium sanguineum	Bloody Red Cranesbill
Hemerocallis 'Happy Returns'	Happy Returns Daylily
Hemerocallis 'Stella D'Oro'	Yellow Daylily
Heuchera micrantha 'Purple Palace'	Purple Palace Coral Bells
Helictotrichon sempervirens	Blue Oat Grass
Hosta sieboldiana 'Frances William'	Frances William Hosta
Hosta sieboldiana 'Elegans'	Elegans Hosta
Iris siberica 'Caesar's Brother'	Caesar's Brother Iris
Ligularia 'Rocket'	Rocket Ligularia
Liatis spicata 'Kobold'	Gayfeather
Liriope spicata	Lilyturf
Lysimachia clethroides 'White Gooseneck'	White Gooseneck Loosestrife
Lavander mandeal	Mandel Lavander
Coreopsis vert 'Moonbeam'	Moonbeam Coreopsis
Miscanthus sinensis 'purpurescens'	Maiden Grass
Nepata x faassenii	Blue Wonder Catmint
Panicum virgatum cultivars	Switch grass
Pennisetum apolocuiroides 'Hameln'	Dwarf Fountain Grass
Perovskia atriplicifolia 'Longin'	Russian Sage
Phlox divaricata	Tall Phlox 'purple'
Panicum virgatum cultivars	Switch Grass
Papaver	Oriental Poppy
Penisetum 'rubrum'	Purple Fountain Grass
Rudbeckia fulgida 'Goldstrum'	Black-eyed Susan
Sedum 'Autumn Joy'	Autumn Joy Sedum

Sporobolus heterolepias
Veronica spicata

Prairie Dropseed
Sunny Blue Veronica

GROUNDCOVERS

minimum size 3" pot/ Quart container preferred

Ajuga reptans	Bugleweed
Euonymus fortuneii 'Colorata'	Purpleleaf Winter creeper
Laminum Galeobdolon 'variegatum'	Variegated Lamiastrum
Vinca Minor 'Bowles'	Bowles Periwinkle
Pachysandra terminalis	Japanese Flowering Spurge
Waldsteinia ternata	Barren Strawberry

BULBS

Topsize

Daffodils spp.	Ice Follies Daffodils
Hyacinths spp.	Grape Hyacinths
Tulips spp.	Mixed Colors Tulips

ANNUALS

2 1/2" container/ 1 quart

VINES

minimum size 1 gallon container

staked

Campsis radicans	Trumpet Creeper
Clematis spp.	Clematis
Hydrangea anomala petiolans	Climbing Hydrangea
Parthenocissus quinquefolia	Virginia Creeper
Parthenocissus tricuspidata 'Robusta'	Boston Ivy



MEMORANDUM VILLAGE OF WINNETKA

TO: DESIGN REVIEW BOARD

FROM: MEGAN PIERCE, ASSISTANT VILLAGE MANAGER
DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR

DATE: APRIL 11, 2019

SUBJECT: DOWNTOWN STREETScape - GRAPHIC IDENTITY ELEMENT AS PART OF
GATEWAY/WAYFINDING SIGNAGE DESIGN

On April 18, 2019, the Design Review Board is scheduled to review revised potential designs for the graphic identity element that is to be incorporated into the proposed gateway/wayfinding signage design that is part of the Downtown Streetscape and Signage Master Plan (the "Streetscape Plan").

At its February 21, 2019, meeting, the Design Review Board reviewed the original graphic identity element that was to have been incorporated into proposed gateway/wayfinding signage design. Attached is a copy of the staff report and minutes from that meeting (Attachment B). Of the four members present, one member found the proposed graphic identity image and its incorporation into the proposed gateway/wayfinding signage appropriate with some refinements, such as removing the green design element from the trunk of the trail tree graphic identify image and further refinement of the leaves and branches that are part of the gateway signs. The other three members preferred a graphic identity image of the trail tree that would be less abstract and more realistic in its design. Also, those three members suggested not including the large leaf and branch elements in the proposed gateway signs as they found those elements make the signage too busy. They suggested the gateway signs would include a more realistic trail tree graphic image and the name of the business district.

Village staff is working with a graphic designer to revise the design of the graphic identity element. The design continues to be centered on the Native American trail tree image. Attached are alternative designs that we would like to review with the Board and receive direction regarding the graphic identity image (Attachment A). Included with those materials are images of current graphic identity element as well as those considered as part of development of the Streetscape Plan. Once the Village selects a graphic identify element, the Village will work on refining the design of the proposed gateway signs.

SUMMARY

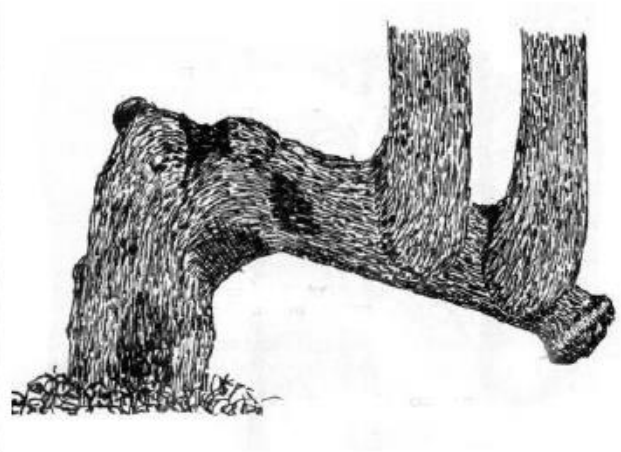
As previously noted, The Design Review Board has been requested to review and provide comments on the proposed graphic identify image and its incorporation into the proposed streetscape signage.

ATTACHMENTS

Attachment A: Alternative Graphic Identity Element Designs

Attachment B: February 21, 2019, Staff Report and Meeting Minute Excerpts Regarding Graphic Identity & Gateway/Wayfinding Signage Design

Existing Village Graphic Identity Image



Graphic Identity Images Considered During Streetscape Plan Development



Preferred
Conceptual
Design



Potential Alternative Graphic Identity Images



Potential Alternative Graphic Identity Images



Potential Alternative Graphic Identity Images



Potential Alternative Graphic Identity Images





MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

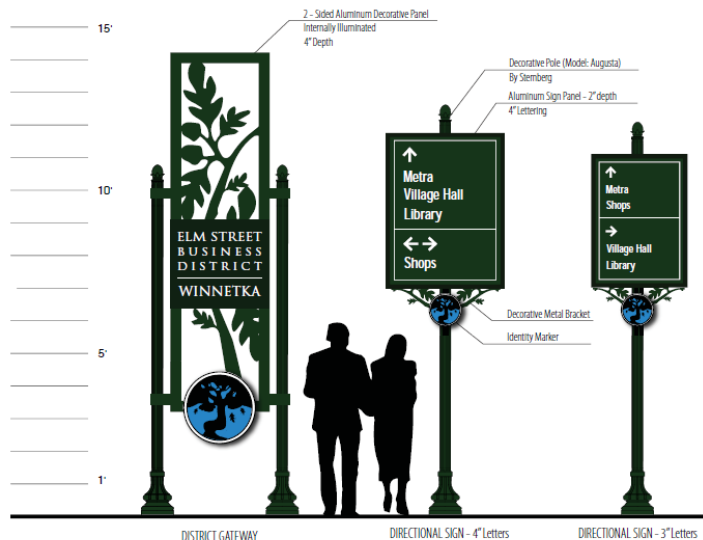
TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR
DATE: FEBRUARY 14, 2019
SUBJECT: DOWNTOWN STREETScape - GRAPHIC IDENTITY & GATEWAY/WAYFINDING SIGNAGE DESIGN

INTRODUCTION

On February 21, 2019, the Design Review Board is scheduled to review the graphic identity element and its incorporation into proposed gateway/wayfinding signage design that is part of the Downtown Streetscape & Signage Master Plan (the "Streetscape Plan"), which plan was adopted by the Village Council on June 19, 2019. During the Council's consideration of the Plan, one trustee questioned the design of the graphic identify image, the "Trail Tree", and the leaf element incorporated into the gateway and wayfinding signage. In terms of the trail tree design, the trustee indicated a preference for the more hand drawn appearance of the current trail tree graphic. The Design Review Board has been requested to review and provide comments on the proposed graphic identify image and its use with the proposed streetscape signage.



NEW COMMUNITY IDENTIFIER



Since the adoption of the plan, the Village has received the attached comment from a member of the public regarding the proposed identity graphic. (Attachment C)

DOWNTOWN STREETScape AND SIGNAGE MASTER PLAN

Attached you will find Chapter 3 Gateway & Wayfinding Signage Plan from the adopted Streetscape Plan (Attachment A). This chapter summarizes why the Native American Trail Tree was selected as the graphic image for the signage - that being the community's association with trail trees. The Downtown Master Plan Task Force, which was charged with developing and recommending the streetscape signage plan, found that the existing trail tree graphic difficult to read and understand. The Task Force supported the creation of a new trail tree graphic.



EXISTING COMMUNITY IDENTIFIER

Also attached are excerpts from documents from the Downtown Master Plan Task Force's work on developing a new graphic and signage (Attachment B). These documents show the development of the identity graphic and its incorporation into the sign designs. Two concepts had been presented to the Task Force; one that was more "organic", the trail tree, and one that was more geometric in nature, which reflected Tudor design elements found in the Village's commercial districts.



Alternative Community Identifier

The Task Force was presented with alternative design trail tree graphic designs (see next page), and in the end selected a design that it felt was cleaner and more easily able to apply in different formats and mediums for other branding situations, while at the same time clearly conveying the trail tree image.



Trail Tree Graphic Image Alternatives

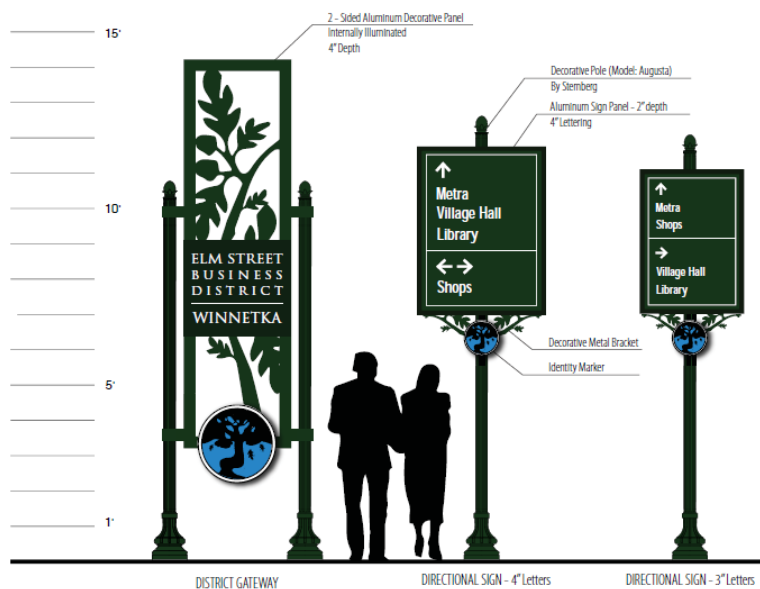
After reviewing both designs and receiving public input that favored the organic approach over the geometric approach, the Task Force selected the organic approach, which was approved and adopted as part of the Streetscape Plan.

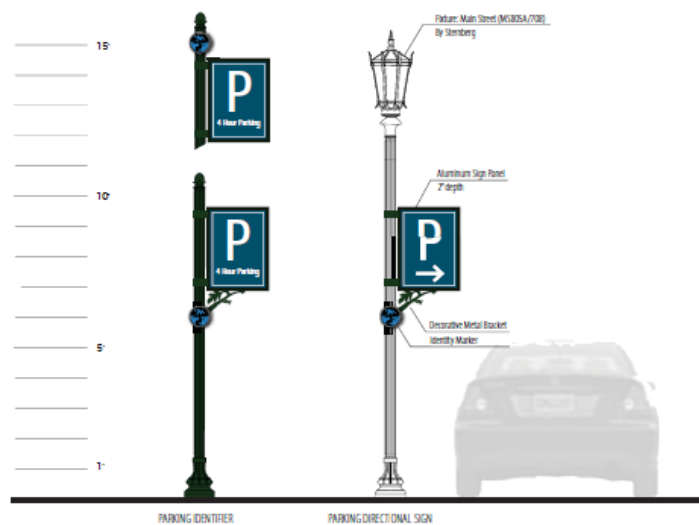
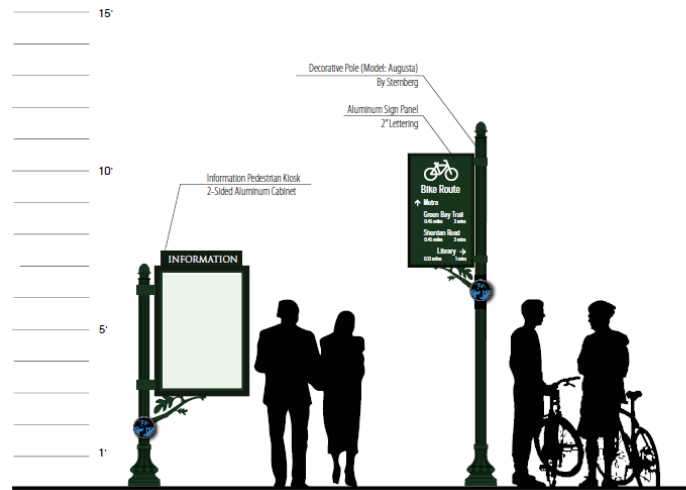
INCORPORATION OF TRAIL TREE ELEMENT IN PROPOSED SIGNAGE

The trail tree concept is incorporated into the proposed streetscape signage in two ways. The trail tree image is incorporated in the signage through a circular design element. Also, oak leaves and branches, which were the typical tree species of trail trees, are incorporated into the design of the gateway signs and in other streetscape signage as a “bracket” element. (See images on the following pages).

The proposed signage is still conceptual in nature and as the Village implements the streetscape plan we will work with a sign manufacturer to finalize the sign details. The signs are proposed to be aluminum decorative panels. The design of the sign poles would match the design for the pedestrian scale lighting poles. The sign panels and poles would match the color of the pedestrian scale lights, which is Tavern Market Green and the color of the existing Sternberg pedestrian light poles. The circular trail tree would most likely be painted on the circular panel; however, it could consist of a vinyl application.

Streetscape Signage





The only sign that would potentially be lighted would be the district gateway signs. If lighted, the gateway signs would also include a white acrylic or other transparent material behind the oak leaf/ branch pattern and text and would be internally illuminated. This would be similar in nature to the signs found along Green Bay Road in Wilmette. If the panels are not lighted, the text of the panel would be painted with a reflective white paint

SUMMARY

As previously noted, The Design Review Board has been requested to review and provide comments on the proposed graphic identify image and its incorporation into the proposed streetscape signage.

ATTACHMENTS

Attachment A: Downtown Streetscape & Signage Master Plan – Graphic Identity & Signage Excerpts

Attachment B: Excerpts from Downtown Master Plan Task Force’s Work on the Development of Graphic Identity & Signage Elements

Attachment C: Public Comments

Winnetka Design Review Board/Sign Board of Appeals – Minute Excerpts
February 21, 2019

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Brad McLane
Michael Ritter

Members Absent:

Brooke Kelly
Paul Konstant
Maggie Meiners

Village Staff:

David Schoon, Director of Community Development
Brian Norkus, Assistant Director of Community
Development
Ann Klaassen, Senior Planner
Christopher Marx, Associate Planner

Case No. 19-05-DR: Downtown Streetscape: Review of the design of the graphic identity used with the proposed gateway/wayfinding signage.

Mr. Schoon stated they have been working on the streetscape project and a task force was put together which made a recommendation on the improvements, which included a recommendation regarding the graphic identity that would be used as part of the gateway/wayfinding signage. He informed the Board the Village Council adopted it along with looking further at issues such as on-street parking and trees and worked with downtown businesses on that issue. Mr. Schoon stated the Council recently came to a solution on those issues and the Village Council directed staff to move forward with construction documents. He stated last June, one Village Council Member had a comment on the design of the graphic identity, and the staff was asked by the Village President to bring the design to the Board for their thoughts on the graphic image and how it is incorporated in terms of the signage.

Mr. Schoon stated with regard to background on the graphic image, the community used the Native American trail tree on its signage. He stated as they worked on the streetscape plan, it was identified that the image is difficult to use, it can get busy when reproduced in other formats and become hard to read. Mr. Schoon stated the consultant came back with two approaches, one of which is a more organic design of the trail tree element and the other design being more geometric. He stated the task force leaned more toward the tree and when they asked for input at public forms, the preference was more toward the organic tree approach.

Mr. Schoon stated on page 3 of the staff report, the trustees played around with different ways to represent the trail tree whose feature included the bent trunk and to include that element in whatever design was chosen. He stated they felt Option A was too abstract on its own and for the other two images, they felt Option C was too fine on the edges and the feature would get lost. Mr. Schoon stated they went with something which had simpler lines and the task force picked the middle organic one which was shown along with the more geometric one.

Mr. Schoon then stated the trail tree would be incorporated into signage in two ways, one of which would be a medallion element placed on the signage. He stated the other way included taking the oak

1 leaf and branches and incorporating them into the sign design. Mr. Schoon stated you can see with
2 regard to the entryway sign that it is a predominate element of the gateway sign and more of a subtle
3 element on the other signs in terms of the brackets for directional and parking signs.

4
5 Mr. Schoon identified the conceptual designs which will be nailed down when they work further with
6 the manufacturer. He noted they would be made out of aluminum decorative panels and the sign poles
7 would match the pedestrian scale light fixtures used in the community. Mr. Schoon also stated the color
8 would match those light fixtures which are tavern market green and the circular trail tree medallion can
9 be painted on an aluminum panel but it could also be a vinyl application. He noted the only sign which
10 would possibly be lit is the gateway sign and if it is lit, there would be a white acrylic or transparent
11 material behind the oak leaf branch pattern and text, both of which would be internally illuminated,
12 which would be similar to the signs on Sheridan Road in Wilmette.

13
14 Mr. Schoon stated they are looking for comments on the proposed graphic identity image and how it is
15 incorporated into the streetscape signage. He then stated a member of the public submitted comments
16 in writing which is the only comment they received in writing. Mr. Schoon also stated the packet
17 included images as the task force worked on developing the graphic image and signage.

18
19 Chairman Albinson asked what the final option is that the Board is to comment on. Mr. Schoon
20 identified the downtown streetscape signage and master plan and the section on the signage itself. He
21 those images are also included in the staff report. Chairman Albinson identified them on pages 10 and
22 11.

23
24 Mr. Ritter stated they already decided what the tree medallion would look like and the Board is not to
25 comment although he preferred to have the traditional Option C. Mr. Schoon confirmed they can
26 comment on that. Mr. Ritter then stated Option C is clearly a tree and is much more appealing. He also
27 stated he did not care for the tree branches on the district gateway sign. Mr. Ritter stated the sign
28 without the tree stuff around it would be more appealing, and he added a square sign is attractive with
29 the medallion is enough with the rest being overkill and not attractive.

30
31 Mr. McLane referred to the image and the “river running through it” as confusing and distracting. He
32 added simpler is better and would be less confusing without the “poison sumac” leaf and branch design.
33 Mr. Ritter also stated his suggestion would be less expensive. Mr. Klaskin stated he is surprised in this
34 day and age where there are more resources to create an image like the original trail tree that they are
35 worried about it getting too fine or lost in the detail since more detail is incorporated in signage than
36 ever before. He also stated he is lost in terms of why they feel the need to change it to begin with and
37 questioned if they felt it needed updating. Mr. Klaskin then stated he would opt for something which
38 incorporated the original tree. Mr. Ritter commented he liked the original tree better. Mr. Klaskin
39 commented it appeared to be a cheap facsimile of what they already had.

40
41 Chairman Albinson commented he definitely did not like Option A for the medallion and any version
42 with it appearing to include a “river” is not helpful. He then suggested the community identifier on the
43 first page but with eliminating the green. Chairman Albinson stated he liked Option B and would be
44 concerned about Option C because of the intricacy of the detail with the edging and Option B is more of
45 a symbolic representation, while Option C is more of a literal representation of an actual tree. He then
46 stated there is no one tree which represents Winnetka. Chairman Albinson stated he liked the idea of
47 Option B since it contained easier forms but using it as a logo or brand is not appropriate for the use.
48 Chairman Albinson stated the falling leaves are necessary for Option B to read as a tree. He then stated

1 on page 10 and in looking at the other imagery, he agreed with the district gateway and concept, but it
2 needs to have leaves that look more like oak leaves. Chairman Albinson also stated the more detail it
3 contained, the more confusing it would be.

4
5 Mr. Klaskin suggested they opt for the original tree, the medallion and the Winnetka business district
6 signage. Mr. Ritter agreed. Mr. Klaskin stated the reference to Tudor architecture is not needed and
7 there is no need to make a statement about architecture. He added the new tree without leaves looked
8 scary. Mr. Schoon stated you get the symbology of the tree with the leaves.

9
10 Mr. McLane stated it should be simple and elegant. Chairman Albinson stated he is more accepting of
11 what has been proposed and referred to page 11 and the banner sign whose representation of two
12 oak leaves and two acorns read better. He stated he understood a lot of people were involved and a lot
13 of time and money spent getting to this point and while he is happy to provide his comments, he would
14 not want to rock the boat too much since a lot of effort was put into it. Mr. McLane stated the Board's
15 comment is to keep it simple for the most part. Chairman Albinson reiterated no representation of
16 architecture is needed and commented the organic approach and leaves are an important element in
17 town. He stated he had no dissenting comments about the proposal other than improving on
18 the gateway sign to make it more apparent it is an oak. Mr. McLane reiterated it should be kept simple
19 and when it is overloaded, you lose the message.

20
21 Mr. Klaskin asked what the significance of the blue shade is. Mr. Schoon stated that was to add to
22 the dimension. Mr. Klaskin described it as brooding and while he is not sure of the point of blue, he
23 suggested it be more sky blue if it is used. Chairman Albinson asked if it was to match the blue of
24 parking. Mr. Klaskin stated it should not be highway sign blue.

25
26 Mr. Schoon stated to summarize the Board members' comments, the organic approach is okay in terms
27 of the trail tree and for the design of it, to make it simpler, the gateway with the leaf and branch
28 element is too much and to simplify that a little. Chairman Albinson stated the bigger issue is what is it
29 in terms of what type of tree. Mr. Ritter stated they already have the tree element represented in the
30 medallion and they do not need all the rest of the branches which makes it appear confusing and busy.

31
32 Mr. Schoon then stated three Board Members have a preference (1) to simplify the gateway sign by
33 having no leaf element, (2) to have the medallion element with a more realistic tree and for the sign to
34 be the medallion and (3) business district text in some rectangular shape. Everyone agreed. Mr. Schoon
35 stated Chairman Albinson preferred the current medallion design taking out the "river" element and for
36 the gateway sign to get it to be more identifiable in terms of the branches and leaves and for it not to
37 contain as many and for it to look more like the banner sign. Chairman Albinson stated he did not know
38 those were acorns for example and it should look more intentional as an oak. He suggested making it
39 slightly more intentional as opposed to abstract. Chairman Albinson reiterated a lot of time, money
40 and experts were involved in the process and he is only seeing it for the first time. He then stated he
41 would worry about simplifying it to the point where it is just another sign.

42
43 Mr. Schoon stated he would take these comments back and see what they do with graphic image and
44 signage. Chairman Albinson thanked them for asking for the Board's comments.

45