



Village of Winnetka

Design Review Board/Sign Board of Appeals Special Meeting

August 24, 2022 at 7:00 PM
Winnetka Village Hall Council Chambers - 510
Green Bay Road

AGENDA

1. **Call to Order**
2. **Public Comments**
3. **Approval of Minutes**
 - a. July 21, 2022, Meeting Minutes
4. **New Applications**
 - a. **Case No. 22-17-DR: 896 Green Bay Road - H. Marion Framing Studio:** Sign permit, awning permit, and certificate of appropriateness to allow installation of window signs, awnings, awning signs, and window decals on the storefront of the property located at 896 Green Bay Road.
 - b. **Case No. 22-19-DR: 510 Winnetka Avenue - Shabahang Royal Carpet:** Sign permit to allow installation of window signs and awning signs on the storefront of the property located at 510 Winnetka Avenue.
 - c. **Case No. 22-18-DR: 1550 Edgewood Lane - Nick Corwin Park:** Certificate of Appropriateness to allow replacements of play equipment and sand surface with a wood fiber play surface, as well as hardscaping and landscaping improvements to the existing playground at Nick Corwin Park at 1550 Edgewood Lane.
5. **Workshop Sessions**
 - a. Discussion of Awnings and Awning Sign Code Requirements and Design Guidelines.
 - b. Discussion of Residential Design Guidelines for Single-Family Homes.
6. **Other Business**
 - a. September 15, 2022, Meeting - Quorum Check.
 - b. Comprehensive Plan Update.
7. **Adjournment**

NOTICE

Public comment is permitted on all agenda items at the meeting. If you wish to provide testimony or comments prior to the meeting, you may provide them one of two ways: (1) by sending an email to planning@winnetka.org; or by sending a letter to Community Development, Village of Winnetka, 510 Green Bay Road, Winnetka, IL 60093. All agenda materials are available at www.villageofwinnetka.org/agendacenter.

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 501-6040; TDD (847) 501-6041).

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes
July 21, 2022**

Members Present:

Kirk Albinson, Chairman
Maggie Meiners
Katie Moor
Heather Niehoff

Members Absent:

Michael Klaskin
Paul Konstant
Michael Ritter

Village Staff:

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

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 7:03 p.m.

Public Comment.

No comments were made at this time.

New Applications:

a. **Case No. 22-15-DR: 990 Green Bay Road - Hazel James Home: Sign permit to allow installation of a window sign on the vacant storefront of the property located at 990 Green Bay Road.**

Mr. Marx identified the property's location which was formerly occupied by Artistica Italian Gallery and surrounding businesses. He stated the applicant is a home goods business establishment and referred to temporary signage to be removed. Mr. Marx then described the wording, font, color, size and window location for the proposed sign which would be sign code compliant. He then asked if there were any questions and noted the applicant is not present due to public health concerns.

Ms. Moor asked if the request represented an example where the application could receive Village staff approval based on the proposed changes to the sign code. Mr. Marx responded there are several criteria used to assess whether the request would qualify for Village staff approval such as sign code compliance, letter height and overall size in terms of the window size, etc. He noted the request is not for die cut letters which is not compliant for example. Ms. Meiners stated the proposed design guidelines should specify that if the background is clear and it is one piece, that would be fine. The Board Members discussed the proposed sign's placement on the outside of the window. Chairman Albinson questioned it may be an issue of cost in terms of die cut lettering as opposed to the use of clear vinyl with applied lettering. Mr. Schoon stated the proposed guidelines state administrative approval is allowed for interior sign application.

Chairman Albinson then asked for a motion for approval with the recommendation that the applicant consider applying the sign to the interior of the window due to wear and tear concerns as well as the use of die cut as opposed to clear film. Ms. Meiners moved to approve the request as stated by Chairman Albinson. Ms. Moor seconded the motion. A vote was taken and the motion unanimously passed, 4 to 0:

AYES: Albinson, Meiners, Moor, Niehoff

NAYS: None

1 b. **Case No. 22-16-DR: Sign Code & Design Guideline Amendments. Consider a**
2 **recommendation to the Village Council regarding amendments to the window sign requirements and**
3 **design guidelines.**

4 Mr. Schoon stated following the Board's discussion with regard to window signs and administrative
5 approval, he informed the Board that the Village Attorney reviewed the draft. He then referred to a
6 Supreme Court case decision from 2015 relating to regulating signage content which has left some areas
7 of sign regulation up for future interpretation. Mr. Schoon referred to the risk with the Village having
8 regulation for signage based on its content. He then referred to the changes made to the window sign
9 code language and variation standards as a result of the Board's last discussion. Mr. Schoon stated if there
10 were no questions from the Board, he stated the Board may consider making a motion to recommend the
11 Village Council adopt the proposed changes. Chairman Albinson questioned where in the process
12 recordkeeping, documenting and actions that have been made administratively be provided to the Board.
13 Mr. Schoon responded the Board can be provided with that information. Ms. Meiners asked if the die cut
14 wording is included in the document. Mr. Schoon noted it is included on page 2 and the Board Members
15 discussed the language and agreed it is fine.

16
17 Chairman Albinson then asked for a motion. Ms. Moor moved to recommend approval of the
18 amendments to the window sign regulations and design guidelines. Ms. Meiners seconded the motion. A
19 vote was taken and the motion unanimously passed, 4 to 0:

20 AYES: Albinson, Meiners, Moor, Niehoff

21 NAYS: None

22
23 **Workshop Sessions:**

24 a. **Discussion of Awnings and Awning Sign Code Requirements and Design Guidelines**

25 Mr. Schoon stated they took all of the awning and awning sign requirements and structured it in a
26 document similar to those relating to window signs for discussion in terms of administrative approval and
27 applications which would require Board approval. He then referred to issues relating to awning sizes,
28 shapes, pitches, etc. and the current design guidelines for awnings having similar size, location and shape
29 on a building. Mr. Schoon stated that the process could be set up that if administrative approval is denied,
30 the applicant can appeal to the Board. He then suggested awning replacement can be administratively
31 approved as long as the request is consistent with what is there. Mr. Schoon asked for the Board's
32 comments relating to past applications and referred to awnings at the Laundry Mall building, Bunny &
33 Babe, among others as examples. Ms. Meiners stated her concern related to how the awnings looked as
34 part of the larger picture and those which should come before the Board for review. Chairman Albinson
35 referred to concerns regarding administrative approval being made for awnings.

36
37 Mr. Schoon asked the Board if they were comfortable with Village staff approval of replacement awnings
38 which are consistent with existing awnings on the building and to determine what the design guidelines
39 should be for Board approval. He referred to the ambiguity in terms of defining what is considered
40 consistent shape, size, etc. and they would like for administrative approval design guidelines to be as black
41 and white as possible. Chairman Albinson stated if the design guidelines are updated, for an older awning
42 requesting administrative approval, it may result in an unsightly awning. Ms. Niehoff questioned the
43 timeline with regard to a request for awning approval. Chairman Albinson added for branding, signage
44 and identity in the window, an awning would not be critical for that application. He indicated there
45 appeared to be indecision in terms of awning administrative approval and for the language to be updated.

46
47 Mr. Schoon then referred the Board to page 19 and identified design guidelines versus requirements
48 relating to specific awning size, shape and projection along with other design guidelines and asked the

1 Board for direction as to whether the design guidelines are still helpful. Ms. Niehoff referred to instances
2 relating to inconsistencies in connection with Hometown in terms of the second-floor awnings being
3 inconsistent with the first floor. The Board Members discussed the building's appearance. Ms. Meiners
4 stated awnings should be consistent on each floor level. Chairman Albinson questioned whether more
5 flexibility should be built in the ordinance or additional clarity provided. The Board Members agreed more
6 clarity should be provided. Chairman Albinson then referred to Items E and F in the illustration as
7 preferred images. Ms. Moor commented as long as the size is restricted, it would be fine. Chairman
8 Albinson referred to the Sarah Campbell awnings in terms of consistency and the Board's discussion on
9 that request. He stated a business applicant's individuality should be taken into consideration in the
10 context of a larger building to allow for differences. The Board Members discussed possible changes to
11 the language.

12
13 Mr. Schoon then referred to the awning color language. The Board Members suggested alternative
14 language. Ms. Meiners suggested the use of an applicant's primary and secondary colors. Chairman
15 Albinson referred to several instances of awning requests containing multiple colors and Mr. Schoon
16 explained the difference between the design guidelines and variances. He then referred to additional
17 awning requirements including text size, awning colors with the text and logo required to be on multiple
18 businesses in a storefront. The Board Members agreed the requirement should be removed and to only
19 require a single business to have the same color text. Chairman Albinson then referred to item 6(c) relating
20 to all awnings on one building being required to have the same color and the Board Members discussed
21 alternative language for the requirements. Mr. Schoon noted second floor awnings cannot contain text.
22 Chairman Albinson suggested allowing more individuality for first floor awnings with more stringency
23 being applied for second floor awnings and the Board Members agreed. He then referred to item 6(d)
24 relating to awning sign application methods and suggested less antiquated wording be used along with
25 wording that indicated relative consistency with Design Guidelines.

26
27 Mr. Schoon stated after going through the requirements and the design guidelines, in terms of direction,
28 he is hearing from the Board that the most they could do is give Village staff limited review authority
29 relating to replacement awnings and to not continue a certain design, form or shape with additional
30 consideration to be given. He then stated revised wording would be presented at the next meeting.

31
32 b. **Discussion of Residential Design Guidelines for Single-Family Homes**

33 Mr. Schoon referred to the history behind the issue and the numerous attempts made since 1989 to
34 address residential height, GFA, articulation requirements, etc. He stated they were put in place since
35 buildings were designed without guidelines and referred the history of how it developed. Chairman
36 Albinson asked how many times the GFA has been increased over the years and Mr. Schoon confirmed it
37 has gone down at least twice, particularly in the R-4 and R-5 zoning districts. Ms. Meiners referred to the
38 number of instances where very large homes are built on small lots and asked how that happened. Ms.
39 Moor stated it related to zoning and where loopholes are instituted.

40
41 Chairman Albinson asked the Board Members if they are concerned with the relationship of the size of
42 the home compared to the lot. Ms. Moor responded yes in terms of aesthetics which relates to the
43 amount of value realized by property owners, especially for developers. She referred to several instances
44 where homes are oversized for the lots although the homes are nicely designed. Ms. Niehoff referred to
45 a new home near her which is very large and was done in an aesthetically pleasing manner. She also
46 referred to another new home which was more appropriately scaled but was built with less expensive
47 materials. Ms. Meiners stated her main concern related to bigger homes on smaller lots which lead to
48 drainage issues, etc. Chairman Albinson stated after more consideration with his initial concern that there

1 should not be residential design guidelines, he referred to leaving the Village better than they found it
2 and referred to builders maximizing their product while questioning the element driving the product. He
3 then referred to whether there is a correlation between having an informal survey to create an incentive
4 to go through the residential design review process and if FAR is significantly reduced, they would not run
5 into issues of oversized homes, the FAR bonus could be given to those who go through the residential
6 design review process. The Board Members discussed the pros and cons of Chairman Albinson's
7 suggestion.

8
9 Ms. Moor referred to the tax benefits given to an historic home in order to save it, she also referred to a
10 home in her neighborhood was scheduled to be torn down, but the developer did not tear it down once
11 it was granted approval for additional floor area. Mr. Schoon then provided background on the home Ms.
12 Moor mentioned which the Landmark Preservation Commission found to be historically significant. Ms.
13 Niehoff stated the Board has to clearly define what they are trying to achieve in terms of bulk, design
14 quality, etc. The Board Members agreed with Ms. Niehoff's comment. Ms. Niehoff also suggested an
15 expedited permit review be added as an incentive along with sustainability. She then referred to a home
16 on Tower Road which is undergoing deconstruction. Ms. Meiners suggested the Board discuss the matter
17 with the ZBA and the EFC and collaborate with them. Chairman Albinson asked the Village staff to provide
18 a framework to the Board to help facilitate the discussion which includes methods which are not punitive
19 and identify the potential problems which exist without it such as bulk and design quality, how would such
20 residential design guidelines conceivably be put together and guidelines which can be made available to
21 the public.

22
23 Mr. Schoon referred to the past draft residential design guidelines which took 7-10 years to put together
24 and asked the Board for their feedback in terms of what they mean by design while encouraging the Board
25 Members to provide examples of certain homes where they are questioning how they were built.
26 Chairman Albinson asked for the assignment to be provided to all of the Board Members. Mr. Schoon
27 reminded the Board Members that emails fall under FOIA. Chairman Albinson stated they can continue
28 the discussion by separating the issue into different areas including whether there should be oversight of
29 new single-family construction and the consideration of formalizing publicly available single-family design
30 guidelines from the Village. He also suggested that the Board Members at least be on the same page in
31 terms of the Village Council presentation.

32
33 **Other Business**

34 a. **August 18, 2022, Meeting - Quorum Check.**

35 The Board Members discussed their availability.

36
37 b. **Comprehensive Plan Update.**

38 Mr. Schoon stated that the Plan Commission presented the Comprehensive Plan Visioning document to
39 the Village Council which discussed certain Comprehensive Plan items, which included residential design
40 guidelines. The Commission's current recommendation is to encourage good design. Trustees discussed
41 going further by creating a residential design review process. Some trustees expressed support for such
42 a concept, while others expressed concerns.

43
44 Chairman Albinson reminded the Board Members that Mr. Klaskin's term on the Board has concluded and
45 asked the Board Members to consider replacement suggestions.

46
47 **Adjournment:**

1 A motion to adjourn was made by Ms. Niehoff and seconded by Ms. Meiners. A vote was taken and the
2 motion unanimously passed, 4 to 0:
3 AYES: Albinson, Meiners, Moor, Niehoff
4 NAYS: None
5 The meeting was adjourned at 9:12 p.m.
6
7 Respectfully submitted,
8
9 Antionette Johnson
10 Recording Secretary

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD

FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER

DATE: AUGUST 18, 2022

SUBJECT: 896 GREEN BAY ROAD – H. MARION FRAMING STUDIO – SIGN PERMIT, AWNING PERMIT, AND CERTIFICATE OF APPROPRIATENESS (CASE NO. 22-17-DR)

INTRODUCTION

On August 24, 2022, the Design Review Board (DRB) is scheduled to consider applications for a sign permit, awning permit, and certificate of appropriateness submitted by H. Marion Framing Studio (the “Applicant”), as the lessee of the commercial space located at 896 Green Bay Road (the “Subject Property”), to allow installation of window signs and decals, recovering of existing awning frames, as well as the installation of awning signs on the street frontage and inner courtyard of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Tower Road and Gage Street 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 three-story Tudor Revival mixed-use building with residential units on the upper floors and commercial tenants on the first floor. The space was previously occupied by a nail salon. The building also contains *Pedego Electric Bikes* on the opposite end of the inner courtyard with *Magic Ink SMP* and *Chicago Boudoir Photography Studio* also being commercial tenants. Figure 1 below identifies the Subject Property. Figures 2 through 5 at the end of this report further identify the Subject Property.



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

CURRENT REQUEST

The Applicant is seeking approval to recover two existing awning frames with new fabric, apply signage to one of the awning valences, install window signs and decals that would provide identification and a unified storefront aesthetic for their framing business. The east side of the commercial space, along the Green Bay Road street frontage, would have its two existing awnings recovered with a matte vinyl fabric in lime green. The left awning would have a sign on the valence that reads “H. MARION FRAMING STUDIO, INC” in a basic white 4.5-inch font along with a 5-inch representation of the company logo to the left of it. Both windows would have a 7.6-inch high lime green vinyl band along the bottom with 2.675-inch white text that would read “HMARION.COM” and “ART CONSULTING” on the left window and “WHERE FRAMING IS AN ART” on the right window next to the company logo.

On the south façade, facing the inner courtyard, the green vinyl band would continue along the two window openings with the same form of text reading “RESTORATION” and “INSTALLATION” on the right window. On the left window, a 1.81 square foot decal of the logo be placed along the left, center, and right portions of the opaque transom along with a continuation of the green vinyl band along the bottom. The Applicant has provided renderings and illustrations of the proposed signs and awnings that are available in the application materials included 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. The proposed awnings comply with the requirements of having a minimum clearance of eight (8) feet above the sidewalk and not extending over more than three-fourths of the sidewalk with its extension of 2.96 feet. The proposed awnings are compliant with Awning Code requirements.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs in the commercial districts. Window signs are limited to 10% of the overall window area and the proposed signs comply with coverages of 9.8%, 9.8%, 3.53%, and 9.93%, respectively. The maximum permitted coverage of all window and awning signs for a business’ street frontage is 15% and the proposed signage would comply with a coverage of 2.56% along Green Bay Road and 1.91% along the courtyard. Sign code states that awning signs are limited to the business name or logo with a maximum height of 6 inches for the sign text. The awning sign only contains the business name and logo with a font height of 4.5 inches. The proposed signs are compliant with sign code. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on the design and appropriate placement of awnings, awning signs, window signs, and window applications. The Guidelines recommend:

- Awnings be in conformity and proportionality for the building in which it serves.
- Awning 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 shall be the same color;
- Awning colors should enhance and compliment the building are restricted to earth tones, primary colors, and secondary colors.

The proposed awnings would be proportional to their respective window openings in a lime green color.

The guidelines recommend that window sign decals be placed in the lower section of the storefront window and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed window signs would be less than 6 inches in font height while being placed towards the bottom. The Design Guidelines also recommend against windows that are frosted, glazed, or tinted. An excerpt of the Design Guidelines pertaining to window signs is included as Attachment C.

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Staff Sign Code Analysis

Attachment C: Design Guidelines Excerpt



Figure 2 – Subject Property – Store frontage of business along Green Bay Road



Figure 3 – Subject Property – Store frontage of east building façade along Green Bay Road



Figure 4 – Subject Property – Store frontage of south building façade along inner courtyard



Figure 5 – 894 Green Bay Road – Store frontage of neighboring business Pedego Electric bikes

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 896 Green Bay Road, Winnetka, IL 60093Name of Business(es): H. Marion Framing Studio, Inc.

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

- ☐ Sign Sign Permit Application attached? ☐
- ☐ Awning Awning Permit Application attached? ☐
- ☒ Other (general description) Exterior Modification

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): We would like to add a 46.25" w x 7.6" green vinyl band to the bottom of each of five side window bays to create a continuation of the previously submitted six front/side bays' proposed signage band of the same size and color. Band color to also coordinate with the approved awning fabric specification, establishing a branded perimeter highlighting the exterior boundaries of our location.

I/We hereby certify that as JM (Lessee/Owner) of the property located at 896 Green Bay Road, Winnetka (address), I am/we are authorized to submit plans for alterations 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

Jan Marion 

PRINTED NAME(S)

Jan Marion

ADDRESS

1980 Raymond Drive, Northbrook, IL 60062

PHONE NO.

847-644-5635

EMAIL

jan@hmarionframing.com

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM

H. Marion Art Consulting

CONTACT NAME

Jessica Neyt

ADDRESS

1980 Raymond Drive
Northbrook, IL 60062

PHONE NO.

847-920-1222

EMAIL

jessica@hmarionartconsulting.com

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business H. Marion Framing Inc.	Primary contact name Jan Marion	Phone No. 847-644-5635
Street Address 896 Green Bay Rd.		
City Winnetka	State IL	Zip Code 60093
Email jan@hmarionframing.com		

Awning Company

Name of Awning Company ACME Awning Co.	Primary contact name Calvin Chang	Phone No. 847-446-0153
Street Address 3080 Skokie Valley Rd. Unit 4		
City Highland Park	State IL	Zip Code 60035
Email acmeawning@att.net		

Property Owner

Name of Company Beal Properties	Primary contact name Dale Strauss	Phone No. 773-858-5800
Street Address: 2320 N. Damen Suite 1D		
City Chicago	State IL	Zip Code 60647
Email info@bealproperties.com		

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

Description of fabric type and color (attach samples) Miami Corporation T16-47 Lime Tempotest

Description of awning sign material, method of application and color: Acrylic Fabric, Stretched/ applied to existing awning frame, lime color in the T16-47

Height of awning logo/copy: 4.5 inches

Awning Dimensions: Width 177" Height 24" Projection from Building Face 35.5"

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business H. Marion Framing Inc.	Primary contact name Jan Marion	Phone No. 847-644-5635
Street Address 896 Green Bay Rd.		
City Winnetka	State IL	Zip Code 60093
Email jan@hmarionframing.com		

Sign Company

Name of Sign Company ACME Awning Co.	Primary contact name Calvin Chang	Phone No. 847-446-0153
Street Address 3080 Skokie Valley Rd. Unit 4		
City Highland Park	State IL	Zip Code 60035
Email acmeawning@att.net		

Property Owner

Name of Company Beal Properties	Primary contact name Dale Strauss	Phone No. 773-858-5800
Street Address: 2320 N. Damen Suite 1D		
City Chicago	State IL	Zip Code 60647
Email info@bealproperties.com		

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

☐ window graphics ☐ wall-mounted sign ☐ ground-mounted sign

☐ projecting sign ☒ other **Awning Sign**

Additional description of sign type and materials Fabric used for awning sign is Miami Corporation T16-47, 16 Lime

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business H. Marion Framing Inc.	Primary contact name Jan Marion	Phone No. 847-644-5635
Street Address 896 Green Bay Rd.		
City Winnetka	State IL	Zip Code 60093
Email jan@hmarionframing.com		

Sign Company

Name of Sign Company The Alphabet Shop, INC	Primary contact name Troy Bernstein	Phone No. 847-888-3150
Street Address 300 East Elgin Ave.		
City Elgin	State IL	Zip Code 60120
Email troy_bernstein@alphabetshop.com		

Property Owner

Name of Company Beal Properties	Primary contact name Dale Strauss	Phone No. 773-858-5800
Street Address: 2320 N. Damen Suite 1D		
City Chicago	State IL	Zip Code 60647
Email info@bealproperties.com		

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

☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign

☐ projecting sign ☐ other _____

Additional description of sign type and materials Window Vinyl

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

CONDITIONS OF APPROVAL: _____



Front - Left Side



Front - Right Side



Side - Left Side



Side - Right Side

H. Marion New Store Signage

Storefront Openings



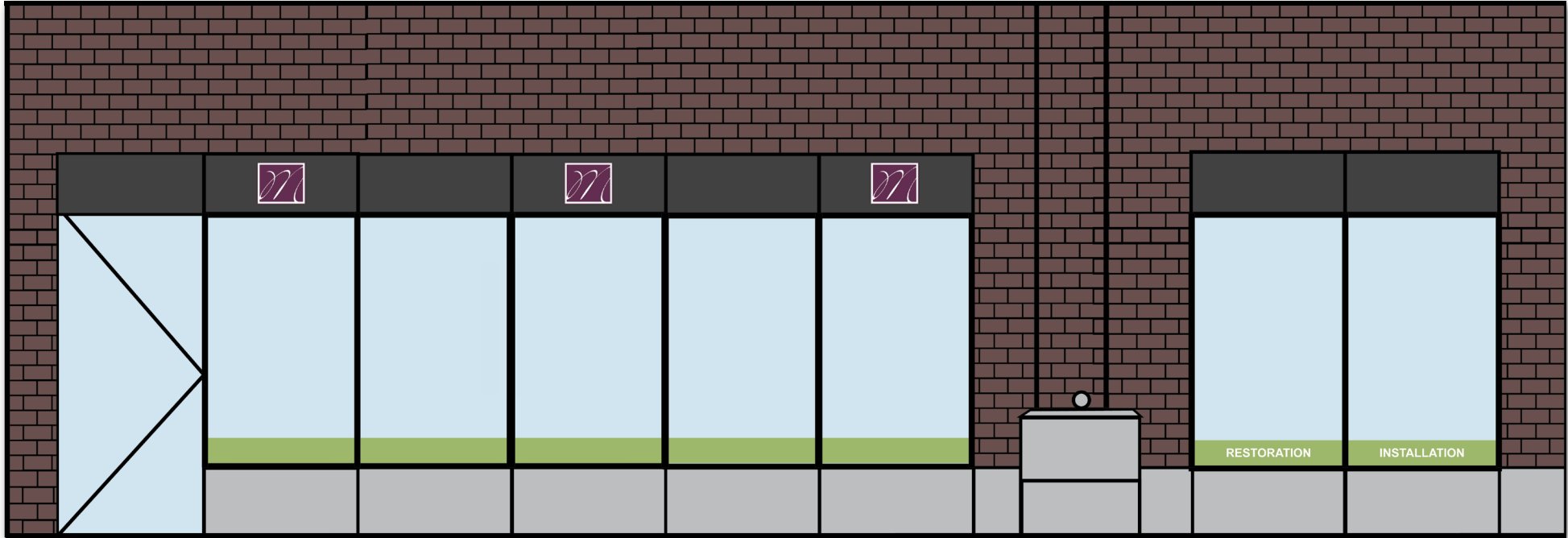
H. Marion New Store Signage

Front Elevation

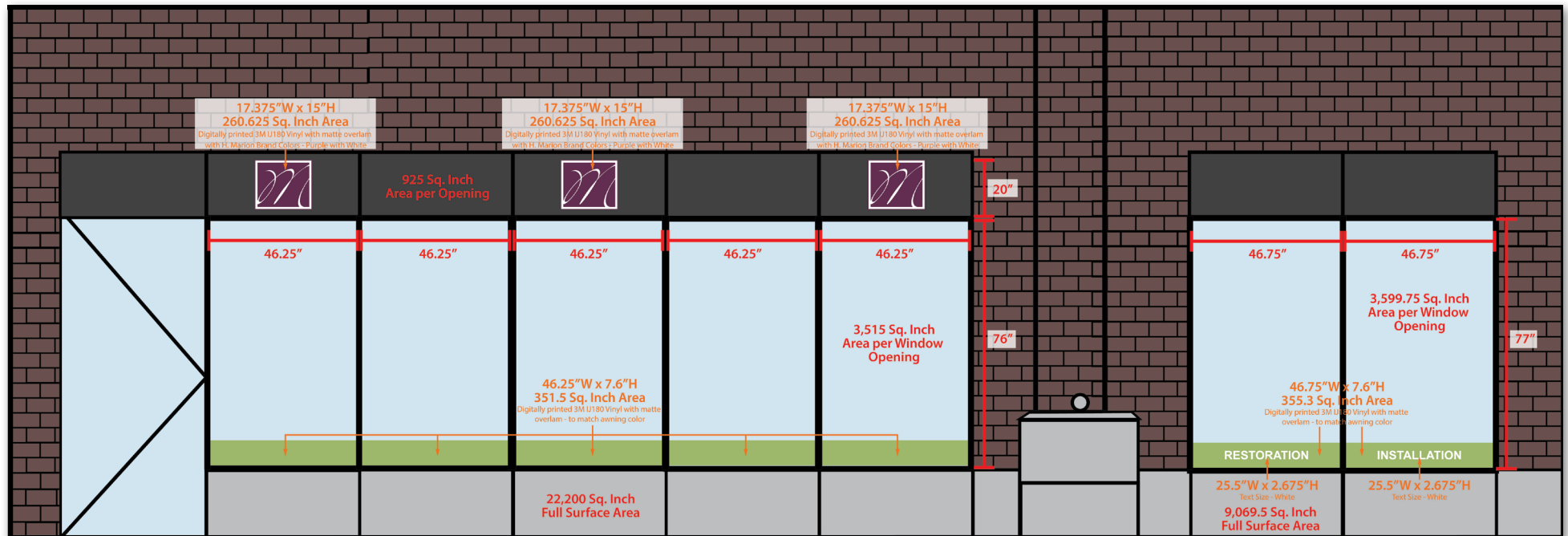


H. Marion New Store Signage

Front Elevation with Dimensions and Specs

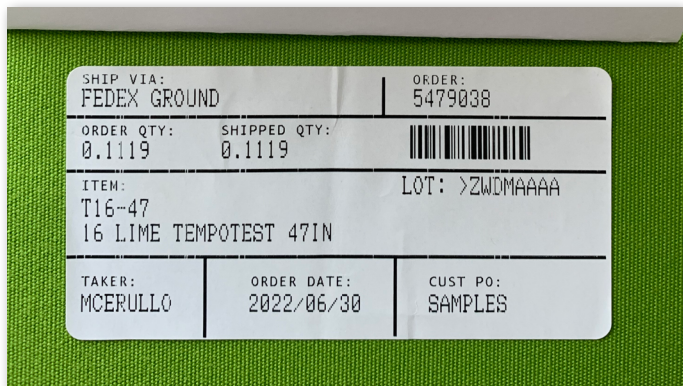


H. Marion New Store Signage
Side Elevation



H. Marion New Store Signage

Side Elevation with Dimensions and Specs



Awning Material

Specifications

Adhesive Content	Solvent Acrylic
Adhesive Controltac/Comply	Controltac™
Adhesive Features	Slideability
Adhesive Type	Pressure-activated
Application	Buildings, Buildings & Walls, Cars & Vans, Displays, Label, Opaque Signs, Other Signs (Opaque Signs), Public transport, Trucks and trailers, Vehicles & Transportation, Walls, Watercraft, Windows, Windows & Glass
Application Surface	Compound Curve, Corrugation, Flat, Flat with Rivets, Simple Curve
Brand	Controltac™
Color Effect	Metallic
Color Family	White
Color Name	White
Color Palette	White
Core Size (Imperial)	3 in, 6 in
Family	Digital Printing Films
Film Thickness (Imperial)	2 mil

Film Thickness (Metric)	50 Micron
Film Type	Cast
Imaging Method	Digital Print
Line	Digital Printing Films, Overlaminates and Inks
Liner	PE Coated Kraft Paper
Max. Durability	7 years
Opacity	Opaque
Overall Length (Imperial)	100 yd, 200 yd, 50 yd
Overall Length (Metric)	183 m, 45.7 m, 45.72 m, 46 m, 91 m, 91.4 m, 91.44 m
Overall Width (Imperial)	30 in, 36 in, 48 in, 54 in, 60 in
Overall Width (Metric)	0.76 m, 0.91 m, 1.22 m, 1.37 m, 1.52 m, 1220 mm, 1372 mm, 1524 mm
Performance Level	Premium
Print Compatibility	Eco-Solvent, Latex, Solvent, UV
Product Color	White
Product Type	Digital Print Film
Product Usage	Exterior, Interior

Removability	Removable with Heat
Service Temperature	-60°C to +107°C
Size (Imperial)	30 in x 50 yd, 36 in x 200 yd, 48 in x 100 yd, 48 in x 200 yd, 48 in x 50 yd, 54 in x 100 yd, 54 in x 200 yd, 54 in x 50 yd, 60 in x 100 yd, 60 in x 200 yd, 60 in x 50 yd
Size (Metric)	0.76 m x 46 m, 0.91 m x 183 m, 1.22 m x 183 m, 1.37 m x 183 m, 1.37 m x 91 m, 1.52 m x 183 m, 1.52 m x 46 m, 1220 mm x 45.7 m, 1220 mm x 91.4 m, 1372 mm x 45.72 m, 1524 mm x 91.44 m
Substrate Type	ABS, Aluminum, PMMA
Surface Finish	Glossy, Luster
Surface Type	Compound Curve, Corrugation, Flat with Rivets, Simple Curve
TDS Required	Yes
Vehicle Type	Boat, Bus, Tram & Metro, Car & Van, Emergency Vehicle, Recreational Vehicle, Truck & Trailer
Warranty	3M Basic Product Warranty, 3M Performance Guarantee, 3M™ MCS™ Warranty

Vinyl Material
3M IJ180 with Matte Overlam

Attachment B – Staff Analysis of Sign Area

East Façade (Green Bay Road)



Area of Left Storefront Window: 6.42 feet x 6.42 feet = 41.22 square feet

Area of Proposed Left Storefront Window Sign: 0.63 feet x 6.42 feet = 4.04 square feet

Maximum Permitted Sign Area of Left Storefront Window: **4.122 square feet (10%)**

Proposed Sign Area of Left Storefront Window: **4.04 square feet (9.8%)**

Area of Right Storefront Window: 6.42 feet x 7.42 feet = 47.64 square feet

Area of Proposed Right Storefront Window Sign: 0.63 feet x 7.42 feet = 4.67 square feet

Maximum Permitted Sign Area of Right Storefront Window: **4.76 square feet (10%)**

Proposed Sign Area of Right Storefront Window: **4.67 square feet (9.8%)**

Proposed Left Awning Sign Area: 7.33 feet x 0.375 feet = **2.75 square feet**

Storefront Street Exposure Area: 32 feet x 14 feet = 448 square feet

Maximum Permitted Street Exposure of Sign Area: **67.2 square feet (15%)**

Proposed Sign Area: $4.04 \text{ ft}^2 + 4.67 \text{ ft}^2 + 2.75 \text{ ft}^2 = \mathbf{11.46 \text{ square feet (2.56%)}}$

South Façade (Courtyard)



Area of Left Storefront Window: 8 feet x 19.27 feet = 154.16 square feet

Area of Proposed Left Storefront Window Signs 3 x (1.25 feet x 1.45 feet) = 5.44 square feet

Maximum Permitted Sign Area of Left Storefront Window: **15.416 square feet (10%)**

Proposed Sign Area of Left Storefront Window: **5.44 square feet (3.53%)**

Area of Right Storefront Window: 6.42 feet x 7.79 feet = 50.01 square feet

Area of Proposed Right Storefront Window Sign: 0.63 feet x 7.79 feet = 4.91 square feet

Maximum Permitted Sign Area of Right Storefront Window: **5.0 square feet (10%)**

Proposed Sign Area of Right Storefront Window: **4.97 square feet (9.93%)**

Storefront Street Exposure Area: 39 feet x 14 feet = 546 feet

Maximum Permit Street Exposure of Sign Area: **81.9 square feet (15%)**

Proposed Sign Area: 5.44 ft² + 4.97 ft² = **10.41 square feet (1.91%)**

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.

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.

Architectural Series of Asphalt Shingles
(3 ply) (See figure 49)
Wood Shingles (Fire treated)
Slate (See figure 48)
Real Copper (No other metal roofs are
allowed)



Figure 46

Institutional only

Flat roofs must be hidden by parapet
on primary / secondary facades.

Commercial and Multiple- Family

Flat roof must not be visible from
street, pedestrian, or open spaces.

d. Door and Window Materials:

Commercial, Mixed Use, Institutional,
Multiple- Family Residential: Entry
doors should be wood or aluminum
stile and rail with varying degrees of
glass. Public entry doors should be
fully glazed whereas private and semi-
private entries should be primarily
solid panel doors. Storefront window
units should be either paneled
aluminum or brass. Many original
storefronts, some with transom
windows, remain in the districts.
Efforts should be taken to
repair and renovate these systems
where feasible. Window frames should
be wood, steel or aluminum. Vinyl
windows are not acceptable. Muntin
divisions should be real divided glass
or simulated with spacer bars. Snap-in
muntins are not acceptable. Color
selection should be sympathetic with
the overall building color palette and
take into account the adjacent building
materials within the structure,
immediately adjacent structures,
structures within the same block and
structures across the street.

Entry door hardware is to be exterior grade with weather-resistant finish. Hardware
design and finish is to be appropriate with facade articulation, color palette and
district character. Glazing should be clear glass without tint or film.



Figure 47



Figure 48



Figure 49



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: AUGUST 18, 2022
SUBJECT: 510 WINNETKA AVENUE – SHABAHANG ROYAL CARPET – SIGN PERMIT (CASE NO. 22-19-DR)

INTRODUCTION

On August 24, 2022, the Design Review Board (DRB) is scheduled to consider an application for a sign permit submitted by Shabahang Royal Carpet (the “Applicant”), as the owner of the commercial space located at 510 Winnetka Avenue (the “Subject Property”), to allow the installation of window signs and awning signs on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the southwest corner of the intersection of Winnetka Avenue and Green Bay Road in the Indian Hill Business District. It is zoned C-1 Neighborhood Commercial and is not located in the Commercial Overlay District. The Subject Property was previously occupied by *Verizon Wireless* and is the main commercial space of a two-and-a-half-story mixed-use building with traditional elements including a classic brick façade and masonry accents. Figure 1 below identifies the Subject Property. Figures 2 through 4 at the end of this report identify the Subject Property.



Figure 1 – Subject Property – Store frontage at intersection of Winnetka Avenue and Green Bay Road

CURRENT REQUEST

The Applicant is seeking approval of window signs and awnings signs that would provide identification and promotion for their Persian rug business. The three existing awnings around the central entrance of the building would have a painted sign on the valance that reads “SHABAHANG ROYAL CARPET” in a simple 6-inch serif white font. On the east façade of the building, the far-right storefront window would have decals placed towards the bottom that would read “RESTORATION,” “APPRAISAL,” “EXPERT,” and “CLEANING” in a basic 3.5-inch sans serif white font. The left storefront window, on the east façade, would have similar alternating decals towards the bottom that would be a white arrow and the word “PARKING” in the same font. The windows currently feature temporary signs that the Applicant states will be removed upon installation of the approved permanent window signs. The Applicant has provided renderings and illustrations of the proposed signage that are available in the application materials included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for awning signs and window signs in the commercial districts. Awning signs are limited to a 6-inch text that only consists of the business name. Window signs are limited to 10% of the overall window area and the combined coverage of both window signs and awning signs is limited to 15% of the street frontage. The proposed signage is compliant in all aspects of sign code for awnings and windows. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on the design and appropriate placement of window signs and awning signs. The guidelines recommend that decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed window signs would be in the lower half of the window height with a font 3.5 inches in height and a sign area that is less than 10%.

The Guidelines recommend that awning signs and graphics not exceed 6 inches in height for which the proposed awning signs are compliant. An excerpt of the Design Guidelines pertaining to window signs and awning signs is included as Attachment C.

SUMMARY

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

ATTACHMENTS

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



Figure 2 – Subject Property – Store frontage of east façade along Brier Street



Figure 3 – Subject Property – North Elevation along Winnetka Avenue

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Shabang Royal Carpet		Primary contact name Moe Shabang		Phone No. 847-602-9358
Street Address 510 Winnetka Ave				
City Winnetka	State IL	Zip Code 60093	Email Shabangrug@gmail.com	

Sign Company

Name of Sign Company Signarama		Primary contact name Pavel		Phone No. 847-324-5800
Street Address 8088 McCormick Blvd				
City Skokie	State IL	Zip Code 60076	Email Signs@SignaramaSource.com	

Property Owner

Name of Company Shabang Rugs LLC		Primary contact name Moe Shabang		Phone No. 847-256-5205
Street Address: 510 Winnetka Ave				
City Winnetka	State IL	Zip Code 60093	Email Shabangrug@gmail.com	

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

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

Additional description of sign type and materials White Vinyl - Signs
that describe our services, appraisals, restoration,
cleaning, sales, and also a parking sign

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business <u>Shabekang Royal Carpet</u>		Primary contact name <u>Moe Shabekang</u>	Phone No. <u>847-602-9358</u>
Street Address <u>510 Winnetka Ave</u>			
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email <u>Shabekangrug@gmail.com</u>

Sign Company

Name of Sign Company <u>Universal Aving</u>		Primary contact name <u>Dave Bo</u>	Phone No. <u>773-887-3935</u>
Street Address <u>834 N. Cicero Ave</u>			
City <u>Chicago</u>	State <u>IL</u>	Zip Code <u>60651</u>	Email <u>universalaving@ymail.com</u>

Property Owner

Name of Company <u>Shabekang Rugs LLC</u>		Primary contact name <u>Moe Shabekang</u>	Phone No. <u>847-256-5205</u>
Street Address: <u>510 Winnetka Ave.</u>			
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email <u>Shabekangrug@gmail.com</u>

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

☐ window graphics

☐ wall-mounted sign

☐ ground-mounted sign

☐ projecting sign

☒ other name on existing gwning

Additional description of sign type and materials we will be painting our
name in white on the existing gwning

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

CONDITIONS OF APPROVAL: _____

(White window vinyl displayed as cyan)

Aug 3, 2022

Order #: ES-S-6407

PARKING

16"w x 3.5" h 0.39 ft²

EXPERT

12.8"w x 3.5" h 0.31 ft²

CLEANING

18.3"w x 3.5" h 0.44 ft²

APPRAISAL

19.6"w x 3.5" h 0.48 ft²

RESTORATION

24.5"w x 3.5" h 0.6 ft²



24.1"w x 7.93" h 0.59 ft²

(One window pane is 32"w x 87"h = 19.33 ft² x 10% = 1.93 ft²)



Product:	Size:	Qty:	Sides:	Notes:
White cut vinyl lettering	Varies	12	1	2 of each wording and directional arrow

Customer Contact Shabahang Royal Carpet

Sales Rep: CAS

Design By: Chris

Approval states that contents of this proof are correct and the responsibility of the client



Please review Art for accuracy in:
Dimension • Layout • Spelling • Color

Approval Signature: _____

Date: _____

8088 McCormick Blvd., Skokie, IL 60076

Phone: 847-324-5500

Fax: 847-324-5502

www.signarama-skokie.com

PAINT LETTERS

Quantity:

- 3 awnings total

Existing Awning Sizes:

- 4' High x 12' wide
x 2' projection each awning

Arts & Letters:

- Paint on fabric
white color

Sign Area Size:

- 8" high x 12' wide
- 3 awning paint letters
section total

Letters Size:

- 6" high x 120" wide

Installation:

- Included



Awning Location:

PLEASE REVIEW DRAWINGS FOR ACCURACY IN COLOR LAYOUT SPELLING APPROVAL STATES ALL CONTENT REPRESENTED IN THIS PROOF IS CORRECT

Universal Awnings

834 N. Cicero Ave Chicago, IL 60651

P 773 887-3935

Email: universalawnings@ymail.com

Client Name:

Shabahang Rug

Location:

510 Winnetka Ave
Winnetka, IL 60093

Start Date: 08-03-2022

Job Type: Paint Letter

Email:

Page: -1-

• Client Approval

Shabanhavg - 847-602-9358

shabahangrug@gmail.com

Sales Rep:
David M.

Designer:
D-Bou

PAINT LETTERS

Quantity:

- 3 awnings total

Existing Awning Sizes:

- 4' High x 12' wide
x 2' projection each awning

Arts & Letters:

- Paint on fabric
white color

Sign Area Size:

- 8" high x 12' wide
- 3 awning paint letters
section total

Letters Size:

- 6" high x 120" wide

Installation:

- Included



SHABAHANG ROYAL CARPET

Paint Letters Size 6" high x 120" wide

PLEASE REVIEW DRAWINGS FOR ACCURACY IN COLOR LAYOUT SPELLING APPROVAL STATES ALL CONTENT REPRESENTED IN THIS PROOF IS CORRECT

Universal Awnings

834 N. Cicero Ave Chicago, IL 60651

P 773 887-3935

Email: universalawnings@gmail.com

Client Name:

Shabahang Rug

Location:

510 Winnetka Ave
Winnetka, IL 60093

Start Date: 08-03-2022

Job Type: Letter Sizes

Email:

Page: -2-

• Client Approval

Shabanhabg - 847-602-9358

shabahangrug@gmail.com

Sales Rep:
David M.

Designer:
D-Bou

Attachment B – Staff Analysis of Sign Area



Area of Storefront Window: 7.25 feet x 10.67 feet = 77.36 square feet

Area of Proposed Left Storefront Window Sign (RESTORATION): 0.29 feet x 2.04 feet = 0.59 square feet

Area of Proposed Left Center Storefront Window Sign (APPRAISAL): 0.29 feet x 1.63 feet = 0.47 square feet

Area of Proposed Right Center Storefront Window Sign (EXPERT): 0.29 feet x 1.07 feet = 0.31 square feet

Area of Proposed Right Storefront Window Sign (CLEANING): 0.29 feet x 1.53 feet = 0.44 square feet

Combined Window Decal Sign Area: 0.59 ft² + 0.47 ft² + 0.31 ft² + 0.44 ft² = 1.81 square feet

Maximum Permitted Sign Area of Storefront Window: **7.74 square feet (10%)**

Proposed Sign Area of Storefront Window: **1.81 square feet (2.34%)**



Area of Storefront Window: 7.25 feet x 10.67 feet = 77.36 square feet

Area of Proposed Left Storefront Window Sign (Arrow): 0.66 feet x 2.01 feet = 1.33 square feet

Area of Proposed Left Center Storefront Window Sign (PARKING): 0.29 feet x 1.34 feet = 0.39 square feet

Area of Proposed Right Center Storefront Window Sign (Arrow): 0.66 feet x 2.01 feet = 1.33 square feet

Area of Proposed Right Storefront Window Sign (PARKING): 0.29 feet x 1.34 feet = 0.39 square feet

Combined Window Decal Sign Area: $1.33 \text{ ft}^2 + 0.39 \text{ ft}^2 + 1.33 \text{ ft}^2 + 0.39 \text{ ft}^2 = 3.44 \text{ square feet}$

Maximum Permitted Sign Area of Storefront Window: **7.74 square feet (10%)**

Proposed Sign Area of Storefront Window: **3.44 square feet (4.45%)**



Area of Individual Left, Center, and Right Awnings: 0.5 feet x 10 feet = 5 square feet
Combined Area of Awnings: 5 square feet x 3 awnings = 15 square feet

Storefront Street Exposure Area: 112 feet x 14 feet = 1,568 square feet

Maximum Permitted Sign Coverage Area: **235.2 square feet (15%)**

Proposed Sign Coverage Area: 1.81 ft² + 3.44 ft² + 15 ft² = **20.25 square feet (1.29%)**

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.

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: CHRISTOPHER MARX, ASSOCIATE PLANNER
DATE: AUGUST 18, 2022
SUBJECT: 1550 EDGEWOOD LANE - NICK CORWIN PARK PLAYGROUND -
CERTIFICATE OF APPROPRIATENESS (CASE NO. 22-18-DR)

INTRODUCTION

On August 24, 2022, the Design Review Board is scheduled to hold a public hearing on an application submitted by the Winnetka Park District (the "Applicant"), as the owner of the property located at 1550 Edgewood Lane (the "Subject Property"). The Applicant is proposing improvements to the existing playground located on the Subject Property and requests approval of a Certificate of Appropriateness.

A mailed notice has been sent to property owners within 250 feet of the Subject Property, in compliance with the Village Code. As of the date of this memo, staff has not received any comments from the public regarding this application.

The Applicant has also submitted a variation application to allow the proposed improvements to the existing playground. The requested variation would permit the play equipment to exceed the maximum permitted height. The Zoning Board of Appeals is scheduled to consider the variation request on September 12, 2022.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 6.05 acres in size, is generally located on the west side of Grove Street between Tower Road and Asbury Avenue and contains Nick Corwin Park, which includes athletic fields, a playground, a storage building, and general an open space (see Figure 1).

The Comprehensive Plan designates the Subject Property as appropriate for "Park/Open Space" uses. The property is zoned R-2 Single Family Residential, and it is bordered by R-2 Single Family Residential to the north, south, and west and R-5 Single Family Residential to the east (see Figure 2).

In addition to single-family residential uses, the R-2 District allows a limited range of additional uses by Special Use Permit. Nonessential public uses, such as the public parks owned and operated by the Winnetka Park District, are permitted, at the Village Council's discretion, as special uses in all districts within the Village. The Applicant's use of the Subject Property as a park is generally consistent with the Comprehensive Plan land use designation and the R-2 zoning district.

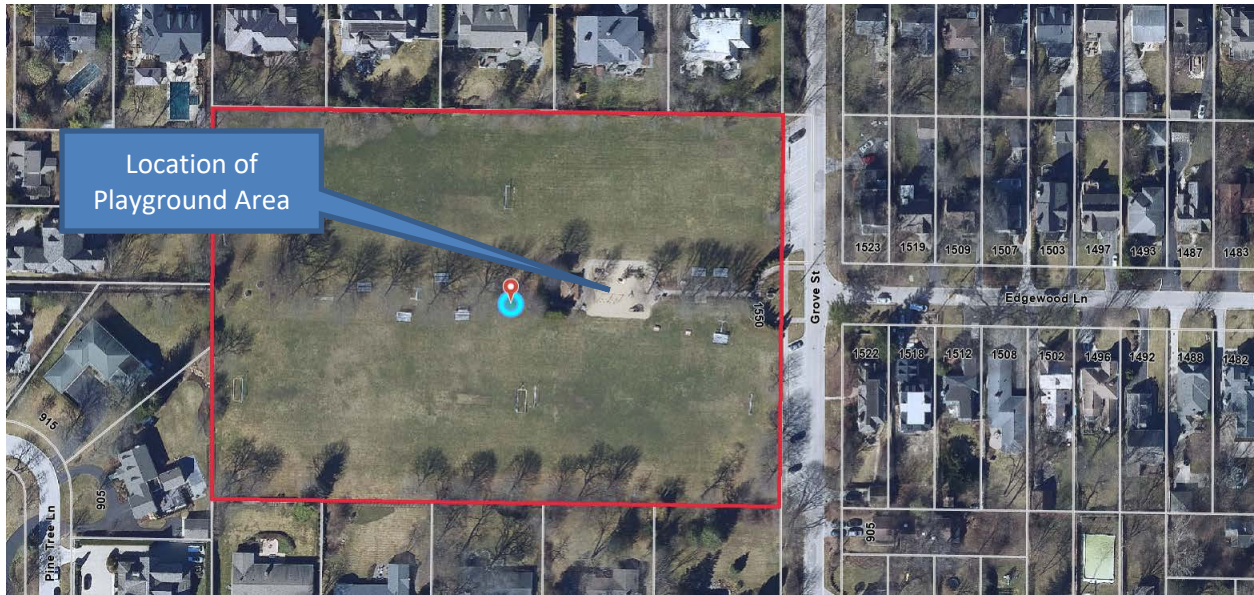


Figure 1 – Aerial Map

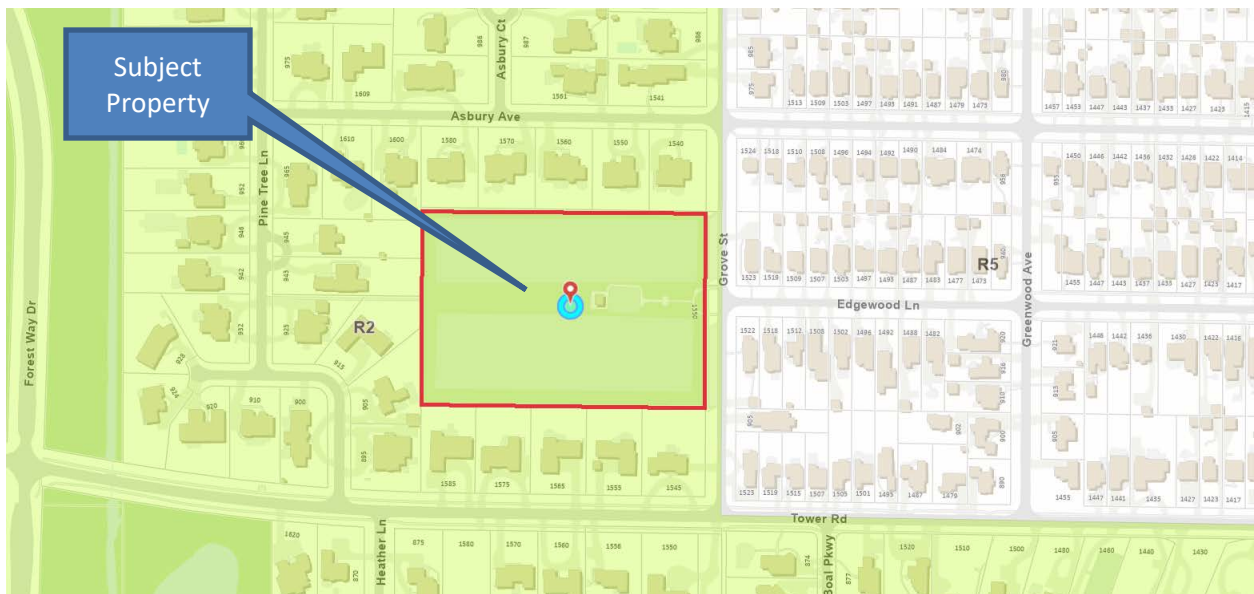


Figure 2 – Zoning Map

PREVIOUS APPROVALS

Ordinance M-583-99 was adopted in September 1999 by the Village Council, granting a Special Use Permit to allow renovation of the playground, play surface, pathways, benches, landscaping, and curbing and drainage.

Figures 3 through 5 on the following pages are current photos of the site where the improvements are proposed.



Figure 3 – Subject Property – Playground - Looking Southwest



Figure 4 – Subject Property – Playground – Looking Southeast



Figure 5 – Subject Property – Walkway to Playground - Looking East

PROPOSED PLAN

The proposed playground improvements include the following: (1) replacement of the existing play equipment; (2) removal of existing mature landscaping, including trees, within the existing play area and along the path to the east of the play area and replacement with new landscaping including trees; and (3) additional hardscaping improvements for the play area.

The Park District states that the playground needs to be brought up to current accessibility guidelines. All of the existing play equipment would be removed along with the sand play surface. In its place, the play area would have installations of a swing-set, group seesaw, a curva spinner, two large climbing structures, two bobble riders, a series of chatter noodle listeners, and a sand pit. The equipment would be made of PVC and metal materials with varying shades of green and brown, supplied by NuToys Leisure Products, specifically from the manufacturer Landscape Structures.

The two large play structures would each have large fabric canopies over their tops to provide shade which would reach approximately 21.83 feet in height. The Applicant states that the canvas covers on the structures are intended to provide shade for children using the play equipment. The proposed play surface would consist of wood chips.

The surrounding brick and concrete border of the playground would be removed and replaced with a standard brushed concrete surface. The mature growth trees along the play area and the east walkway from Grove Street would be removed. New landscaping would include two triumph elm trees on the east side of the Subject Property, close to the park entrance on Grove Street and two autumn blaze maples on the east side of the playground.

An excerpt of the proposed site plan and a rendering of the proposed equipment are provided below as Figures 6 and 7. The complete set of plans are provided in the application materials, which are included in this report as Attachment A.

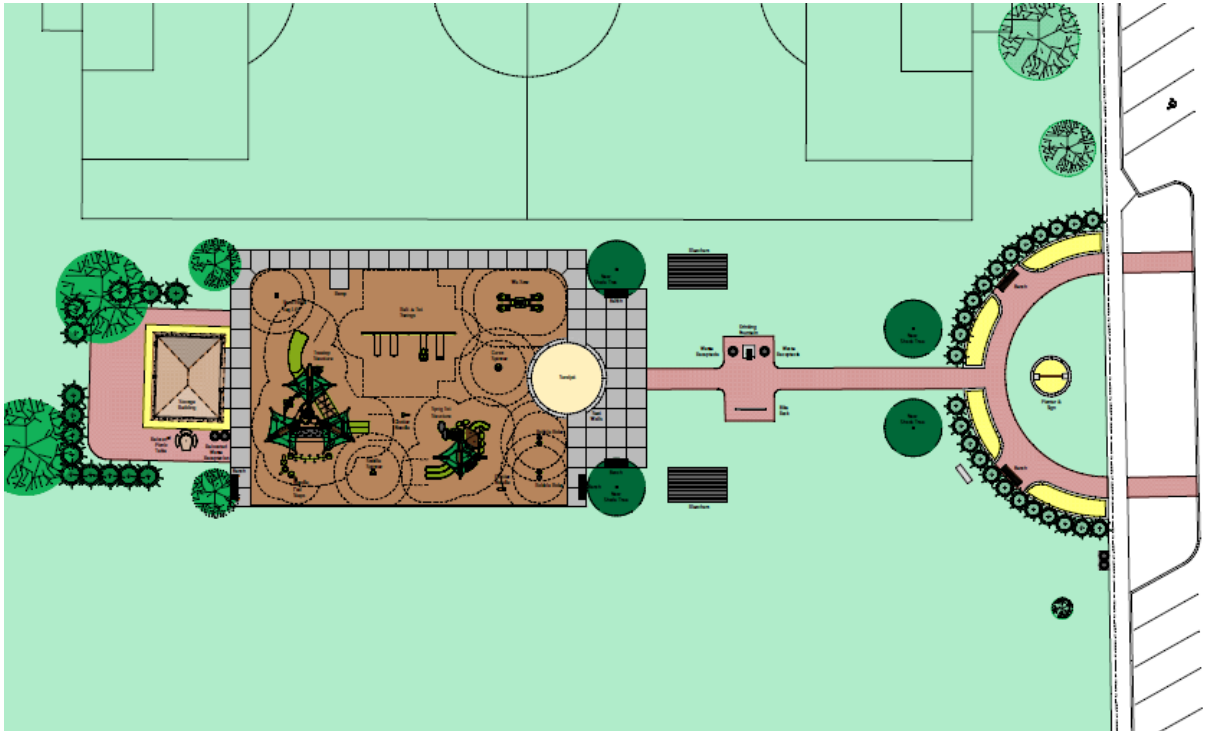


Figure 6 – Excerpt of Proposed Site Plan



Figure 7 – Rendering of Proposed Play Equipment

ZONING RELIEF

Although not part of the DRB's consideration, it should be noted that a zoning variation is being requested to allow the proposed equipment to exceed the maximum permitted height of 15 feet.

CERTIFICATE OF APPROPRIATENESS CONSIDERATIONS

As established by the Village Code, the Design Review Board is to consider the following four (4) factors in determining whether to grant a Certificate of Appropriateness:

- (1) whether the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;
- (2) whether the proposed external architectural features and site improvements are appropriate to and compatible with adopted Village plans for and improvements in the immediate neighborhood, and including both urban design and site arrangement considerations (Note: Please refer to the early section “Property Description” in which the project consistency with the Comprehensive Plan is summarized);
- (3) whether the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and
- (4) the probable effect of the proposed external architectural features on the integrity of the immediate vicinity.

The Board will need to determine if the proposed playground and site improvements to the existing playground at Nick Corwin Park, located at 1550 Edgewood Lane, comply with the above standards.

FINDINGS

At the August 24, 2022, Design Review Board meeting, the Board is scheduled to consider the design of the Applicant’s proposed playground improvements to the existing playground located at Nick Corwin Park on the Subject Property.

After hearing from the Applicant and the public, the Board may decide to take action on one of two options:

- 1) Continue further review of the application to a date specific in order to provide the Applicant and/or staff additional time to address questions and comments from the Board.
- 2) Adopt a motion to approve or a motion to deny a certificate of appropriateness for design of the proposed playground improvements to the existing playground at Nick Corwin Park located at 1550 Edgewood Lane.

If the Board wishes to adopt a motion to approve or deny, a Board member will want to make a motion such as the following:

*Move to **approve [deny]** a certificate of appropriateness for the **design of the proposed playground improvements for the existing playground at Nick Corwin Park located at 1550 Edgewood Lane**, subject to the following conditions:*

A. [If the Board chooses to place conditions as part of its approval, it will want to include the conditions here.]

The Board’s findings are based on evidence in the record, or a public document, and upon the following findings of fact:

- (1) the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;*
- (2) the proposed external architectural features and site improvements are appropriate to and compatible with adopted Village plans for and improvements in the immediate neighborhood, and including both urban design and site arrangement considerations;*
- (3) the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and*
- (4) the probable effect of the proposed external architectural features on the integrity of the immediate vicinity.*

ATTACHMENTS

Attachment A: Application Materials

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: Nick Corwin Park, 1550 Edgewood Ln., Winnetka, IL 60093

Name of Business(es): Winnetka Park District

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

- ☐ Sign Sign Permit Application attached? ☐
☐ Awning Awning Permit Application attached? ☐
☒ Other (general description) Playground renovation

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): Please see attached description.

I/We hereby certify that as Owner (Lessee/Owner) of the property located at 1550 Edgewood Ln, Winnetka (address), I am/we are authorized to submit plans for alterations 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

PRINTED NAME(S)

ADDRESS

PHONE NO.

EMAIL

Costa Kutulas

540 Hibbard Rd., Winnetka, IL 60093

847/501-2052

ckutulas@winpark.org

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM Winnetka Park District

CONTACT NAME Costa Kutulas

ADDRESS 540 Hibbard Rd.

Winnetka, IL 60093

PHONE NO. 847/501-2052

EMAIL ckutulas@winpark.org

NICK CORWIN PARK PLAYGROUND RENOVATION

The Winnetka Park District proposes to renovate the Nick Corwin Park playground, which was installed in 1999. It is the only park district playground that fails to meet current accessibility guidelines. The surrounding landscape is in deteriorated or overgrown condition, including along the entry path. The adjacent trees create leaf and branch debris, which fall on the equipment and sand play surfacing, requiring additional maintenance to maintain a safe play environment. Concrete curbs are cracked and heaving. Paver walkways have settled unevenly.

The park district wants to improve the play experience and visual appeal of the playground to benefit both residents who use the park as well as those who live in the neighborhood.

All existing play equipment will be removed, as will the sand surfacing, concrete curbs, brick walks around the playground, and landscaping adjacent to the playpit and along the entry walk. A young man working on his Eagle Scout badge will be responsible for organizing the removal of the existing play equipment. A nonprofit organization will reinstall the equipment in a deserving community.

The new playground will have a nature theme that increases the variety of play activities for the children while making it accessible. It will incorporate a green and brown color palette that is similar to the existing playground. Triangular fabric roofs will provide shade over the playstructures. A completely new playpit will allow for a wood fiber play surface of sufficient size to accommodate the required safety use zones. At the east end of the playground, a circular sand pit surrounded by a raised concrete seat wall, will provide little children a safe place to play away from more active equipment.

The equipment will include two (2) playstructures, one for children 2 to 5 yrs. old and one for older kids 5 to 12 years old. They include slides, step pods, bridges, horizontal and vertical climbers, and interactive panels. A new double-bay swing structure will include two belt seats, a tot seat, and a molded handicapped seat. A multi-child platform seesaw, a stand-up spinner, a sit-down spinner, two bouncers, talk tubes, and a handhold leglift pole are additional play features. A small concrete entry ramp will allow users to transition from the surrounding concrete walk into the playpit. A natural stone seat wall is being bid as an alternate, and, if the budget allows, will replace the raised concrete curb around the sandpit. New trees will be installed around the relocated benches and entry path. Finally, new sod will replace any turf damaged by the construction.



**EXISTING ENTRY
LOOKING NORTHEAST**



**EXISTING CENTRAL PATH
LOOKING WEST**



**EXISTING ENTRY
LOOKING NORTHWEST**



**EXISTING PLAYGROUND
LOOKING NORTHWEST**



**EXISTING PLAYGROUND
LOOKING WEST**



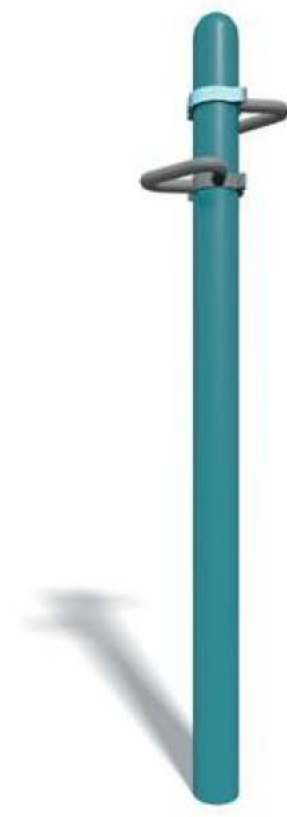
**EXISTING BUILDING
LOOKING SOUTHWEST**



**EXISTING CENTRAL PATH
LOOKING EAST**



**EXISTING PLAYGROUND
LOOKING NORTHEAST**



HANDHOLD LEGLIFT



SWING STRUCTURE



CURVA SPINNER



WE-SAW



TREE TOPS PLAYSTRUCTURE



SPRIG PLAYSTRUCTURE



NOODLE PODS



SADDLE SPINNER



CHATTER NOODLE



BOBBLE RIDER

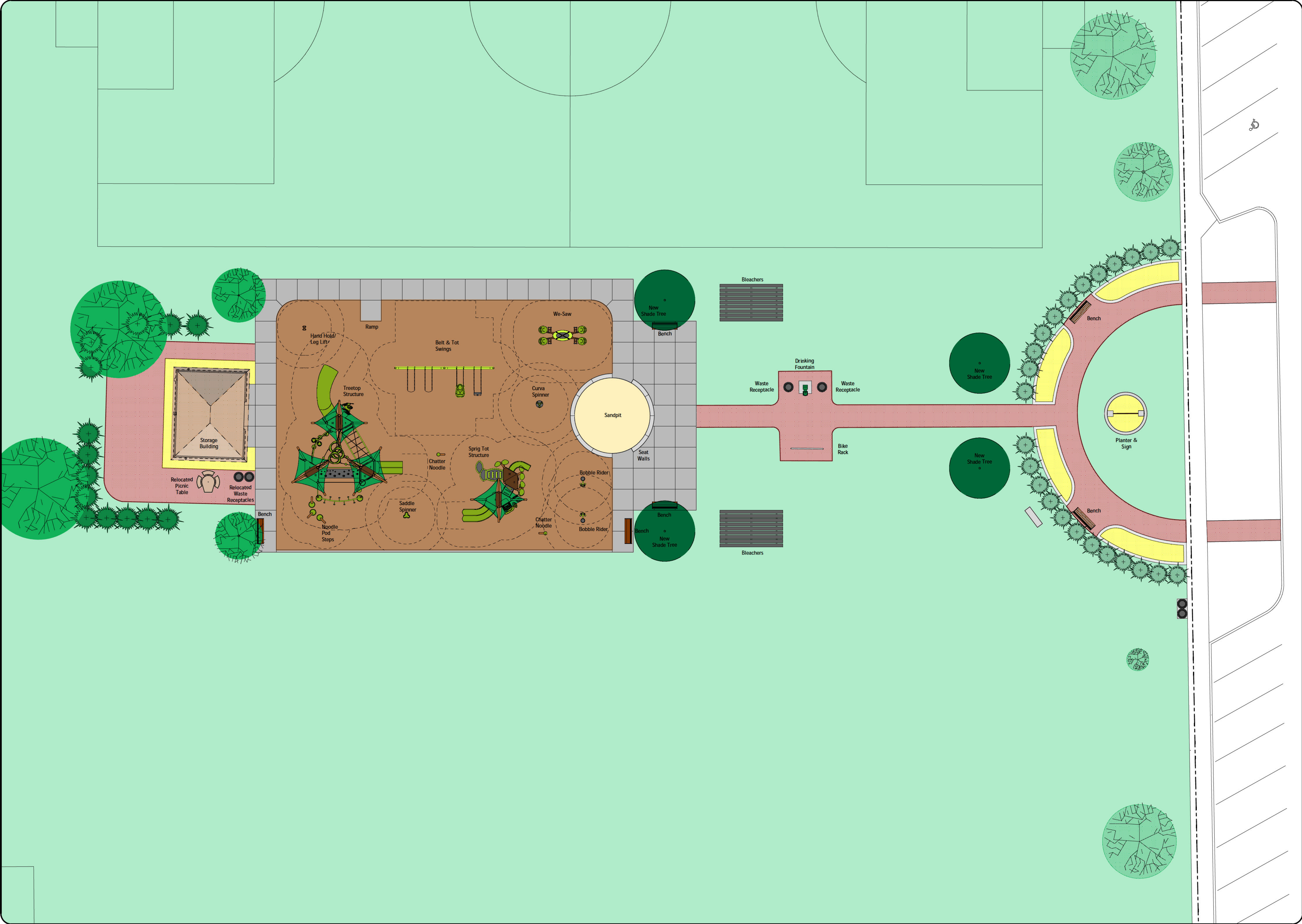
NOTE: COLORS SHOWN DO NOT REPRESENT FINAL COLORS FOR NICK CORWIN PARK PLAYGROUND RENOVATION



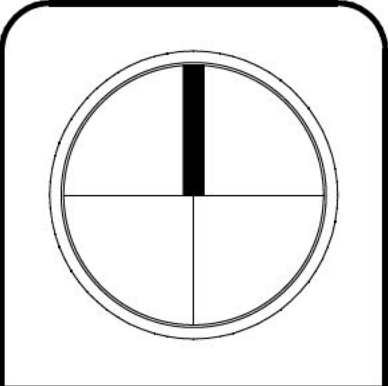
Nick Corwin Park - We-Saw alternate
Colors shown represent a close approximation of the final colors selected for the playground
WNN22COR2-2-1 • 04.28.2022



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REVISIONS		BY

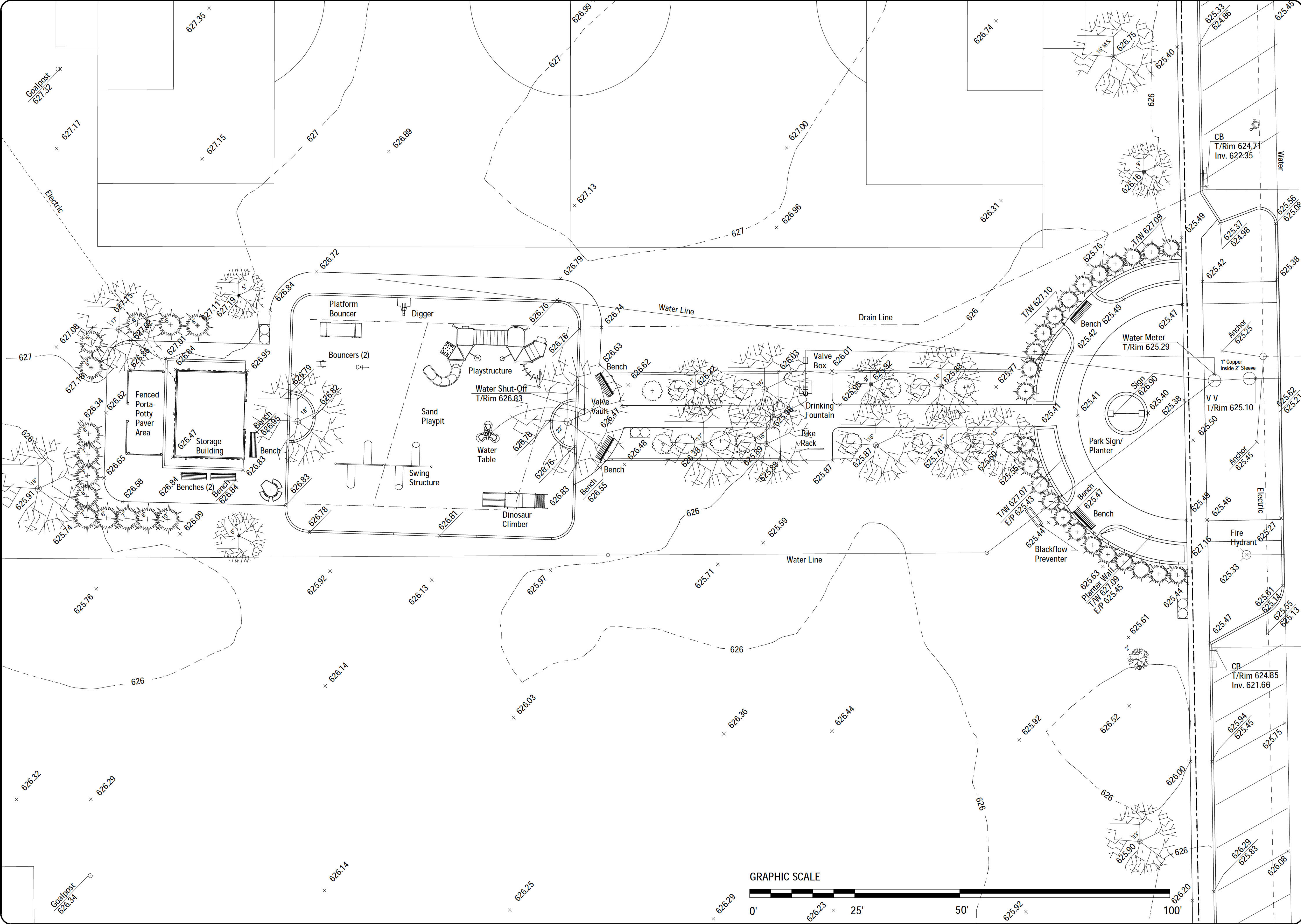


NOTES

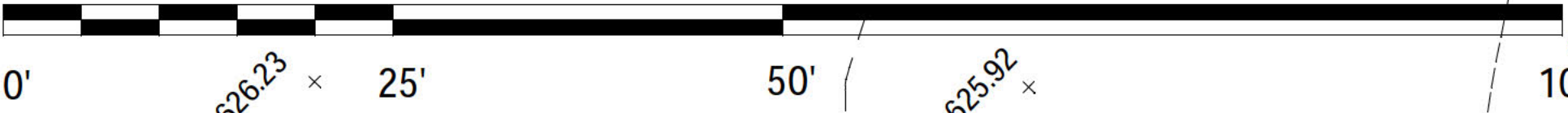
NICK CORWIN PARK
1550 EDGEWOOD LN., WINNETKA, IL 60093
PLAYGROUND RENOVATION
PROPOSED SITE PLAN



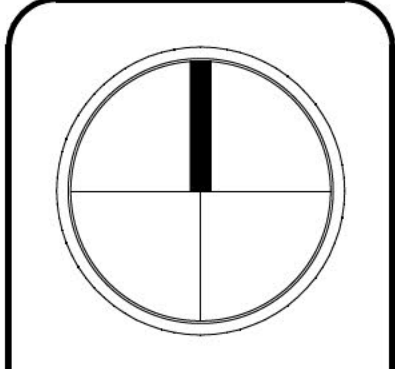
DRAWN BY: RICHARD M. SCHRAM	
DATE: JULY 14, 2022	
SCALE: 1" = 10'-0"	
SHEET: SP-1	



GRAPHIC SCALE



REVISIONS	BY

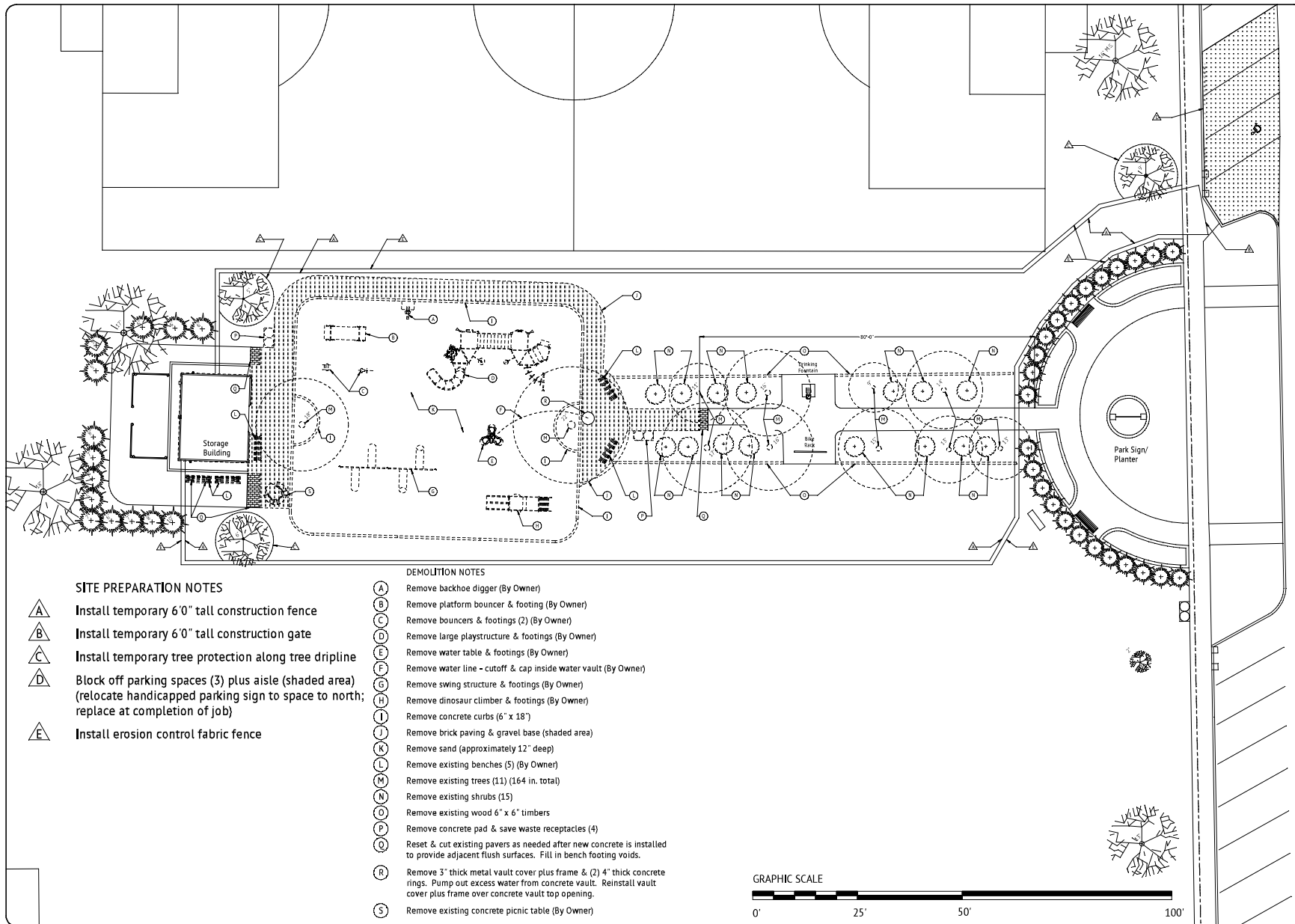


NOTES:
 EACH CONTRACTOR FOR EACH TRADE OR DIVISION SHALL CAREFULLY READ & STUDY PLANS & SPECIFICATIONS FOR ALL TRADES TO BE CERTAIN TO INCLUDE IN ITS CONTRACT ALL WORK TO BE DONE BY IT. SHALL VISIT SITE TO DETERMINE ALL EXISTING CONDITIONS. SHALL CHECK ALL MEASUREMENTS ON JOB & SHALL REPORT ALL INTERFERENCE TO OWNER BEFORE WORK IS DONE. APPLICABLE REQUIREMENTS OF PLANS & SPECIFICATIONS FOR ALL TRADES & DIVISIONS APPLY TO ALL CONTRACTS.

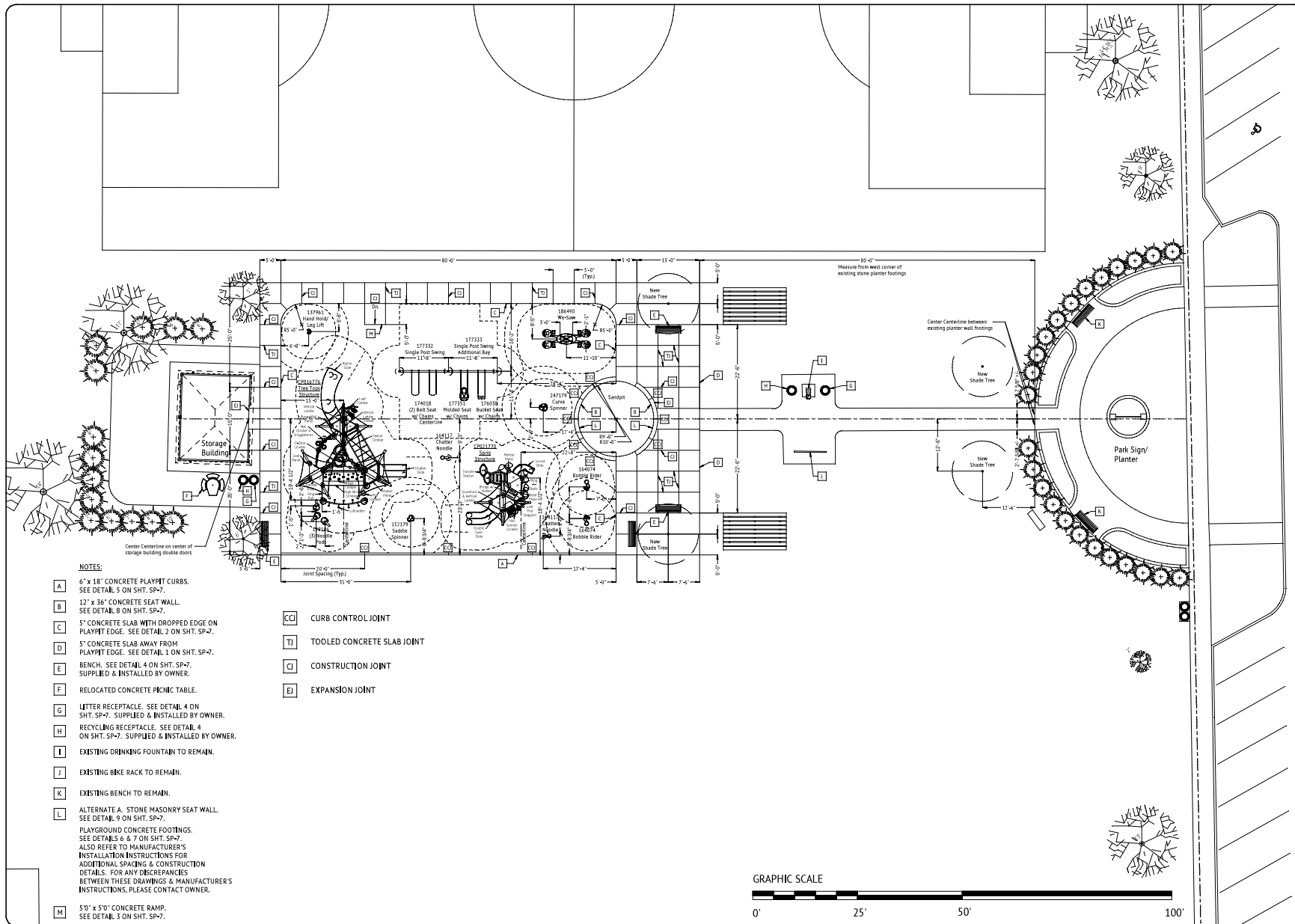
NICK CORWIN PARK
 1550 EDGEWOOD LN., WINNETKA, IL 60093
 PLAYGROUND RENOVATION
 EXISTING SITE PLAN



DRAWN BY: RICHARD M. SCHRAM
DATE: JULY 14, 2022
SCALE: 1" = 10'-0"
SHEET: SP-2



NICK CORWIN PARK 1550 EDGEWOOD LN., WINNETKA, IL 60093 PLAYGROUND RENOVATION PROPOSED PREPARATION & DEMOLITION PLAN	
DESIGNED BY: RICHARD M. SCHRAM DATE: JULY 14, 2022 SCALE: 1" = 30'-0" PROJECT: SP-3	





NICK CORWIN PARK

1550 EDGEWOOD LN., WINNETKA, IL 60093

PLAYGROUND RENOVATION

PROPOSED LAYOUT PLAN

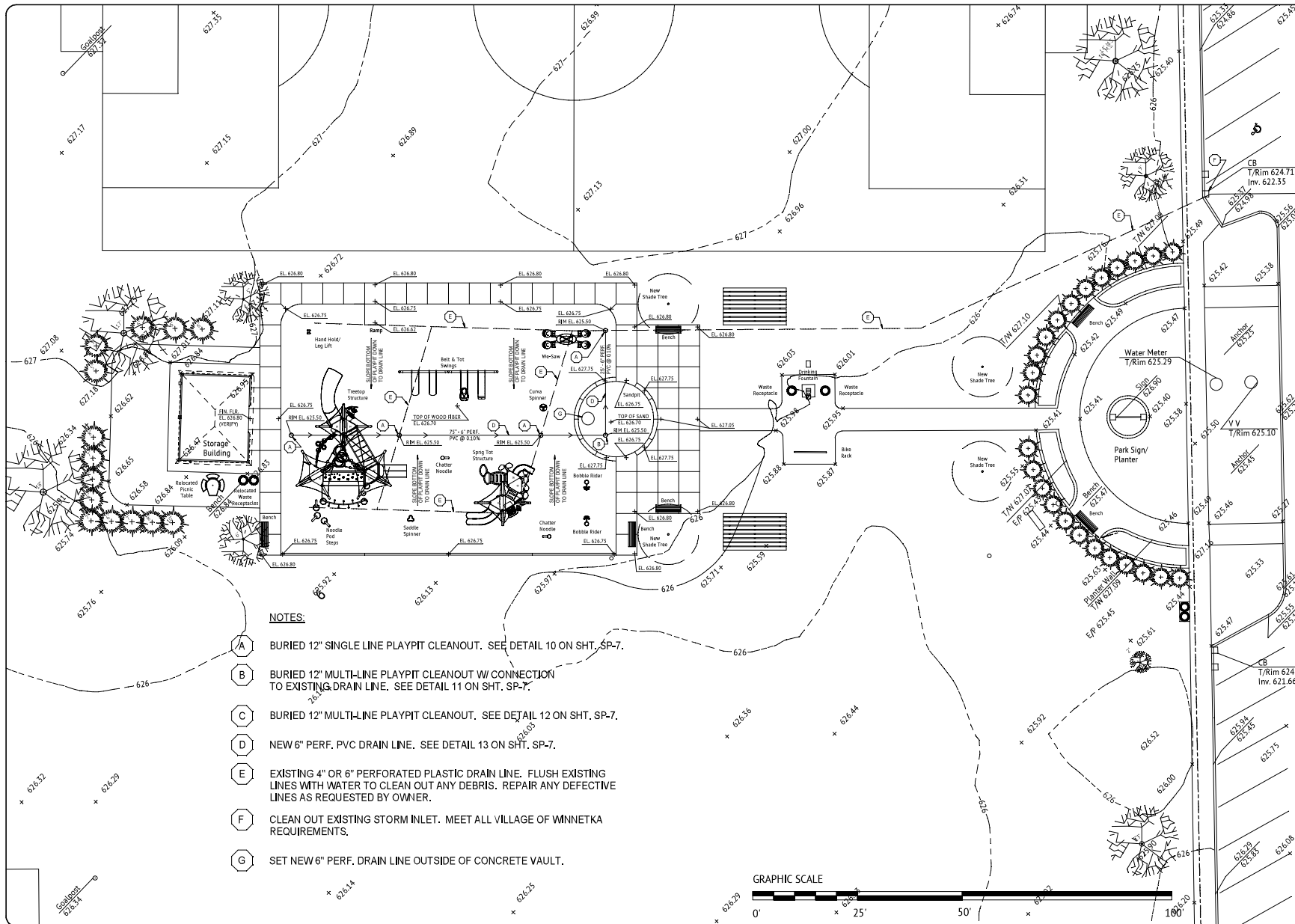


DESIGNED BY: RICHARD M. SCHRAM

DATE: JULY 14, 2022

SCALE: 1" = 30'-0"

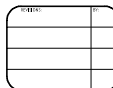
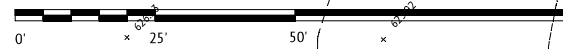
PROJECT: SP-4



NOTES:

- (A) BURIED 12" SINGLE LINE PLAYPIT CLEANOUT. SEE DETAIL 10 ON SHT. SP-7.
- (B) BURIED 12" MULTI-LINE PLAYPIT CLEANOUT W/ CONNECTION TO EXISTING DRAIN LINE. SEE DETAIL 11 ON SHT. SP-7.
- (C) BURIED 12" MULTI-LINE PLAYPIT CLEANOUT. SEE DETAIL 12 ON SHT. SP-7.
- (D) NEW 6" PERF. PVC DRAIN LINE. SEE DETAIL 13 ON SHT. SP-7.
- (E) EXISTING 4" OR 6" PERFORATED PLASTIC DRAIN LINE. FLUSH EXISTING LINES WITH WATER TO CLEAN OUT ANY DEBRIS. REPAIR ANY DEFECTIVE LINES AS REQUESTED BY OWNER.
- (F) CLEAN OUT EXISTING STORM INLET. MEET ALL VILLAGE OF WINNETKA REQUIREMENTS.
- (G) SET NEW 6" PERF. DRAIN LINE OUTSIDE OF CONCRETE VAULT.

GRAPHIC SCALE



DATE: JULY 14, 2022

SCALE: 1" = 30' 0"

PROJECT: NICK CORWIN PARK

1550 EDGEWOOD LN., WINNETKA, IL 60093

PLAYGROUND RENOVATION

PROPOSED ELEVATION & DRAINAGE PLAN

SP-5

DESIGNED BY: RICHARD M. SCHRAM

DATE: JULY 14, 2022

SCALE: 1" = 30' 0"

PROJECT: NICK CORWIN PARK

1550 EDGEWOOD LN., WINNETKA, IL 60093

PLAYGROUND RENOVATION

PROPOSED ELEVATION & DRAINAGE PLAN

SP-5

DESIGNED BY: RICHARD M. SCHRAM

DATE: JULY 14, 2022

SCALE: 1" = 30' 0"

PROJECT: NICK CORWIN PARK

1550 EDGEWOOD LN., WINNETKA, IL 60093

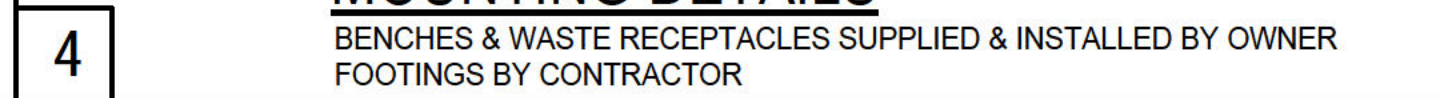
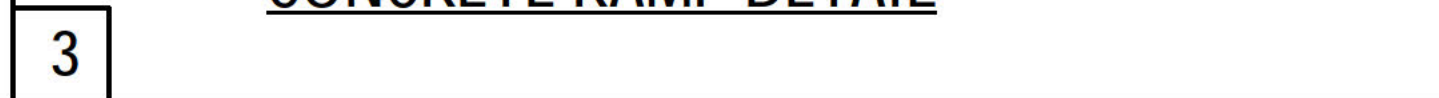
PLAYGROUND RENOVATION

PROPOSED ELEVATION & DRAINAGE PLAN

SP-5

DESIGNED BY: RICHARD M. SCHRAM

DATE: JULY 14, 2022



NOTES:

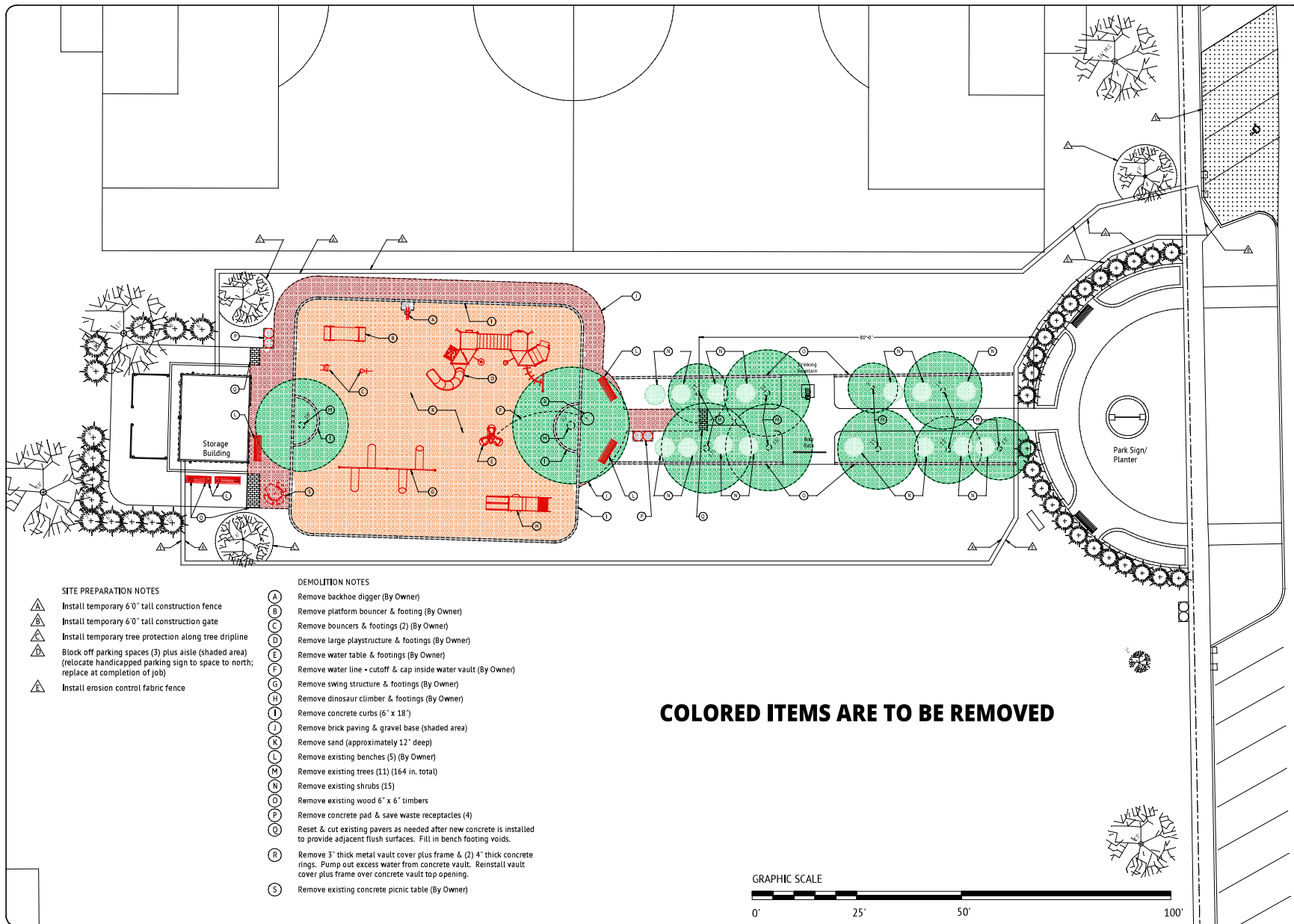
EACH CONTRACTOR FOR EACH TRADE OR DIVISION SHALL CAREFULLY READ & STUDY PLANS & SPECIFICATIONS FOR ALL TRADES TO BE CERTAIN TO INCLUDE IN IT'S CONTRACT ALL WORK TO BE DONE BY IT; SHALL VISIT SITE TO DETERMINE ALL LOCAL CONDITIONS; SHALL CHECK ALL MEASUREMENTS ON JOB; & SHALL REPORT ALL INTERFERENCES TO OWNER BEFORE WORK IS DONE. APPLICABLE REQUIREMENTS OF PLANS & SPECIFICATIONS FOR ALL TRADES & DIVISIONS APPLY TO ALL CONTRACTS.

NICK CORWIN PARK
1550 EDGEWOOD LN., WINNETKA IL 60093
PLAYGROUND RENOVATION
PROPOSED DETAILS



DRAWN BY:	RICHARD M. SCHRAM
DATE:	JULY 14, 2022
SCALE:	3/4" = 1'-0"
SHIFT:	

SP-7



DATE: _____

BY: _____

NOTES:

1. ALL DEMOLITION WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF CHICAGO'S DEMOLITION ORDINANCE, CHAPTER 4-10-000, ARTICLE 1, SECTION 1-1.

2. ALL DEMOLITION WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF CHICAGO'S DEMOLITION ORDINANCE, CHAPTER 4-10-000, ARTICLE 1, SECTION 1-2.

3. ALL DEMOLITION WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF CHICAGO'S DEMOLITION ORDINANCE, CHAPTER 4-10-000, ARTICLE 1, SECTION 1-3.

4. ALL DEMOLITION WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF CHICAGO'S DEMOLITION ORDINANCE, CHAPTER 4-10-000, ARTICLE 1, SECTION 1-4.

5. ALL DEMOLITION WORK SHALL BE DONE IN ACCORDANCE WITH THE CITY OF CHICAGO'S DEMOLITION ORDINANCE, CHAPTER 4-10-000, ARTICLE 1, SECTION 1-5.

NICK CORWIN PARK

1550 EDGEWOOD LN., WINNETKA, IL 60093

PLAYGROUND RENOVATION

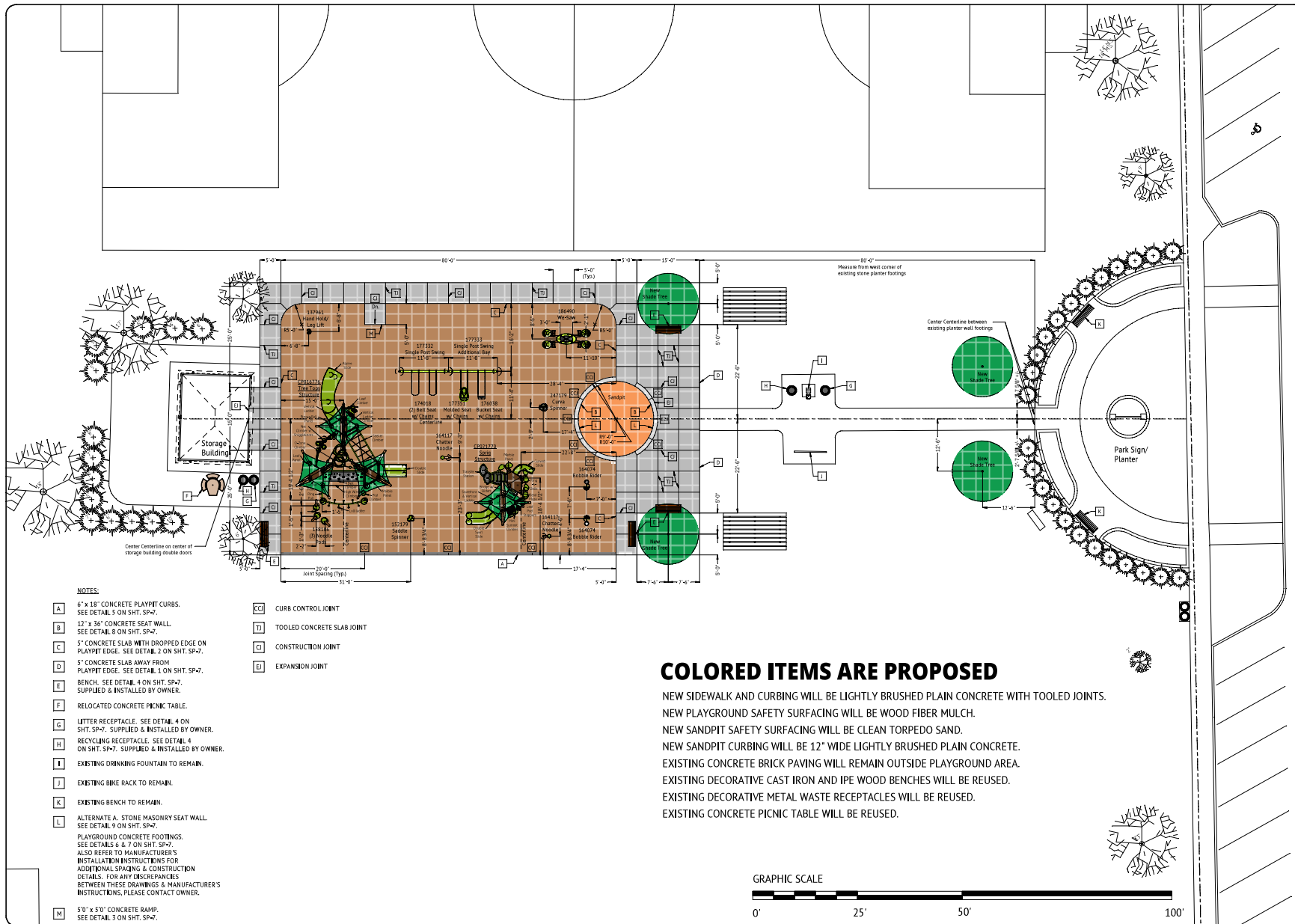
PROPOSED PREPARATION & DEMOLITION PLAN

DESIGNED BY: RICHARD M. SCHRAM

DATE: JULY 14, 2022

SCALE: 1" = 30'-0"

PROJECT: SP-3



COLORED ITEMS ARE PROPOSED

NEW SIDEWALK AND CURBING WILL BE LIGHTLY BRUSHED PLAIN CONCRETE WITH TOOLED JOINTS.
NEW PLAYGROUND SAFETY SURFACING WILL BE WOOD FIBER MULCH.
NEW SANDPIT SAFETY SURFACING WILL BE CLEAN TORPEDO SAND.
NEW SANDPIT CURBING WILL BE 12" WIDE LIGHTLY BRUSHED PLAIN CONCRETE.
EXISTING CONCRETE BRICK PAVING WILL REMAIN OUTSIDE PLAYGROUND AREA.
EXISTING DECORATIVE CAST IRON AND IPE WOOD BENCHES WILL BE REUSED.
EXISTING DECORATIVE METAL WASTE RECEPTACLES WILL BE REUSED.
EXISTING CONCRETE PICNIC TABLE WILL BE REUSED.

NICK CORWIN PARK
1550 EDGEWOOD L.N., WINNETKA, IL 60093
PLAYGROUND RENOVATION
PROPOSED LAYOUT PLAN



DESIGNED BY: RICHARD M. SCHRAM
DATE: JULY 14, 2022
SCALE: 1" = 30'-0"
SHEET: SP-4



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: AUGUST 18, 2022
SUBJECT: AWNINGS & AWNING SIGN REGULATIONS & DESIGN GUIDELINES

At the August 24, 2022, Design Review Board meeting, the Board will continue a study session to review the Village's current awning code requirements and awning sign code requirements and design guidelines. This is a continuation of the Board's work on potential amendments to all Village sign code requirements and guidelines.

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

Village Code – Chapter 12.24 – Awnings and Canopies

Village Code - Chapter 15.60 – Signs

Village Design Guidelines – Awnings & Banners

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

At the July Design Review Board meeting, the Board began to review the requirements and guidelines for awnings and awning signs and to discuss what awnings/awning signs could be administratively approved by staff and which would continue to require Board review and approval. **Attachment A** includes proposed amendments to the awning and awning sign requirements and guidelines based upon the Board's discussion at the July meeting. The Board seemed to favor limited staff administrative review for awnings and awning signs; based upon that feedback, staff has adjusted the proposed amendments accordingly. At the August meeting, we will review the proposed changes to the awning and awning sign requirements and guidelines reflecting the discussion at the July meeting.

ATTACHMENTS

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

Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

Awnings and Awning Signs - Administrative Approval

Staff shall have the authority to administratively approve the following replacement awnings and awning signs for awnings and awnings signs that had previously been approved by the Design Review Board:

1. Replacement of an existing awning with an awning of the same shape and colors, provided the new awning meets all current awning requirements and design guidelines.
2. Replacement of awning signs with signs of the same colors.



Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

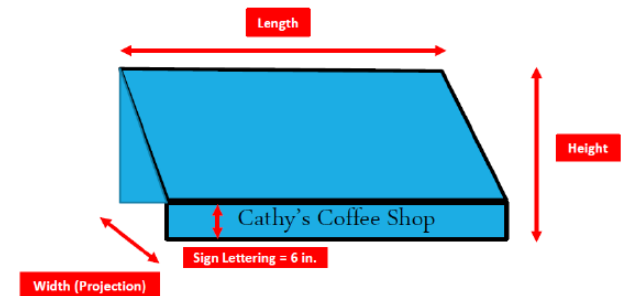
Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

Awnings and Awning Signs Requiring Review by the Design Review Board

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

1) **Awning Shape and Size**

- a) Awnings on a building shall be ~~uniform~~ **consistent** in size, projection, and shape, except for arched openings. (Existing design guideline – proposed amendment).
- b) The length of the awning shall be restricted to the length of the storefront opening and shall not continue over the masonry piers. (Existing design guideline).
- c) The vertical and horizontal dimensions should be proportional to the overall projection of the awning. (Existing design guideline).
- d) **Awning scale and proportions are to be appropriate for the building on which they are mounted as well as the adjacent structures. (Existing design guideline).**

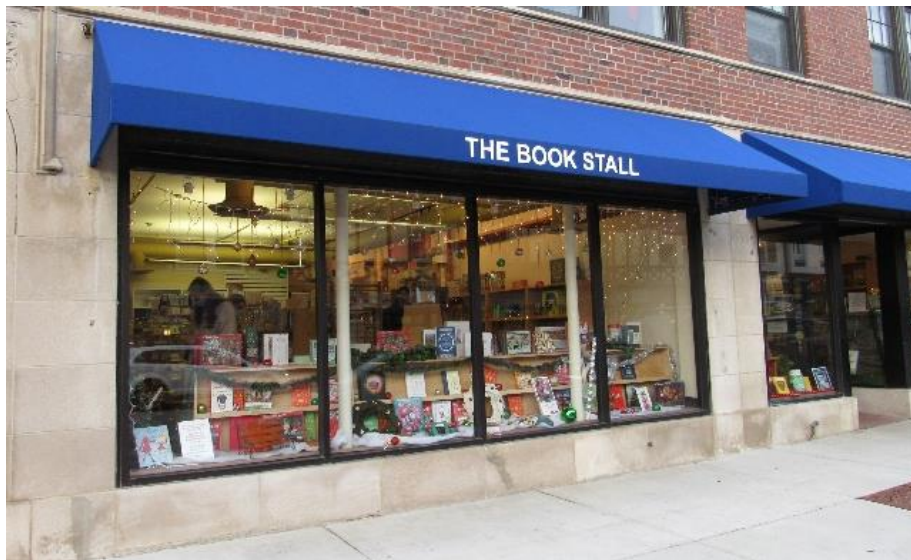


Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

Awning Shape and Size (Continued)

- e) An awning shall project at least 24 inches from the face of the building and not more than 36 inches. (Existing design guidelines)
- f) Arched opening shall receive ½-round dome awnings, while rectangular openings shall receive rectangular, gently sloping; planar forms ~~with closed ends~~. (Existing design guideline)
- g) Valances may be fixed or loose. (Existing design guidelines)
- h) Awnings may be fixed or retractable. (Existing design guidelines)



Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

2) Awning Materials & Colors

- a) **The awning material shall consist of a durable canvas, or a canvas-like material.** ~~An awning shall be covered with cloth or other light and pliable substance. (Amended Existing awning requirement).~~
- b) The awning material shall be taut, not relaxed. (Existing design guidelines)
- c) ~~All awnings located on the same building shall be the same color. (Existing guidelines)~~
- d) **The awnings for a building tenant located on the street level shall be all the same color.** (New proposed guideline)
- e) **Each street level tenant located in a building with multiple tenants may have its own color of awning.** (New proposed guideline)
- f) **All awnings located on building levels above the street level shall be the same color.** (New proposed guideline)
- g) ~~Colors are restricted to earth tones~~ **Neutral** and primary and secondary colors **are preferred**. (Existing design guidelines - amended)
- h) ~~Awning materials shall consist of matte finish painted army duck, vinyl coated cotton, acrylic coated polyester, and vinyl coated polyester or cotton and solution dyed acrylic. (Existing design guidelines)~~
- i) Awning colors must take into account the color selection of the surrounding materials, buildings, signs, awnings, and image of the retailer/user and district. (Existing guideline)
- j) Colors should enhance and compliment the building. (Existing guideline)

Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

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Text in purple represents existing guidelines we did not review in July.



3) **Awning Illumination.** Signs shall **not be illuminated.**

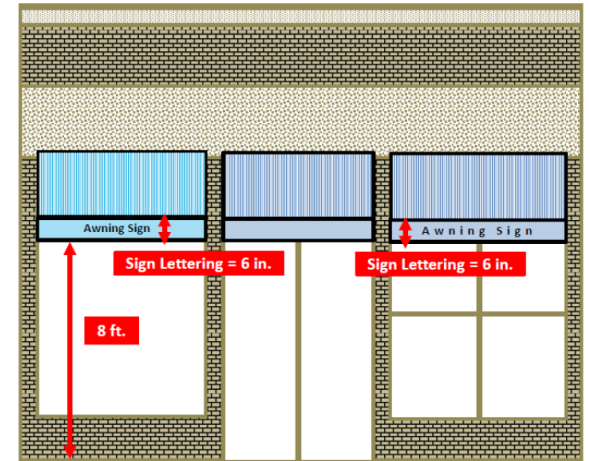
4) **Construction and Placement of Awning**

- a) Awnings shall be securely attached to the building. (Existing awning requirement.)
- b) Awnings shall be properly supported, without posts, by iron or other metallic fastenings and supports. (Existing awning requirement.)

Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

- c) The clearance between the highest part of the pavement and the lowest part of the awning or canopy, including the frame, shall be no less than 8 feet. (Existing awning requirement.) Exception:
- i) Any awning that is subject to the requirements of this section, that was lawfully in existence prior to March 4, 2003, that has a clearance between the highest part of the pavement and the lowest part of the awning, including the frame, of less than 8 feet but not less than 6½ feet, and that is otherwise in compliance with the provisions of this section, shall be deemed in compliance with the terms of this section until any portion of the support apparatus of the awning is replaced, at which time the awning must be installed and maintained no less than 8 feet at its lowest part above the highest part of the sidewalk. (Existing awning requirement.)
- d) Awnings shall not project over more than three-fourths of the width of the sidewalk. (Existing awning requirement.)
- e) Awnings shall not be constructed or repaired with wood, either wholly or in part. (Existing awning requirement.)
- f) A rigid canopy may be permitted to extend over any public street, sidewalk or alley in the Village, provided that it meets all of the above “Construction and Placement of Awning” requirements. (Existing awning requirement)
- g) Fixed awnings shall have rigid ~~concealed~~ frames. (Existing guideline)
- h) ~~Retractable awnings shall have a canopy cover and automatic retractable rollers mounted to the building.~~ (Existing design guideline)
- i) Frames shall be painted to match or compliment the color of the awning cover material or its underside. (Existing design guideline)

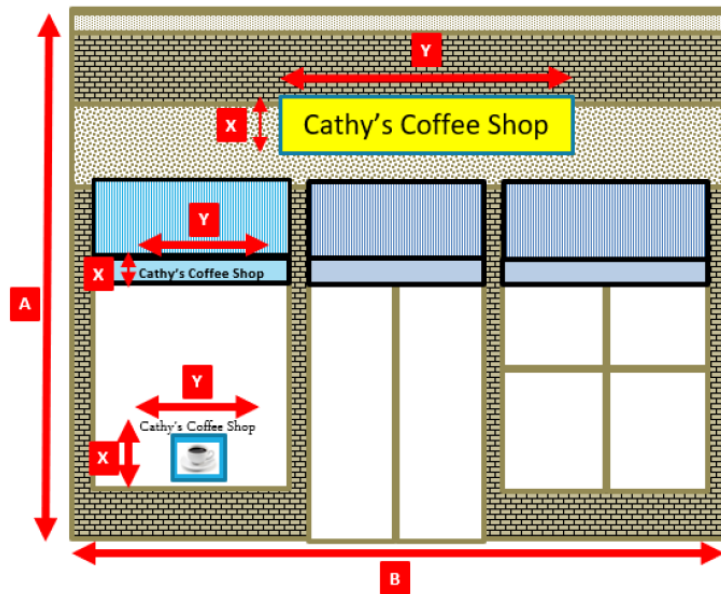


Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

5) Awning Sign Area.

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

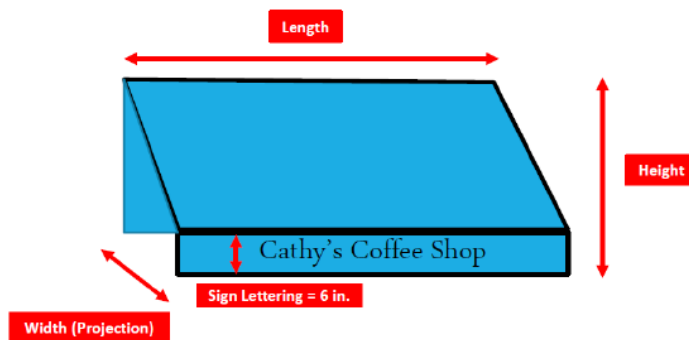


Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

6) Awning Sign Letters & Logo

- a) No awning sign shall contain information other than the name of the occupant or business, the street address numbers of the premises and the occupant's logo or trademark. (Existing sign requirement)
- b) The size of letters, logos or trademarks on awnings shall not exceed six inches in height. (Existing sign requirement)
- c) All awning signs **for a business** located on the same building shall have the same color text and **color** logos. (Existing guidelines - amended)
- d) Awning signs shall be **designed and applied by an awning or sign professional** ~~applied using silkscreen, painted, cutout lettering, heat color transfer, pressure sensitive vinyl films or sewn applique signs.~~ (Existing requirement)



Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

7) Awning Sign Placement.

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



Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
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1) Design Guidelines

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

Section 15.60.150 Certificate of appropriateness.

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

1. The sign area shall ~~not exceed the maximum permitted area and~~ shall be in proportion and scale to the building or to other buildings or signs in the surrounding area; (This deleted language is already a code requirement, so language is redundant)
2. A signage package for a business establishment ~~Projects which include~~ **that includes** a number of signs and graphics shall have an overall **that demonstrates the compatibility of the design and colors of all the signs that are part of that package;**
3. The amount of **text and graphics** ~~information~~ contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;
4. Signs and graphics shall have a harmonious relationship with nearby signs, buildings and the neighborhood, and shall be designed so as not to adversely affect adjacent structures. In this respect the sign shall ~~be related~~ **relate** to its building, structure and neighborhood in terms of size, shape, material, color, texture, lettering, location, arrangement, lighting, and the like;
5. Colors shall be used with restraint and excessive brightness shall be avoided;
6. ~~External lighting shall be arranged so that the light source is screened from view.~~ (This deleted language is already a Sign Code requirement (Sec. 15.60.130.B - Illumination); language is redundant.);
7. The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.

Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

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ADDITIONAL AWNING CODE AMENDMENTS – CHAPTER

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

12.24.030 Restrictions and Limitations.

- A. Any awning that extends into a street or sidewalk of the Village shall meet all of the following requirements:
1. It shall be covered with cloth or other light and pliable substance.
 2. It shall be securely attached to the building.
 3. It shall be properly supported, without posts, by iron or other metallic fastenings and supports.
 4. The clearance between the highest part of the pavement and the lowest part of the awning or canopy, including the frame, shall be no less than 8 feet. **However, upon request the Director of Engineering may determines that the unique characteristics of a proposed awning location, such as an isolated location or a location that experiences a relatively significant change in grade, warrant allowing a height less than 8 feet, but no less than 7 feet, would not create an unsafe environment for pedestrians and would allow Village maintenance crews to perform all required maintenance of the sidewalk.**
 5. It shall not project over more than three-fourths of the width of the sidewalk.
 6. It shall not be constructed of or repaired with wood, either wholly or in part.
- B. A rigid canopy may be permitted to extend over any public street, sidewalk or alley in the Village, provided that it meets all of the requirements of the foregoing subsection A.
- C. Any awning that is subject to the requirements of this section, that was lawfully in existence prior to March 4, 2003, that has a clearance between the highest part of the pavement and the lowest part of the awning, including the frame, of less than 8 feet but not less than 6½ feet, and that is otherwise in compliance with the provisions of this section,, shall be deemed in compliance with the terms of this section until any portion of the support apparatus of the

Draft Awning & Awning Sign Requirements & Guidelines Amendments 8/24/22 DRB Meeting

Amendments are reflected as follows: **additions are bold & double-underlined** and ~~deletions are struck through~~
Text in purple represents existing guidelines we did not review in July.

awning is replaced, at which time the awning must be installed and maintained no less than 8 feet at its lowest part above the highest part of the sidewalk.

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

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

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

Chapter 12.24**AWNINGS AND CANOPIES**

Sections:

12.24.010 Approvals Required.

12.24.020 Permit Application

12.24.030 Restrictions and Limitations.

Section 12.24.010 Approvals Required.

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

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

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

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

12.24.020 Permit Application

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

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

12.24.030 Restrictions and Limitations.

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

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

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

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

(Prior code § 7.05)

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

Chapter 15.60 - SIGNS

Sections:

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

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

Section 15.60.010 Title.

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

Section 15.60.020 Scope.

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

Chapter 15.60 - SIGNS

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

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

Section 15.60.030 Intent.

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

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

Section 15.60.040 Rules of construction.

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

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

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

Section 15.60.050 Definitions.

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

"Board" means the Winnetka Design Review Board.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

(Amended MC-7-2002 § 2, 08/06/02)

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

Section 15.60.060 Prohibited signs.

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

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

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

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

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

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

G. (Repealed.)

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

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

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

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

Section 15.60.070 Exempt signs.

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

Chapter 15.60 - SIGNS

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

Section 15.60.080 Signs allowed without a permit.

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

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

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

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

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

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

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

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

Section 15.60.090 Permitted temporary signs.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Section 15.60.100 Signs on residential properties.

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

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

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

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

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

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

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

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

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

Section 15.60.120 Commercial signs.

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

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

1. Wall Signs and Window Signs.
 - a. No wall sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark.
 - b. No wall sign or window sign shall exceed seventy (70) square feet in area.
 - c. Wall signs shall be placed substantially parallel to the surface of the wall.
 - d. Window signs may be displayed on the street exposure or nonstreet exposure windows of an occupant; provided that, the total area of window signs in any single window pane or any single section of window shall not exceed ten (10) percent of the area of the single window pane or single section of window on which it is located.

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

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

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

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

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

2. Projecting Signs.

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

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

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

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

3. Freestanding Signs.

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

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

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

4. Awning Signs.

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

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

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

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

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

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

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

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

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

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

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

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

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

Section 15.60.130 General standards.

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

A. Sign Measurement.

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

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

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

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

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

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B. Illumination.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Section 15.60.140 Sign permit procedures.

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

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

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

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

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

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

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

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

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

Section 15.60.150 Certificate of appropriateness.

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

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

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

D. Issuance of Certificate.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Section 15.60.160 Amendment to permit work.

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

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

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

Section 15.60.170 Expiration and revival of permits.

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

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

Section 15.60.180 Failure to complete work.

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

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

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

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

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

Section 15.60.190 Review of existing permanent signs.

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

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

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

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

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

Section 15.60.200 Nonconforming signs.

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

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

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

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

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

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

Section 15.60.210 Unlawful display deemed nuisance.

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

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

Section 15.60.220 Enforcement, penalties and revocation of permit.

Chapter 15.60 - SIGNS

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

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

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

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

E. Penalties--Fines.

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

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

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

Chapter 15.60 - SIGNS

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

Section 15.60.230 Violation of regulations.

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

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

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

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

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

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

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

Section 15.60.240 Appeals.

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

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

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

Section 15.60.250 Variations.

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

Chapter 15.60 - SIGNS

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

C. Variations shall be permitted only if:

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

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

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

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

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

Section 15.60.260 Liability for damages.

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

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

The Village of

Winnetka

Design Guidelines

Awning Excerpts



e. Awnings and Banners

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: AUGUST 18, 2022
SUBJECT: SINGLE FAMILY RESIDENTIAL DESIGN GUIDELINES

INTRODUCTION

At the August 24, 2022, Design Review Board special meeting, the Board is scheduled to hold a continued study session on the topic of residential design guidelines for new single-family homes. The Board held previous study sessions on the topic on May 19, June 28, and July 21 of this year.

At its July 21 meeting, Board members talked about homes in the community that they found to be too large for their lot and neighborhood as well as homes they found the design of which were less than compatible for the neighborhood in which they were located. At the August meeting, we will continue this discussion by reviewing images of homes that may fall in one of these two categories. The purpose of this exercise is to get a better understanding of the design elements of homes for which Board members may have concerns. To assist with the discussion and to help Board members articulate what design elements are missing or are misapplied, attached is a copy of the Draft 2010 Residential Design Guidelines (**Attachment A-3**).

As we continue to discuss how the Village could better ensure that the design of new single-family homes and major additions are compatible with the neighborhoods in which they will be located, the Board may find the following questions helpful:

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

- iii. What bodies will be involved in the review and approval?
 - 1. Will an advisory body review and approve the design, with appeals going to the Village Council?
 - 2. Or will the advisory body only make a recommendation, with the Council making the final determination?
- iv. What will be the design standards that the decision-bodies use to make their final determinations?
- v. Are there any zoning variations that may be granted as part of this review process?
- vi. Based upon what the design standards will be, what will applicants be required to submit as part of the application process?
- vii. How will the public be provided an opportunity to participate in the review process? Will there be a public notice requirement (e.g., web posting, mail notice)?
- viii. What type of staff resources is the Village willing to commit to this process?

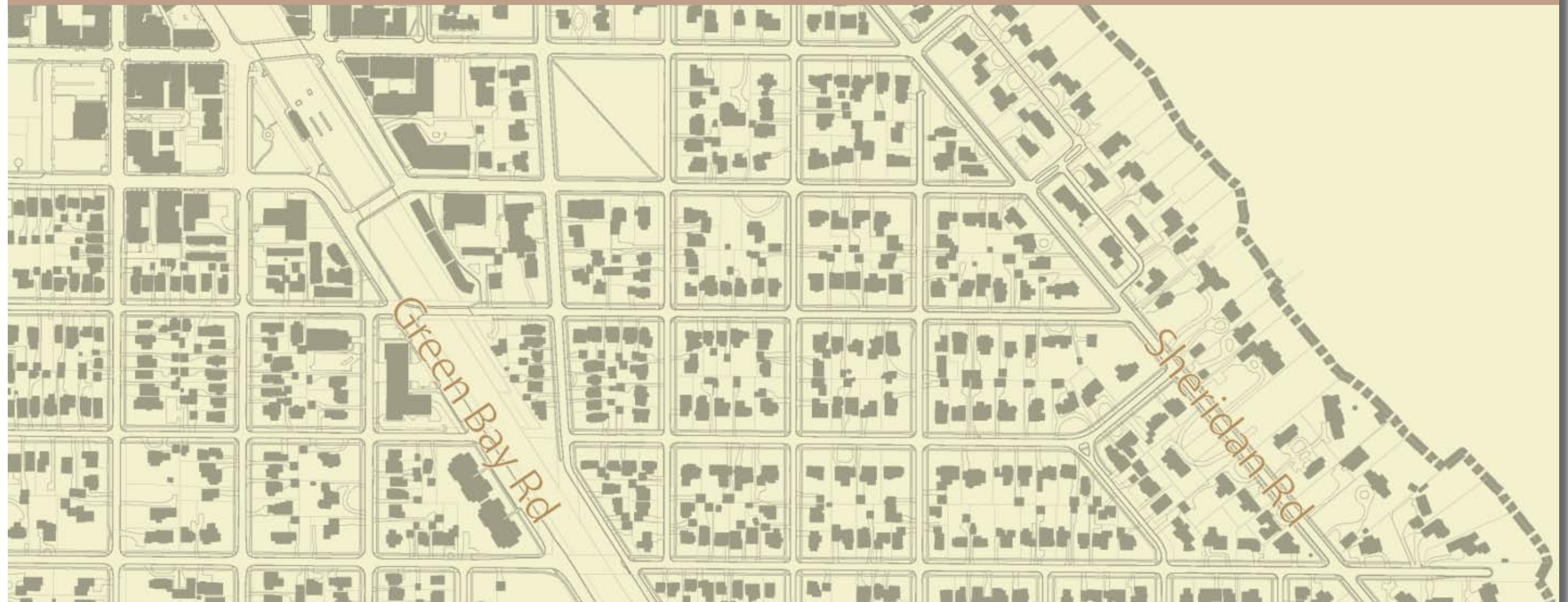
Staff will be present at the August meeting to assist the Board with this discussion.

ATTACHMENTS

Attachment A-3 Draft 2010 Residential Design Guidelines.

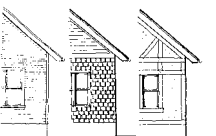
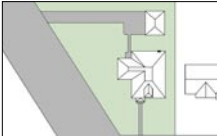
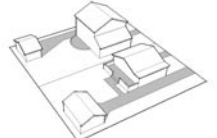
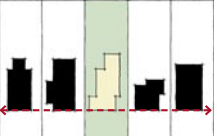
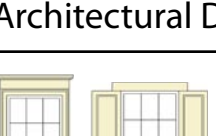


RESIDENTIAL DESIGN HANDBOOK



WINNETKA, ILLINOIS

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INTRODUCTION

Purpose

Winnetka is renowned for its beauty, as a community where homes, shops, streets and landscapes combine in a “beautiful land.” It retains the natural beauty that brought early settlers to the area, while nurturing development of a community that has established a sense of place. Family-oriented neighborhoods with tree-lined streets, gracious yards and well-crafted homes are signature features. Within this setting, new homes and improvements to existing ones are welcomed and, as new construction occurs, it is important that it fit with the Village character.

This handbook is intended to help residents maintain and enhance the unique character and design quality of residential neighborhoods in Winnetka. It is published by the Village of Winnetka in the interest of promoting “good neighbors” through designs which will be compatible with the community’s design traditions.

Goals

- To preserve the character of Village neighborhoods which initially attracted people to live here.
- To promote new residential development that respects the character of Winnetka and its varying neighborhoods.
- To facilitate a greater understanding of contextual design by owners, designers, residents and others in the development community.
- To provide a practical resource for identifying and maintaining Village neighborhoods’ characteristic design features.
- To encourage innovative and creative design through well-illustrated voluntary design guidelines.
- To be useful and easily understood by both professionals and the general public.

Scope

This handbook is for everyone interested in residential development in Winnetka, including property owners, visitors, architects, planners and developers. For the general reader, it provides an overview of design traditions in Winnetka. For those considering a residential improvement project or who want more details about how to understand neighborhood compatibility, it provides information on contextual design. For developers pursuing a project involving a residential property, the handbook also provides voluntary design guidelines for responding to specific issues in a manner which reflects the quality and character of Winnetka and its residential neighborhoods.



Tudor revival home, circa 1927. A common style during the early development of the Village.



New construction home on a larger lot within the Village, with massing and facade articulation evocative of earlier homes. Quality materials and period detailing will age gracefully.



Traditional clapboard siding and muted earth tones integrate this new home seamlessly with the neighborhood and surrounding landscape. Elements such as expressed beams and exposed rafter tails express a sense of craftsmanship and attention to detail.

Designing in Context

When beginning an improvement project it is important to understand the context in which it will be built. Winnetka neighborhoods developed with individuality, while at the same time maintaining a connection with the neighborhood and the Village as a whole. This produced distinctive, high-quality neighborhoods, with a sense of belonging among each other and the Village as a whole. Future improvements should respect these design traditions.

The features that define the context of a neighborhood vary. Some have rectilinear grid streets, with a consistent rhythm of houses that are uniformly aligned along a block. Others have curvilinear streets, sometimes even without curbs, and homes are placed at different angles with respect to the street. Respecting these character-defining features is an essential part of compatibility in Winnetka.

Contextual design considers a project’s setting and responds to it in a manner which respects the design traditions and identity of that area. It focuses on the character of the neighborhood in which the project is located and on basic principles of house design. This handbook outlines a basic approach to contextual design which will help property owners develop designs that will meet their needs and also be compatible with their neighbors.

Being compatible does not mean mimicking the design next door. In fact, another distinctive feature of Winnetka homes is that each is an individual design. The essence of compatibility is not about copying a style, but is instead a more fundamental consideration of the “framework” of a neighborhood. Within that context, using massing and proportion to convey appropriate scale and employing detail and materials to provide a sense of authenticity and high quality are essential. These and other principles are explained throughout this handbook.



Cedar shingles and siding, wood windows and high quality exterior trim carpentry is sympathetic toward other frame homes in the neighborhood, helping it blend in gracefully. The long slope of the roof line establishes an intimate scale and terminates at an inviting, well detailed front porch, creating a welcoming appearance from the street.

DESIGN A “WINNETKA” HOME

A house should fit with its context. It should not directly copy existing styles, but should reflect traditional building proportions, high quality construction and attention to detail. The following guidelines, therefore, promote development that is compatible with the neighborhood. They do not specify a style or design theme. Creative, contemporary and environmentally-responsive design solutions are encouraged when they are also in keeping with Winnetka’s design traditions.



Follow these arrows in this book for a step-by-step design process.



Extended horizontal lines of a Prairie Style house help it to appear low in scale, which is a design tradition in much of Winnetka, and is a feature of many styles in the Village. These elements can be used successfully in many Winnetka neighborhoods.



A new home appears to be more in scale when variations in massing and materials occur and basic building components, such as windows and doors, appear similar in size to those used traditionally. Applying trim with substantial depth around windows also contributes to a sense of scale. Such improvements enhance the “curb appeal” of a property, which includes how a house relates to its context.



Attention to detail is important. High quality wooden shutters are appropriately sized and include fully operational hardware, providing an additional level of detail and “visual depth”. Divided light windows with appropriately scaled trim boards also break down the overall scale of the facade and give the building a sense of warmth and richness.

THE BASICS OF DESIGNING A HOME

When designing a home in Winnetka, plan it at four different levels. First, consider the Village as a whole, then the specific neighborhood, and next the features of the building site. Finally address the building design itself.

Follow these basics of home design:

Village-wide

▶ Respect Village-wide Design Traditions.

Neighborhood

▶ Fit with the Neighborhood.

Site

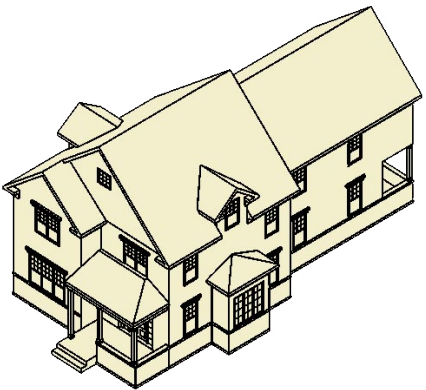
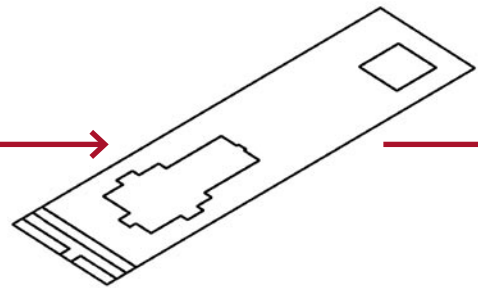
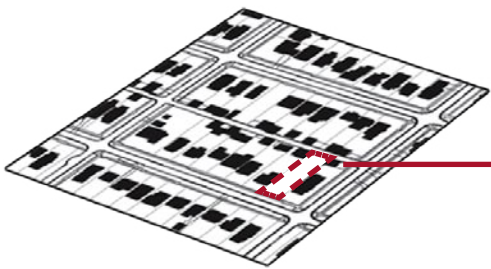
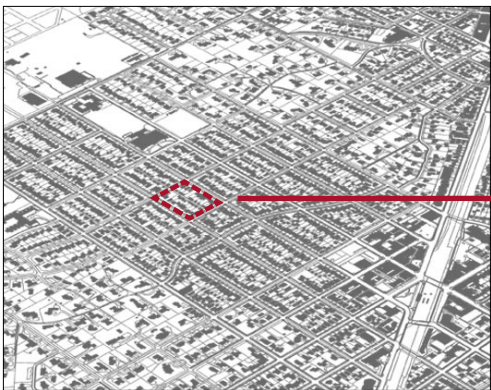
▶ Work with the Site.

Building

▶ Design a “Winnetka Home.”



Designing a “Winnetka Home” means fitting with the neighborhood while also responding to the individual features of the site itself. In this block, house styles vary, but they are of similar scale and maintain a uniform front setback. This adds to a sense of “fitting in.”



First, consider the character of Winnetka as a whole. This includes well-proportioned architectural designs, human-scaled buildings, open spaces, pedestrian orientation and a sensitivity to natural features. Uphold these traditions to maintain Winnetka’s high level of design quality and sense of community.

At the neighborhood level, look for similar development patterns that occur over several blocks. Respect uniform setbacks where they occur, for example. Such neighborhood-wide features are important for compatibility.

Next, assess the features of the site. Identify assets, such as hillsides, ravines and mature trees, and highlight them in the design.

Finally, design the home to fit the tone of Winnetka. Consider how the building will convey similar attributes as others and appear in scale, while maintaining a sense of individuality.

KEY PRINCIPLES: DESIGNING A “WINNETKA HOME”



Design a new home to reflect the design traditions of Winnetka. The principles illustrated here, and others, are described in the pages that follow.

These key principles apply to all new construction, as well as additions to existing homes in Winnetka. They can be adapted to any style or design approach.

Key Principles Topics	
Designing a “Winnetka Home”	3
Neighborhood Scale	4
Neighborhood Character	5
Proportion to Lot Size	6
Building Setback	7
Design Character	8

Eaves have substantial depth (see page 14).

Window proportions provide a sense of human scale (see page 36).

Details are in keeping with the selected style (see page 35).

One story porch helps reduce scale as seen from the street (see page 29).

Entry is in proportion and relates to the street (see page 28).

Raised first floor is similar to others in the area (see page 23).

The diagram shows a two-story house with a complex roofline featuring multiple gables and a prominent front-facing gable. A central entrance is sheltered by a one-story porch with columns. To the right, there is a bay window on the first floor. Red arrows point from specific architectural details to text boxes explaining design principles: eaves depth, window proportions, style details, porch scale, entry proportion, first floor height, roof ridge variation, living space in roof form, side wall height, wall plane variation, and bay window proportion.

Variation in roof ridge helps reduce mass (see page 12.)

Placing some living space in roof form helps reduce building mass (see page 15).

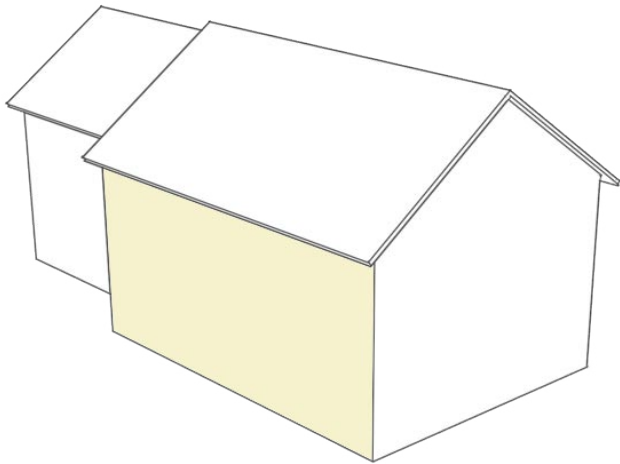
Side wall height is relatively low, to be compatible with neighbors (see page 24).

Variation in wall plane reduces perceived mass (see page 19).

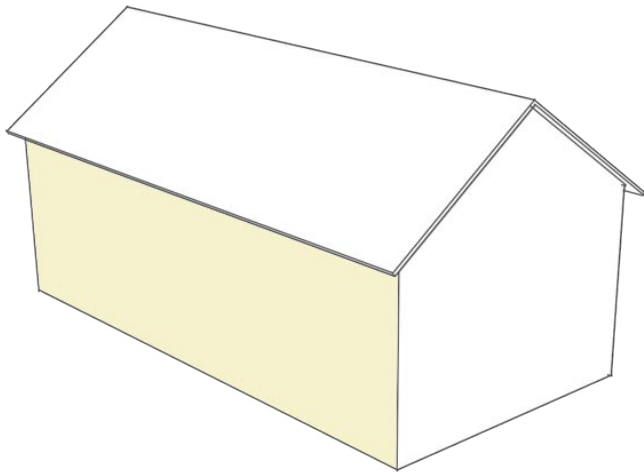
Bay window is in proportion (see page 31).

KEY PRINCIPLES: NEIGHBORHOOD SCALE

✓ Vary massing, using wall offsets and changes in ridge height, to reduce scale and add interest, with a modest impact to building footprint.



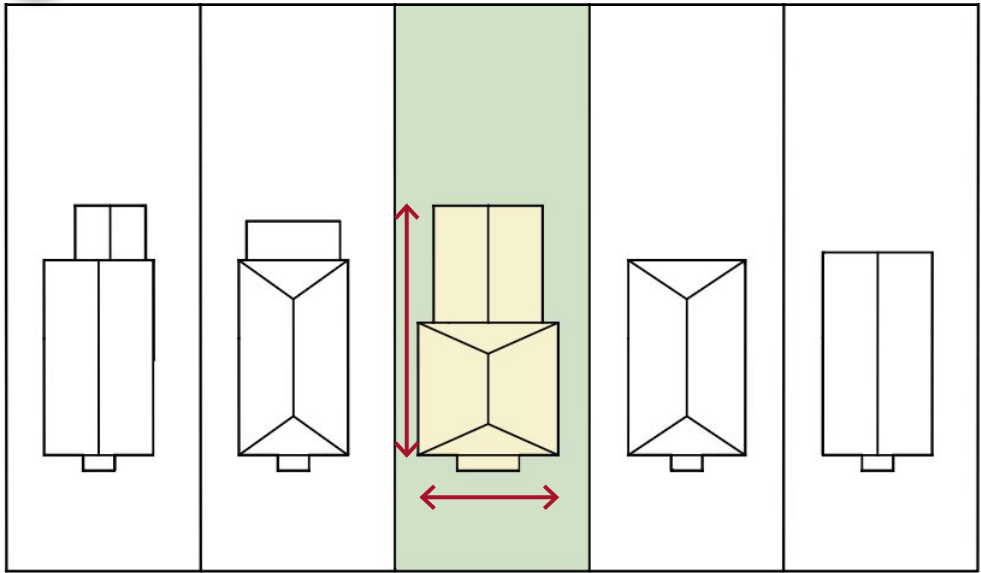
✗ Avoid a large, unarticulated mass, which will appear out of scale.



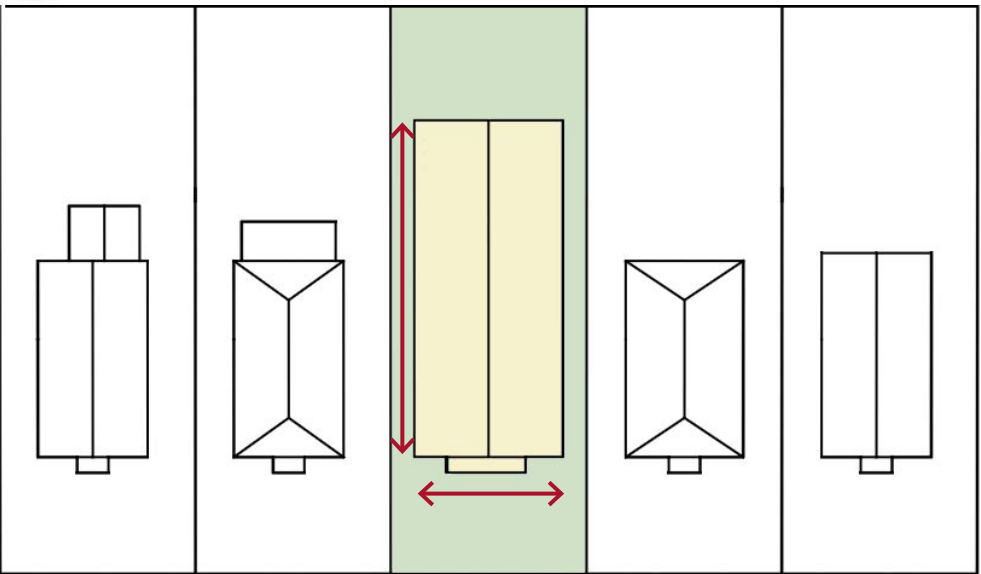
While the principles on the preceding page relate to the design of a house itself, other principles address massing with respect to neighbors.

▶ Design a new home to be in scale with the neighborhood.

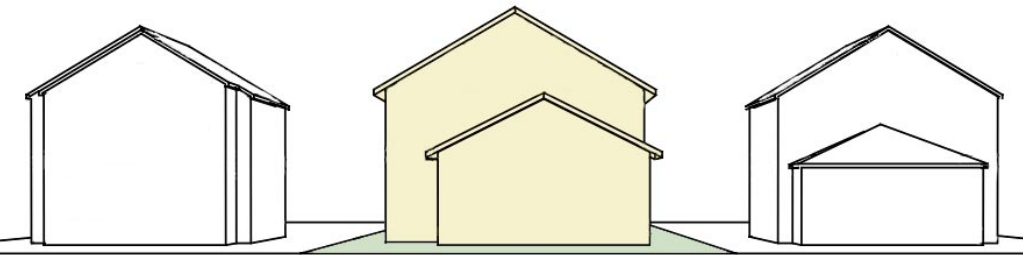
✓ While somewhat larger, this building footprint is in character with its neighbors.



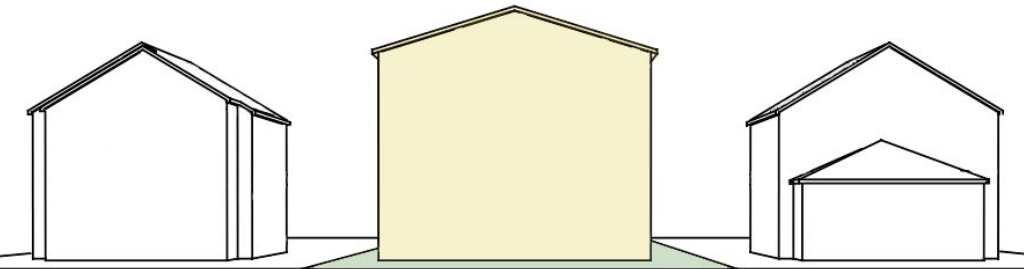
✗ Building footprint substantially exceeds traditional buildings in the area, and has a large, unarticulated roof form.



✓ New home is similar in height to its neighbors.



✗ Height of new home looms over neighbors.



KEY PRINCIPLES: NEIGHBORHOOD CHARACTER

▶ Design a home to be in character with the neighborhood.

✓ Compatible Form.



Preferred: The building mass steps down on both sides, resulting in a front facade which appears closer in scale to neighboring homes.

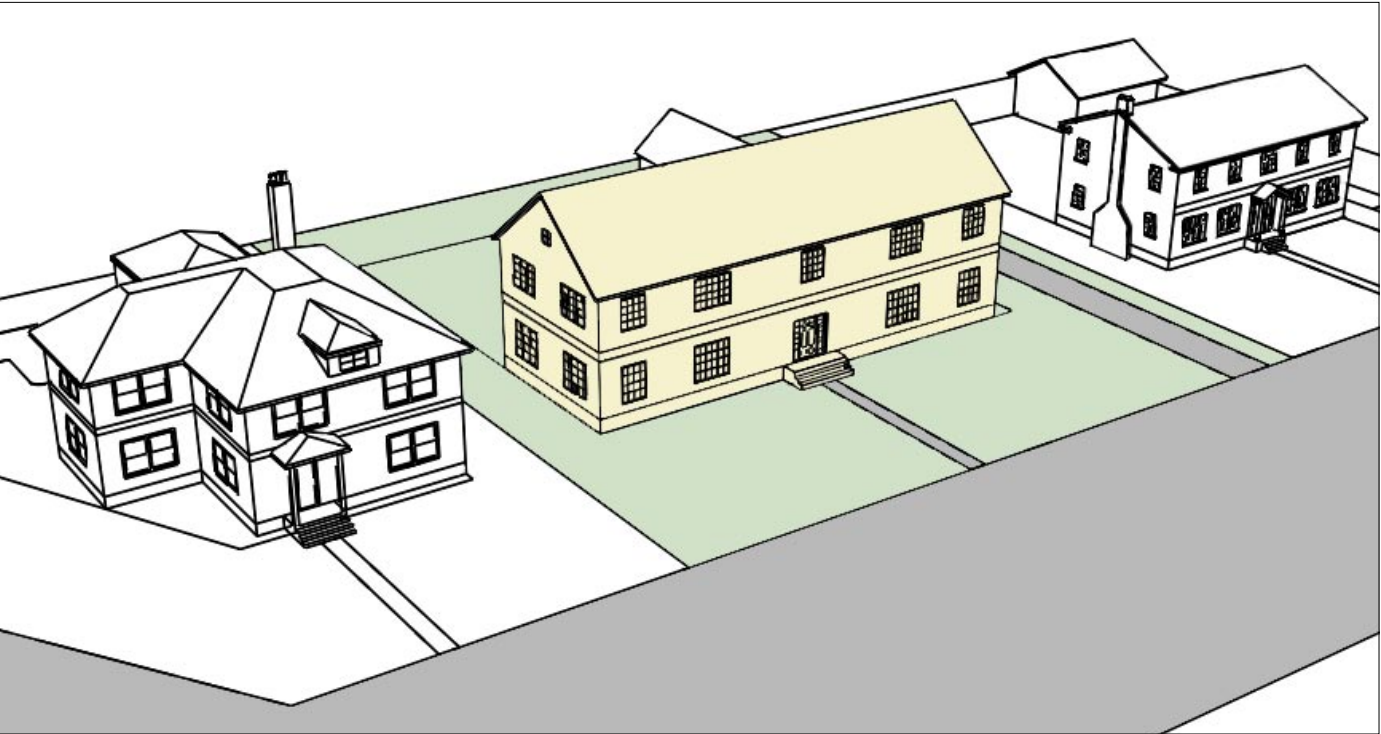
✗ Form Out of Character.



Avoid: This long tall front facade is out of character with the neighborhood.



Preferred: The bulk of the building massing is located at the center of the lot, and extends slightly towards the back, creating a more compatible street facade.



Avoid: The building mass is pushed up and stretched out at the front facade, resulting in an unarticulated form out of character and scale with the neighborhood.

KEY PRINCIPLES: PROPORTION TO LOT SIZE



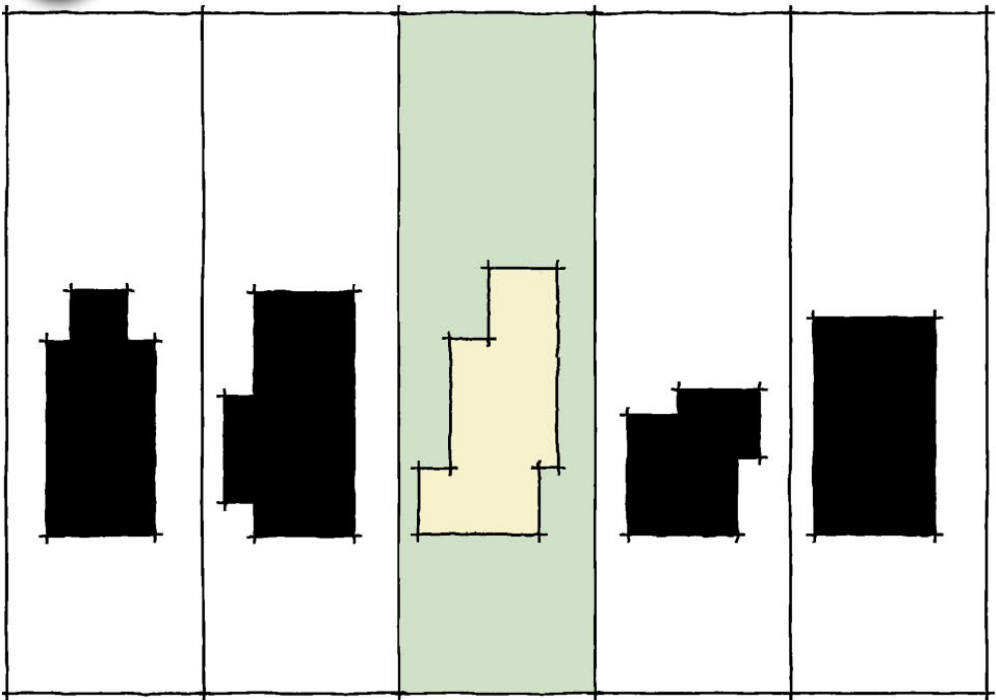
Locate a large house on a large lot. This house appears appropriately sized to its lot area, preserving large areas of green space as well as mature trees.



Building height should also be proportional to lot size, with smaller lots calling for shorter overall building heights. Consult zoning regulations on building height, which require shorter buildings in smaller lot zoning districts.

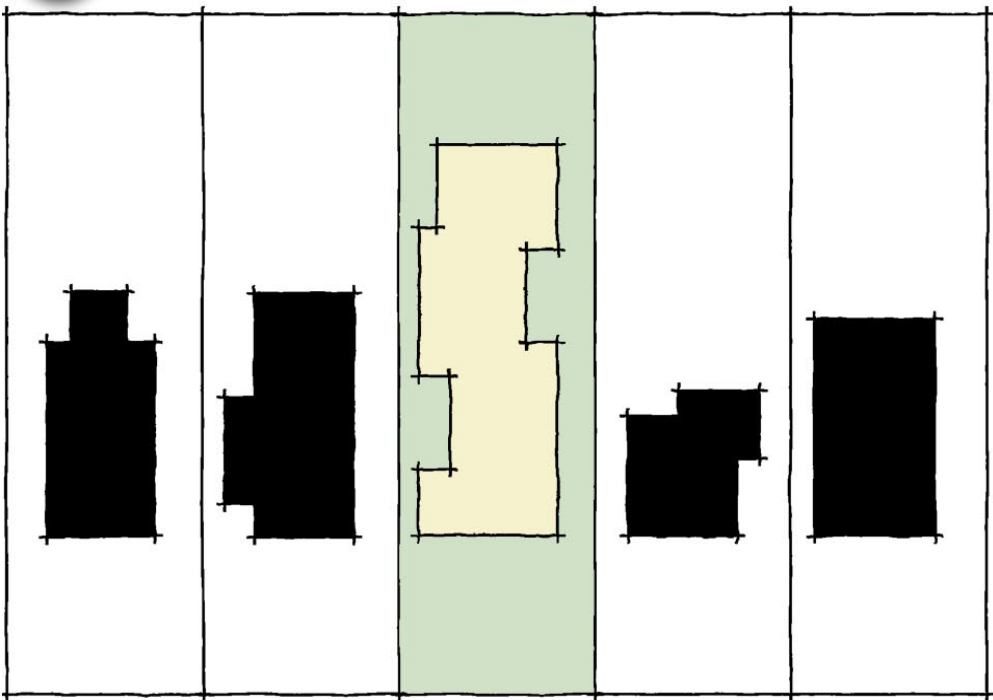
▶ Keep the house size in proportion to its lot.

✓ Building footprint is proportional to its lot size.



Appropriate: The scale of the building maintains open space on the lot and relates to nearby properties.

✗ Building footprint is out of scale with its lot.



Avoid: A noticeable increase in lot coverage increases the perceived size of a building.

A building’s relationship to its lot size influences its perceived scale and affects the sense of open space on a site. Consistency with the neighborhood is most important on small lots. Building footprints, setbacks and orientation should reflect neighborhood traditions. On average lots, a moderate increase from traditional lot coverage may be less apparent than on a small lot. On a large lot, an increase in lot coverage is even less apparent. Consistency with neighborhood context remains important in those settings, but can be achieved within a larger range of variation.

1. **Design a building mass to be in proportion to the lot size.**
 - This is especially important on small lots.
 - Moderate increases may be appropriate in neighborhoods with average lot sizes.
 - Some increase also may be considered in neighborhoods with large lot sizes.

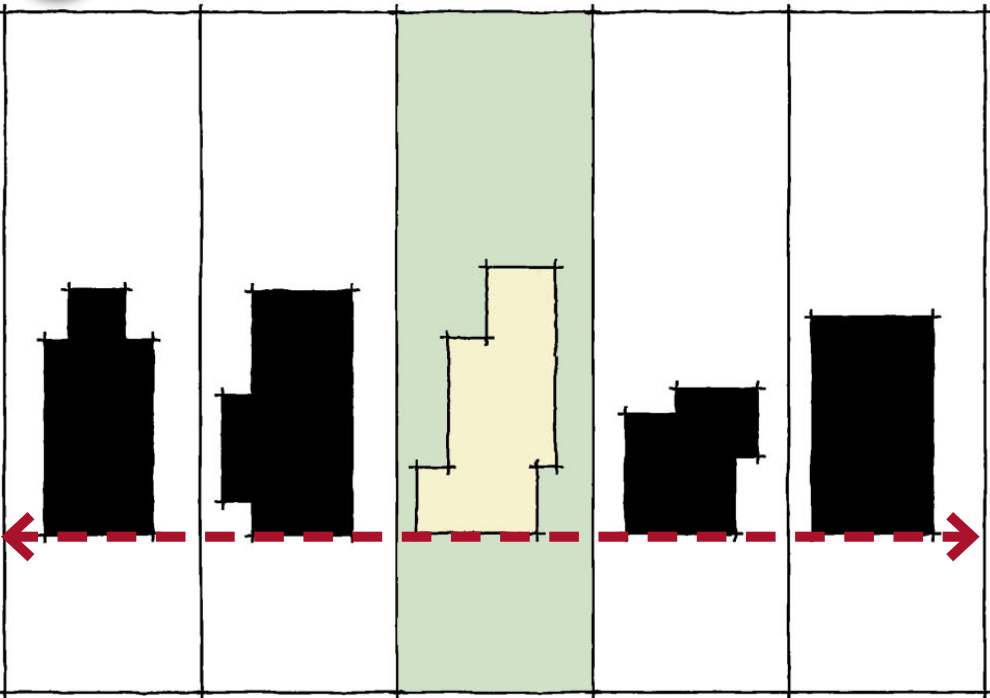
KEY PRINCIPLES: BUILDING SETBACK



Consider the established pattern of building front setbacks.



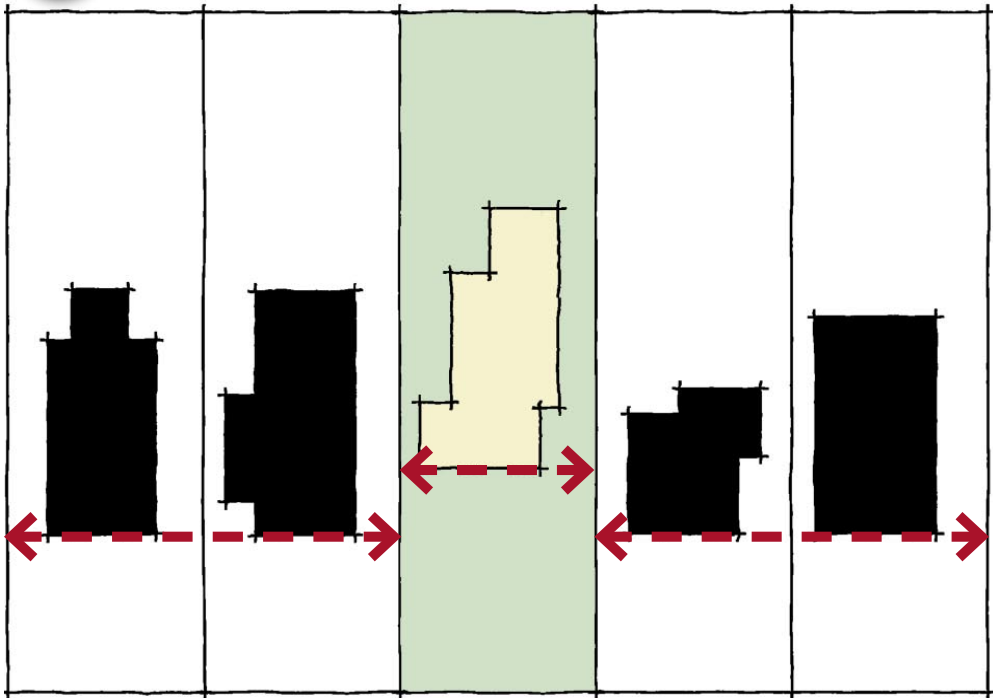
Neighborhood setback pattern maintained.



Appropriate: Maintain established front yard setback patterns. In this example a uniform setback is maintained.



Neighborhood setback pattern not maintained.



Avoid: A new setback that does not match the block pattern.

To determine an appropriate front setback, first consult the Village zoning code. Where it allows for variation, follow existing patterns. Within the Village there are three primary setback patterns:

Uniform Setbacks

In a uniform setback pattern, buildings are located at roughly the same distance from the street along an entire block.

Varied Setbacks

In a varied setback pattern, buildings are located within a range of distances from the street. There is generally a maximum and minimum distance where a few buildings are located, with the majority falling between these points.

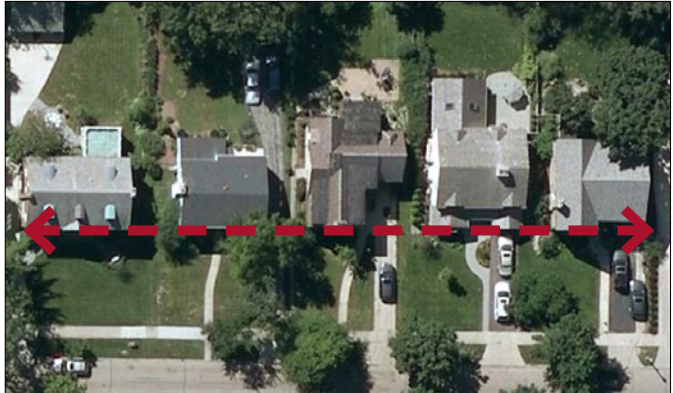
Staggered Setbacks

Staggered setback patterns appear primarily where a curvilinear street pattern meets a gridded street pattern. In these areas, the alignment from the gridded street is maintained across the curvilinear street, creating a setback which appears to step with the curve of the street.

2. Maintain established front yard setbacks.

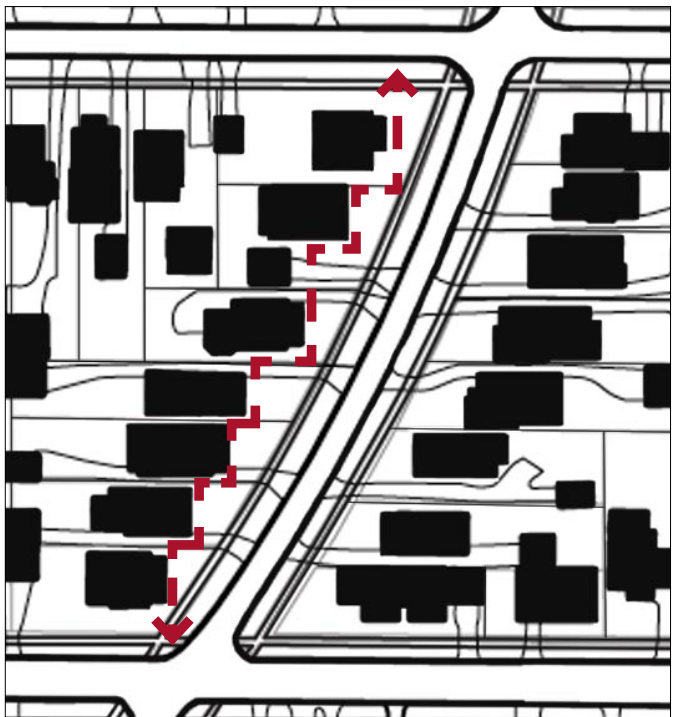
- Alternative setbacks to those established may be appropriate where they are permissible by zoning and where the overall effect to the street edge will not impact neighborhood character.

Uniform Setback Pattern



Prevailing setback patterns contribute to neighborhood character and impact the experience of pedestrians. This neighborhood has a predominantly uniform setback pattern and is a feature that should be respected when planning a new home in the area.

Staggered Setback Pattern



Staggered setbacks appear to step with the curve of the street. Where this occurs, maintain the pattern.

KEY PRINCIPLES: DESIGN CHARACTER

▶ The architectural style should fit with Winnetka.



Continue the traditional high level of design in new homes.



New homes that draw upon traditional styles are encouraged.



Many styles are appropriate to Winnetka. This new home reflects the Colonial style, which is prominent throughout the Village.



New homes reflecting the level of quality of traditional styles are encouraged.

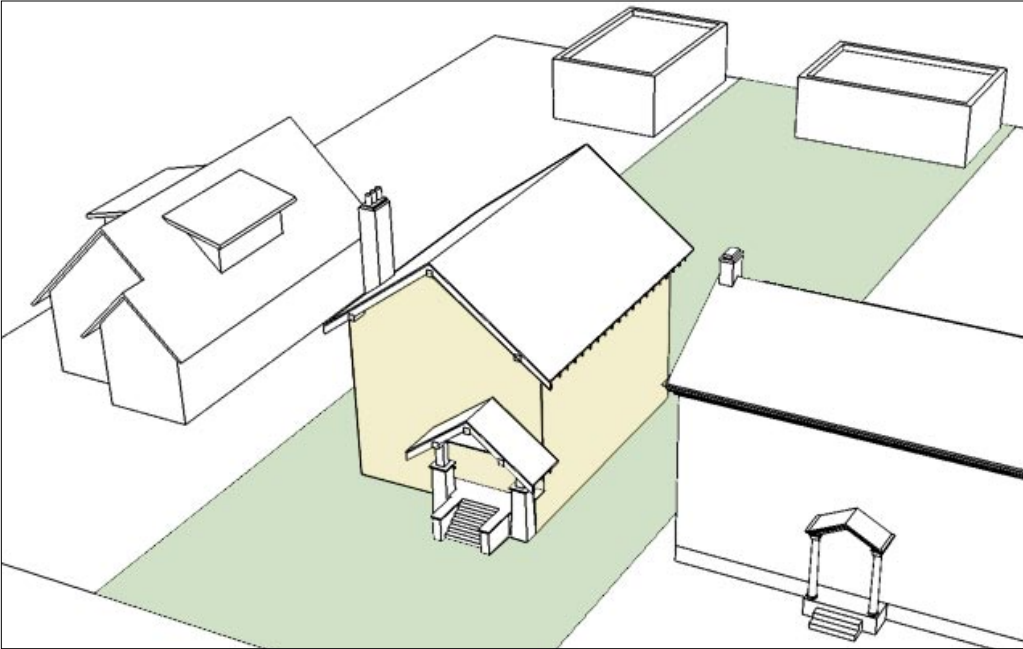
Many traditional and modern styles can fit in Winnetka. In all cases, new buildings and additions should be compatible with the existing neighborhood. A design that accurately draws upon traditional styles is welcomed, but it is not necessary to imitate existing building designs. Creative new designs can fit well, when they respect key features of the setting.

3. **Design a new home to fit the character of the neighborhood, while maintaining individuality in design.**
- Contemporary and creative design interpretations of traditional building styles are encouraged.
 - Winnetka has many examples of traditional styles that are well-designed. New homes that continue this level of quality are encouraged.
 - Don't copy another house design in the area.
 - See Appendix B, "Proportions of Selected Styles," for more information.

BUILDING FORM: FIT WITH CONTEXT

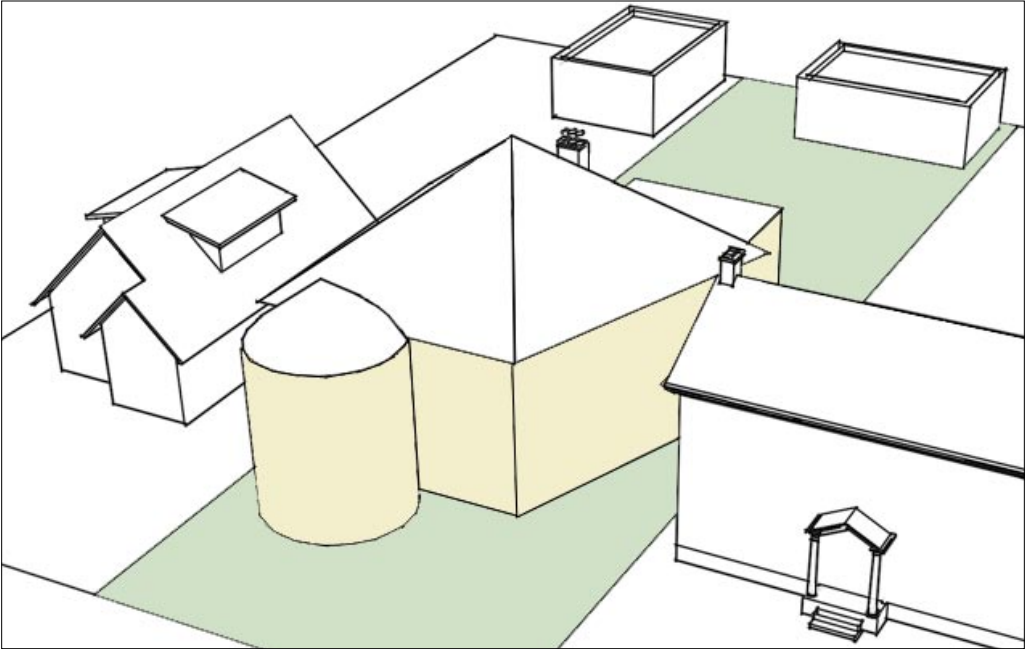
▶ Choose a basic building form that will be appropriate.

✓ Form in Character.



Preferred: Similarity in building form gives a sense of visual continuity.

✗ Form Out of Character.



Avoid: An out of character building form disrupts continuity with the neighborhood.

Form Character

Similarity of building forms contributes to visual continuity throughout Village neighborhoods. While architectural styles vary, most homes have similar forms within an individual neighborhood.

A new building should reflect the forms seen in the neighborhood. While some increases in houses are anticipated, they should not be so large that the visual continuity of the neighborhood is compromised. Any large building forms should be articulated with varied massing to reduce perceived scale and provide visual interest.

Fit with Neighborhood

4. Use a building form that is compatible with the neighborhood.
- A simple rectangular form is preferred.
 - A new form may also be used where it maintains the scale and character of the neighborhood. A new form may fit in when the overall building size is kept small.

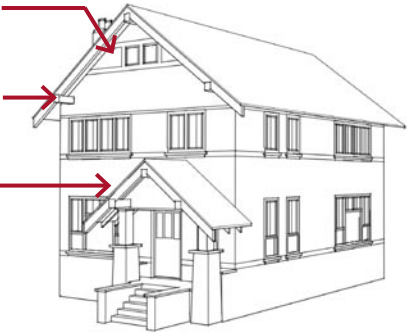
Building Form Topics

Fit with Context	9
Simplicity	10

Traditional Building Forms
These styles represent compatible building forms. Other styles may also have these features.

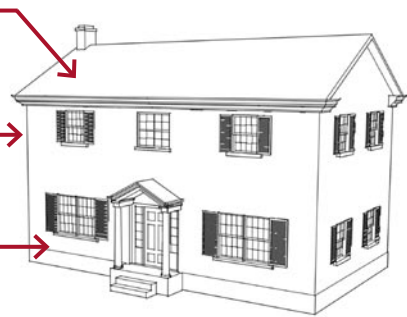
Craftsman

- Broad gables facing the street
- Exposed rafter tails
- Relatively low roof angle



Colonial Revival

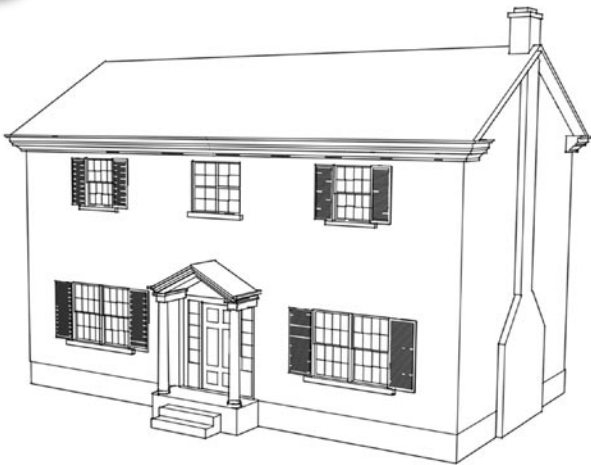
- Roof ridge parallel to the street
- Simple rectangular form
- Symmetrical composition



See Appendix B for additional information on selected building forms.

BUILDING FORM: SIMPLICITY

 Form Consistent



Colonial Revival building form.

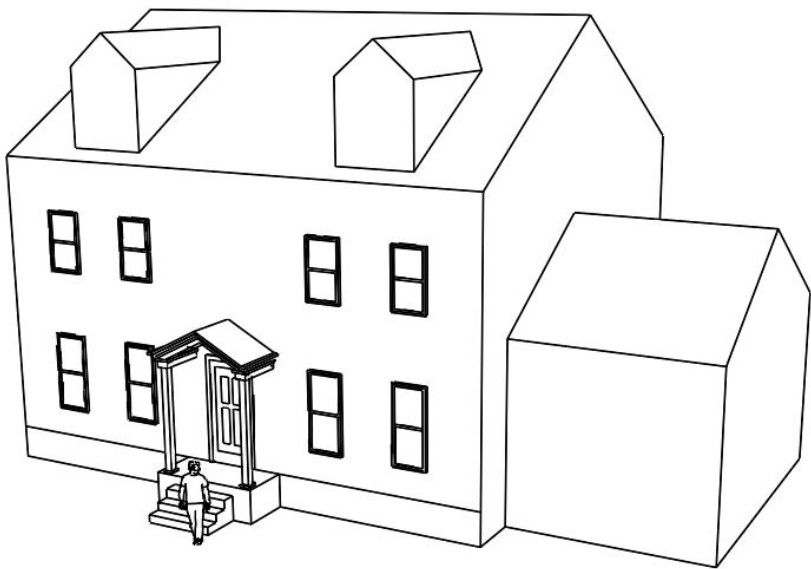
 Form Not Consistent



Inappropriate addition of Queen Anne tower to Colonial Revival building.

Appropriate Form

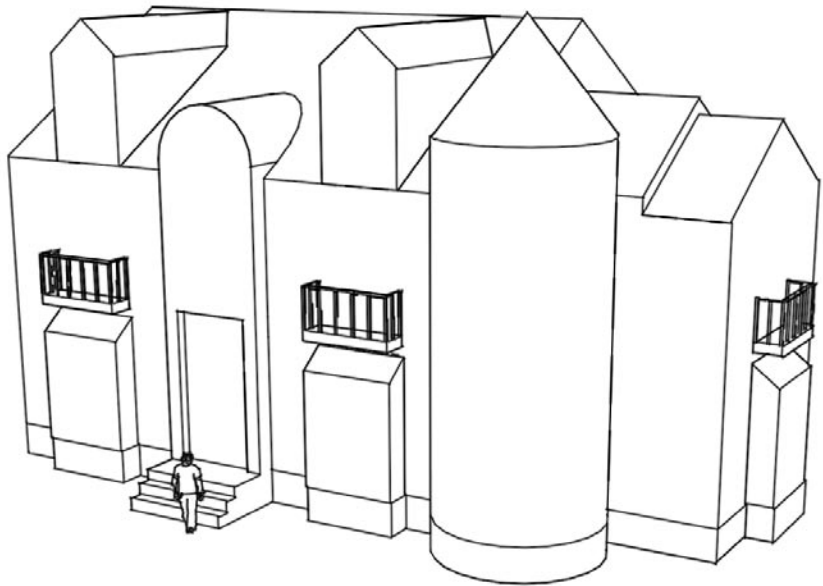
 Use a simple building form, with some variation to give a sense of scale.



Preferred: This building form provides articulation, without appearing overly complex.

Too Complex

 A building form that is too “busy” and makes a home look larger.



Avoid: An overly complex form increases perceived size.

Simplicity

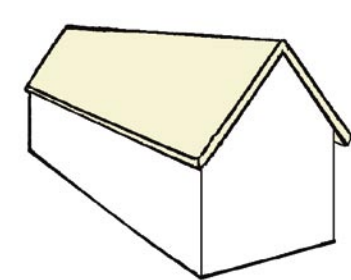
5. **Avoid using an overly complex building form.**
- A moderate amount of variation in form is appropriate.
 - A very busy form will actually make the house look larger.
 - Also use secondary forms, such as dormers, porches and bay windows, to provide interest, but don’t use so many that the design becomes busy.

Consistency

6. **The building form should be consistent with its architectural style and the overall design concept.**
- Secondary forms, such as subordinate wings or towers, should be in keeping with the style.
 - See also the guidelines for building elements and details that follow.

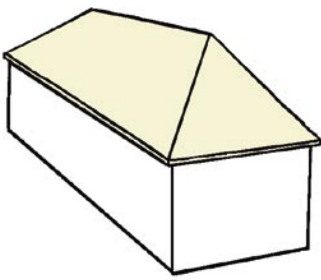
Roof Form: Styles

Roof Forms of Traditional Styles



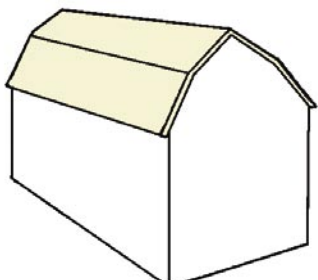
Steep Gable

- Cottage
- Colonial
- Queen Anne
- Tudor



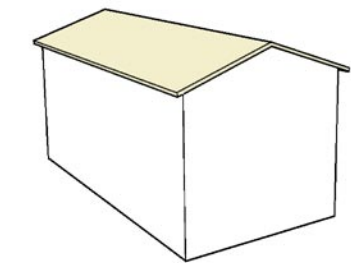
Hip

- Colonial
- Italianate
- Prairie



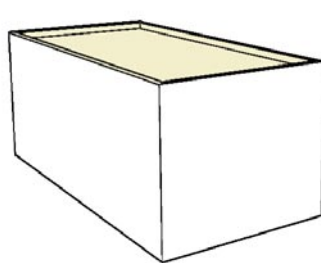
Gambrel

- Dutch Colonial



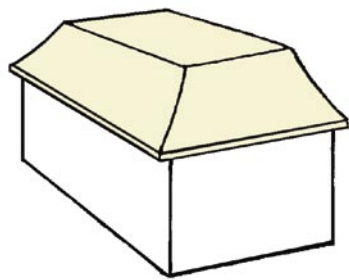
Low Gable

- Craftsman
- Prairie



Flat

- Modern
- Side wings of Colonial



Mansard

- French Provincial

Traditional roof designs in Winnetka are relatively simple. Most have one central form, with smaller subordinate roof elements connecting to it. This helps reduce the perceived scale of a home overall and provides visual interest. Basic gable and hip shapes are typical primary roof forms in Winnetka.

7. Use a roof form that appears similar to those seen on traditional houses in Winnetka.
- This is particularly important when a new house will be larger than those nearby.

Roof Form Topics

Styles	11
Composition	12
Pitch	13
Eaves	14

Roof Form in Winnetka



Gambrel Roof



Contemporary Flat Roof



A steeply pitched gable roof is appropriate in this setting, on a larger house setback a considerable distance from the street and its neighbors. Variations in building mass translate into an attractive, sculpted roof form.



In a slightly different neighborhood context, a more simplified roof form, with a lower pitched gable roof is appropriate.

ROOF FORM: COMPOSITION

▶ Consider how the roof form will fit the design.

Simplicity in Form

✓ Simple Stepped Roof Form



Preferred: Eaves should have substantial depth, to convey a sense of scale and add visual interest. See Appendix B for typical dimensions.

✗ Roof Form Too Busy



Avoid: Shallow eave depths which appear out of scale with the building.

Basic gable and hip shapes are typical. Smaller houses often have the simplest forms. The key is to keep the composition simple. When the roof design becomes too complex, it actually exaggerates the perceived scale of the house. A roof design, therefore, should exhibit a simple composition.

Simplicity

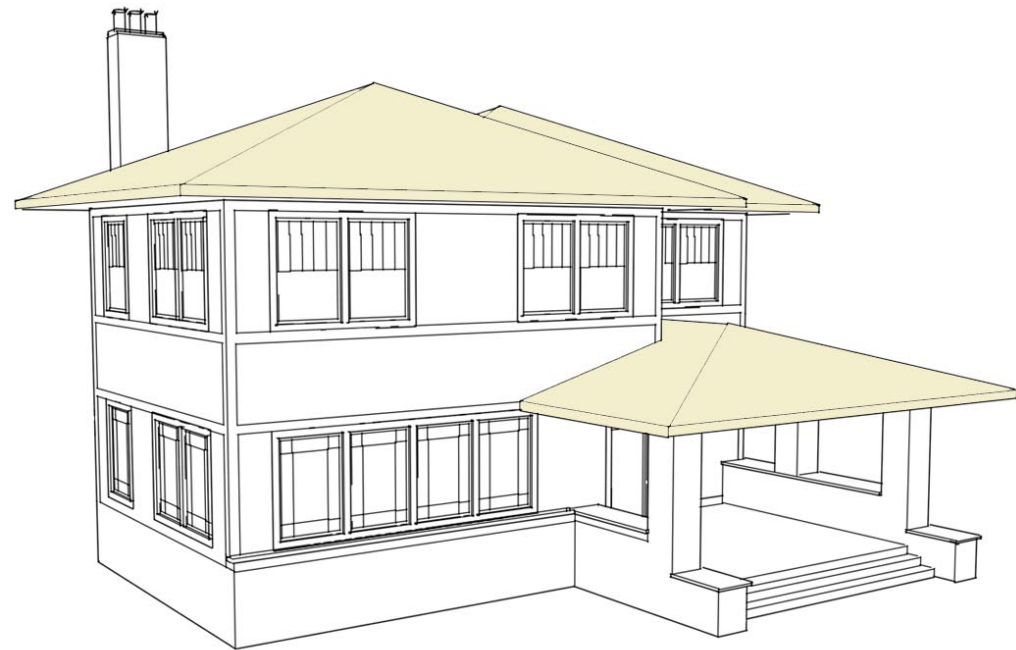
8. Use simple combinations of roof forms.
- Some variation in roof form is encouraged to reduce perceived scale, but do so with care.
 - Avoid complex roof forms that call attention to the building mass.
 - Avoid cluttering the building with excessive roof elements.
 - Keep dormers subordinate. Dormers should not overwhelm the character of the building.

Roof Form: Pitch

Prairie Roof Form



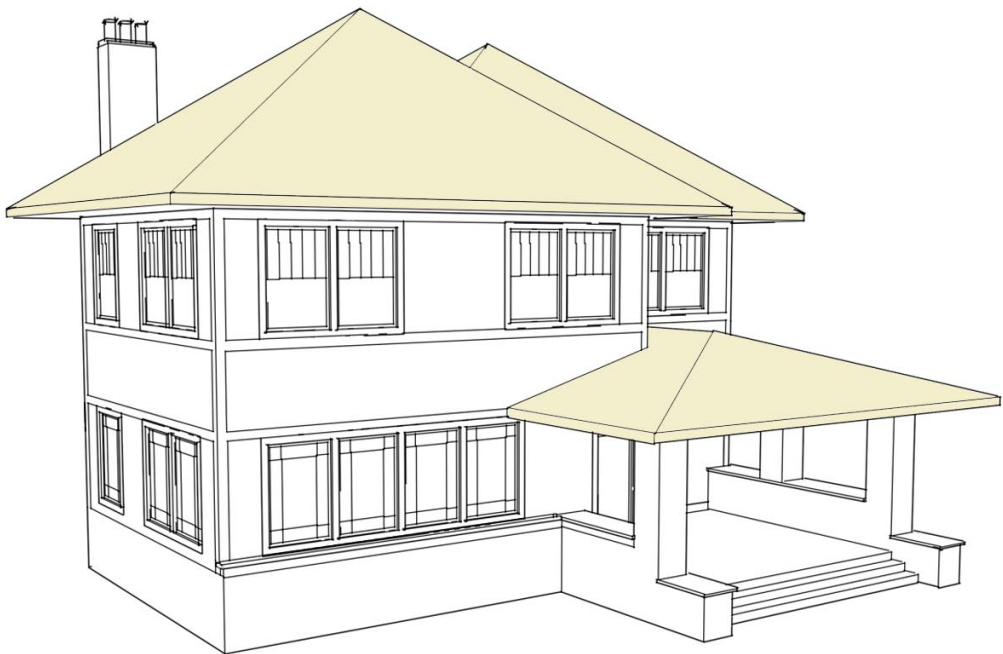
Low Hip Roof Fits Home Style



Preferred: Roof form is typical of the Prairie style.



Roof Pitch Too Steep for this Prairie Style Home



Avoid: Roof form does not fit with style of the home.

Craftsman Roof Form



Appropriate Roof Slope



Roof Slope Too Flat for this Craftsman Style Home



The slope (pitch) of a roof should be similar to those used traditionally for each specific house style seen in Winnetka. These traditional roof angles should not be distorted in the interest of gaining floor area or additional ceiling height.

Consistency

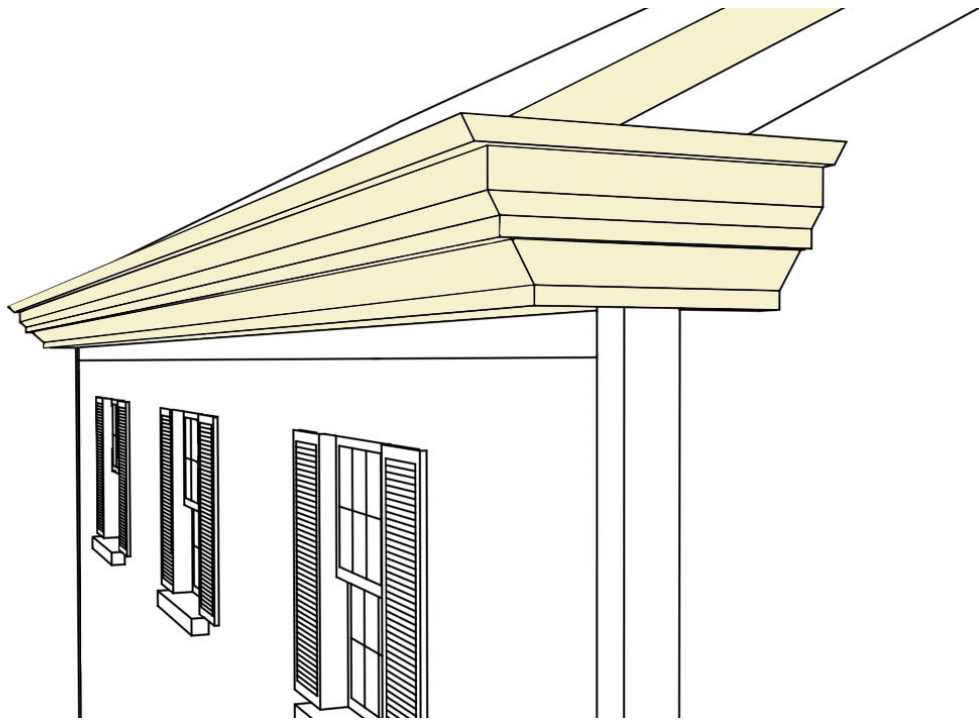
9. Use a roof form that is consistent with the building's style.
- Avoid mixing roof forms from different styles. For example, the shallow roof pitch of the Prairie style would be out of character on a design that draws upon the vertical proportions of a traditional cottage.

ROOF FORM: EAVES

Appropriate Eave Overhang



Substantial eave overhang provides a sense of scale.

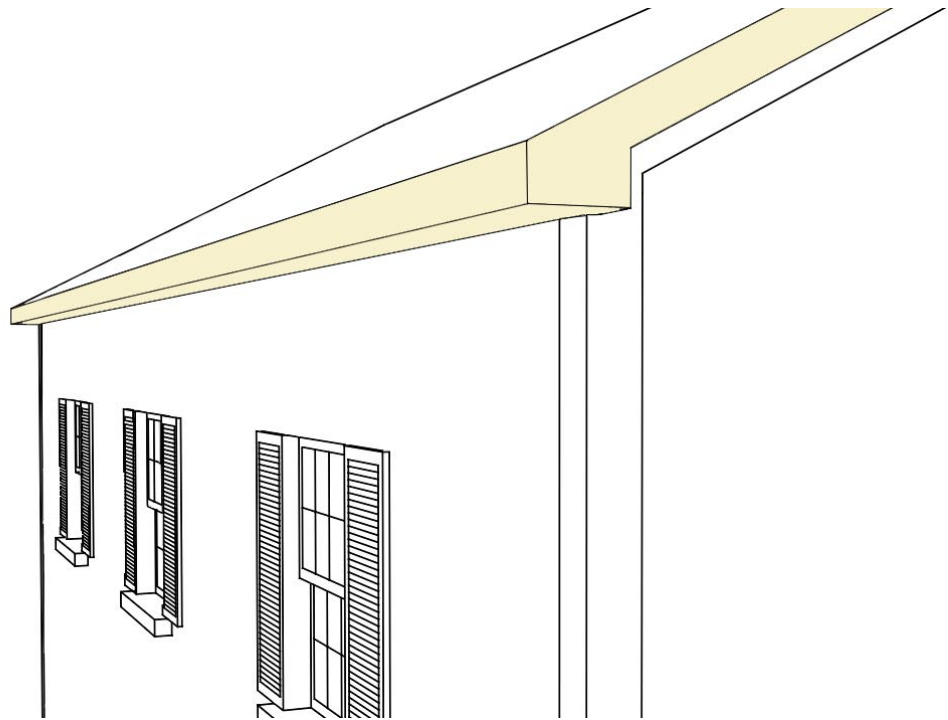


Preferred: Eaves should have substantial depth, to convey a sense of scale and add visual interest. See Appendix B for typical dimensions.

Eave Overhang Too Shallow



Shallow eave overhang appears thin and lacks a sense of scale.



Avoid: Shallow eave depth appears out of scale with the building.



Generous eaves are appropriate to the building style, and are integrated into the overall design through use of “expressed beams” which serve to support the roof both structurally and visually.



Attention to detail is evident in this eave overhang. Eaves return around the gable end, and the underside includes a built-up molding with dentil bracket details.

Eaves should have a substantial depth to convey a sense of scale and add visual interest. The specific proportions vary by style. See also Appendix B for descriptions and proportions of typical roof forms that appear on some of the prevalent house styles in Winnetka. In most cases, establishing a strong shadow line with the eave is important.

10. Use eave depths that are consistent with the style.
- Avoid using shallow depths.
 - See Appendix B for examples of typical proportions.

BUILDING MASSING



Consider how building mass will fit with the neighborhood.



Building mass, divided into modules, fits with neighborhood scale.



Preferred: Building mass is divided into modules, the roof plan is varied, and wall planes change in height and setback from property lines.



Building mass appears out of scale with neighborhood.



Avoid: Building mass is unbroken, appearing greater in scale than others in the neighborhood.

Building Massing Topics

Building Massing	15
Front Walls	16
Front Wall Variation	17
Side Walls	18
Side Wall Variation	19



This home combines horizontal and vertical massing articulations to reduce its perceived scale. Vertically the home steps down to a one story porch, and horizontally the side wall is stepped in away from the side lot line.



The mass of this larger home is broken into several distinct modules, resulting in attractive facade articulation, and allowing for further reduction of the perceived mass through variations in height and roof form.

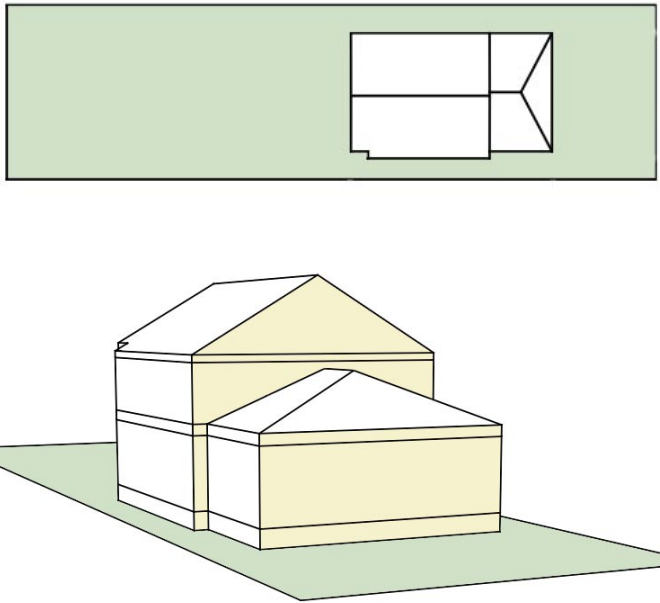
On many streets, buildings have similar mass; this feature should be maintained. A building should be shaped to appear similar in scale to others in the neighborhood. Articulation of building facades, often using relatively simple forms, is an essential way to reduce the perceived scale of a building. Variation should occur horizontally and vertically.

11. Divide a large building mass into simple modules to reduce its perceived size.
- Avoid long, uninterrupted wall planes.
 - Provide changes in wall height and setbacks along the sides of a property as well.
 - Also vary the roof profile.

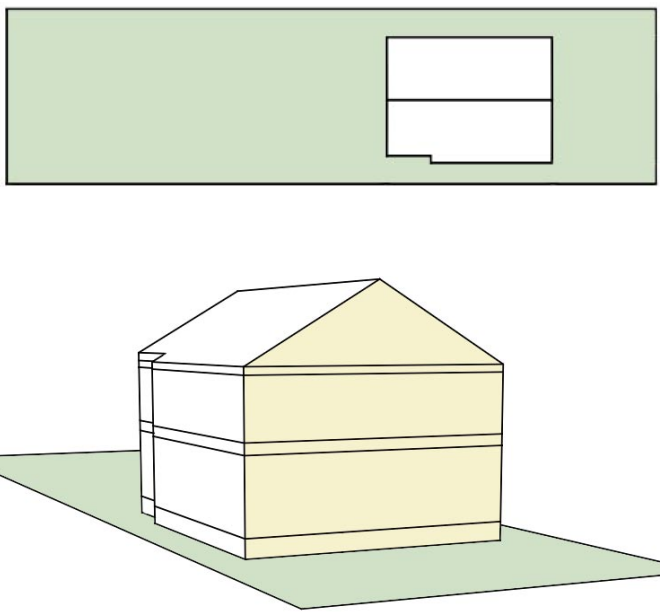
BUILDING MASSING: FRONT WALLS

Front Wall Massing

✓ One story mass at front wall.

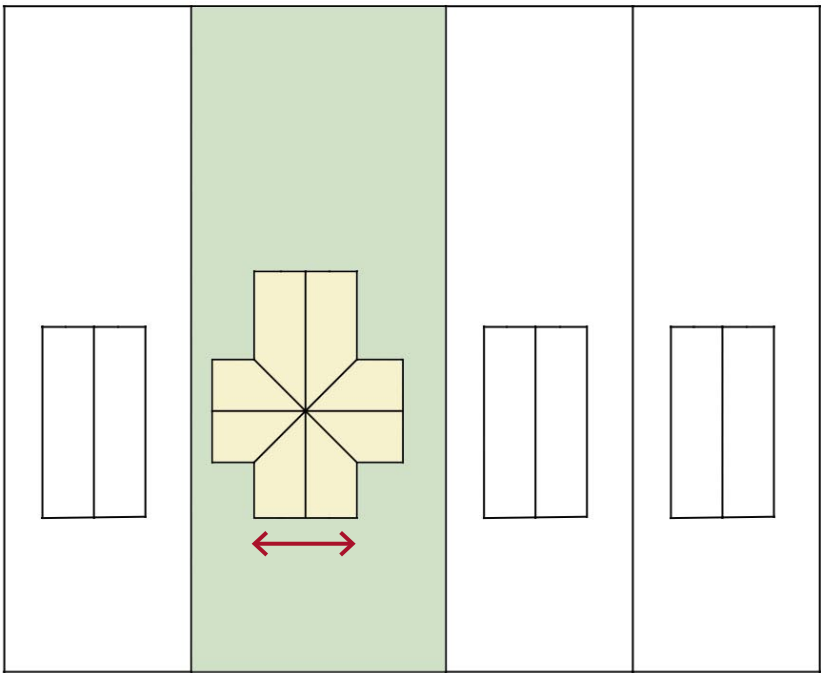


✗ Front wall unarticulated.



Appropriate Front Wall

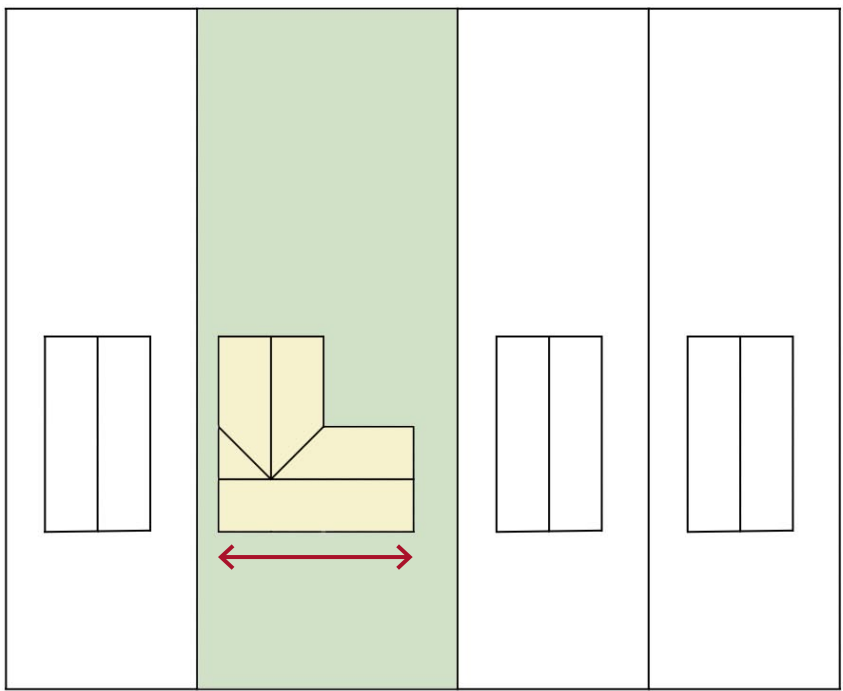
✓ Front wall is articulated and appears similar in width to those in the context.



Preferred: Front building mass is articulated to appear similar in scale to others in the neighborhood.

Inappropriate Front Wall

✗ Front wall is larger than those in context.



Avoid: Front building mass appears greater in scale than others in the neighborhood.

In many established neighborhoods in Winnetka the way in which the front of a house is designed significantly affects its perceived mass. Ideally, the overall width of the house will appear to be within the range of other houses seen traditionally in the area.

12. Design the front facade to appear in scale with others in the block.
- Design the front wall to help overall building mass appear to be in scale with the neighborhood.
 - Use setbacks in wall planes to reduce mass, or
 - Step down the height of some portion of the building front.



A wall offset and lower roof element help to reduce mass.

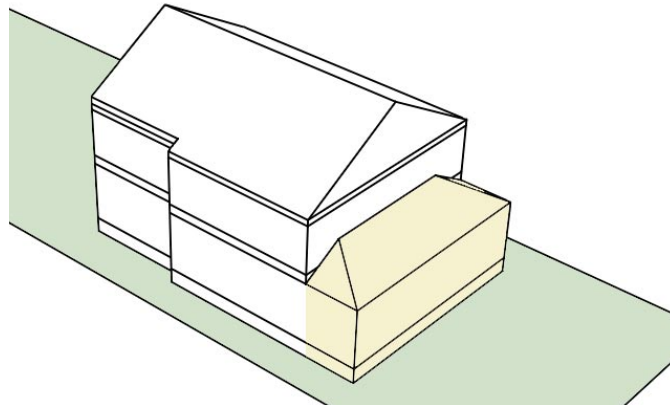


This home combines vertical and horizontal articulations to reduce its perceived scale.

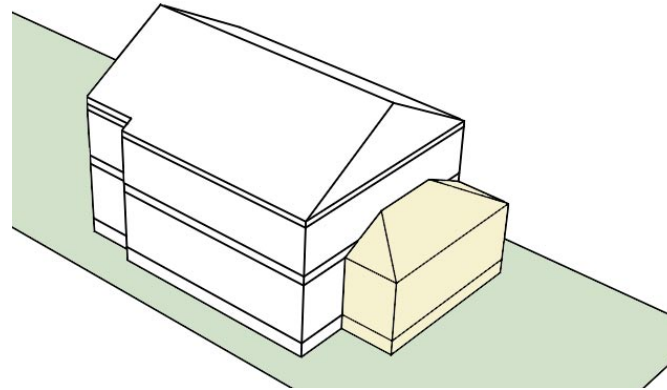
BUILDING MASSING: FRONT WALL VARIATION



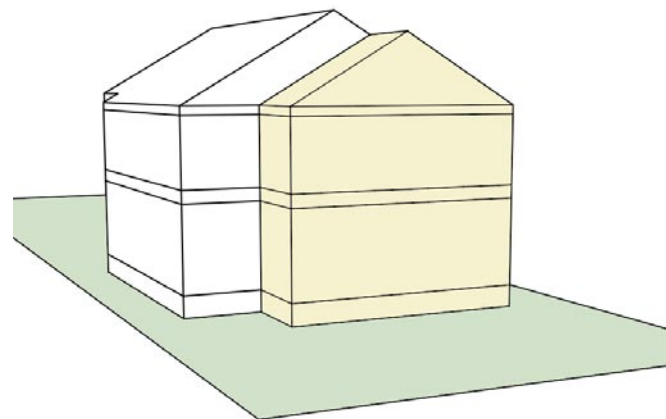
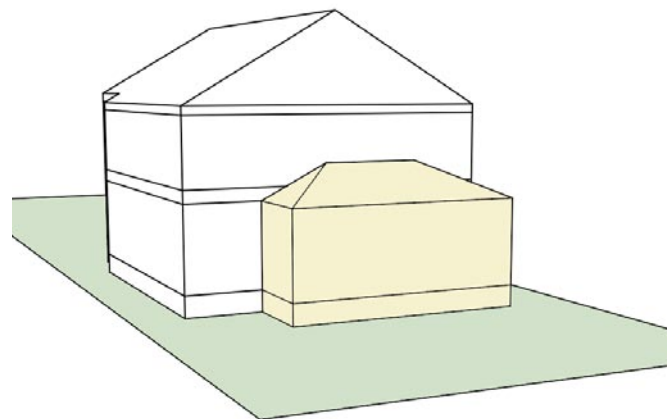
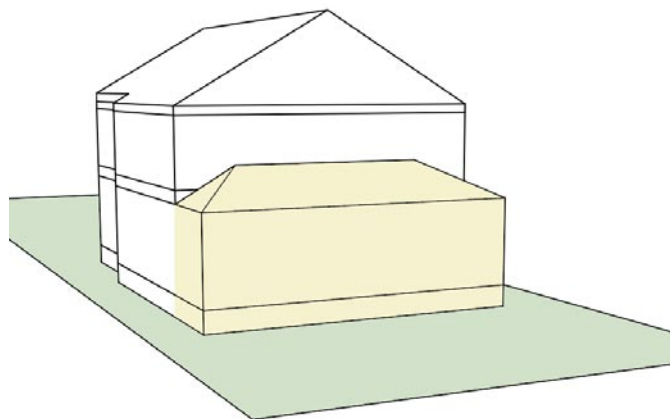
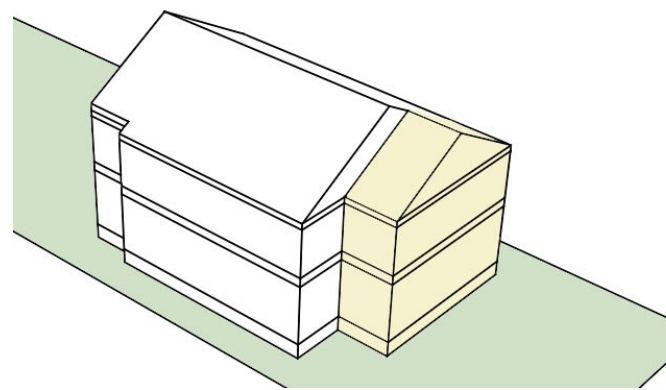
Full width one-story mass at front wall.



Partial width one-story mass at front wall.



Partial width two-story mass at front wall.



Overall massing should appear in scale with the lot. For larger homes, using variations in wall planes will reduce the apparent size. Creating offsets in walls, and stepping down the height of a building in front are good methods, and they are readily adaptable to many architectural styles. A range of massing options may be considered, depending on the overall style of the house. A Georgian style, for example, works best with symmetrical massing. A Victorian, Queen Anne Style, in contrast, works well with an asymmetrical change in wall offsets.

13. Provide variation in massing of the front facade.

- This provides interest and reduces perceived scale.
- Use a one-story element, or
- Limit the width of a two story wall to only a portion of the facade.



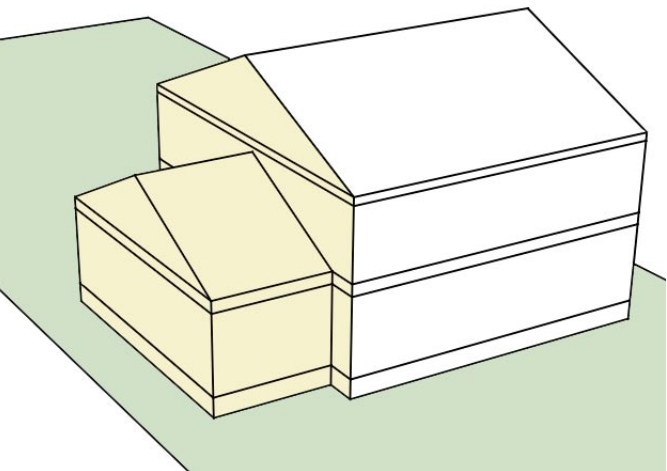
This front wall steps back from the street and includes a one story porch, which minimizes the apparent mass.



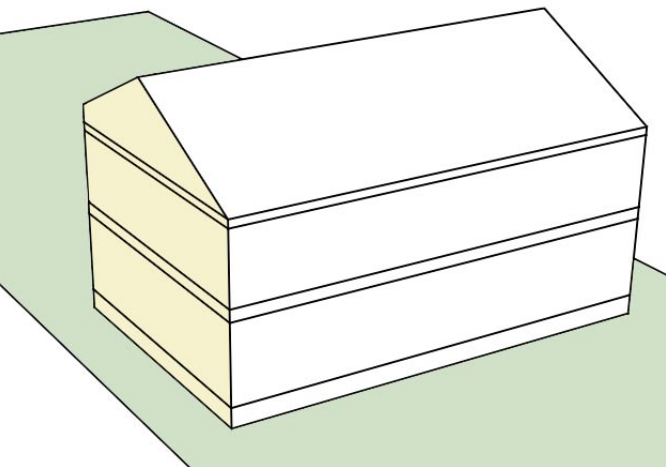
The width of this two story front wall is relatively narrow. The remainder of the building mass is stepped back. This variation helps to reduce the apparent mass of the house.

BUILDING MASSING: SIDE WALLS

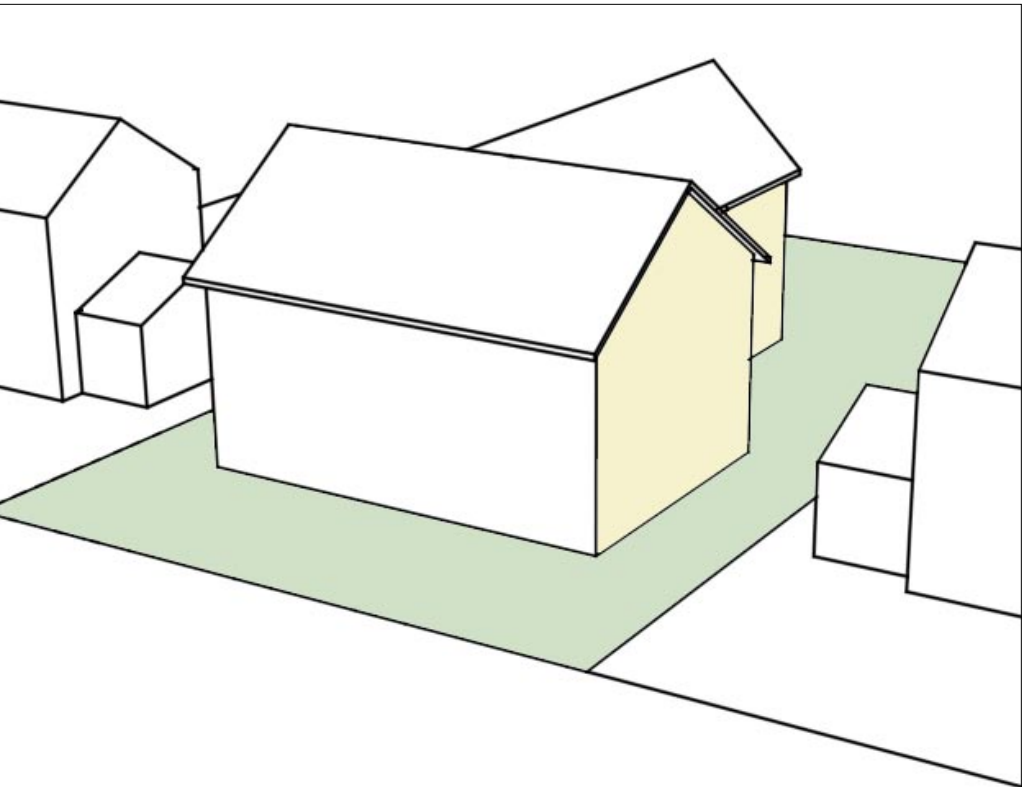
✓ Scale of side wall minimized by wall offset and step down in height.



✗ Side wall appears too massive.

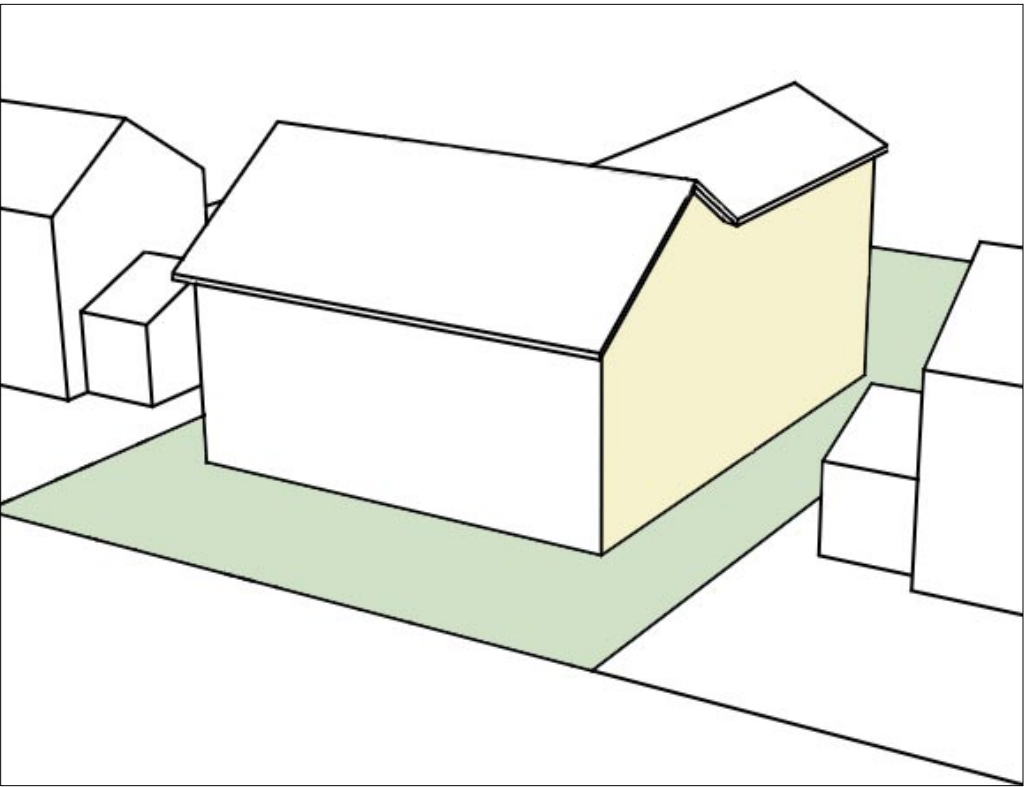


✓ Side wall jogs back from the property line.



Preferred: Side wall jogs next to neighbors, minimizing length and mass of building at the side.

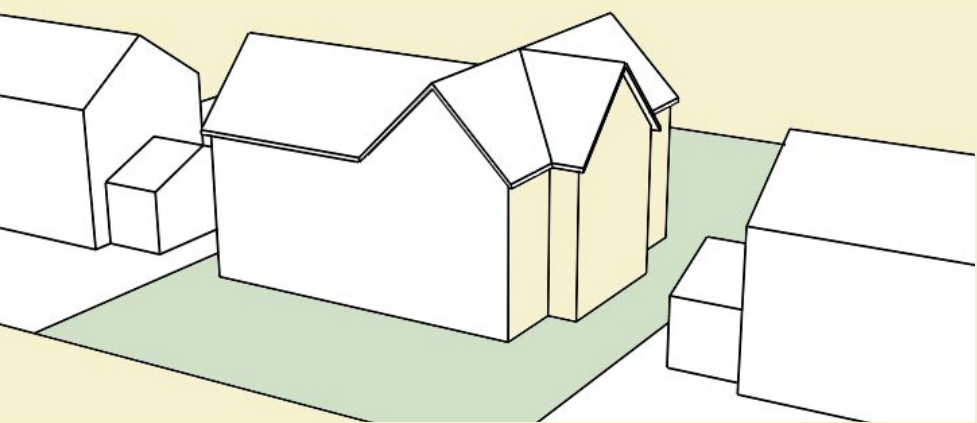
✗ Long and continuous tall side wall.



Avoid: Long uninterrupted side wall appears more massive to neighbors, and cuts off views to rear yards.

When a side wall is a single, long, tall, continuous plane, it can appear out of scale with the neighborhood, block views and restrict free passage of light and air between homes. When the side of a home has variations in wall height and setback, the mass appears smaller. Side walls should be varied to reduce these potential impacts. This can even be accomplished on small, narrow lots.

14. Reduce the perceived mass of a side wall to minimize impacts on neighbors.
- Vary side wall setbacks.
 - Also provide variety in wall height along side property lines.
 - Avoid placing a long, tall building wall near a property line.

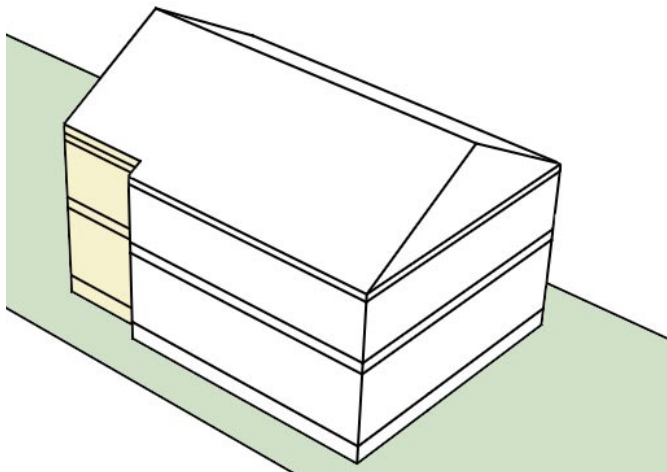


Preferred: Side wall jogs next to neighbors, minimizing massing at the side.

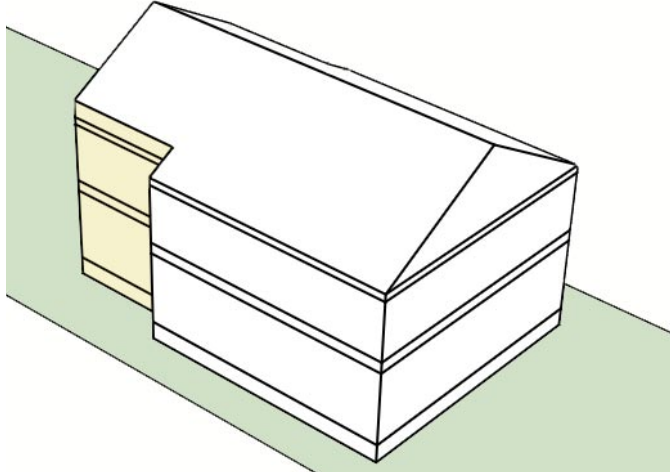
BUILDING MASSING: SIDE WALL VARIATION



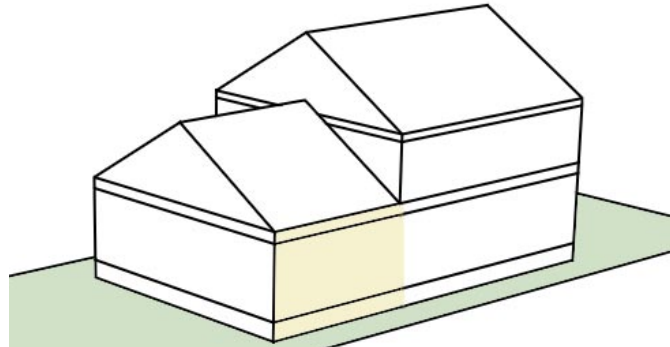
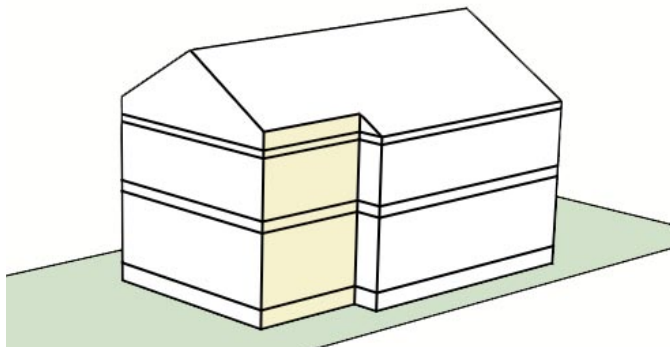
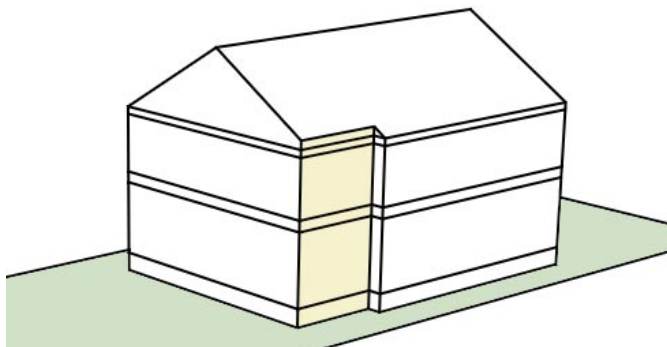
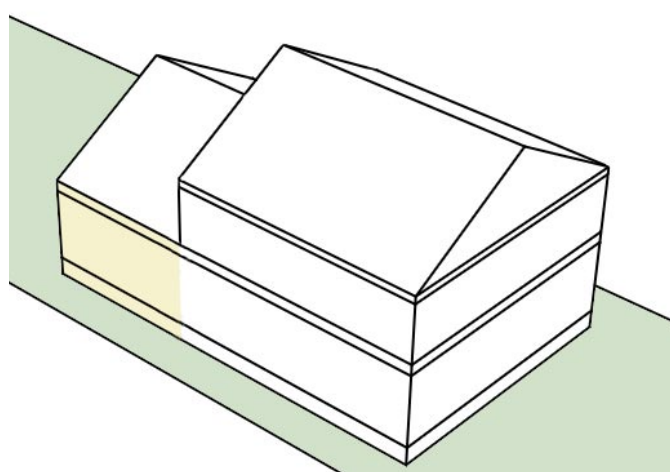
Insufficient offset



Noticeable offset



Vertical offset



A step down in building height provides variety across the side wall of this house.



Horizontal offsets provide variety across the side wall of this house.

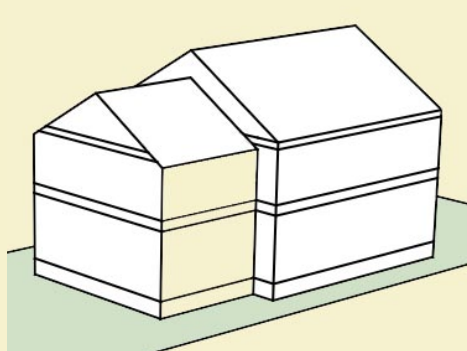
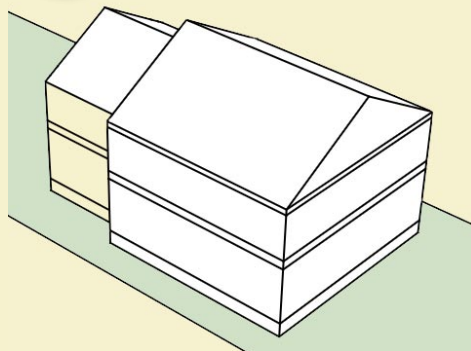
The size of a side wall is a key factor that influences the way in which adjoining neighbors experience the size of a building next door. A tall, two story wall, which extends for a long distance can negatively affect a sense of scale, and will also affect privacy and views to rear yards. The perceived scale will be reduced by creating variations in offsets of wall planes, and in stepping down the height of side walls.

15. Provide variation in side walls.

- Use a substantial horizontal offset,
- Step down building height, or
- Use a combination of vertical and horizontal offsets.



Vertical and horizontal offsets combined



Building Scale Topics

Building Scale	20
Human Scale	21

BUILDING SCALE



Consider how the home design will convey a sense of scale.



This home’s entry, materials use and detailing convey a sense of human scale.



Use of traditional materials and detailing, together with variation in roof form, express a comfortable human scale on this larger home.



Corner lots can be a challenge – this new home is located less than 15 feet from the property line, yet provides a rich human scale through appropriate materials and detailing, articulated massing, and a graceful entry porch.



Varied roof forms, substantial detailing and massing variations convey a sense of scale characteristic of many Winnetka neighborhoods.

Maintaining a sense of human scale is a key objective in home design. This does not mean that the building has to be small. A building is perceived as being human scale when one can reasonably interpret the size of a building by comparing its features to comparable elements in one’s personal experience. Using a building material of a familiar dimension, such as traditional brick, is an example, as is using windows of familiar dimensions. Other creative techniques for establishing a sense of human scale include articulating a building with moldings or detailing in materials.

Varying the wall planes of a building, both horizontally and vertically is an essential way to reduce the perceived scale. It is important, however, that this be done with restraint so as to not create an overly busy facade.

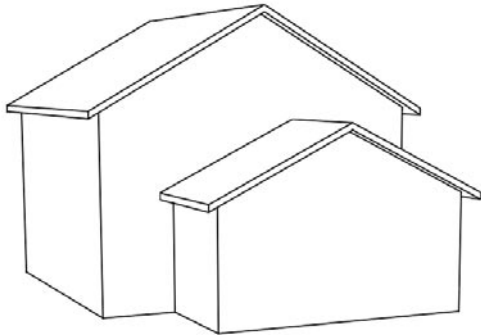
16. **Building scale should appear in proportion to neighboring homes and lot size.**
- The overall perceived scale of homes should remain consistent across a neighborhood context, while the actual size may vary.

BUILDING SCALE: HUMAN SCALE

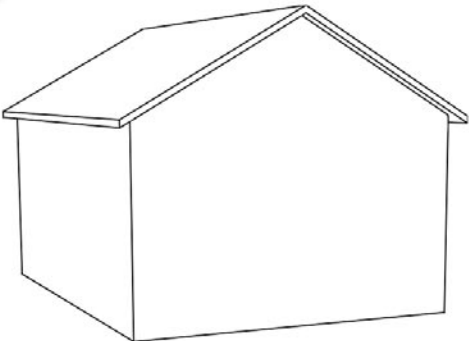
Massing



Articulated building form conveys human scale.



Unarticulated form lacks human scale.



Details



Details convey human scale.



Lack of details fails to convey human scale.



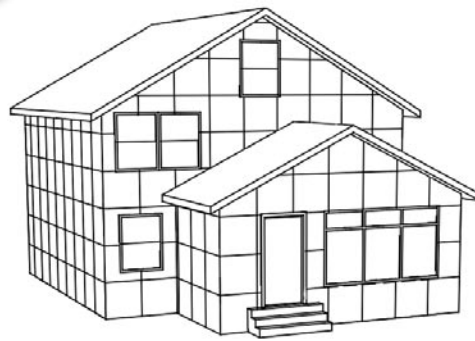
Materials



Materials convey human scale.



Materials dimensions create massive appearance.



Architectural details, materials and articulated massing combine to create visual interest and convey a sense of human scale.



The wall planes of this house vary, providing a sense of human scale.

While the overall mass of a building is a key consideration, the manner in which building forms, details and materials combine significantly affects the way in which one interprets the scale of a building. Scale is understood by relating elements to one's own size. In order to do so, we draw upon our experiences with similar elements. When a new window is similar in size to those seen elsewhere in the neighborhood, we are able to interpret the size of a building. Also, when building materials are employed in unit sizes that match those on other homes, one can also gain a sense of scale. For this reason, using brick, stone and siding of traditional dimensions helps to convey a sense of human scale.

17. Establish a sense of human scale in building designs. Use these techniques:
- Vary wall planes in setback and height to break up large facades.
 - Use architectural details that create visual interest.
 - Use materials which help to convey scale through their proportions, detailing and form.
 - Change color and texture to help define human scale.

Building Height Topics

Fit with Neighbors	22
Floor-to-floor Proportions	23
Side Walls	24

See the Village Zoning Code for more information on building height regulations.

BUILDING HEIGHT: FIT WITH NEIGHBORS

▶ Consider how building height will relate to that of neighboring homes.

✓ Building height appears compatible.

✗ Building appears taller than neighboring homes.



Placing a portion of the second story in the roof form limits the overall height of a home.



Preferred: Moderate wall heights and varied front massing contribute to a perceived building height compatible with neighboring properties.



Avoid: Tall walls and lack of variation in building massing contribute to a perceived height which is out of scale with neighboring properties.

The height of a building affects its perceived size, and also influences sunlight and shade and the sense of open space. Minimizing the perceived height of a wall is important, especially when near the side property line. In many areas, building height should appear similar to that established in the neighborhood context. The height of wall plates, as well as the overall height to a roof ridge, should be considered.

- 18. Design a building to appear similar in height to that established in the neighborhood.
- 19. Minimize the perceived height of a building.
 - The overall perceived height should be moderate.
 - In neighborhoods with compact lot patterns, a building should appear to be no more than two stories in height, as viewed from the public right-of-way. In some neighborhoods two-and-a-half-stories may also be appropriate.

BUILDING HEIGHT: FLOOR-TO-FLOOR PROPORTIONS

✓ Floor-to-floor height conveys appropriate scale.



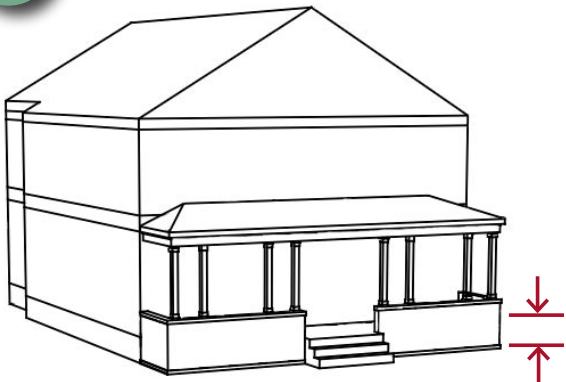
Roof is in proportion to the overall building height.

Second floor is shorter than the first floor.

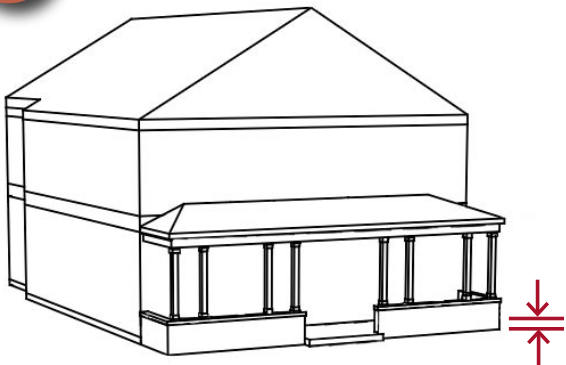
First floor is taller than second floor.

Foundation height 24"-36".

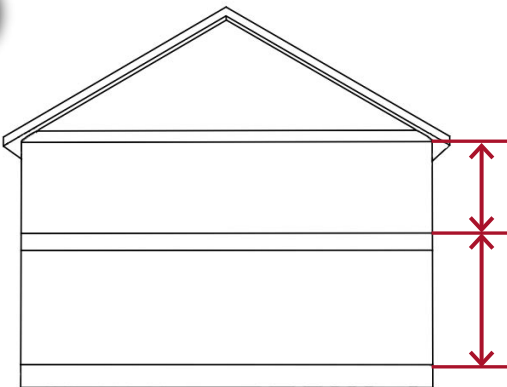
Foundation Height
✓ Foundation height appropriate.



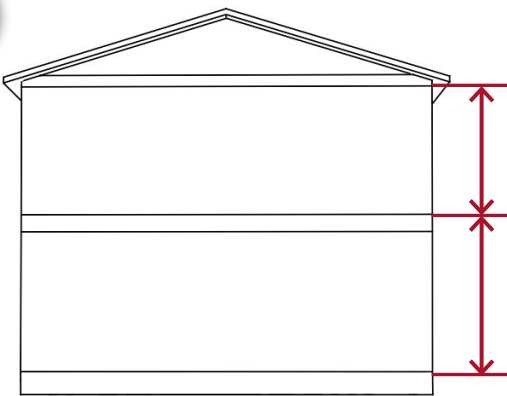
✗ Foundation height too low.



✓ Preferred: Traditional floor heights keep mass in proportion to neighbors.



✗ Avoid: Tall ceiling heights increase building mass.



The overall building height of a new home should appear to be in scale with its neighbors. In addition, floor heights should appear to be similar. This will help new construction to better fit with the context. A key consideration is the height of the first floor from the ground. The building should appear to be raised to fit within the range of first floor heights in the neighborhood. In addition, the first floor height should appear to be in proportion to the upper floor. Generally, the main floor should appear taller than the second level. This will also help to reduce the perceived mass.

20. Design floor-to-floor heights to reduce the perceived mass of a house.
- Avoid very high ceilings.
 - Avoid the use of steep roof pitches that span wide distances, as they will increase the bulk of a building.
 - Avoid creating a large, unused under-floor area or attic space.
 - See Appendix B for more information on proportions of selected traditional Winnetka building styles.

BUILDING HEIGHT: SIDE WALLS

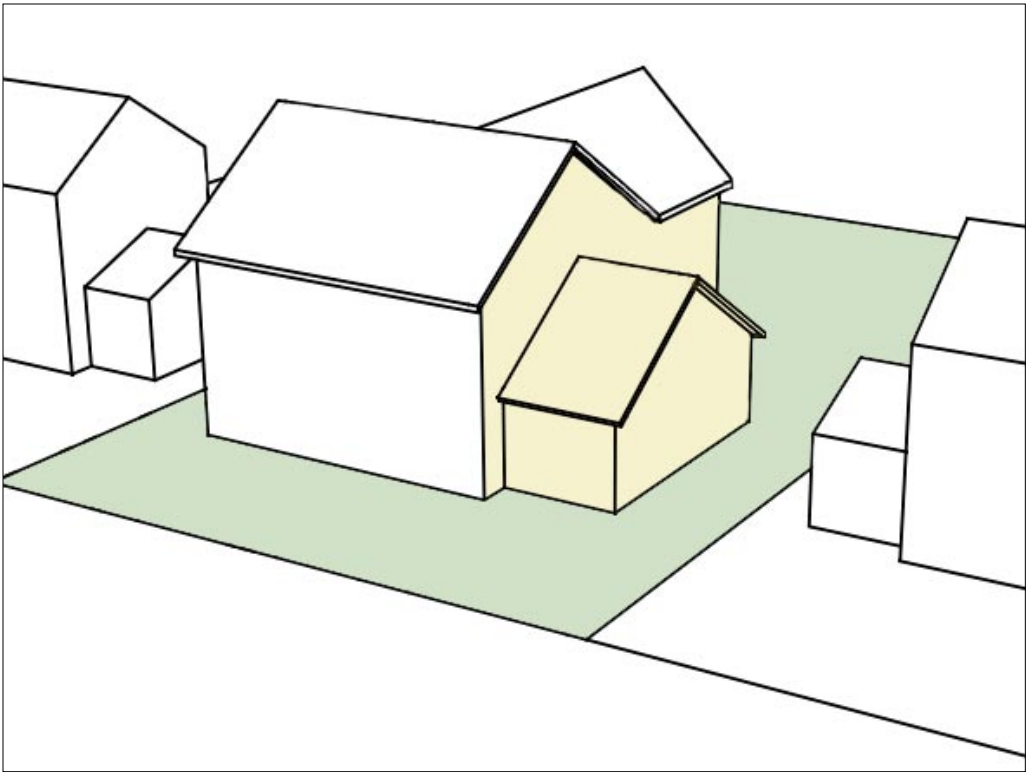


A step down in height of the side wall helps reduce the perceived mass of a home.



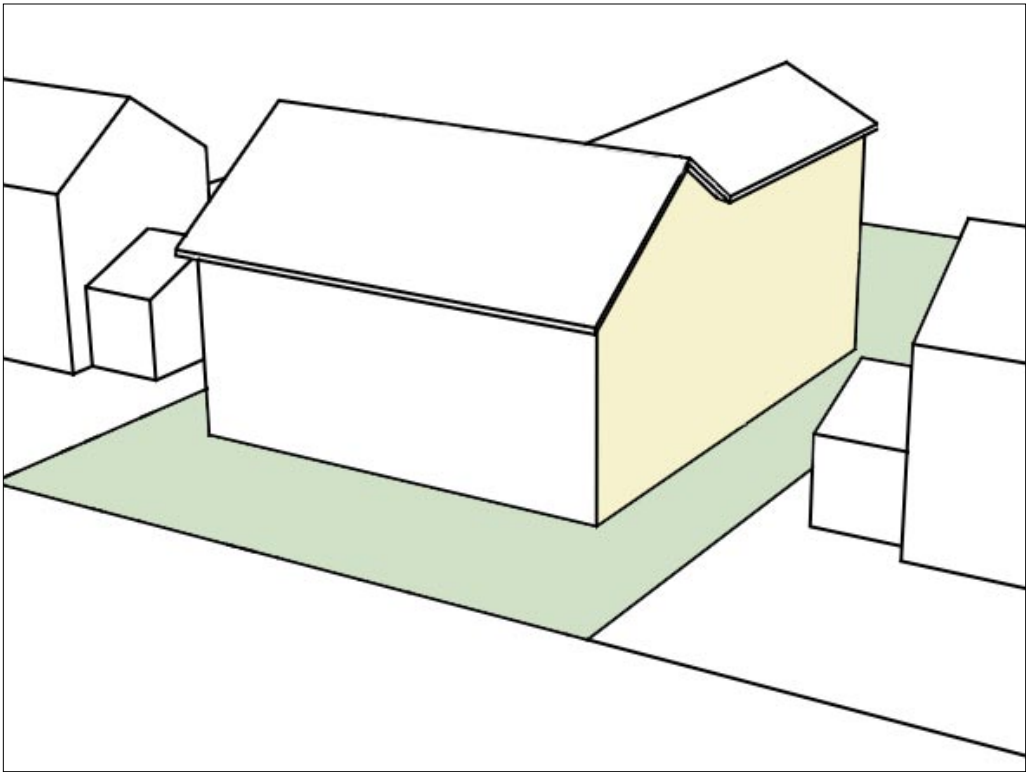
This home maintains a full second story along the side (left), but is inset from both the front and side wall of the first floor, and is visually “laid atop” the main roof line. As a result, the second floor appears lower and smaller, contributing to a reduced side wall height, and a sense of scale and detail.

✔ Step down in height and jog in side wall.



Preferred: Side wall is articulated and steps down in height, improving sense of open space for neighbors.

✘ Side wall appears too massive.



Avoid: Long uninterrupted side wall appears massive next to its neighbors.

Minimizing the perceived height of side walls when they are located near side yard setbacks is an important aspect of designing a Winnetka home. That is, large expanses of long, two story walls should be avoided. Providing variation in wall heights and jogging wall planes will help to reduce the apparent size. These variations in wall planes also provide visual interest and views to open space, light and air.

21. **Provide variations in wall heights.**
- Low plate heights that reduce the height of exterior walls are encouraged.
 - Reduce wall height near an abutting property.
 - Step down wall height to avoid the appearance of a narrow corridor or tunnel between buildings as seen from the street.

MATERIALS



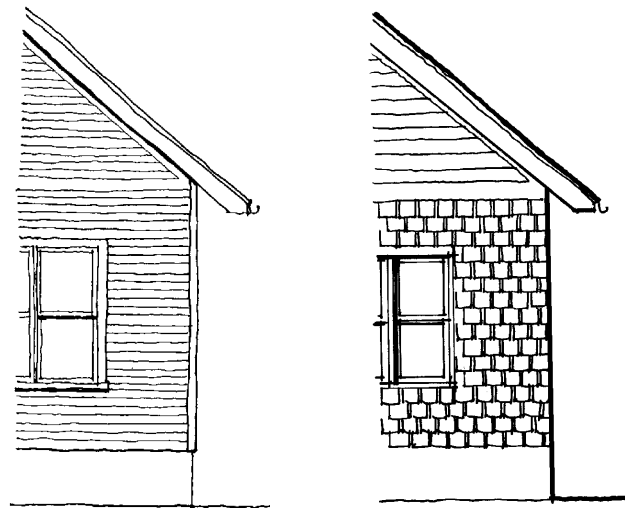
Use materials to convey building quality and scale.

Materials Topics	
Materials	25
Masonry	27

Typical Exterior Materials

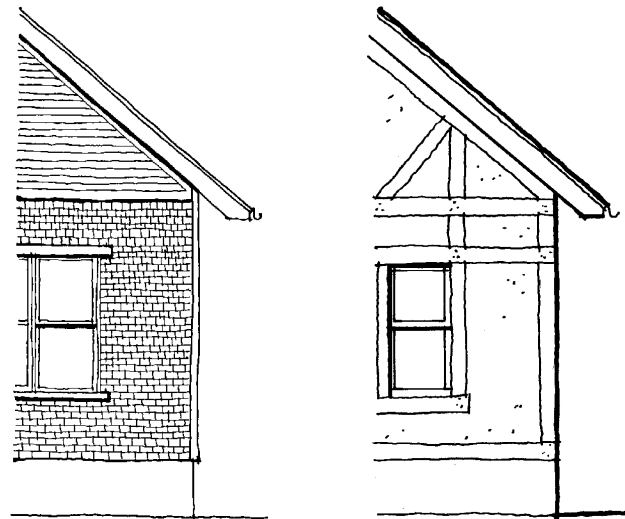
Wood siding

Wood shingles with wood siding above



Brick with wood siding above

Stucco with half-timbering



Shingles are traditionally used as primary and accent materials and are appropriate for new construction.



Wood shingles are traditionally used as primary materials for exterior walls and are one of the preferred materials for new construction.



Masonry is a traditional building material preferred for new construction.

Exterior materials provide a sense of scale, texture and quality. They should be designed to reinforce building massing, architectural concepts and character. Select materials which are high quality, convey a sense of human scale and provide visual interest. They should also minimize negative environmental impacts.

22. Use materials that appear authentic.
- Masonry, wood clapboard, stained or painted board and batten siding and shingles are examples of preferred materials.
 - Using regional materials, such as stone, is encouraged.
 - Avoid using synthetic siding that appears fake or is not durable.

Quality in Building Materials

23. Use high quality, durable materials.
- Materials should be proven to be durable in the local or a similar climate.
 - Facade material should maintain an intended finish over time, or acquire a patina which is understood to be an outcome of normal interaction with the elements.
 - Attach materials in a manner that will remain secure.

MATERIALS

Combining Materials



A change in materials from a brick base to stucco above, combined with the application of half-timber details, conveys a sense of human scale.



A molding is used to separate the two primary facade materials.

Application



Preferred



This facade uses stone as a base material with lighter wood shingles as the primary material above. This is an authentic application.



Avoid



Four materials are used on this facade: wood siding, shingles, stone and stucco with wood trim. This creates a busy facade, increasing the apparent scale of the building.

Scale in Traditional Materials



Materials applied in units, panels or modules help to convey a sense of scale, and provide a sense of texture through shadow lines which create visual interest.

Application of Materials

24. **Be consistent in the application of a material.**
- The form, texture and color of materials should reflect the architecture of the building, while respecting the established character of the surrounding context.
 - Materials should be used consistently throughout a building.
 - Creative, contemporary application of materials is encouraged where it respects the neighborhood character.

Scale in Building Materials

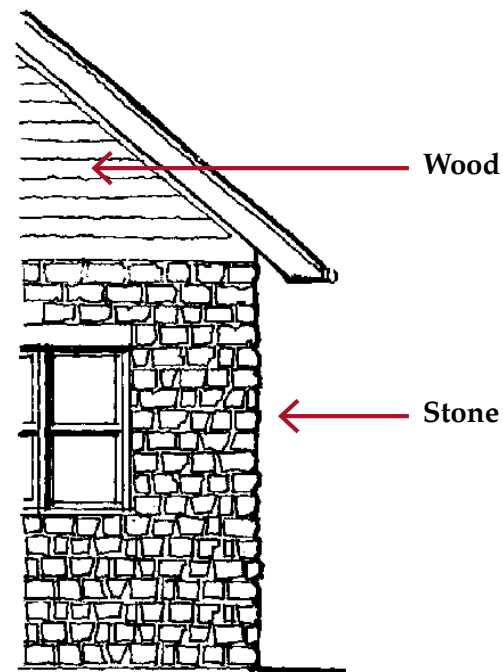
25. **Use materials to convey a sense of human scale.**
- Add visual interest through texture, finish and detailing.
 - Materials applied in units, panels or modules help to convey a sense of scale, and provide a sense of texture through shadow lines and other attributes which provide visual interest.
 - Large panelized products and extensive featureless surfaces are inappropriate.

MASONRY

Structural Application



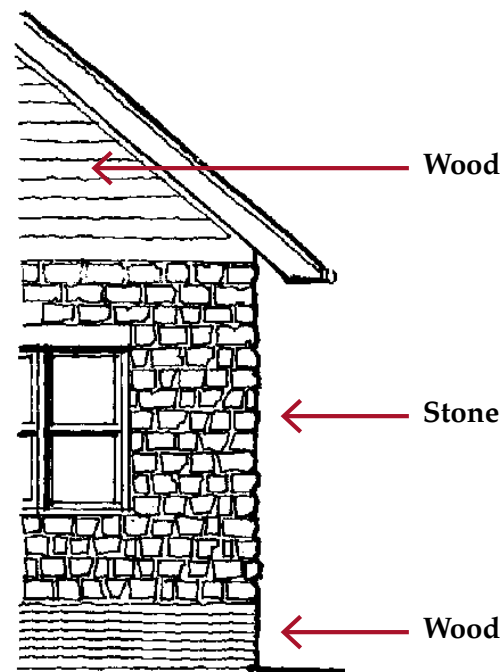
Masonry appears structural.



Preferred: Masonry should appear structural and authentic. This stone rises up from the foundation.



Masonry appears ornamental.



Avoid: Stone sits above a lighter material.

Authenticity

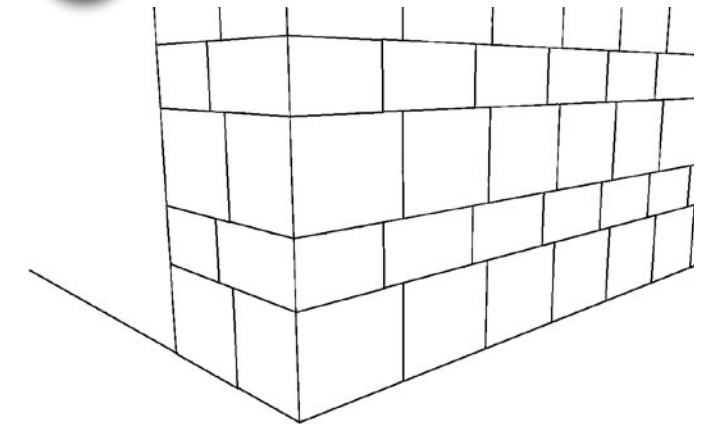


This house uses a single type of masonry, in a simple design which appears authentic in its application.

Application



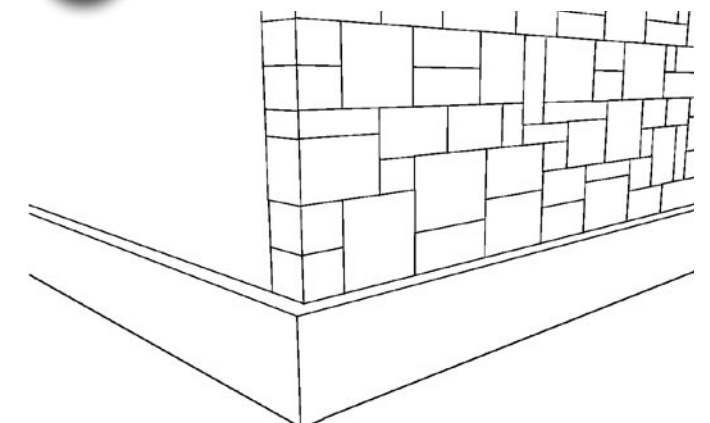
Stone appears authentic.



Preferred: Stone is authentic block that continues around the corner.



Stone appears as veneer.



Avoid: Stone appears as a thin veneer at corners.

Traditionally, masonry is combined with other materials. When used in quantity, it is typically at the first floor, with lighter materials such as wood lap siding on upper floors.

26. Masonry should appear structural in its application.

- Stone and brick are supportive materials, and should be oriented and applied to appear structural.
- Avoid random placement of individual or clustered masonry units on facades or elements such as foundations or chimneys.
- Avoid the use of masonry on just one elevation.
- Avoid the application of masonry as ornamentation around only windows or doors.

27. Keep masonry designs simple in character.

- Use a single type of masonry. Avoid combining many different types of masonry. In some cases, two types can combine well. Using stucco above brick in a craftsman style cottage is an example.

28. Use natural masonry.

- Imitation stone is strongly discouraged.

Building Elements Topics

Entries	28
Windows	30
Bays	31
Dormers	32
Towers and Turrets	33
Chimneys	34

Entries in Winnetka



This entry conveys a sense of human scale though the use of transom windows, lighting features and stairs.

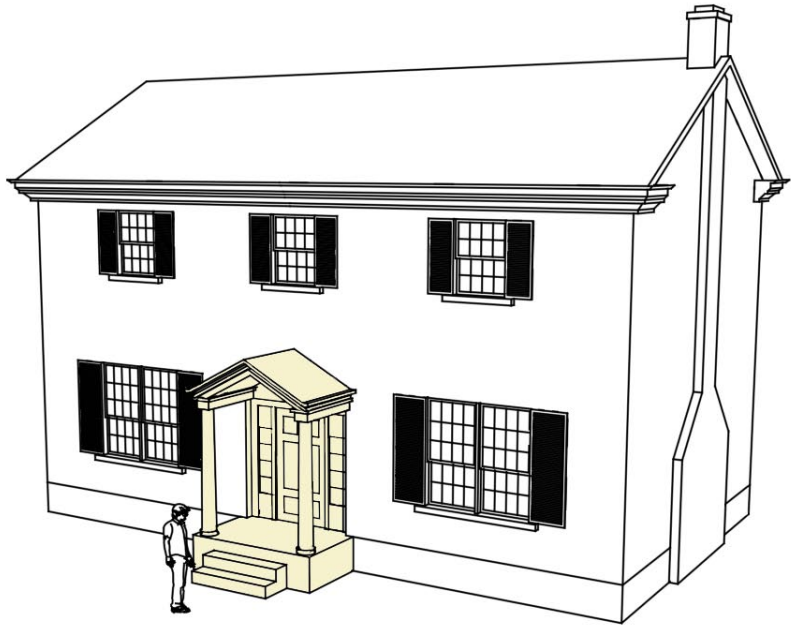
BUILDING ELEMENTS: ENTRIES



Design an entry in proportion to the building front.



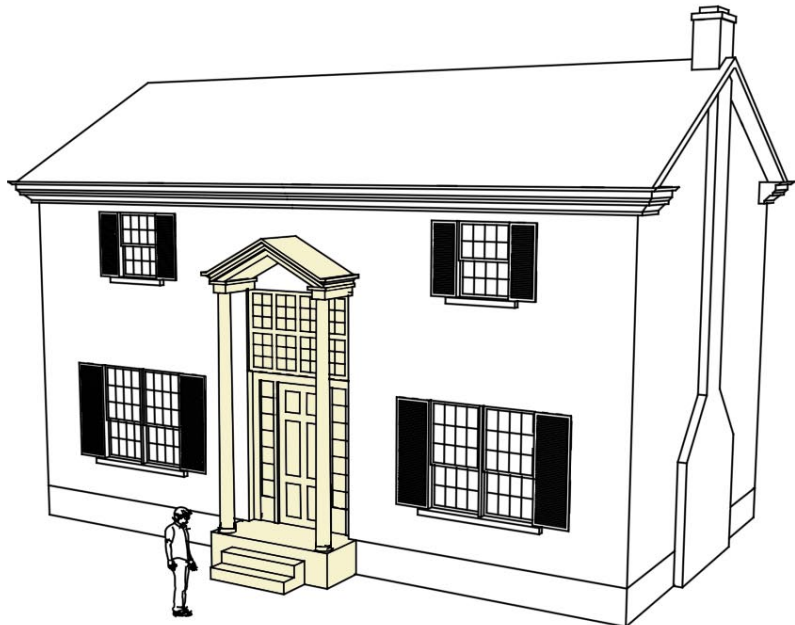
Entry in proportion to building front.



Preferred: Design architectural elements and details to be proportional to the building mass.



Entry out of scale for building front.



Avoid: Oversized features exaggerate building scale.

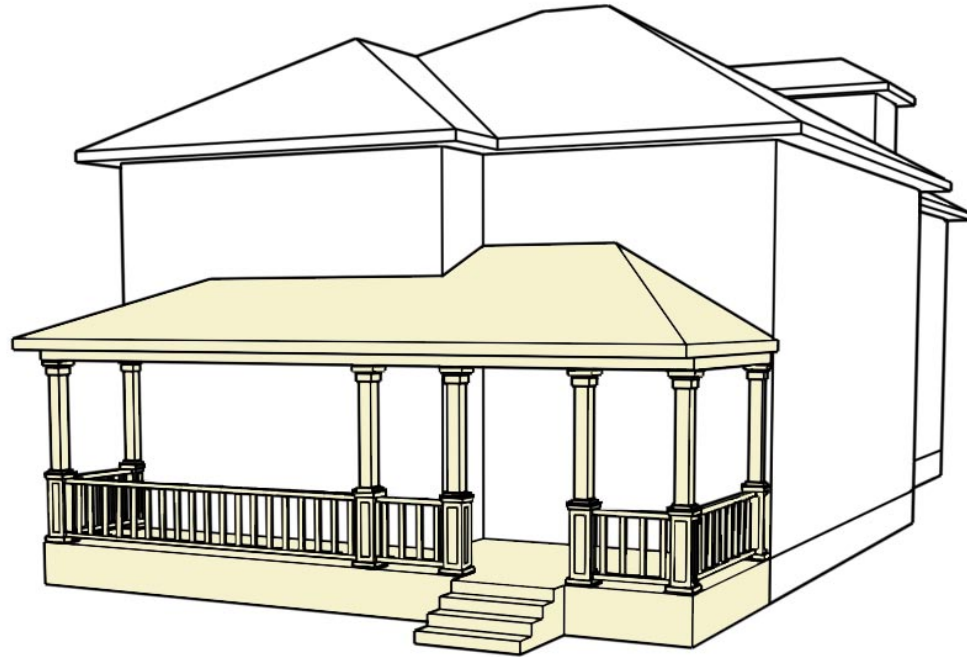
Entries, including doorways and porches, are important character-defining features. When oriented to the street, a front entry helps to establish a connection with the neighborhood and a sense of scale on the building facade. Traditionally, doorways and front porches were dimensioned to be human scale. This tradition should be continued. An entry should also be designed to be in scale with a building. In areas with smaller lots, it is particularly important to convey a scale that is in character with others in the neighborhood.

29. Design an entry to be proportional to the building’s mass and style.
- Primary entry massing features should not be overly dominant, or continue above the bottom edge of second story windows.
 - Avoid the use of a grand entry or oversized doorway which would convey a scale inappropriate to the building or the neighborhood.

BUILDING ELEMENTS: ENTRIES

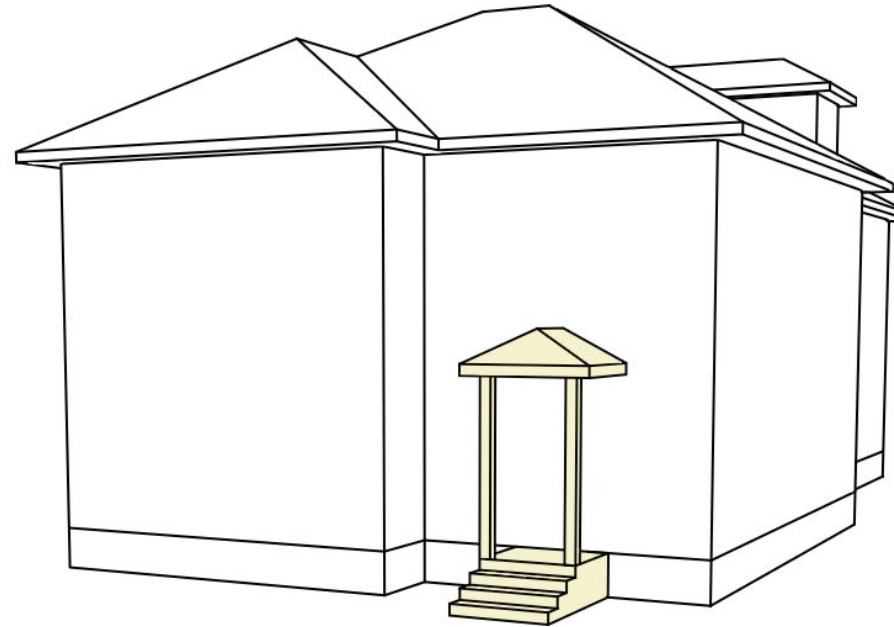
▶ Convey a sense of human scale in the design and proportions of a porch.

✓ Porch conveys a sense of human scale



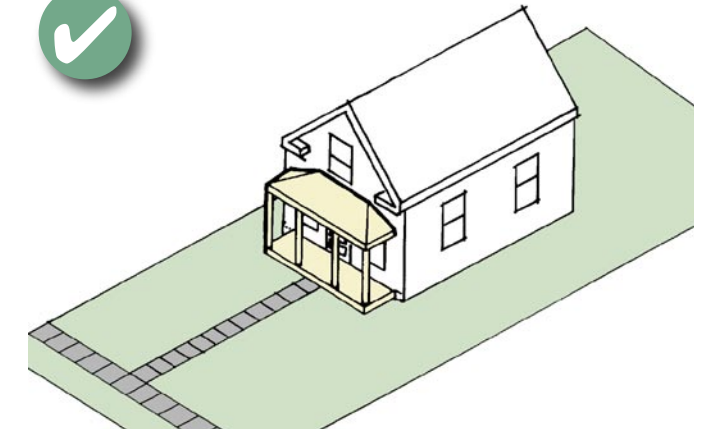
Preferred: Porch conveys a sense of human scale in proportion to the home.

✗ Porch not proportional

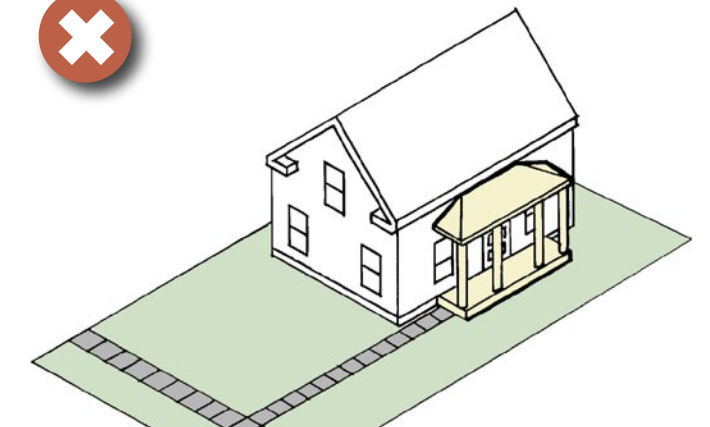


Avoid: Porch not deep enough to be useful.

Entry Orientation



Preferred: Building form and entry oriented to the street helps establish a connection to the neighborhood.



Avoid: An entry not oriented to the street can isolate the house from the street and neighborhood.

30. Clearly define a primary entrance and orient it toward the street.

- Position and frame entrance ways to articulate a facade composition and distinguish an entry from the building facade.

31. Design a porch to convey a sense of human scale

- The depth of a porch should be sufficient to be functional.
- A depth of around 8 to 10 feet is preferred.



Porches are in proportion to building and help convey a sense of human scale.

BUILDING ELEMENTS: WINDOWS

Consistency



Windows consistent with style of home.



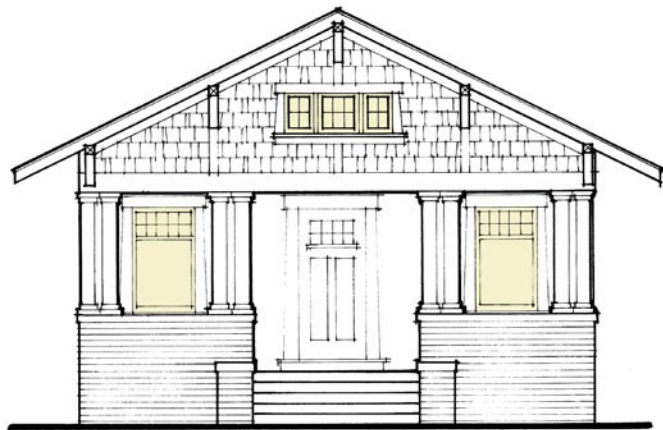
Windows not consistent with style of home.



The style, materials and detailing of these windows reflect the prairie style of the house.



Design upper story windows to be smaller in scale than lower story windows.

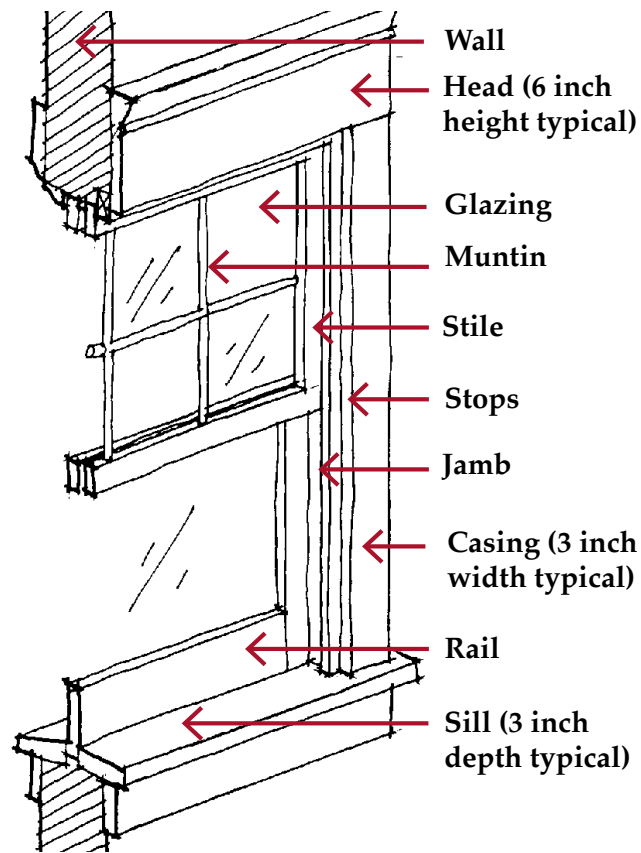


Preferred: Windows are proportional to the style of the home.



Avoid: Percentage of glass out of proportion with style of the home.

Window Component Proportions



Typical double-hung window components. Window components should have substantial depth.

Windows are important character-defining features of buildings. They give a sense of scale to buildings and provide visual interest to the composition of individual facades. Distinct window designs also help to define many building styles.

32. Design windows to reflect a human scale.

- Design upper story windows to be smaller in scale than lower story windows.
- Avoid windows which create excessive voids, such as large, undivided picture windows.
- Use window components, such as trim boards, with substantial width and depth to give a sense of scale.

33. Design a window to be consistent with the architectural style of the building.

- Use a window style that is consistent with that of the building overall.
- Use window materials and details which are consistent with the building style.
- If divided panes are used in a window, they should appear to be authentic: True divided lights are preferred; or use applied dividing strips (muntins) on both the outside and inside of the glass. Avoid using snap-on muntins or those that are inserted between glass layers.

BUILDING ELEMENTS: BAYS

▶ Consider bay and oriel windows only when appropriate to the building style.

✓ Bay proportional.



Preferred: Bay window is in scale with the building facade.

✗ Oversized oriel window.



Avoid: Oversized oriel window on upper floor increases the sense of scale of the building.

Bay, oriel and other projecting windows have increasingly been used in the design of new homes. While appropriate in some cases, they are often used inconsistently or are inappropriate to the building style. Excessive use of projecting windows can lead to an overly busy and bulky facade, and should be avoided.

34. Design projecting windows to appear authentic.

- Use of projecting windows should be considered only when the building style would have traditionally included such features, such as on a Craftsman style home.
- Design bays to appear supported, not suspended on the building facade.

35. Limit the use of projecting windows that add to building bulk.

- Generally, only one to two bay or oriel windows should be visible from the street.
- Locate bays where they will break up the line of an otherwise long, unarticulated wall.
- Use of a two-story bay should be considered only where it will be a subordinate element of the building facade. (See example above.)



This first-floor bay is proportional to the building facade, and does not dominate or overwhelm it.



This two-story bay is subordinate to the building facade.

BUILDING ELEMENTS: DORMERS



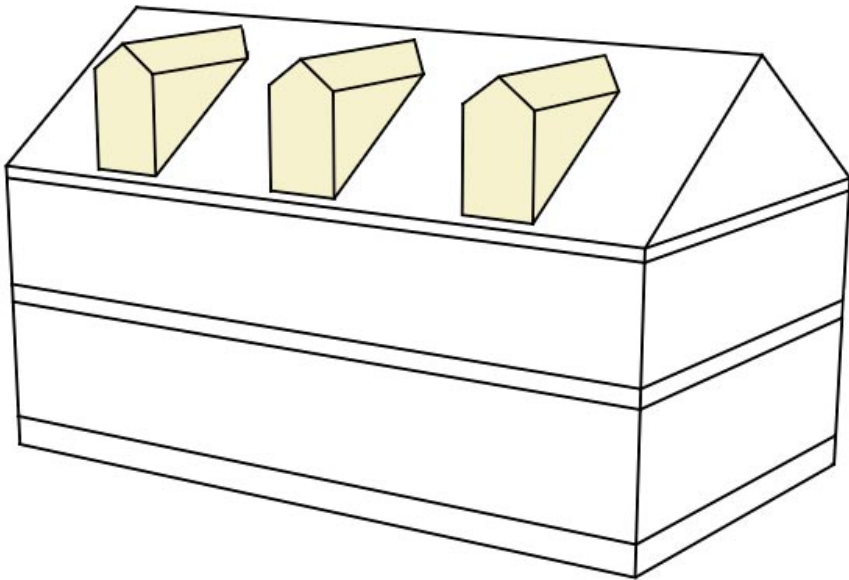
Dormers are proportional to the roof form, and appropriate to the Colonial style of the building.



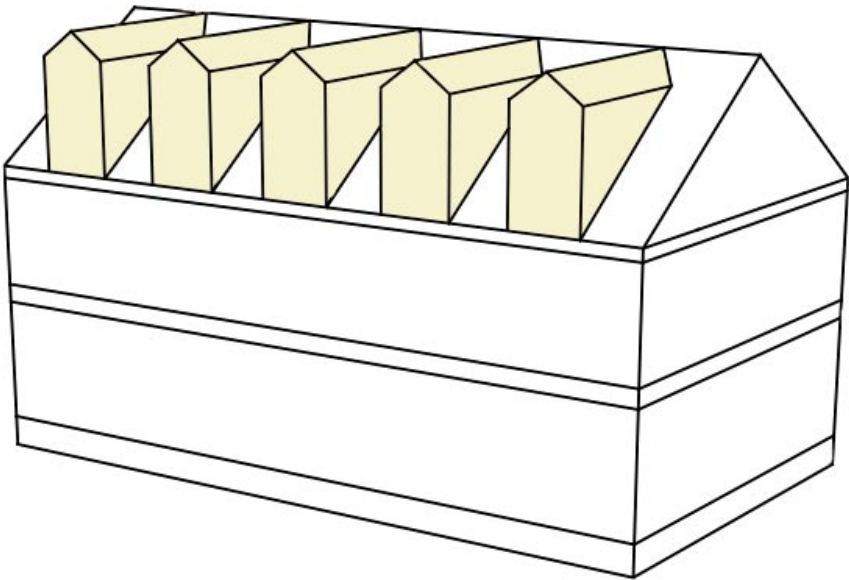
Shed dormers are appropriate for smaller homes such as “cottage”, bungalow, and craftsman styles, and have proportion and scale relationships that differ greatly from more common gable style dormers. Their use should be carefully evaluated.

▶ Keep dormers in proportion to the roof form.

✓ Dormers proportional to roof form.



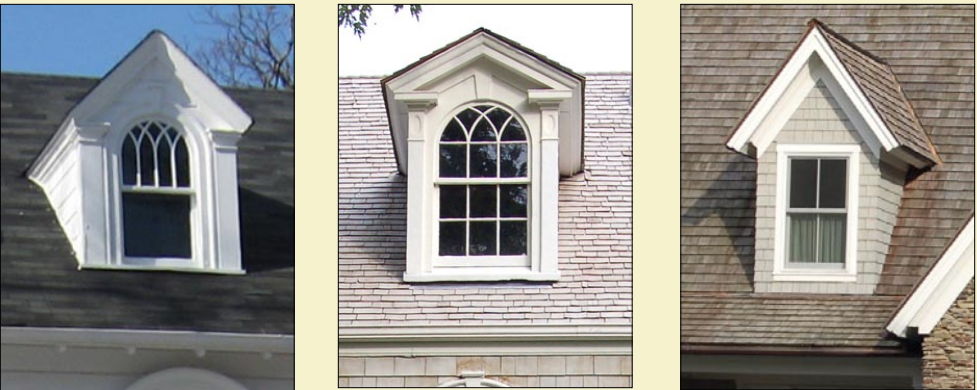
✗ Excessive use of dormers is out of proportion with the roof form.



Preferred: Use of dormers limited to be proportional to the roof form, creating visual interest and a sense of scale on the building.

Avoid: Excessive use of dormers creates an overly busy appearance, increasing the sense of scale of the building.

- 36. **Use dormers when appropriate to the building style.**
 - Dormers should be integral to the character of the building, and not dominant.
 - See Appendix B for more information on details of selected Winnetka building styles.
- 37. **Design dormers to be in proportion to the roof form.**
 - Locate dormers below the roof’s ridge line.
 - Limit use of dormers to avoid an overly busy roof.

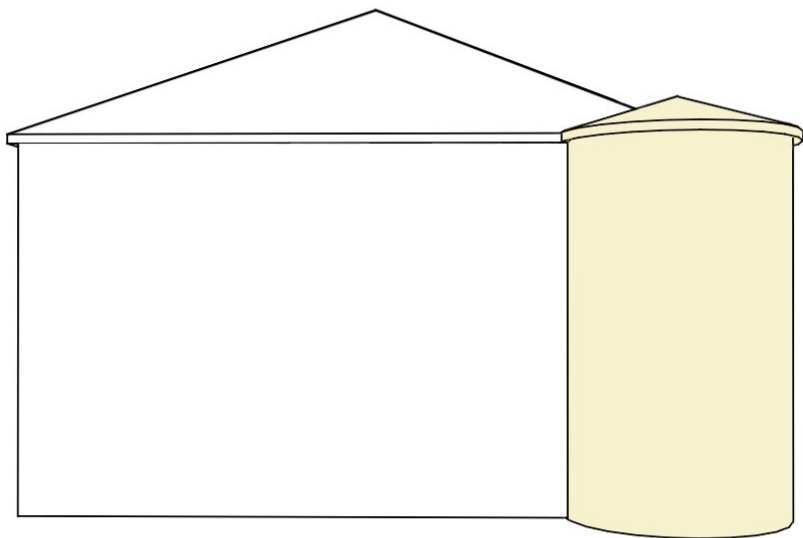


Dormers should be proportional to the roof form, and be located below the ridge line of the roof.

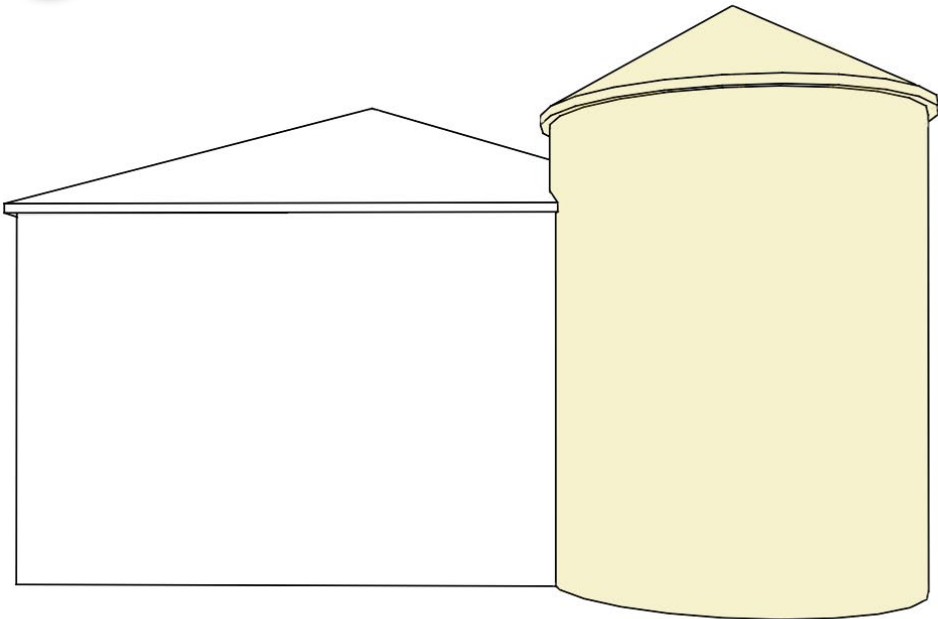
BUILDING ELEMENTS: TOWERS AND TURRETS

▶ Use towers very sparingly. If used, keep tower form secondary in size to the building mass.

✓ Tower in proportion to the home.



✗ Tower not in proportion.



Preferred: Tower is proportional to, and lower in height than, the house.

Avoid: Tower is too large and tall in proportion to the house.

- 38. Design a tower or turret element to be subordinate to the overall building mass.
 - A tower should not protrude above the main house wall plate.
- 39. Use materials that minimize the sense of scale of the tower or turret.
 - Continue the primary wall materials onto the tower, to help it blend with the overall composition.



Tower is proportional and does not rise above the height of the main wall plate.



Tower is proportional to, and appropriate for the style of the home.



Tower is appropriate to the Queen Anne style of the home. The primary wall materials continue onto the tower, blending it into the overall composition.



The use of this tower of commanding scale and visual dominance is appropriate to the architectural style and location in a large estate neighborhood.

BUILDING ELEMENTS: CHIMNEYS



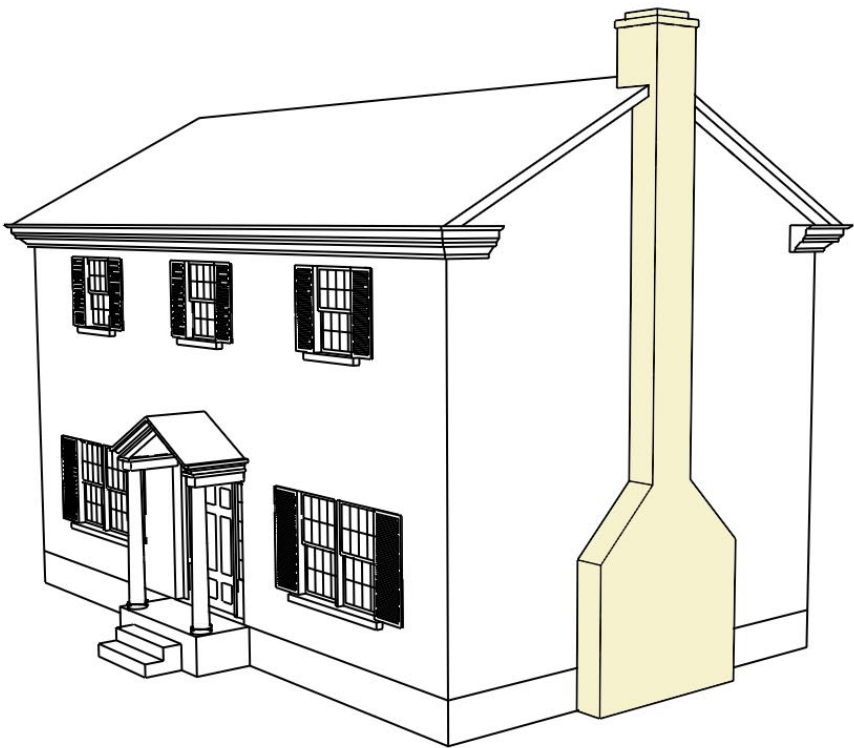
This home integrates the chimney into the overall building design.



Chimney is integrated into the overall building design.



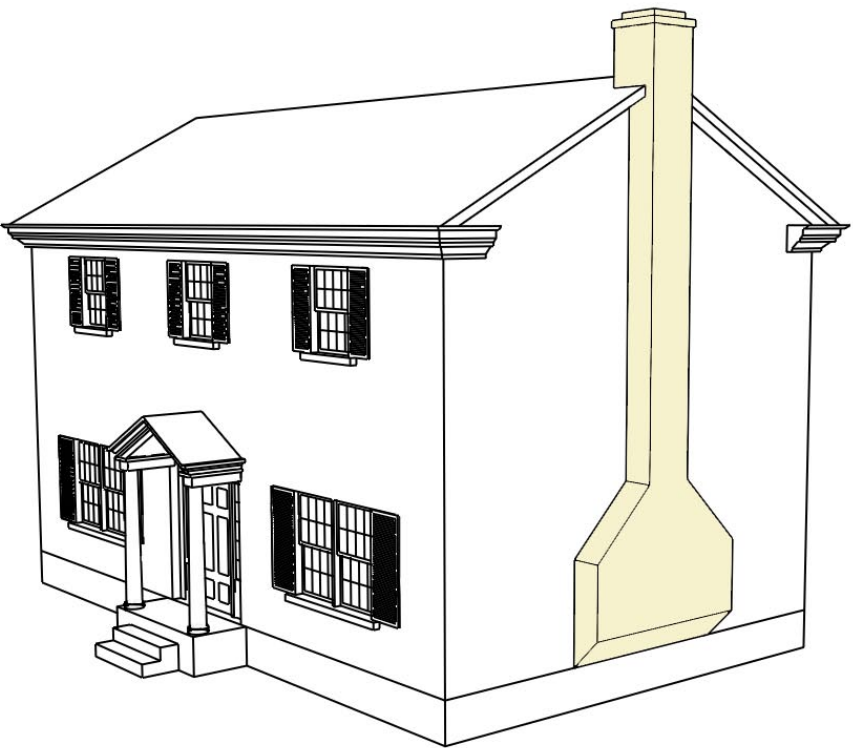
Chimney appears supported.



Preferred: The chimney appears to have a direct means of support, and is integrated into the overall building design.



Chimney does not appear supported.



Avoid: The chimney appears to “float” above the building foundation.

Chimneys are a part of the design traditions of the community and they appear in a variety of styles, shapes and materials. While they are not used as extensively in new buildings as in the past, a chimney can add visual interest to a building and help to reduce the perceived scale of a roof line. When one is included, it is important that the form and materials be integrated into the overall building composition. In general, a building should have no more than two chimneys, especially on a small lot.

40. **Integrate a chimney into the overall building design.**
- A chimney that is attached to the side of a building should appear to have a direct means of support. Avoid a chimney that appears to “float” above the building foundation.
 - Avoid projecting a tall, freestanding chimney at the lower point of a roof. Doing so emphasizes the mass of the chimney.
 - Avoid placing a chimney directly opposite a neighboring window without also providing a greater setback to reduce mass and scale impacts.
 - Avoid overly narrow chimneys.

ARCHITECTURAL DETAILS



Use details which are visually appealing and consistent with the style of the home.

Visual Interest



Railing patterns and columns create visual interest and give a sense of scale.



Patterned trim creates visual interest on this gable-end facade and is consistent with the style.



Eave details and horizontal molding create a sense of scale and are used consistently throughout.

Architectural Details Topics

Window Trim	36
Facia and Corner Boards	37

Proportion



Cornice and trim details frame a gable end and are proportional to the building’s materials and massing.



Rafter tails and purlins in the eaves and the half-timber siding help to establish a sense of proportion and scale across a facade.

Architectural details provide visual interest and enliven a building facade. These features are often characteristic of individual building styles, and should be used in a way which is consistent with the style of the house. Appropriately sized details, such as chimneys, eaves, windows, dormers and entries, also can help visually reduce building scale.

41. Use architectural details to provide visual interest.
- Use architectural details to relieve blank facades.
 - However, use detail moderately, to avoid overly busy facades.

42. Design architectural details to appear authentic.
- The type, size and location of such features should be consistent with the overall style of the building.
 - Avoid details that appear fake, non-structural or unrelated to the basic style.
 - Apply details consistently throughout.

43. Design details to be proportional to the building mass.
- Avoid oversized features which exaggerate the building scale.
 - Also avoid details that appear too thin.

ARCHITECTURAL DETAILS: WINDOW TRIM



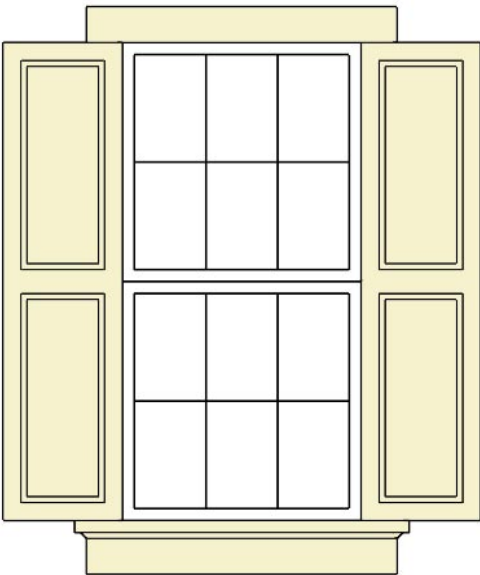
Shutters are proportional to window opening; operable hinges and hardware provide additional dimension of detail and authenticity.



In lieu of shutters, window is detailed with wider flat casing and head molding. Joinery at sill and side casings demonstrates fine craftsmanship and attention to detail.

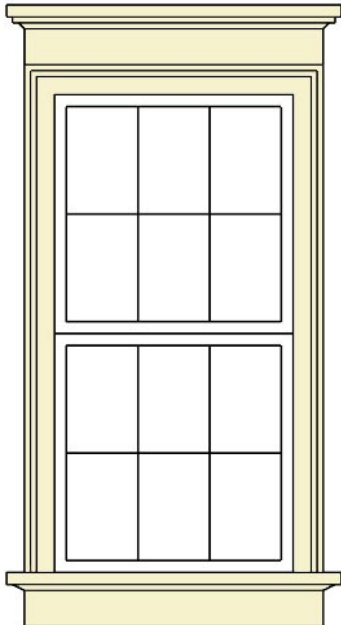
 Use details which are proportional.

 Shutters and casing are proportional to the window.



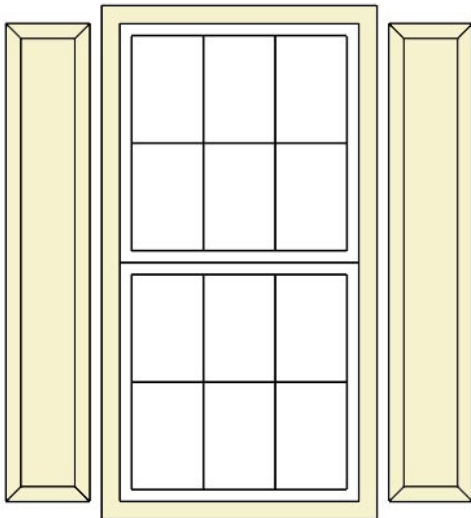
Casing sits on a sill. Shutters fit window and appear authentic.

 Casing is proportional.



Decorative casing is in proportion to window and consistent with the style.

 Shutters not proportional to the window.



Casing wraps around window without a sill. Shutters don't fit window opening and appear fake.

Window details are essential elements of well-designed homes in Winnetka. Specific details vary with individual architectural styles, but using the correct proportions for trim boards, sills, and other ornamental elements is essential.

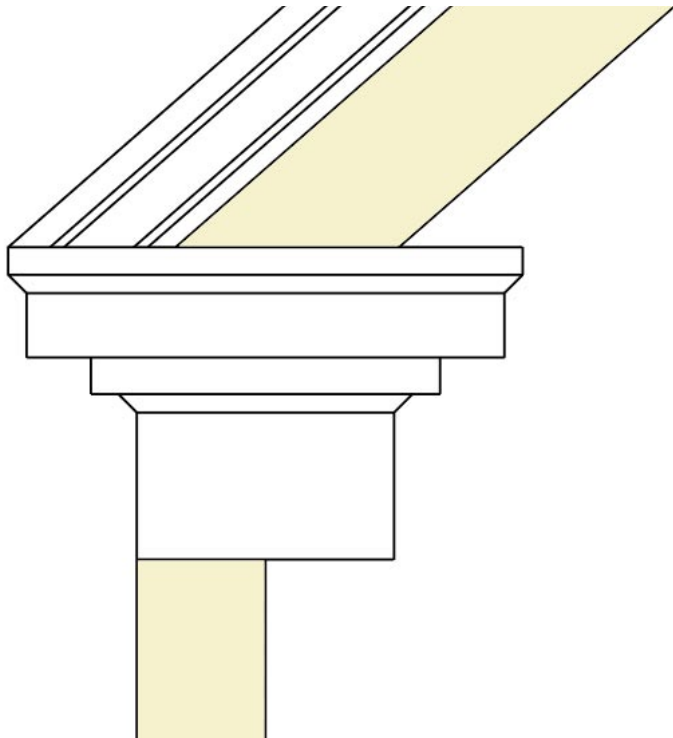
44. **When using shutters, design them to appear authentic and in scale with the window.**
- The combined width and the height of the shutters should match the size of the window opening.

45. **Use trim boards that are in proportion to the window.**
- Use a board with a substantial depth and width for casings.
 - Avoid using casings that are too thin for the window size.
46. **Use a sill to finish a window casing.**
- Upper casing boards should sit on a sill, not wrap around the bottom of the window uninterrupted.

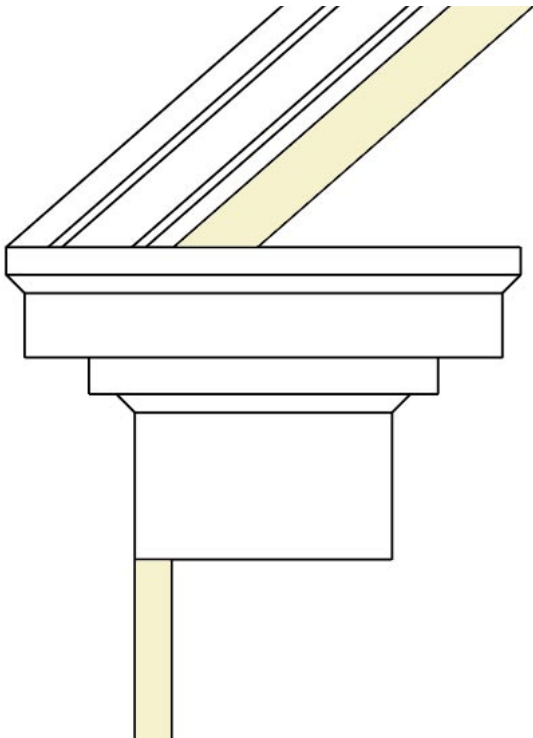
ARCHITECTURAL DETAILS: FACIA AND CORNER BOARDS

▶ Use details which are proportional.

✓ Facia and corner board in proportion.



✗ Facia and corner board too thin.



Many styles use a flat trim board to support a decorative cornice. These provide a sense of “finish” to roof designs and are effective when applied to both masonry and wood walls. Correct proportions are essential. In most cases, the height of the fascia board should be equal to the height of the cornice above it.

47. Use fascia boards to support a cornice.
- Keep the dimension in proportion.
 - Avoid fascia boards that are too thin.

48. Use corner boards that are in proportion to the siding material.
- Avoid corner boards that are too thin.



Fascia board beneath gable “supports” roof visually, and is proportional with rake board.



Fluted corner boards are proportional to horizontal siding and exhibit a high level of detail and fine craftsmanship.

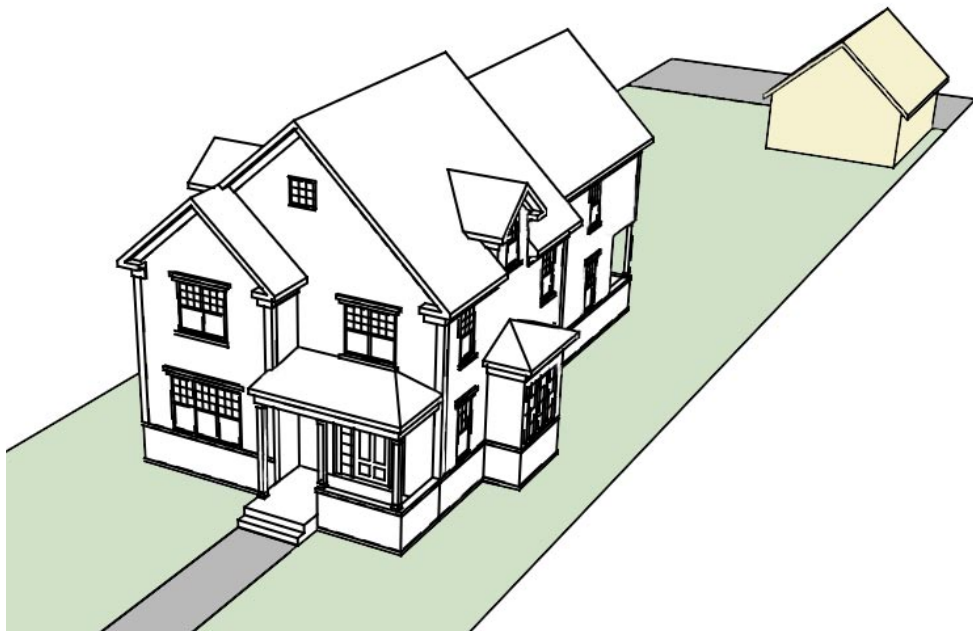
ACCESSORY STRUCTURES



This accessory structure (bottom image) is subordinate to, but similar in character to the primary structure (upper image).

▶ Consider how an accessory structure will relate to the main structure.

✓ Appropriate accessory structure.



Preferred: The accessory structure appears similar in character and subordinate to the primary structure.

✗ Accessory structure too large.



Avoid: The accessory structure appears too large and out of character in comparison to the primary structure.

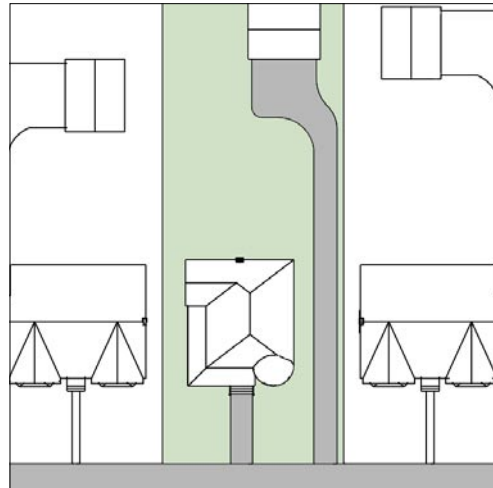
49. Design an accessory structure to be similar in character to the primary structure.
- Use materials that are similar in texture and finish to those of the main house.
 - Use a form which reflects that of the main house.

50. Keep an accessory structure subordinate to the main house.
- Keep the design simple, using less ornate details than on the main house.
 - The overall mass should appear to be substantially smaller in size than that of the main house.
 - Position the secondary structure such that it minimizes impacts on views of neighbors.

GARAGES

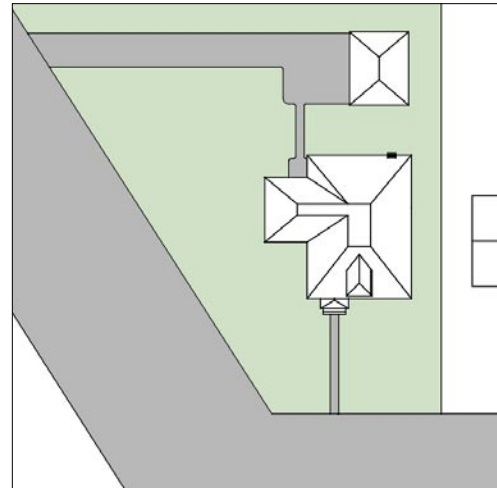
 Consider how the garage form and location will fit the house design.

 Detached



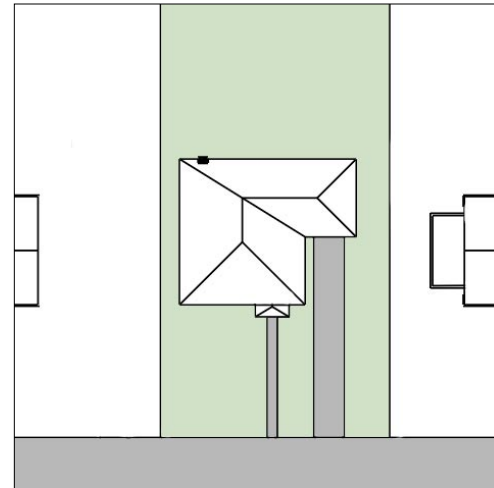
A detached garage reduces the primary building mass, and should be located at the rear of the site. The garage should be designed in a manner that is consistent with the design of the house.

 Rear- or Side-Loaded



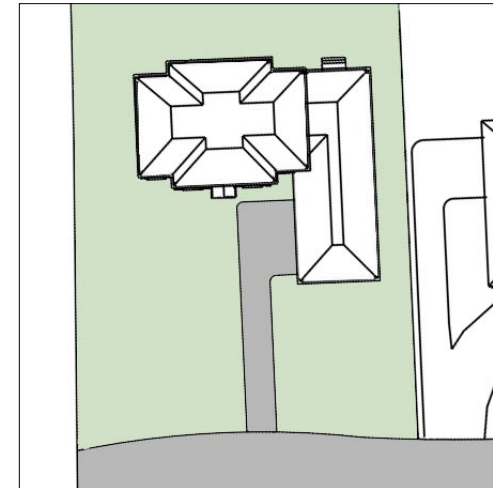
A property with access from an alley or side street can locate the garage at the rear or side of the residence, eliminating garages and driveways from the front of the residence and enhancing the street scene.

 Tandem



Parking one car in front of another (in tandem) allows for minimal garage frontage on the primary facade of the residence.

 Turn-In



Accessing a garage by turning in rather than pulling straight in reduces the appearance of garage doors along the street. Articulate the street elevation of the garage in a similar manner as the rest of the house.



The design of the home above incorporates a turn in garage which reduces the appearance of garage doors on the street, handsomely integrated into the home's design.



Design garages to provide visual interest, or blend with background materials of the building. These modern overhead doors are side loaded to hide from the street view, but have been designed to appear like traditional hinged carriage doors

The volume of the garage space itself impacts the overall perceived scale of a property. Placement, access, overall design and the treatment of the garage doors are key factors. A garage should be detailed such that it appears as a subordinate element. It should be a visual asset, helping to minimize its effects upon the overall mass of a building, and reducing its prominence as seen from the street. Provide access from an alley where possible.

Also consult the zoning ordinance for limits on front-facing garage doors.

51. Locate a garage to minimize visual impacts upon the overall mass of a property and the streetscape.

- Locate a detached garage to the rear of a home where feasible.
- Orient a garage to face away from the street front.
- Articulate any street facing garage wall with the same attention to details as the main house.

52. Design a garage door to provide visual interest.

- Use materials and details that convey a sense of scale.

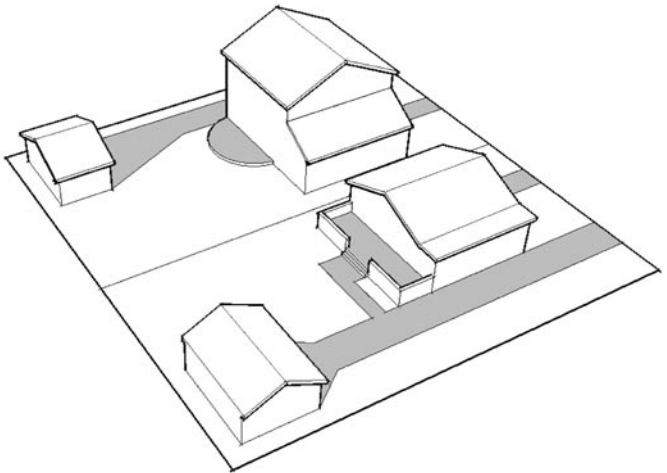
DRIVEWAYS

▶ **Design a driveway to be a visual asset.**

Driveway Character



A gravel driveway permits percolation of water into the soil and reduces storm water runoff.



Hard surfaces include drives, patios and courtyards. Using porous materials in these areas is encouraged.



This driveway uses stone pavers which are visually appealing and help to reduce the extent of surface areas. Landscape features also help to screen the drive from view and integrate it into the site.

Paved Surface Area



These paved driving strips minimize the amount of paved surface area in the driveway.

Driveways and parking areas have direct impacts upon the character of a site and the streetscape. Parking areas and driveways should be designed to be assets to the site, minimize impervious area, and appear as integral elements of the landscape design.

- 53. Minimize the amount of paved surface area in a driveway.**
- Limit the width and length of a drive.
 - Use porous paving materials.
 - Consider using paving strips, stone pavers, decomposed granite, pea gravel, exposed aggregate concrete, gravel, decorative modular pavers or grass and cellular paving systems to minimize impervious surface areas.
 - Avoid using plain asphalt or black top when possible.

LANDSCAPE DESIGN



Use landscape features to integrate a building with its site.

Integrate Building with Site



Landscape should integrate a building with its site. In this example a deck, vegetative ground-cover and a walking path serve as transitions between the home and its site.

Minimize Building Scale



Use trees and shrubs to reduce the perceived scale of a larger building.

Enhance Street Scene



Use vegetation to screen a driveway and enhance the street scene.



Low, decorative fences can be used effectively as a landscape element and help “frame” the site. Combined with landscaping on both sides, this fence is a welcoming presence on the street.

A successful landscape design integrates a building with its site and neighborhood. It should incorporate existing natural features as assets. Landscaping should convey a sense of human scale, minimize the perceived mass of the home and maximize open space. Pay special attention to the edges of a site and how landscape design in those areas relates to the neighborhood context.

Budgets for successful landscapes vary widely, but even a modest project can enhance the fit of a property with the neighborhood. A landscape plan should be adopted early in the design process to reduce the likelihood of last minutes budgets cuts and reductions in landscape quality.

54. **Design a landscape to have the following characteristics:**
- Enhance the street scene.
 - Provide a sense of progression from the street to the home.
 - Integrate a home with its site and its neighborhood setting.
 - Incorporate plant materials which complement those established in the natural surroundings.
 - Use deciduous and non-deciduous landscaping to provide year-round vegetation.
 - Maintain a sense of open space between sites.

LANDSCAPE DESIGN

Spatial Progression



Provide a sense of progression from the street to the house.

Integrate with Topography



Make the most out of site topography. This “engineered” drainage swale has been landscaped into a unique garden space, hiding its function beautifully.



Bring the landscape architect or designer into the process early, to assist with drainage and tree preservation requirements, and to ensure the landscape design complements the building and site.



Minimize disruption to existing grade to prevent damage to mature trees. A severe grade change on this site was managed in a natural fashion utilizing natural stone outcropping to retain the slope and avoid a more severe retaining wall.

Progression of Outdoor Space

A traditional landscape design has a sequence of spaces that leads from the public realm of the street, transitions into a “semi-public” area in the front yard and then ends with the building entry, leading into the private realm. This progression is a part of the character of Winnetka and appears in many different garden styles and landscaping palettes. It may extend over a large lot front or be quite compact, but nonetheless is a key characteristic that should be continued.

55. Design a front yard to provide a progression of spatial experiences, from the public to the private realm.

- Combine fences, walkways and plant groupings to convey this hierarchy of spaces.
- This should occur even on very compact sites.

APPENDIX A: WINNETKA DESIGN TRADITIONS

Winnetka is known for its high quality neighborhoods and high standard of residential design. Its neighborhoods represent a progression of development, from the late 1830s to the present day, and homes range from large, lake-front properties to modest downtown bungalows. As a result, there is no single design “theme” or architectural style that signifies Winnetka. However, within these varied residential contexts there are several Village-wide design traditions which are apparent in the majority of residential buildings and landscapes.

This appendix summarizes Winnetka’s residential design traditions and also presents corresponding design principles which will help to maintain both Winnetka’s high standard of design quality and the unique character of the Village. These principles apply throughout the community and to all building projects.



Winnetka is known for its high quality neighborhoods and high standard of residential design.



A variety of architectural styles abound, with high quality of design the common thread which gives Winnetka its character and a sense of community.

RESTRAINED CHARACTER

Designs are relatively restrained in character. These may be modest in their massing and use of materials and details, or they may be more grand in detail and design features, but nonetheless are not ostentatious or “over-the-top.”

- A1. **Designs should convey restraint.**
- Use refined details and materials to achieve a subdued overall effect.



This home uses many architectural details while remaining modest in character.

CONSISTENCY AND INTEGRITY IN DESIGN

A successful design has a coordinated design concept. Materials, massing and details occur in a consistent manner. This tradition continues with additions and alterations and even in landscapes.

- A2. **A design should be consistent in its execution.**
- This applies to its basic concept, form and details.
 - An addition should also be consistent with the existing structure.



Traditional Winnetka homes use architectural detailing, materials and massing in a consistent manner.

INDIVIDUALITY

Each home is unique. Most houses are custom-built. Even where a developer has erected several homes in close proximity, each has an individual design. Repeating the same design, often associated with tract development, is contrary to Winnetka’s design traditions.

- A3. **Each design should be an individual expression.**
- Replicating other designs is discouraged.



Traditional homes in Winnetka express a sense of individuality in design.

HIGH QUALITY CONSTRUCTION

Winnetka homes are well-crafted and express a sense of high quality in construction. Even modest homes have these attributes. This also is reflected in landscapes.

A4. Any improvement should be of high quality and convey a sense of durability.

- High-quality materials and construction methods should be used.



Traditional homes in Winnetka are well-crafted and express a sense of high quality in care and construction.

FIT WITH THE SETTING

Winnetka homes fit with the natural setting. Mature vegetation, slopes, as well as lot size and shape are integral parts of the design, rather than obstacles to overcome.

Natural resources, such as wetland areas and mature trees, are kept in the landscape design. Individual sites may differ but each responds to the assets of its setting.

A5. A design should fit with its setting, incorporating key natural features and landscapes.

- Native plants and site features should be integral to the property.



This home integrates with the topography, mature vegetation, and other natural assets of its site.

SENSE OF SCALE

Winnetka homes convey a sense of scale. This is conveyed in the overall massing of a structure as well as the way in which windows, doors and details give a sense of the building size. The texture of materials and the manner in which they are assembled do so as well. This helps one comprehend the building size in comparison to a human being.

A6. A property should convey a sense of human scale.

- Use varied massing, detailing and landscaping to establish a sense of scale.
- Also use architectural elements, such as windows and doors, to establish a sense of human scale.



Landscape treatments and architectural detailing convey a sense of human scale.

BALANCE OF INDOOR AND OUTDOOR SPACES

A traditional design makes use of outdoor areas as well as indoor spaces. This includes porches, patios and gardens that extend living areas outside. This balance of active spaces may be private, such as a rear-deck, or semi-private, such as a front porch. Traditionally, semi-private outdoor spaces have contributed to the sense of community within the Village.

- A7. A design should balance uses between the indoors and outdoors.
- These should fit with the setting and be compatible with neighbors.



This home’s outdoor spaces include its large front porch and landscaped yard.

FIT WITH THE NEIGHBORHOOD

A Winnetka home fits with its neighbors. Across a neighborhood, homes have a sense of relatedness, which derives from similar ways of placing buildings on their sites, of uniform setbacks, and similarity in massing and form.

- A8. A building should reflect the established relationships of siting and scale in the neighborhood.
- Considering one’s neighbors is also a tradition. This occurs



Across a neighborhood, designs remain unique, but should have a sense of relatedness and similarity.

GIFT TO THE STREET

A Winnetka home “contributes” to the street. In Winnetka a property provides details that are visually attractive and interesting to people on the street. This may occur as a porch that faces the street, the composition of building facade, or a landscape feature. An individual property is a part of the greater neighborhood context, which is enriched by this contribution to the public way.

- A9. Convey a “gift to the street” through design that enriches the public realm and acknowledges that a property is a part of the neighborhood.
- This includes architectural ornaments and accent plantings.



Landscape treatments including trees and paving enhance the character of a home and the quality of the streetscape.

APPENDIX B: PROPORTIONS OF SELECTED RESIDENTIAL STYLES

Winnetka is known for its high quality residential neighborhoods which have rich architectural histories dating from the late 1800s and extending through many periods and styles. This mix contributes to the Village’s character and its neighborhoods. Each style has distinctive proportions and features that contribute to the sense of “belonging” in the Village. This appendix provides an overview of the principles of proportion seen in selected styles prevalent in Winnetka including;

- Colonial Revival;
- Craftsman (Arts and Crafts);
- Prairie;
- Queen Anne (Victorian); and
- Tudor Revival.

These styles are common in Winnetka, but others also appear throughout the Village. A style may not exactly fit into these categories, but will have some of the features described here. The following pages illustrate traditional building proportions for these styles. While these proportions vary from style to style, they show a consistency of proportions and relation to human scale which are characteristic of all residential styles in Winnetka.

These residential descriptions do not constitute a recommendation to build homes in one style over another, but serve as a reference for identifying key features of various styles in order to respect established design traditions.



This chapter provides an overview of selected styles in Winnetka, and should be reviewed when altering an existing home, or designing a new house based on these styles.

In This Appendix	
Colonial Revival	ii
Craftsman (Arts and Crafts)	iv
Prairie	vi
Queen Anne (Victorian)	viii
Tudor Revival	x

COLONIAL REVIVAL : KEY FEATURES

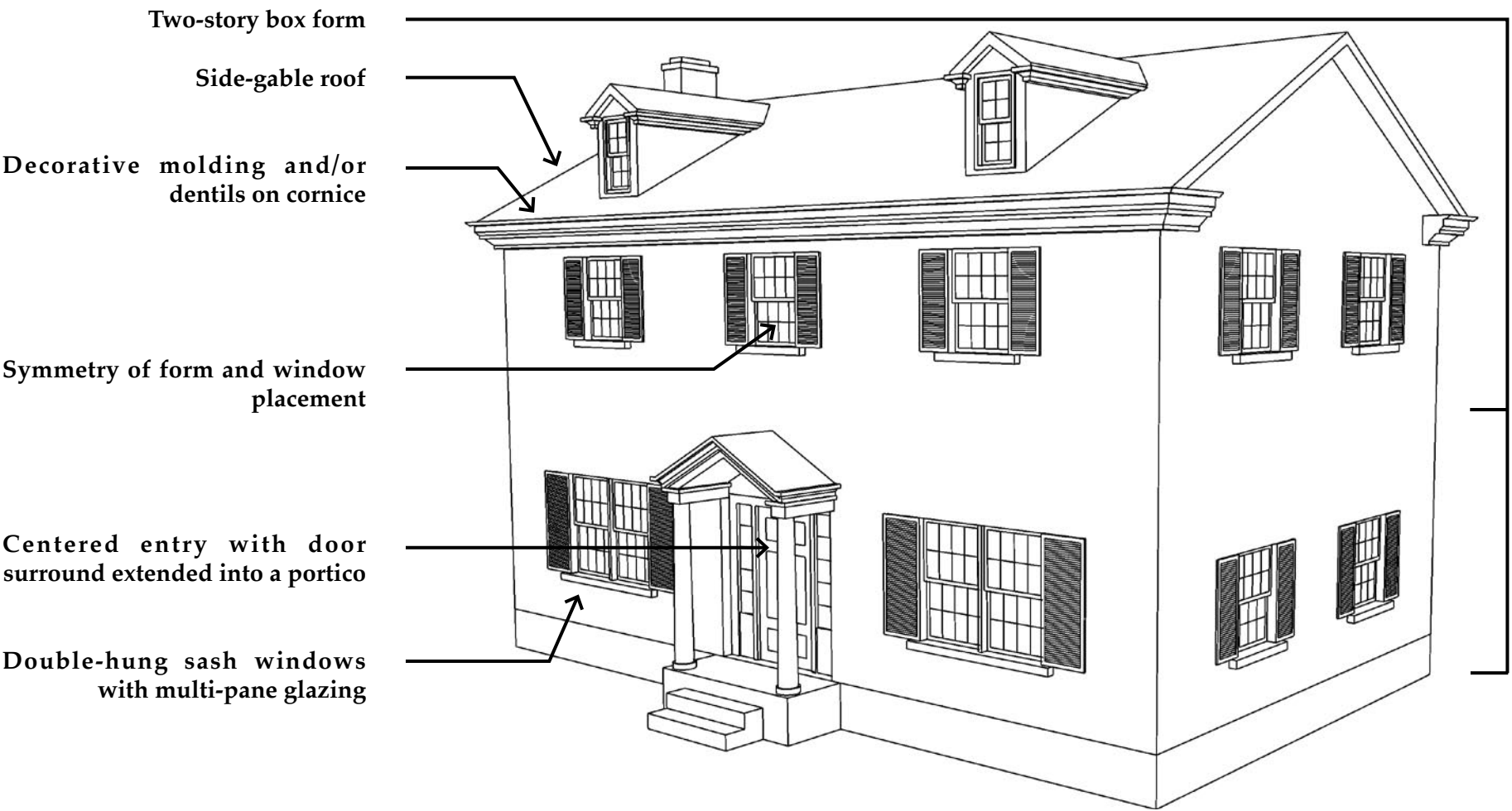
Colonial Revival in Winnetka



- Symmetrical composition
- Hip roof
- Dormers subordinate to overall roof mass
- First floor windows taller than upper windows



- Gable roof with ridge parallel to street
- Brick
- Offset entry aligns with window above
- Classical pediment above door
- Six-over-six windows



The Colonial Revival style dates from the 1880s to the mid 1940s. This spans what is termed to be the Eclectic Period of American residential architectural design. Revival homes reflected several classical precedents, but were primarily true to their colonial inspirations of the Georgian and Adams styles. A Colonial Revival home has a box-like shape, side-gable roof and strict symmetry. Variations of this style often have windows placed in pairs and detailed door surrounds or a front portico. The Colonial Revival style is very common in Winnetka and its influence over current design trends is apparent throughout the Village.



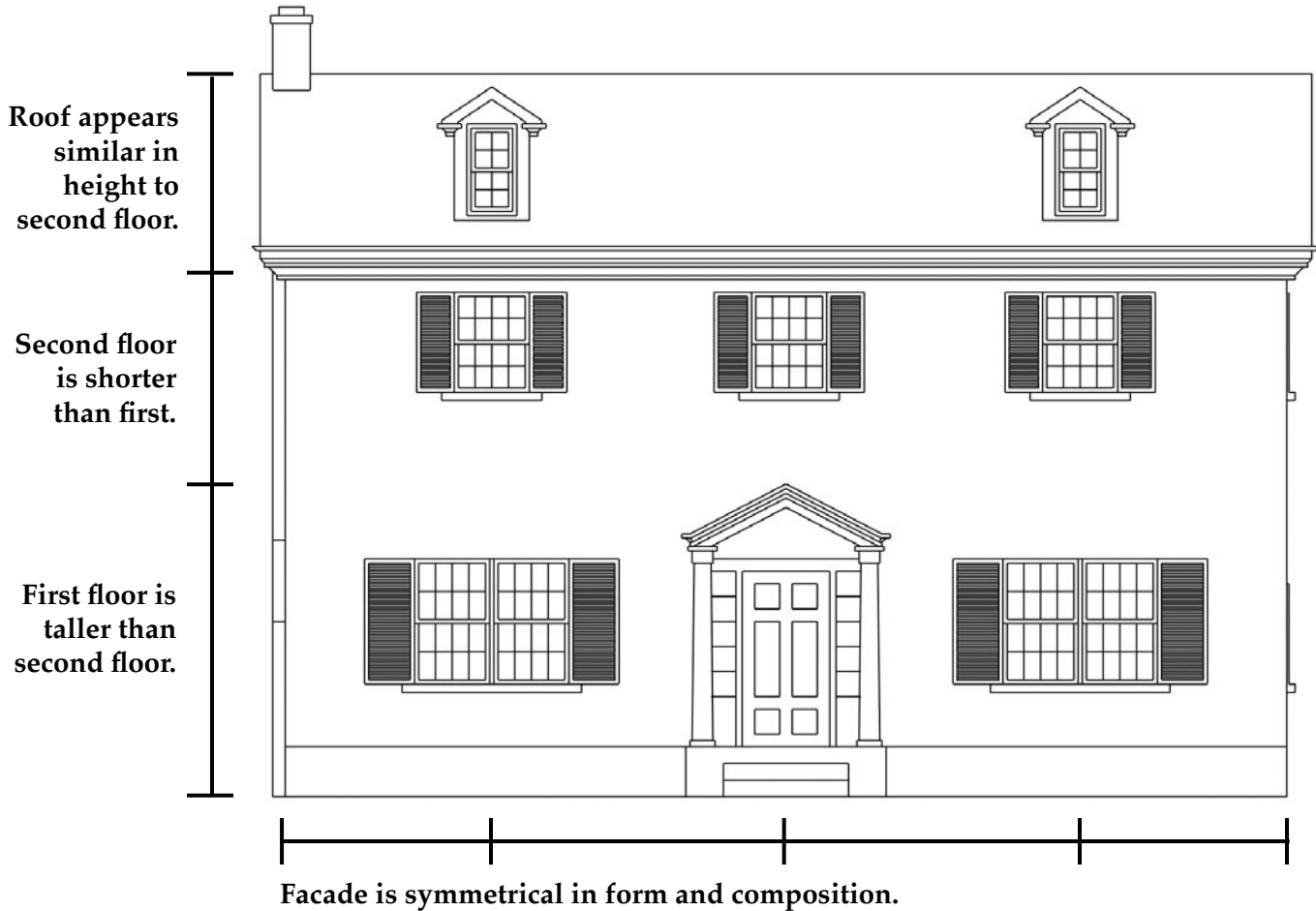
- Symmetrical composition
- Lap siding
- First floor windows taller than upper windows



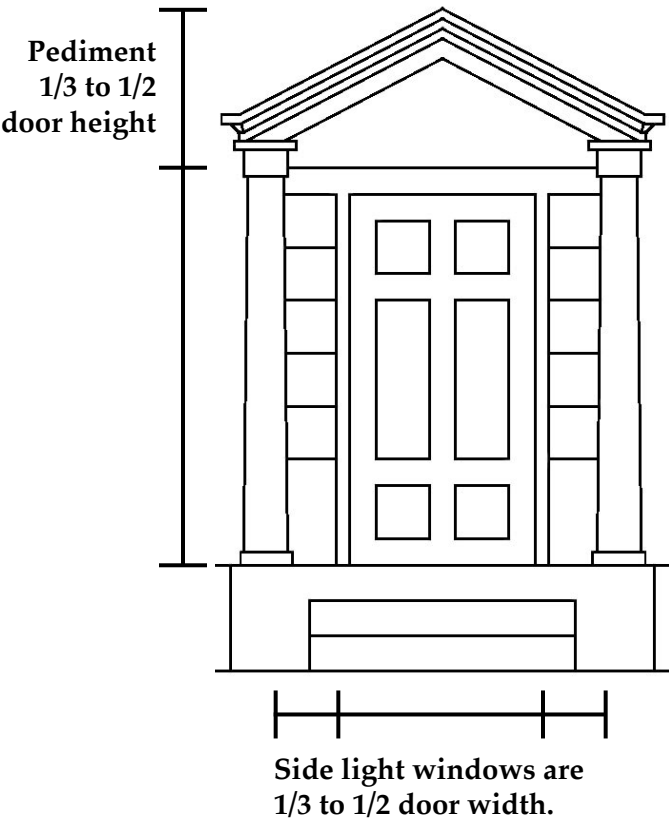
- Central mass with side wing
- Shingle siding
- Door surround in proportion to wall area

COLONIAL REVIVAL: FORM AND PROPORTIONS

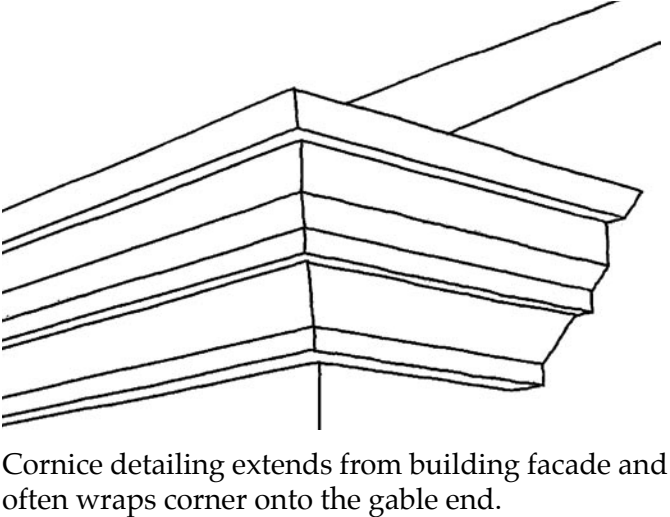
The following proportions analysis represents one example typical of this style; other variations exist.



Porch



Cornice



Building Form & Composition

- Symmetrical primary form, most commonly two stories
- Single-story side wing with flat roof also common
- Side-gabled, gambrel or hipped roof form
- Accentuated front door, often extended into a small porch
- Double-hung sash windows with multi-pane glazing, placed singly or in pairs in symmetrical rows, aligned both horizontally and vertically across all facades
- Dormers, often pedimented
- Brick and stone masonry or shingle and clapboard siding
- Cornice detailing extends from building facade and often wraps the corner onto the gable end

Proportions

- Strict symmetry across the center axis is maintained in window placement and design.
- Center lines of upper and lower windows are aligned.
- Larger variations of this style include window patterns of five- or seven-across.
- First floor heights remain greater than second floor heights in all variations of this style.

CRAFTSMAN (ARTS AND CRAFTS): KEY FEATURES

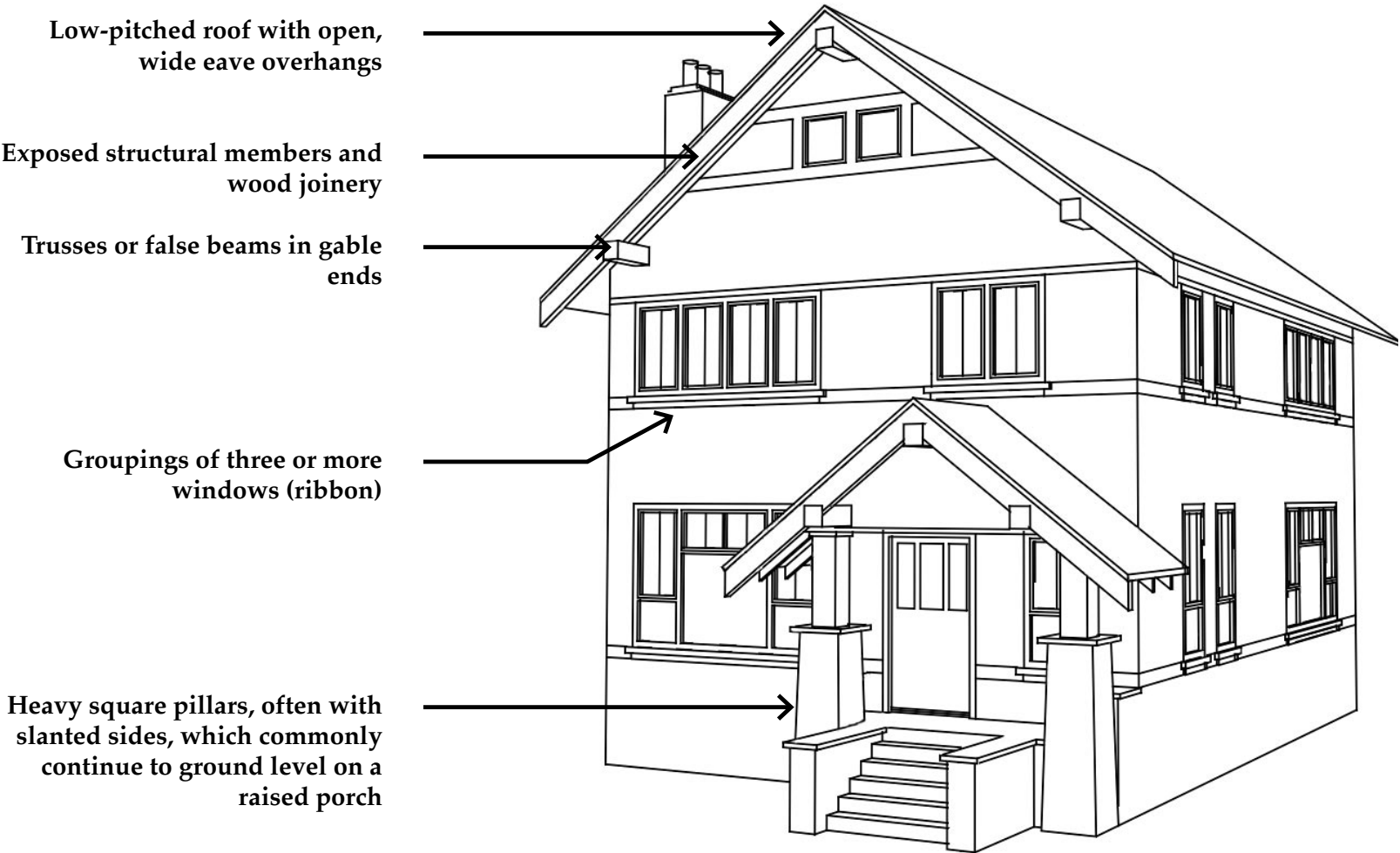
Craftsman in Winnetka



- Asymmetrical composition
- Gable end faces street
- Shallow roof pitch on porch



- Sloped (battered) columns
- Decorative strap work with substantial proportions



The Arts & Crafts movement dates from the 1900s through the 1940s and includes the Craftsman and Prairie styles. The Craftsman style is characterized by low-pitched roofs with exposed rafters, wood construction, the use of art glass in windows and porches with wide tapered columns. Examples are common throughout Winnetka. Many are very consistent in use of Craftsman features, but a few are hybrids that have only a few details associated with this style.



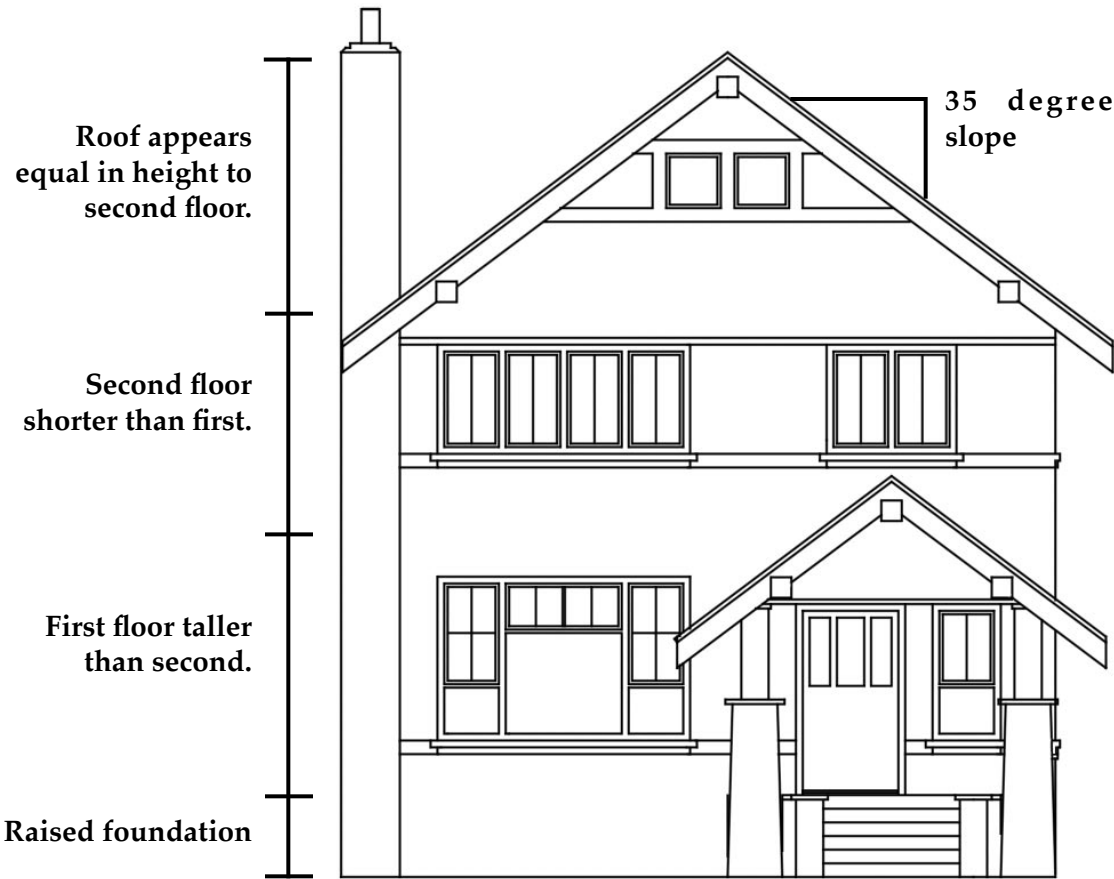
- Cross-gable roof
- Ornamental window pattern as accent



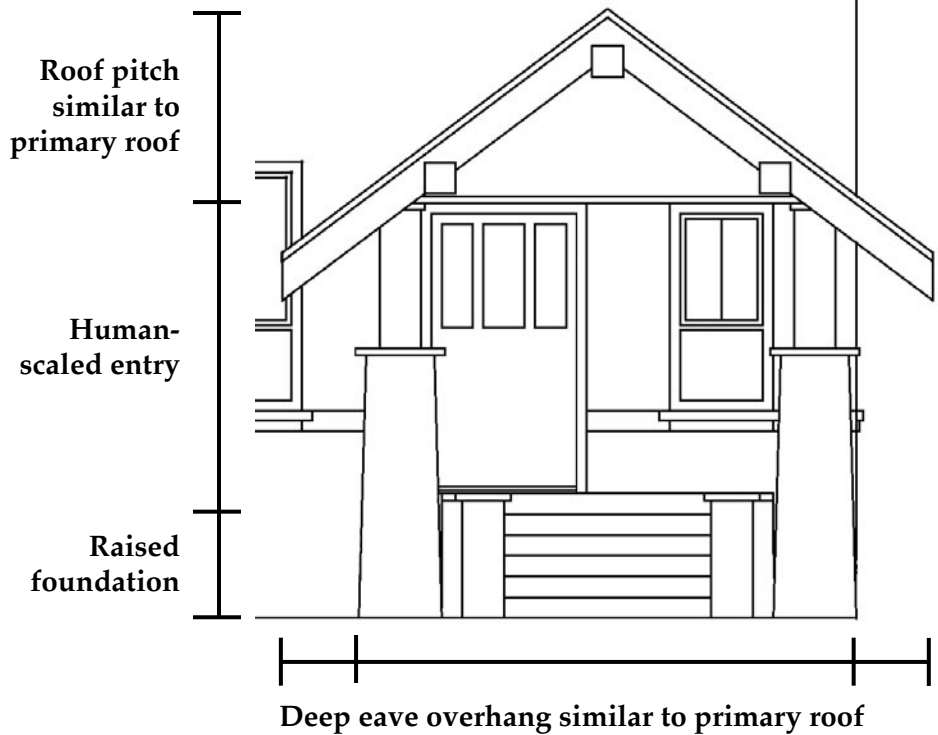
- Cross-gable roof with exposed roof structure
- Horizontal trim

CRAFTSMAN (ARTS AND CRAFTS): FORM AND PROPORTIONS

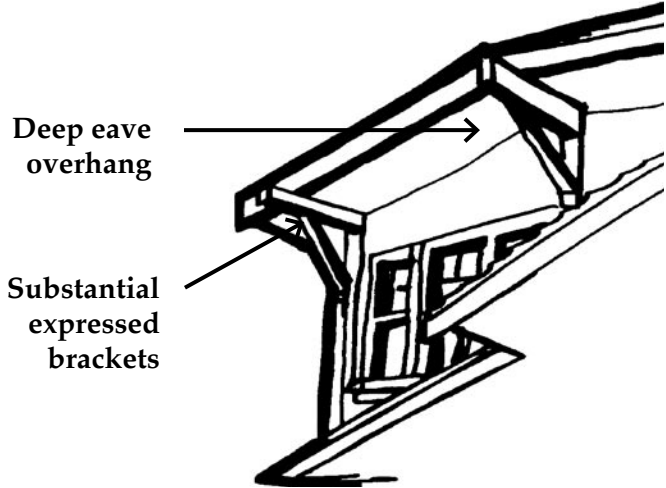
The following proportions analysis represents one example typical of this style; other variations exist.



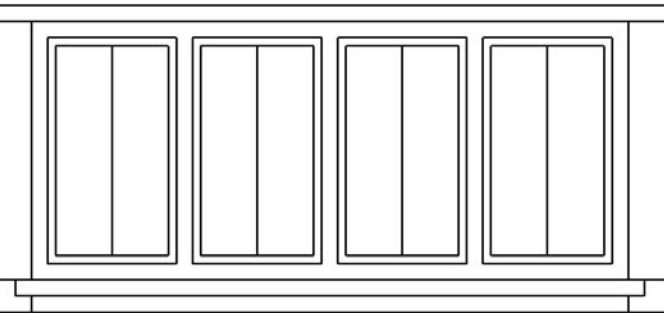
Porch



Eaves



Windows



Building Form & Composition

- Front-gable, cross-gable, side-gable or hipped roof form
- Low-pitched roof with wide, open eave overhang
- Open porches with square posts, often with slanted sides which commonly continue to ground level
- Casement or double-hung windows, located in grouping of three or more (ribbon)
- Wood clapboard and shingle or stucco and strap-work siding
- Exposed structural members and wood joinery, typical in the eaves

Building Proportions

- The slope of the primary roof will typically also be used on the porch.
- Variations with cross-gable forms typically maintain similar roof slope on all roof masses.
- The depth of the eave overhang is typically a minimum of 2 feet.
- Exposed structural members are large enough to be seen at a distance without overpowering other facade features.

Casement windows are often placed as ribbons in groupings of three or more.

PRAIRIE: KEY FEATURES

Prairie in Winnetka



- Shallow roof pitch
- Windows align and sit on horizontal molding



- Low-pitched hip roof
- Tall casement windows align and sit on horizontal molding
- Stucco above stone

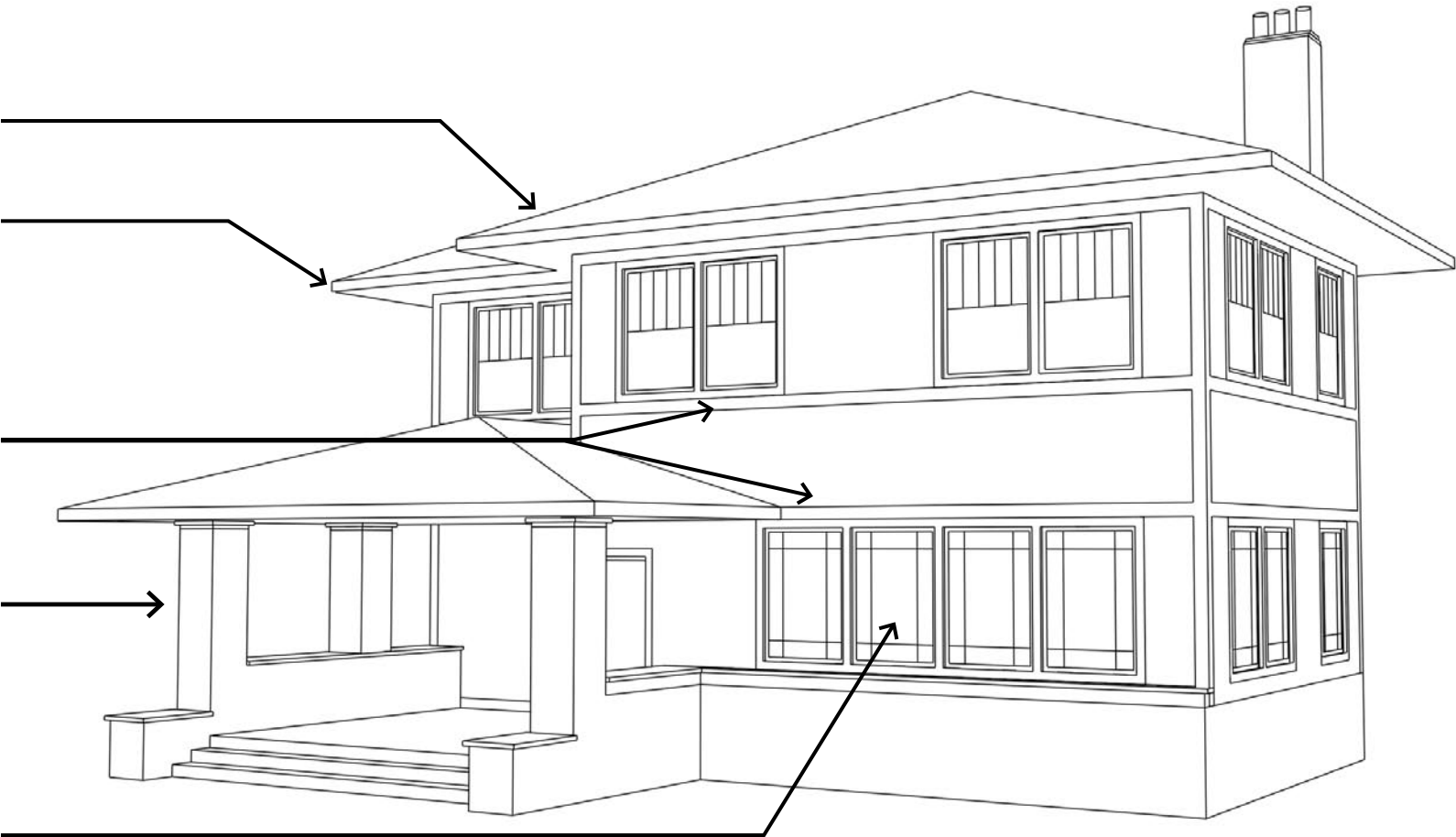
Low-pitched, usually hipped roof

Wide overhanging eaves

Horizontal emphasis in detailing

Two stories with a one-story porch or wing

Tall casement windows with geometric detailing



One of the dominant designs of the Arts & Crafts movement, the Prairie style dates from the 1900s to the 1920s. It is characterized by low-pitched roofs, broad eaves and simple geometric shapes that provide an overall horizontal appearance. Examples of the Prairie style are common throughout Winnetka neighborhoods.



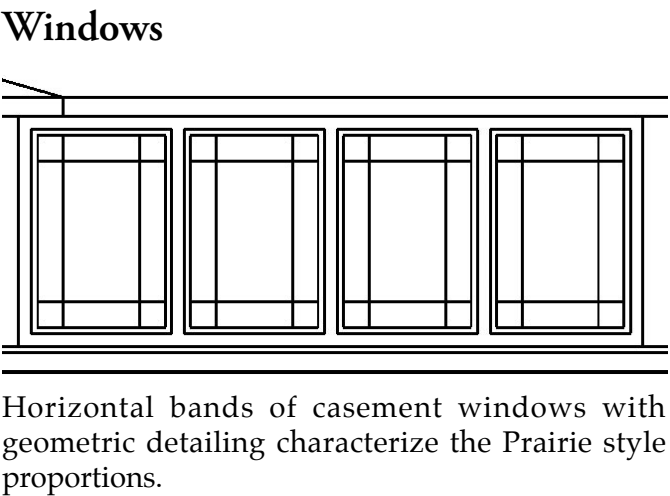
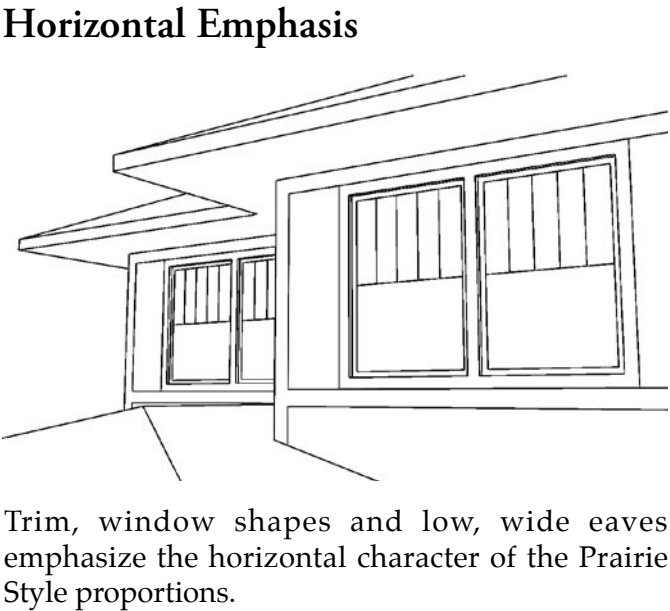
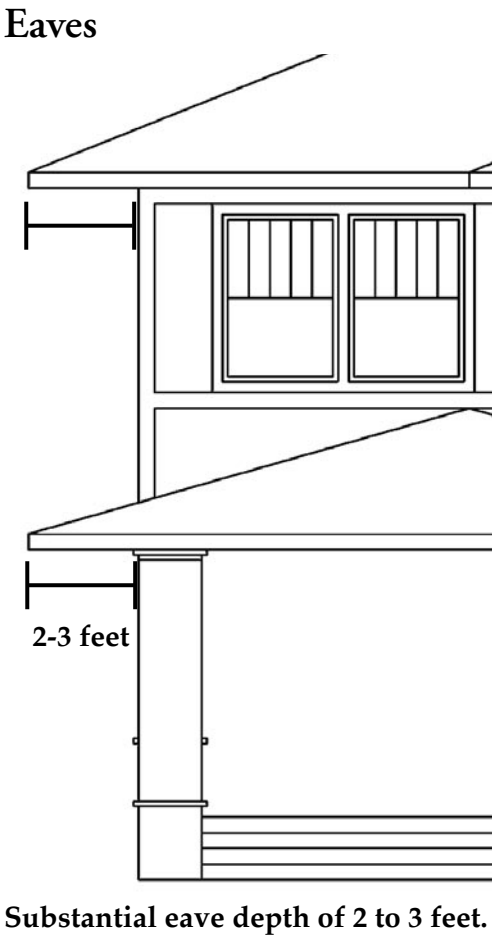
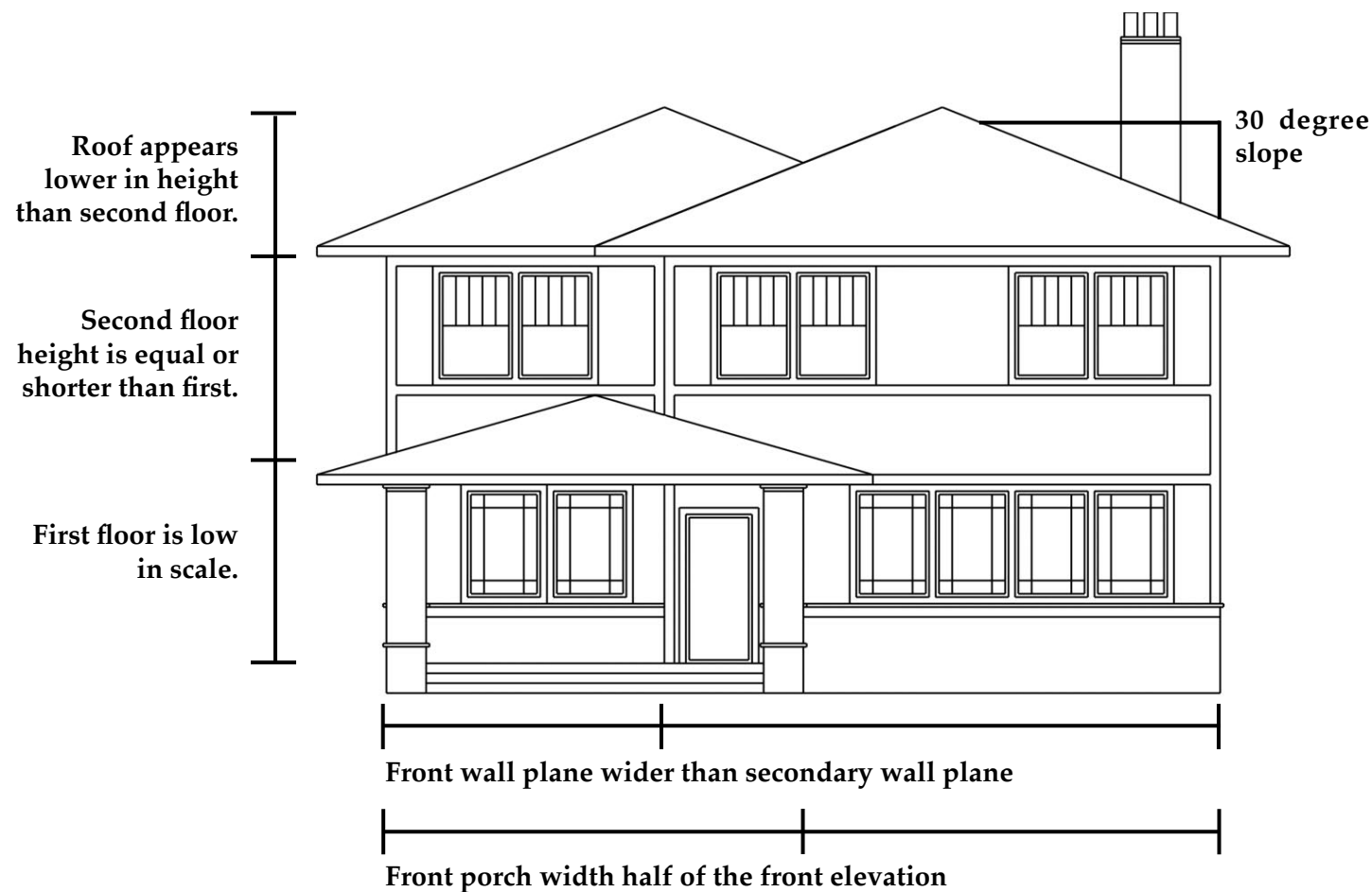
- Deep overhanging eaves
- Horizontal emphasis in details and window placement.



- Asymmetrical composition
- Windows as “cut-outs” in smooth wall plane

PRAIRIE: FORM AND PROPORTIONS

The following proportions analysis represents one example typical of this style; other variations exist.



Building Form & Composition

- Two story form with one-story element
- Low-pitched roof, usually hipped
- Wide overhanging eaves
- Large front porches which reflect the roof form, often with wide square supports.
- Casement or double-hung windows placed in horizontal bands, often with geometric detailing. Dormers are also common.
- Masonry or stucco
- Horizontal emphasis in detailing such as a contrasting trim on eaves or walls
- Broad, flat chimneys

Building Proportions

- Variations with one primary mass include similar proportions in relation to porch design and the overall height and horizontal character of the building.
- Roof slopes are consistent on all roof masses and are typically 30 degrees or lower.
- Eave overhangs are consistent over all roof masses.
- Casement windows have a vertical feel, but are arranged in ribbons to emphasize the horizontal.
- Windows are set back, abut or wrap around a building edge.

QUEEN ANNE (VICTORIAN): KEY FEATURES

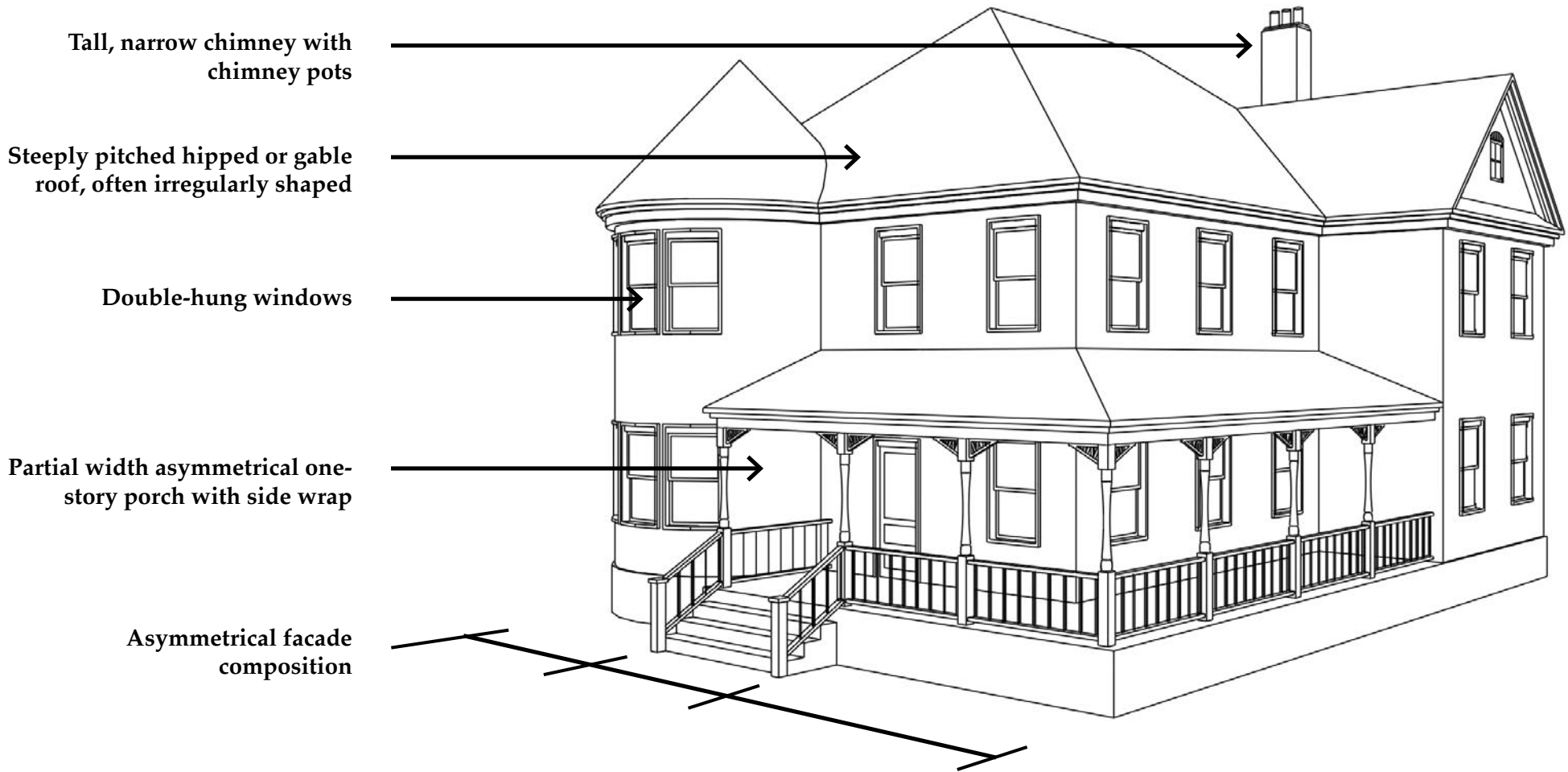
Queen Anne in Winnetka



- Asymmetrical composition
- Primary roof slope facing street
- Tower element intersects primary roof form
- Front porch wraps around front and side facade



- Asymmetrical composition
- Lap siding
- Double-hung windows
- Multiple roof forms
- Tall, narrow chimney with chimney pots



As part of the Victorian period of American residential architecture, homes of the Queen Anne style were built between 1880 and 1910. It introduced open planning and a new way of massing volumes of space. Inherently eclectic, the style is characterized by its asymmetrical composition, steeply pitched roofs, and highly textured or detailed facades. While one of the less common styles in Winnetka, examples of Queen Anne homes can be found throughout the Village.



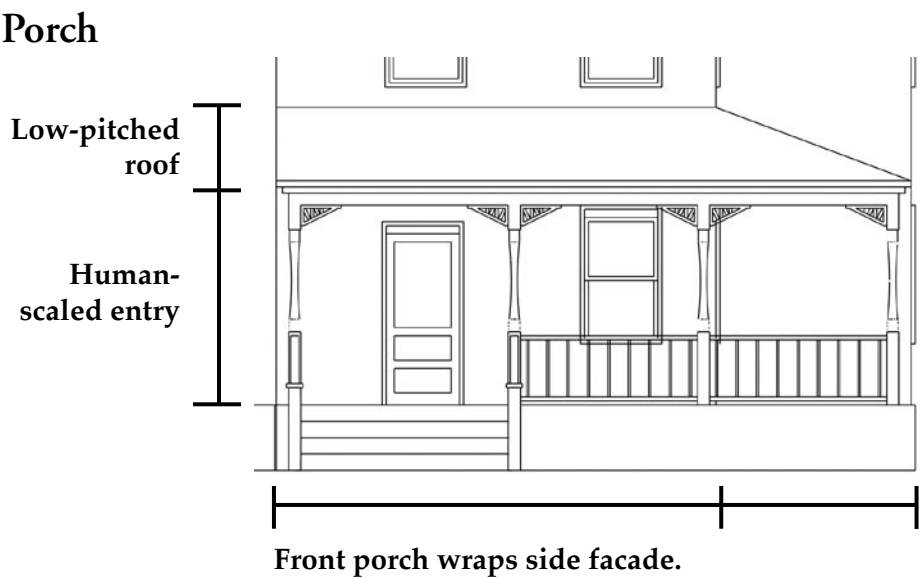
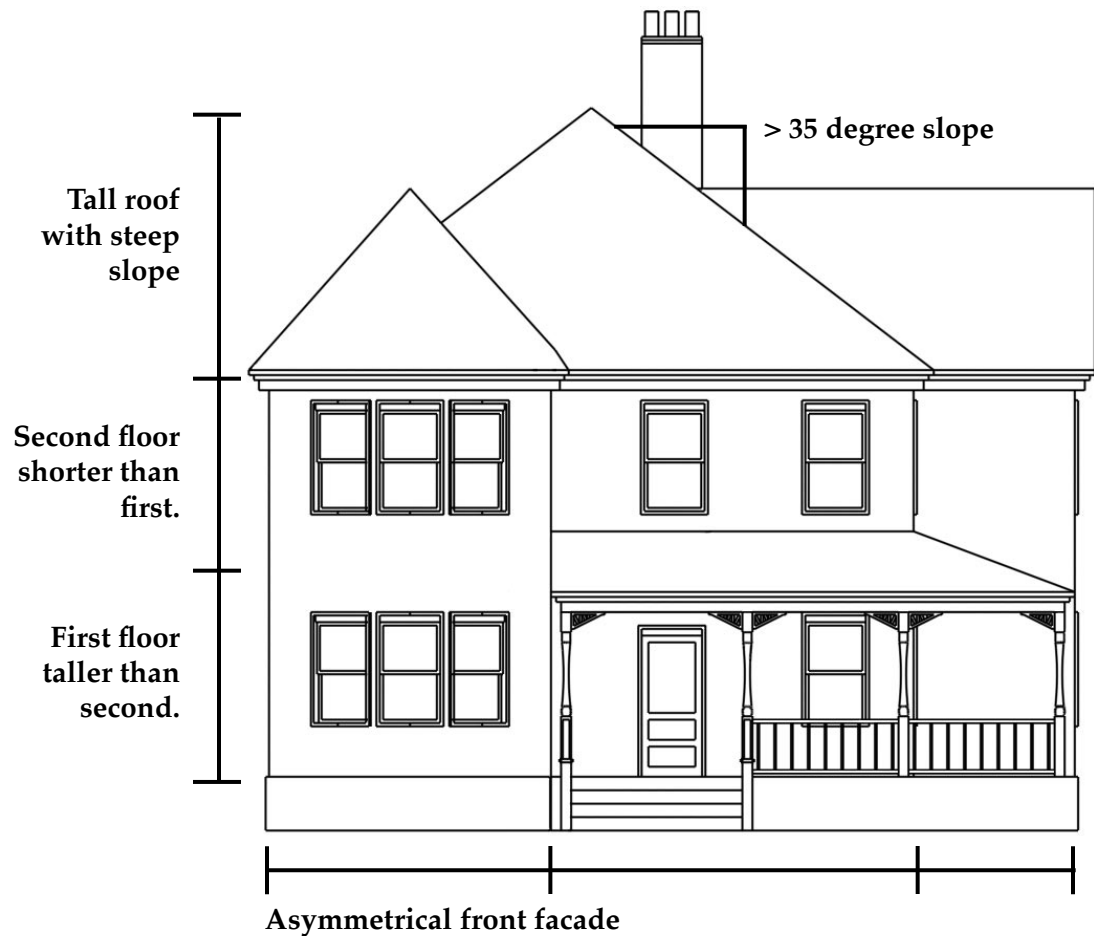
- Asymmetrical composition
- Double-hung windows
- Lap siding



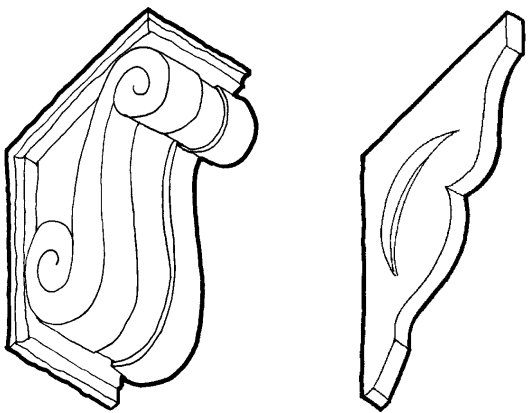
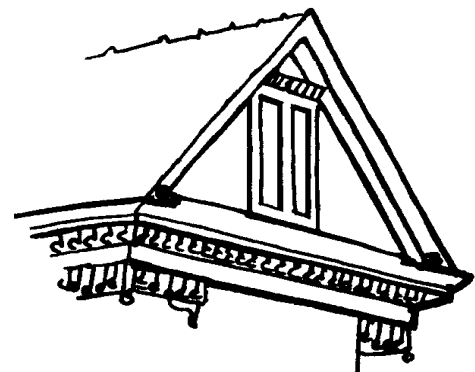
- Asymmetrical composition
- Wrapped front porch
- Double-hung windows

QUEEN ANNE (VICTORIAN): FORM AND PROPORTIONS

The following proportions analysis represents one example typical of this style; other variations exist.



Architectural Details



Building Form & Composition

- Asymmetrical composition with a dominant front-facing roof form
- Steeply-pitched, irregularly-shaped hipped or gable roofs
- Partial or full-width porch, usually one-story and partially wrapped around to side facade(s)
- Cut-away bay windows, towers, turrets, gables and other forms which protrude from the wall and roof planes
- Wood or masonry construction
- Decorative detailing such as spindlework, dentils, brackets and bands of shingles or trim

Building Proportions

- Facades are asymmetrical. Horizontal proportions vary from building to building.
- Roof slopes are moderate to steep and may vary across different roof masses of one building.
- First floor heights are taller than second floor heights.
- Spacing on porch "bays" are typically even, though the entry bay can be slightly wider.
- Upper and lower window panes are equal in size on double hung windows.

TUDOR REVIVAL: KEY FEATURES

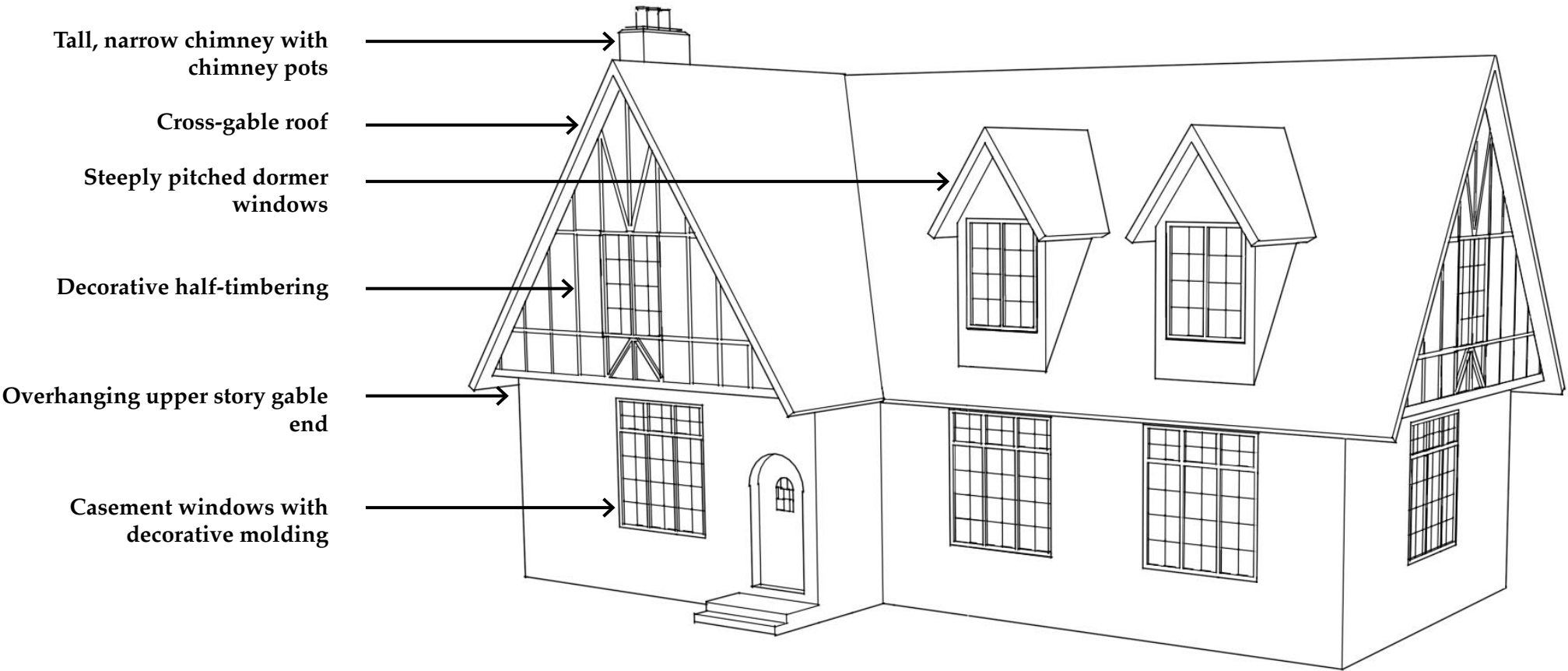
Tudor Revival in Winnetka



- Multiple cross gable roof forms
- Thick half-timber siding
- Use of multiple materials



- Multiple cross gable roof forms
- Steeply pitched dormer windows
- Brick masonry on ground floor, thick half-timber siding over stucco on upper floors



Historically built between 1890 and 1940, the Tudor Revival style dates from the Eclectic Period of American residential architectural styles. The style is inspired by sixteenth-century English architecture, though only loosely as it also draws on Renaissance and early Arts & Crafts styles. Tudor Revival homes are characterized by steeply pitched gable roofs, the use of multiple materials and half-timber facade treatments. Tudor Revival style homes are often seen at both large and small scales. This style is one of the most common architectural styles in Winnetka.



- Steeply pitched cross gable roof
- Use of multiple materials



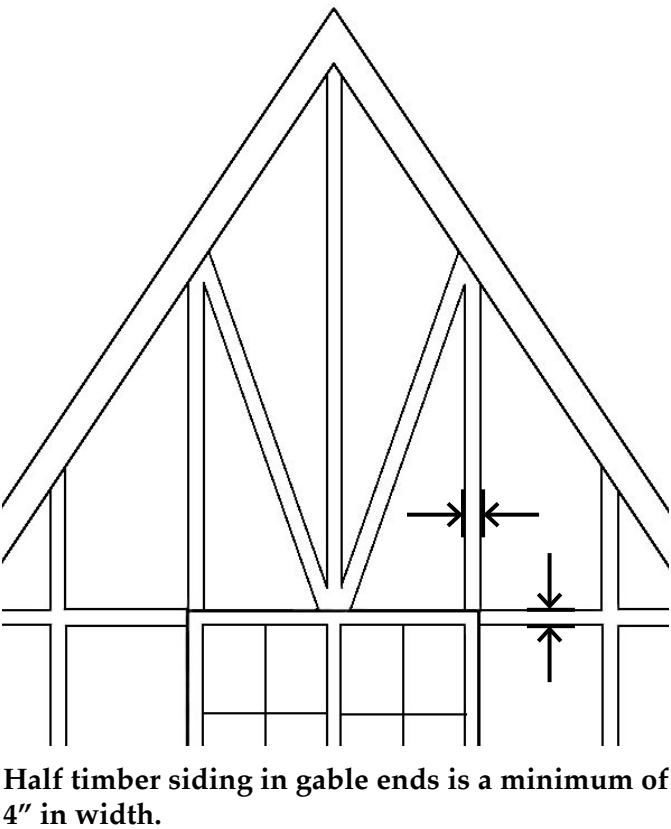
- Multiple cross gable roof forms
- Thick half-timber siding

TUDOR REVIVAL: FORM AND PROPORTIONS

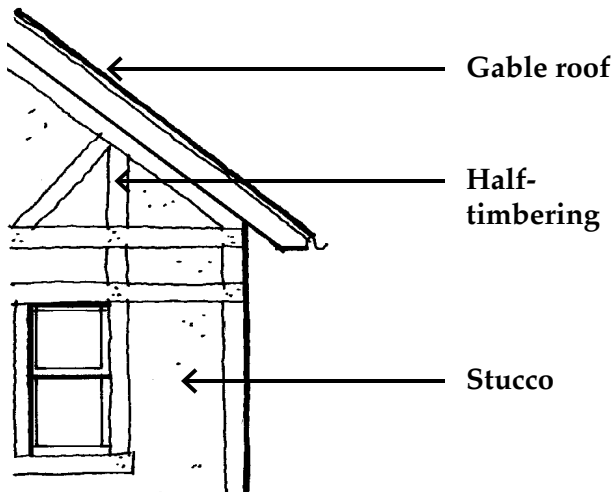
The following proportions analysis represents one example typical of this style; other variations exist.



Details

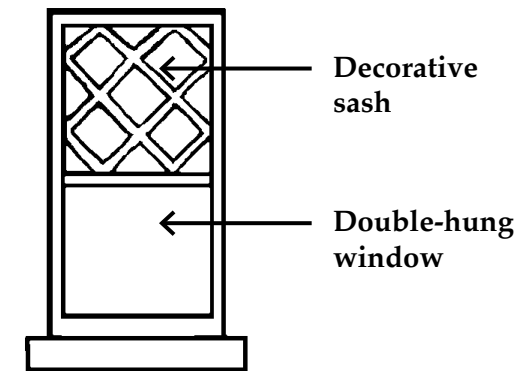


Materials



Stucco and half-timber siding are common characteristics of the Tudor Revival style.

Windows



Double-hung windows with decorative diagonal molding characterize this style.

Building Form & Composition

- Steeply pitched gable or cross-gabled roofs
- Overhanging upper stories or gables
- Simple paneled-doors flush with or recessed from the primary facade, or small front porches
- Groupings of tall, narrow casement or double-hung windows with decorative moldings
- Steeply pitched dormer windows
- One- and two-story bays
- Use of multiple materials including stone or brickwork on the lower floor and stucco, shingles or wooden panelling on upper floors
- Decorative half-timbering, often on gable ends

Building Proportions

- Proportions of front facades can vary.
- When the second story is not located in the roof form, it will typically be slightly lower in height than the first floor, but never taller.
- Front facades may also include multiple cross gable elements.
- Roof slopes will typically be similar across all masses.
- Half-timbering is typically thick, varying between 4 and 8 inches.
- Overhanging upper stories or gables typically do not exceed 2 feet.

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