



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS REGULAR MEETING

THURSDAY, FEBRUARY 21, 2019 - 7:00 p.m.

WINNETKA POLICE DEPARTMENT PUBLIC SAFETY CLASSROOM – 410 GREEN BAY ROAD

AGENDA

1. Call to Order
2. Approval of January 24, 2018 meeting minutes.
3. Public Comment.
4. **Case No. 19-01-DR: 1062 Gage Street:** Consideration of Certificate of Appropriateness for proposed second floor window replacement.
5. **Case No. 19-02-DR: 962½ Green Bay Road – Randoons:** Consideration of Certificate of Appropriateness for proposed projecting sign.
6. **Case No. 19-03-DR: 700 Elm Street – Hadley Institute:** Consideration of Certificate of Appropriateness for installation of rooftop mechanical unit screening.
7. **Case No. 19-04-DR: 88 Green Bay Road – 7-Eleven:** Consideration of Certificate of Appropriateness and a Sign Code Variation for proposed freestanding monument sign.
8. **Case No. 19-05-DR: Downtown Streetscape:** Review of the design of the graphic identity used with the proposed gateway/wayfinding signage.
9. ~~**Case No. 19-08-SU: 800 Pine Street – Winnetka Community Nursery School:** Consideration of Certificate of Appropriateness for proposed playground renovation.~~ This item was publicly noticed for February 21, but at the applicant's request the Board will not be considering this item.
10. Village of Winnetka 150th Celebration.
11. Other Business.
12. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

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

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3543; T.D.D. (847) 501-6041).

510 Green Bay Road, Winnetka, Illinois 60093

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

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

DRAFT

**Winnetka Design Review Board/Sign Board of Appeals
January 24, 2019**

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Paul Konstant
Brad McLane

Members Absent:

Brooke Kelly
Maggie Meiners
Michael Ritter

Village Staff:

David Schoon, Director of Community Development
Brian Norkus, Assistant Director of Community Development

Call to Order:

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

Approval of December 10, 2018 Minutes

Chairman Albinson stated the Board would review the December 10, 2018 meeting minutes and asked if there were any comments. No comments were made at this time. He then asked for a motion. A motion was made and seconded to approve the December 10, 2018 meeting minutes. A vote was taken and the motion unanimously passed.

Public Comment

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

Planned Development Regulations: At the request of the Village Council, the Design Review Board will discuss and provide comments regarding (i) standards used to evaluate proposed planned developments and (ii) the current review process for proposed planned developments.

Mr. Schoon gave a presentation, based upon the staff report, which included review of the background and purpose of the planned development process, the current planned development regulations, and the guiding principles to take in consideration when thinking of changes to the planned development regulations, which principles were discussed by the Village Council. He then reviewed the planned development process.

As part of Mr. Schoon's presentation he reviewed the idea to add a conceptual plan review step before the Village Council, which would occur before an applicant submitted a formal application for preliminary plan review. He noted many communities have this process which involved presenting sketches and a narrative of the proposal and relief they are seeking which is presented to the Village Council at a public meeting. Mr. Schoon noted Village Council

1 members would provide individual comments with no vote or consensus in support or
2 opposition. He stated the purpose is for the applicant to receive the Village Council's comments
3 and final decision would be reserved until the planned development went through the entire
4 planned development process. Mr. Schoon stated the applicant would then make the decision
5 of whether to go through the planned development process. He then asked for the Board's
6 thoughts on the proposed planned development process and their thoughts on the recent
7 planned development process the Board just went through, as well as any thoughts or changes
8 which should be made to the process.

9
10 Chairman Albinson stated with regard to the recent planned development application and the
11 length of the process, he asked what part of time spent on the application could they attribute
12 to the applicant making changes and what the duration of time should be normal in connection
13 with planned development. He noted there were substantial changes in the applicant's request
14 and the Village accommodated the applicant by not making them start the entire process over
15 from the beginning. Chairman Albinson noted it was a once in a lifetime application for the
16 Village along with the fact that the application had to go before three Boards and the Village
17 Council and the amount of time and money spent by the applicant during the process. He
18 stated his recommendation would be go through one review process without having a separate
19 preliminary review and a separate final review. He liked the idea of adding the conceptual plan
20 review by the Village Council.

21
22 Chairman Albinson stated with regard to time killing all deals, the focus should be on shortening
23 that duration. His next suggestion is running the review by the Boards and the Commission
24 concurrently. Chairman Albinson stated while he liked the idea of a planned development
25 committee, he worried about losing the input of all of the Board members if such a committee
26 only included a subset of Board Members. He also stated for the planned development
27 committee, he suggested the Village staff take a more active role in advising an applicant in
28 terms of what the residents, the Boards and Commission and the Village Council the
29 perspectives may be.

30
31 Mr. Konstant stated that the conceptual plan review process could allow rejecting an idea of a
32 45-foot building height from the start. Mr. Klaskin stated they have to have flexibility and
33 cannot say no from the start. Mr. Schoon stated that from his experience with the conceptual
34 plan review step, the Council would rarely say no, but would identify the obstacles to be
35 overcome, which indirectly may be a no. Mr. Klaskin referred to residents who would complain
36 about anything different from what the Village has been since 1968 and others who want to see
37 the Village progress. He then stated they would need to see more planned development
38 applications before the process is streamlined and described the One Winnetka as a unique
39 situation.

40
41 Mr. McLane stated there are a limited number of sites which would qualify for planned
42 development and described the process as excruciating. He referred to the number of people
43 on the Boards, etc. involved in the process and he would be in favor of the process of creating a

1 planned development commission that would meet as needed. Mr. McLane commented less is
2 more and would save a lot of time in terms of efficiency.

3
4 Mr. Klaskin then asked how much time is delayed in the process by public comment and input.
5 Mr. Schoon stated it would depend on how the comments resonate with the Village Council
6 and that projects change or can die due to public comment.

7
8 Chairman Albinson stated in connection with a planned development in Oak Park, he
9 encouraged the Village staff to look at Oak Park's planned development process. Mr. Schoon
10 confirmed they did. Chairman Albinson described the planned development process he went
11 through in Oak Park which he stated is more streamlined. He also stated given what other
12 communities do, they have to refine the process to make it better. He stated that he is familiar
13 with a planned development going before the Plan Commission, but not before both the Plan
14 Commission and the ZBA. He then asked the Board if they agreed with the conceptual review
15 process and several Board Members agreed. Mr. Klaskin reiterated they need to go through
16 more planned developments first to make that determination.

17
18 Mr. Schoon referred to a proposed condominium project on Green Bay Road which would
19 require variations, etc. He stated it was suggested the developer come to a Village Council
20 meeting with sketches to gauge reaction, which the developer did. Mr. Schoon stated that
21 based upon this experience the Village Council is considering adding the conceptual review
22 stage to the planned development process.

23
24 Mr. Schoon then asked Board members regarding their thoughts of having a project go through
25 the preliminary and final review process. Mr. Klaskin stated he is in favor of making the process
26 of better, easier and faster but is not sure where streamlining could occur in the process. He
27 referred to the carrying costs for the applicant, etc. as well as quorums. Mr. Schoon asked if the
28 Board felt they should be part of the planned development group or if they should review a
29 request separately. Chairman Albinson suggested the Board not be part of the group but should
30 review the plan concurrently since the Board has a different mandate and would not review the
31 same aspects of a project as the ZBA or PC. Mr. Konstant and Mr. McLane agreed with that
32 suggestion. Mr. McLane then suggested a super-meeting including the ZBA, the PC and the
33 Board as was done at North Shore Country Day School. Chairman Albinson confirmed the Board
34 would agree with the conceptual review step, eliminate the preliminary review by the Board,
35 and to run a combined group review of the ZBA and PC with the Board reviewing the request
36 separately, but concurrently. He then stated the combined report can then go to the Village
37 Council.

38
39 Mr. Schoon stated Chairman Albinson is referring to the issue of time and stated items such as
40 land use should be determined ahead of time which meant the project can change significantly.
41 He stated others can argue if design can influence the project, let the PC review it first followed
42 by the Board with their thoughts being shared with the ZBA. Mr. Schoon stated there are
43 different perspectives in terms of how it would work.

44

1 Chairman Albinson described the number of meetings it took for his planned development
2 project to get approval in Oak Park. The process went fairly smoothly and timely. Mr. Klaskin
3 referred to the number of times an applicant is asked to come back to the Board when the
4 Board asked for changes which affects the cost of the project for the developer. Chairman
5 Albinson referred to changes in a project which affect aesthetics and require Board approval.
6

7 Mr. Schoon summarized what he heard from Board members regarding the process. Board
8 Members like the conceptual review process, and that three members are okay with the ZBA
9 and PC being on the planned development committee with the Board meeting separately and
10 one member open to that concept. Members also felt that there is not a need for a separate
11 preliminary review step and final review step, but just one plan review step. Members agreed
12 with this summary.
13

14 Mr. Schoon then stated with regard to the current planned development standards, there are
15 some standards which overlap between the PC and ZBA with the Board dealing with separate
16 review issues. He talked about the current planned development standards used during the
17 preliminary and final review by the PC and ZBA as well as the Village's design guidelines that are
18 used by the DRB.
19

20 Mr. Schoon reviewed the four components of the proposed draft planned development
21 standards which are: (i) general requirements; (ii) planned development standards; (iii)
22 additional standards for granting exceptions from district regulations; and (iv) design guidelines.
23

24 Mr. Schoon then stated they are proposing to use the Village's existing special use standards for
25 the planned development standards and in addition to those, staff has drafted new standards
26 for exceptions, which also have a required public benefit component, which includes
27 compensating benefits and public improvements. He then identified several examples for the
28 Board. These would be standards reviewed by the PC and ZBA.
29

30 Mr. Schoon then talked about the Board's use of the Village's design guidelines when reviewing
31 a planned development. Mr. Schoon asked if the Board felt if the existing design guidelines
32 were useful with reviewing the most recent planned development, if there were others they
33 felt should be included, or if they felt the standards should be amended.
34

35 Chairman Albinson stated they realize the design guidelines are guidelines and he would
36 consider a planned development application like any other in terms of size and scale such as a
37 storefront. Mr. McLane stated he felt they fit and would not create something special for
38 planned development. Mr. Klaskin agreed the design guidelines work well and there is no need
39 for change. Mr. Schoon asked if there were any other comments for the other standards.
40 Chairman Albinson stated they are not as relevant for the Board. Mr. Klaskin agreed with
41 Chairman Albinson's comments. Chairman Albinson then stated there are some items which
42 cross over into the Board's review such as green space but the Board would otherwise have no
43 comment on other items the ZBA or PC would consider. He also suggested the framework used
44 for planned development in Oak Park was very helpful. Chairman Albinson referred to the

1 reaction to the mass and size of One Winnetka and referred to the improvements being offered
2 as being helpful to balance out the evaluation of the project.

3
4 Chairman Albinson asked if there were any other comments.

5
6 Mr. Schoon reviewed with the Board the comments from the ZBA's and the PC's review of the
7 planned development regulations. Mr. Schoon noted this item is scheduled to go back to the
8 Village Council at its February 12' 2019 study session.

9
10 Chairman Albinson stated the Village should take a look at Oak Park's planned development
11 process.

12
13 Chairman Albinson asked if there was any other business. No additional business was discussed
14 at this time.

15
16 **Adjournment:**

17 The meeting adjourned at 8:30 p.m.

18
19 Respectfully submitted,

20
21 Antionette Johnson
22 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 15, 2019
SUBJECT: CASE NO. 19-01-DR: 1062 GAGE STREET - CONSIDERATION OF
CERTIFICATE OF APPROPRIATENESS FOR WINDOW REPLACEMENTS

INTRODUCTION

On February 21, 2019, the Design Review Board is scheduled to consider an application submitted by James McNamara (the "Applicant") as a representative for the property owners, Robert Dini and Gloriann Harris (the "Owners"), of the property commonly known as 1062 Gage Street (the "Subject Property"), for a Certificate of Appropriateness to permit the replacement of the existing windows on the second story of the existing building on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located at the northeast corner of Gage Street and Green Bay Road and contains a two-story mixed-use building in the Hubbard Woods Business District. The Subject Property consists of commercial space on the first floor, occupied by *Kyoto Japanese Sushi Restaurant*, and apartments on the second floor. The building carries a traditional red brick façade that can be found on similar buildings in Winnetka's commercial districts.

CURRENT REQUEST

The Applicant is proposing to replace nine existing windows on the west and north elevations of the second floor. Photographs of the existing windows can be found on pages 2 and 3 of this staff report. The existing windows are double-hung windows that are sectioned with muntins in a grille pattern that is in-between the glass. The existing windows are protected by storm windows on the outside. The Applicant is proposing to remove the storm windows and add a new set of windows with a similar matching grille-between-glass framework. The new windows would be of varying widths to match the different openings with a uniform height of approximately 63 inches. There are two smaller decorative windows in the middle of the north façade that would remain unchanged. The openings and fenestration on the second floor façade would also remain unchanged. The Applicant has provided elevation renderings and design specifications for the proposed windows, which are included in the submitted application materials in **Attachment A**.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on window types and design for mixed-use buildings with commercial space and residential units. Second-story windows are meant to be ganged and single-unit with a window sill that is relatively low to the finished floor elevation. The guidelines also encourage mullion and muntin divisions to maintain the scale of the commercial district and reduce large expanses of glass at the upper floors. The proposed windows would maintain the existing fenestration with the ganged and single windows as desired by the guidelines. They also would contain muntin grilles to prevent a large stretch of glass on the second floor. The replacement windows are ultimately designed

to maintain the look of the existing façade while removing the storm windows. An excerpt of the Design Guidelines is included as **Attachment B**.

SUMMARY

The Applicant requests that the DRB find the proposed replacement windows appropriate and compatible with the Design Guidelines and approve the window replacements as proposed. Should the DRB approve the window replacements, the Applicant would first need to receive a building permit from the Community Development Department prior to installing the windows.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Design Guidelines



Figure 1 – North façade along Gage Street



Figure 2 – North façade, second story windows



Figure 3 – West façade, along Green Bay Road



Figure 4 – West façade, second story windows

ATTACHMENT A - APPLICATION MATERIALS
VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 1062 GAGE ST. 2ND FLOOR
NAME OF BUSINESS(ES) ABOVE THE JAPANESE SUSHI
RESTAURANT

REAL ESTATE INDEX NUMBER			
05			

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

☐ Sign
☐ Awning
☒ Other (general description)

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

Window Replacement

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

Replacing second floor windows as noted in photos on the west
and north facing elevations on 2ND FLOOR. ALL UNITS ARE
ANDERSEN UNITS. RENEWAL by ANDERSEN Fibrex windows in same color
and style of existing units. Same size as existing *Write*

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

SIGNED

PRINT NAME(S)

Robert Dini & GLORIANN HARRIS

ADDRESS

1062 GAGE ST.

WINNETKA, IL.

PHONE NUMBER

[REDACTED]

FOR OFFICE USE ONLY

COA applied for (date) _____

COA Case Number _____

COA issued (date) _____

PRIMARY DESIGN FIRM

RENEWAL By ANDERSEN

CONTACT NAME

JIM McNAMARA

ADDRESS

2300 Ridge Drive

GRENOVILLE IL 60025

PHONE NUMBER

847-486-4006

FAX NUMBER

847-486-4010

**View from northwest
corner of intersection**





not doing
these 2

205

206/207/208

209

barrier scaffolding

28 ft

**Renewal
by Andersen.**



dba: RENEWAL BY ANDERSEN LLC - CORO CHICAGO, IL.
Legal Name: Renewal by Andersen LLC / License # TGC0887654
2300 Ridge Dr. / Glenview, IL 60025
Phone: 847-486-5680 / Fax: 0 / renewalchicagosales@andersencorp.com
Measure Tech: Anthony Delle, (708)770-1691

ROBERT DINI REVOCABLE LIVING TRUST &
GLORIANN HARRIS
1062 Gage St.
Winnetka, IL 60093
H: (847)345-3163 / C:

Installation Package

1062 Gage St.
Winnetka, IL 60093

PRODUCTS: 11 WINDOWS: 9 PATIO DOORS: 0 SPECIALTY: 0 MISC: 2

Updated 11/2/18

BUYER

**Robert Dini Revocable living trust
& Gloriann Harris**

H: (847)345-3163

C:

Year Built: 1921

gloriannharris@comcast.net

dplusmdesign@hotmail.com

Est. Duration: 2 days

REPRESENTATIVE

Daniel Bontkowski

(312)834-8039

daniel.bontkowski@rba-
chicagoregion.com

TECH MEASURE

Anthony Delle

(708)770-1691

Anthony.delle@rba-
chicagoregion.com

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Order Summary

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ID#	ROOM	SIZE		DETAILS
JOB				
201	Bed 1	40" 39-1/2"	63" 63-3/8"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Extra Lock, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located 9.5" from outside frame Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
202	Bed 2	52 " 51-1/2"	63 " 63-3/8"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Extra Lock, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located 11.5" from outside frame Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
204	Bed 4	52 " 51-1/2"	63 " 63-3/8"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Extra Lock, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located from outside frame-11.5" Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)



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ID#	ROOM	SIZE		DETAILS
203	Bed 3	40" 39-1/2"	63" 63-3/8"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Extra Lock, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located 9.5" from outside frame. Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
206	Bay	17" 16-1/2"	63" 63-3/8"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 2w x 1h, Sash 2: No Grilles Misc: None Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
208	Bay	17" 16-1/2"	63" 63-3/8"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 2w x 1h, Sash 2: No Grilles Misc: None Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)



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ID#	ROOM	SIZE		DETAILS
207	Bay	34"	63"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located from outside frame-9.5" Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
		33-1/2"	63-3/8"	
205	Hall	36"	63"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located from outside frame-9.5" Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
		35-1/2"	63-3/8"	
209	Rear bed room	36"	63"	Window: Double-Hung, Equal, Flat Sill Insert, Traditional Checkrail, Exterior White, Interior White Glass: All Sash: High Performance SmartSun Glass, No Pattern Hardware: White, Standard Color Hand Lift Screen: Fiberglass, Full Screen Grille Style: Grilles Between Glass (GBG) Grille Pattern: Sash 1: Colonial 3w x 1h, Sash 2: No Grilles Misc: Miscellaneous Charge, Custom grid location vertical lines to be located from outside frame-9.5" Construction: Weight Pocket Insulate (1), 2nd Floor (per unit) (1) Material: Foam Can (0.25), Fiberglass Insulation (0.25), Coil - White (0.15), Caulk -White Silicone (1.5)
		35-1/2"	63-3/8"	
#	Room Field	-	-	Misc: Misc - Elevation: Urban, Construction: None Material: None
#	Room Field	-	-	Misc: Misc - Elevation: Urban, Construction: None Material: None

PRODUCTS: 11 WINDOWS: 9 PATIO DOORS: 0 SPECIALTY: 0 MISC: 2

Updated 11/2/18



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JOB NOTES

➤➤ Insert in existing frames, no stop, no casing, insulate w&P cavities. Cap white. Lead safe install. ➤➤

Estimated Duration: 2 days

FLOORPLAN - 1ST FLOOR



UNIT NOTES

Tap to add notes

Tap to add notes

GREEN BAY RD.

GAGE ST.

dba: RENEWAL BY ANDERSEN LLC - CORO CHICAGO, IL

Legal Name: Renewal by Andersen LLC | License # TGC0887654

Phone: 847-486-5680 | Fax: 0 | renewalchicagosales@andersencorp.com

Measure Tech: Anthony Delle, (708)770-1691

H: (847)345-3163 (C)

A screenshot of a mobile application interface. At the top, there is a navigation bar with a back arrow and the text "Camera Roll". Below this, the title "Tully House" is displayed. The main content area shows a 3D architectural rendering of a building facade. The building is dark-colored with two large, prominent circular windows on the upper level. The ground in front of the building is covered with white, cone-like structures, possibly representing snow or a specific landscaping design. The interface includes standard mobile app icons for search, home, and other functions in the top right corner.

[illegible]

A photograph of a street intersection. In the foreground, a paved road leads towards a cross street. On the left side of the road, there are several parked vehicles, including a white van and a white car. In the background, a large brick building with multiple windows is visible. A traffic light pole with two red lights hangs over the intersection. The sky is overcast with grey clouds.

[illegible]

Image 7

OPTIONS, cont.

DOUBLE-HUNG WINDOW

Available Grille Types

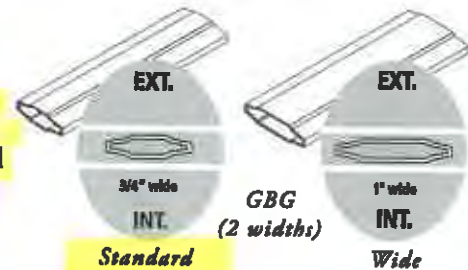
Three grille types are available. The interior and exterior sides of the grilles are color-coordinated with each side of the window frame. Consult the color combination charts in each window product section for detailed color information.

Grille-between-the-glass (GBG)



Grille-Between-the-Glass (GBG)

Sculpted aluminum grille members are manufactured between the glass panes, and are available in two widths. Enamel finish replicates interior and exterior face of window. If wood interior, interior facing surface will be gray.

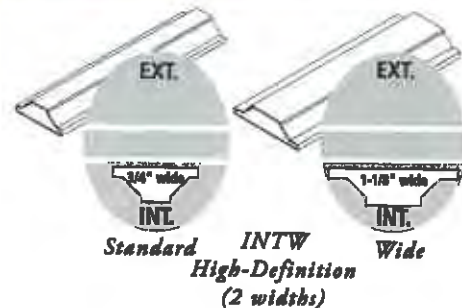


Interior wood grille (INTW)



Interior Wood Grille (INTW)

With the option of hardwood maple or oak, these grilles snap into clips placed around the interior side of the sash and may be removed to clean the glass. These high-definition interior wood grilles are available in two different widths.



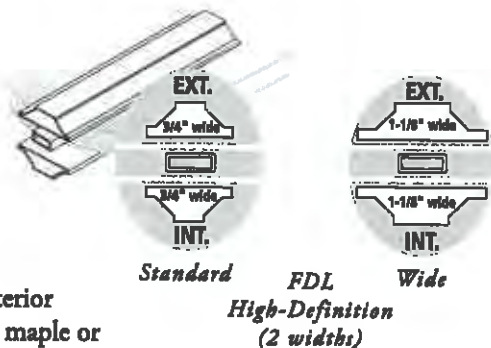
Interior wood grille clip

Full divided light (FDL)



Full Divided Light (FDL) Grille

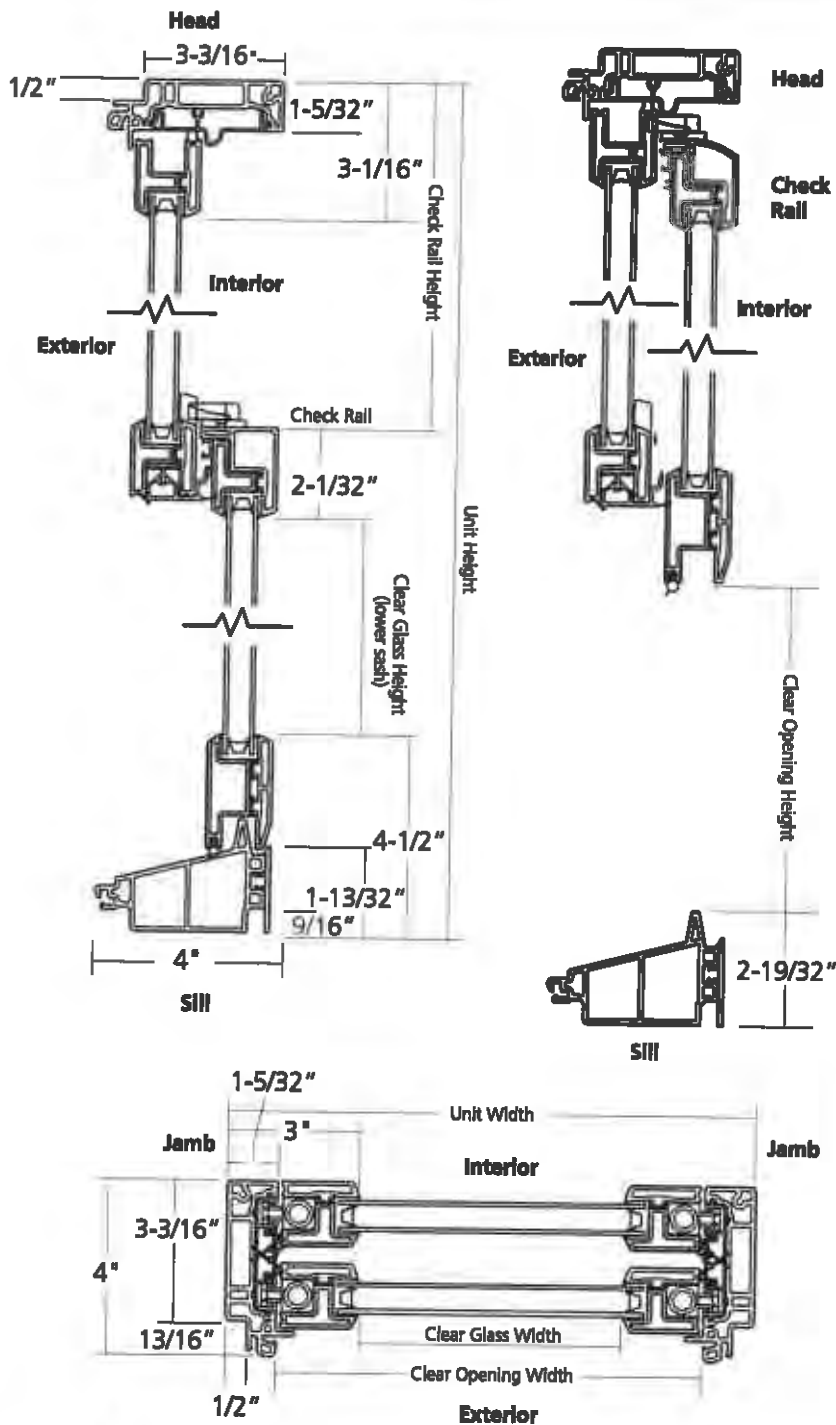
FDL grilles provide the classic look of a true divided light window. The high-definition exterior grille is made from Fibrex® material and is available in two different widths. Between the glass panes, an aluminum spacer stands slightly away from each pane to maintain thermal performance. The high-definition interior wood grille is available in hardwood, maple or oak and in two different widths, and may be permanently applied or removable.



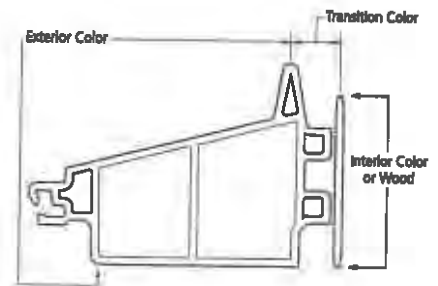
CLEAR OPENING AND CLEAR GLASS DIMENSIONS, cont.

DOUBLE-HUNG WINDOW

FLAT SILL INSERT



Flat sill insert interior and exterior colors



Window profiles shown for measurement purposes.

3. Detail

Commercial and Mixed Use: Typically, private or semi-private entrances should have a predominately solid door and be set in a masonry opening nearly flush to the building facade whereas the public or storefront doorway should be recessed and have an awning so as to provide protection from the elements for shoppers. Building entrances can be further defined by using subtle streetscape improvements such as pavers. Residential entrances should be clearly identified and dignified.

Institutional: Generally the public entrances are detailed to stand out on a facade through the use of articulation and location. In order to be open and inviting, public entrances should incorporate larger expanses of glass than secondary entrances.

b. **Window and Door Fenestration:**

Commercial, Mixed Use, Institutional and Multiple-family Residential: Punched single or ganged windows are required at upper floors but not allowed at street level on primary facades in commercial buildings. A combination of ganged and single units within the punched opening is encouraged to provide hierarchy to the facade. It is encouraged that the sill height of upper level windows align with adjacent buildings but should not be higher than 30" above finish floor elevation. See Section VI.d. Mullion and muntin divisions are required to maintain the scale of the districts and reduce large expanses of glass at the upper floors. (See figure 33) Strip windows are not allowed.

Commercial and Mixed Use: Storefront windows are required in commercial buildings on the primary facade at street level. Storefront windowsill heights cannot exceed 18". Secondary facades are encouraged to provide punched display windows to define the hierarchy of the primary facade over the secondary. (See figure 34)



Figure 33



Figure 34



MEMORANDUM VILLAGE OF WINNETKA

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 15, 2019
SUBJECT: CASE NO. 19-02-DR: 962½ GREEN BAY ROAD - CONSIDERATION OF
CERTIFICATE OF APPROPRIATENESS FOR PROJECTING SIGN

INTRODUCTION

On February 21, 2019, the Design Review Board is scheduled to consider an application submitted by Randi Lamb of *Randoons and Co.* (the “Applicant”) as the lessee of the property located at 962½ Green Bay Road (the “Subject Property”), for consideration of a Certificate of Appropriateness to permit a projecting sign for the *Randoons and Co.* retail boutique located at the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Gage Street and Merrill Street in the Hubbard Woods Business District and contains a two-story commercial building. The Applicant is a current tenant of one of the retail spaces of the Subject Property. Other tenants include *Shelly’s Salon* and a coin shop. The building carries a traditional red brick façade that can be found on similar buildings in Winnetka’s commercial districts. The Subject Property is located in the C2 General Retail Commercial Zoning District and is part of the Commercial Retail Overlay District.

CURRENT REQUEST

The Applicant has submitted a sign permit application depicting a proposed two-sided projecting sign. The sign would be constructed of an aluminum panel with applied vinyl graphics contained in an aluminum bracket frame that is fixed to the wall of the building with a clearance of 8 feet 8 inches above grade. Each side of the panel would measure 24 inches in width by 16 inches in height (2.66 square feet) and colored to create the appearance of dark wood with white vinyl letters forming the business name *Randoons and Co.* The Applicant has provided elevation renderings and design specifications for the proposed sign, which can be found in the submitted application materials in **Attachment A**.

SIGN CODE ANALYSIS

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

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on appropriate size, color, and location of signs. The Guidelines state that projecting signs should be fixed rather than swinging while being no larger than six square feet. The proposed sign would be fixed with no illumination and its natural wood colors and white lettering would be consistent with the surrounding district aesthetic. An excerpt of the Design Guidelines in regards to signage is included as **Attachment B**.

SUMMARY

The Applicant requests that the DRB find the projecting sign as appropriate and compatible with the existing character of the neighborhood and approve the sign as proposed.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Design Guidelines



Figure 1 - East building façade, along Green Bay Road



Figure 2 - View along sidewalk, facing northwest

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: Randoons		Primary contact name: Randi Lamb		Phone: [REDACTED]
Street Address: 962 1/2 Green Bay Rd				Fax:
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]	

Sign Company

Name of Sign Company: Brilliant DPI		Primary contact name: Chris Sherman		Phone: 414 228 0833
Street Address: 6651 N. Sidney Place				Fax:
City Glendale	State WI	Zip Code 53209	Email:	

Property Owner

Name of Company: Bicks		Primary contact name: Frank Backmore		Phone: [REDACTED]
Street Address: 964 1/2 Green Bay Rd				Fax:
City Winnetka	State IL	Zip Code 60093	Email:	

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

Additional description of sign type and materials

Aluminum with full color graphic

OFFICE USE ONLY

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

CONDITIONS OF APPROVAL: _____

SPC. 2019-028

\$55⁰⁰ review fee



brilliantdpi.com

6651 N. Sidney Place, Milwaukee, WI 53209
414.228.0833

Project:
Randoons

Description:
Blade Sign

Project Location:
962 1/2 Green Bay Rd.
Winnetka, IL 60093

Billing Location:
962 1/2 Green Bay Rd.
Winnetka, IL 60093

Sales Rep: CS
Designer: CS

Date: 1/16/19

Disclaimer:

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NOTES:

Aluminum powder coated brackets.

Aluminum sign panel with full color vinyl graphics applied to both sides.

Randooms



AND CO.



brilliantdpi.com

6651 N. Sidney Place, Milwaukee, WI 53209
414.228.0833

Project:
Randoons

Description:
Blade Sign

Project Location:
962 1/2 Green Bay Rd.
Winnetka, IL 60093

Billing Location:
962 1/2 Green Bay Rd.
Winnetka, IL 60093

Sales Rep: CS
Designer: CS

Date: 1/16/19

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NOTES:

Aluminum powder coated brackets.

Aluminum sign panel with full color vinyl graphics applied to both sides.



brilliantdpi.com

6851 N. Sidney Place, Milwaukee, WI 53209
414.228.0833

Project:
Randoons

Description:
Blade Sign

Project Location:
962 1/2 Green Bay Rd.
Winnetka, IL 60093

Billing Location:
962 1/2 Green Bay Rd.
Winnetka, IL 60093

Sales Rep: CS
Designer: CS

Date: 1/16/19

Disclaimer:

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NOTES:

Aluminum powder coated brackets.

Aluminum sign panel with full color vinyl graphics applied to both sides.

d. Building Signage

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

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

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



Figure 38

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

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

Figure 39



Figure 40

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



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 15, 2019
SUBJECT: CASE NO. 19-03-DR: 700 ELM STREET - CONSIDERATION OF
CERTIFICATE OF APPROPRIATENESS FOR ROOFTOP AC UNIT
SCREENING

INTRODUCTION

On February 21, 2019, the Design Review Board (DRB) is scheduled to consider an application submitted by the Hadley Institute for the Blind and Visually Impaired (the "Applicant") as the owner of the property commonly known as 700 Elm Street (the "Subject Property"), for a Certificate of Appropriateness to allow screening of mechanical units on the rooftop of the existing building on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 0.6 acres in size, is located on the south side of Elm Street between Lincoln Avenue and Maple Street, and is improved with an existing two-story institutional building. The property is zoned B-1 Multifamily Residential, and it is bordered by R-4 Single-Family Residential to the north and east, R-5 Single-Family Residential and B-2 Multifamily Residential to the south, and a Village owned public parking lot to the west.

PREVIOUS APPROVAL

On October 19, 2017, the DRB recommended approval of two additions to the second-story of the existing building. After receiving favorable recommendations from all three advisory bodies, on January 2, 2018, the Village Council adopted Ordinance M-2-2018 granting approval of a Special Use Permit and variations from the Zoning Ordinance to allow the additions. Images considered by the DRB in October 2017, and included as an exhibit in Ordinance M-2-2018, are included in this report as **Attachment C**. The rooftop mechanical units and related screening the DRB is currently considering were not identified in the materials previously considered by the DRB or Village Council.

CURRENT REQUEST

The Applicant is proposing to install screening for rooftop HVAC units in two locations on the roof. The building is currently under construction and a new HVAC system was installed as part of the approved addition and renovation of the existing building, which included new rooftop air conditioning units. The Applicant is proposing screening for the units to provide an aesthetical buffer between the units and the surrounding neighborhood. The screening would surround two different units; one unit located towards the center of the roof and the other on the east side of the roof. The locations are identified on the Proposed Roof Plan, included in **Attachment A** of this report. The screening would be directly vertical and approximately 70 inches tall while designed to completely shield the units from view at ground level. The metal panels would be a louver panel design in a panel color of Oyster and a cove top trim in Terra Cotta. The proposed screening material and color has been selected to visually blend with the existing building. The application states that the panels would be as close to the AC units as possible

while allowing them to function as designed. The Applicant has provided elevation renderings and design specifications for the proposed screening, which are included in the submitted application materials in **Attachment A**. Images of the existing building are included below and on the following page. Additionally, renderings of the proposed screening are provided on the following pages.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on aesthetics and placement of mechanical equipment for commercial and institutional spaces such as the Hadley Institute. For locations, the Guidelines state that mechanical equipment should not be visible from at-grade view. They also state that rooftop equipment should be located in the center of the roof or the corner away from the street elevation so as to be least visible from the street. The design specifications and site plan, submitted in the Application materials indicate a center and corner placement for the units with screening for the entire height of the machinery.

For screening, the Guidelines state that the screening materials should be "sympathetic to those of the primary façade." The color of the proposed metal panels is designed to blend in with the brick façade of the building. An excerpt of the Design Guidelines is included as **Attachment B**.

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Design Guidelines

Attachment C: Images from Ordinance M-2-2018, approved by the Village Council on January 2, 2018.



Figure 1 – Northwest view of building.



Figure 2 – Northeast view of building.



Figure 3 – North façade along Elm Street with rendering of proposed AC unit screening.



Figure 4 – Northeast façade further along Elm Street with rendering of proposed AC unit screening.



Figure 5 – East elevation from Maple Street

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 700 Elm St
NAME OF BUSINESS(ES) Hadley Institute for the Blind and Visually Impaired

REAL ESTATE INDEX NUMBER			
05			

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

☐ Sign
☐ Awning
☒ Other (general description) Roof top mechanical unit screening

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

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

Screening roof top mechanical unit

I/We hereby certify that as Owner (Lessee/Owner) of the property at 700 Elm St (address) I am/we are authorized to submit plans for alteration of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board, as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED

PRINT NAME(S)

ADDRESS

PHONE NUMBER

[Redacted Signature]
Mary Nelson
700 Elm Street
Winnetka, IL 60093
847-784-2764

FOR OFFICE USE ONLY

COA applied for (date) _____

COA Case Number _____

COA issued (date) _____

PRIMARY DESIGN FIRM Fitzgerald Architecture Planning Design

CONTACT NAME Daniela Fitzgerald

ADDRESS 474 N Milwaukee Ave, 2nd Fl
Chicago, IL 60654

PHONE NUMBER (312)724-7400

FAX NUMBER dfitzgerald@fitzgeraldapd.com



January 30, 2019

Village of Winnetka
Design Review Board
Department of Community Development
510 Green Bay Road
Winnetka, IL 60093

**RE: Hadley Institute for the Blind and Visually Impaired – Rooftop Screening
700 Elm St, Winnetka, IL**

Design Review Board,

This letter is intended to outline our design intent for rooftop HVAC unit screening for the Hadley Institute for the Blind and Visually Impaired. A new rooftop mechanical unit was installed as part of the building expansion and renovation to replace the existing undersized unit. Currently the new unit is visible from the public way and Hadley Institute would like to screen the unit from view. To minimize the size of the overall screened unit, the proposed screening product will be mounted as close to the unit as possible while still allowing proper function and maintenance. The screen material and color has been selected to visually blend with the existing building.

We believe adding the rooftop screening will minimize the visual impact and provide a cohesive appearance for the front façade of the existing building. Please let us know if we can provide you with any additional information.

Sincerely,

FITZGERALD ARCHITECTURE PLANNING DESIGN

A black rectangular redaction box covering the signature of Daniela S.A. Fitzgerald.

Daniela S.A. Fitzgerald, AIA , LEED AP, NCARB

ELM ST.



SITE PLAN

1/32" = 1'-0"
0 4' 10' 20' 40' 60'



FITZGERALD

ARCHITECTURE | PLANNING | DESIGN

474 N. Milwaukee, 2nd Floor | Chicago, IL 60661

P. 312 724 7400 | F. 312 724 4444

www.FitzgeraldAPD.com

CLIENT: HADLEY INSTITUTE

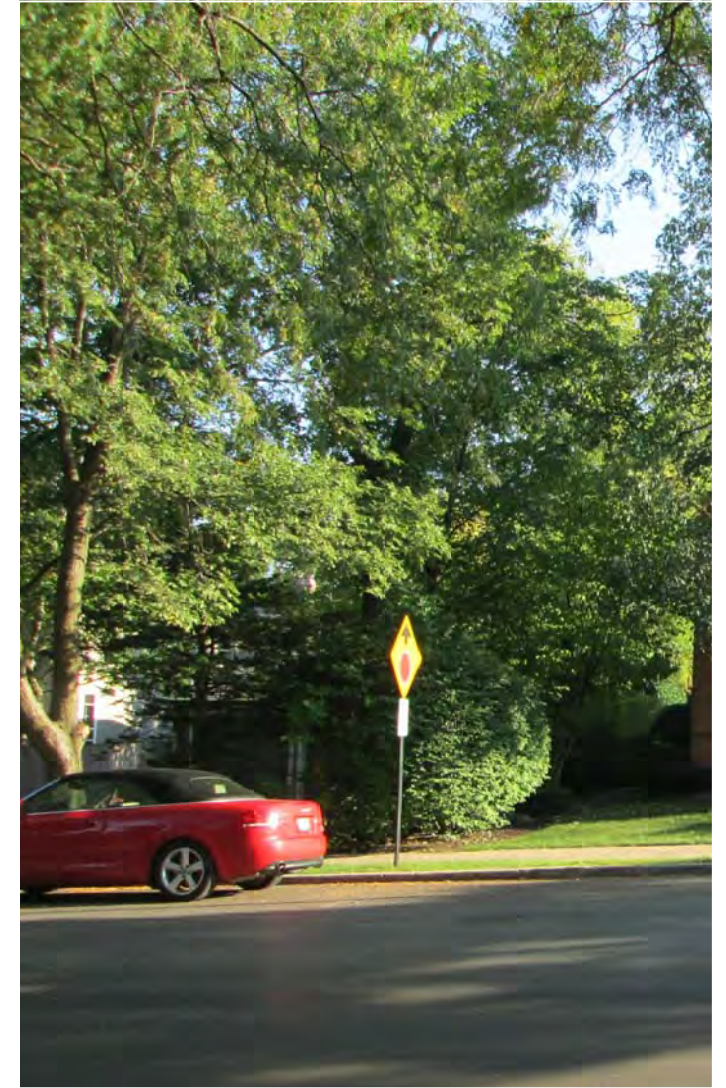
RSF: N/A

SKETCH NO: SK02

PROJECT NO: 16118.00

FILE NAME: XSITE.DWG

DRAWN BY: MK DATE: 1.29.2019

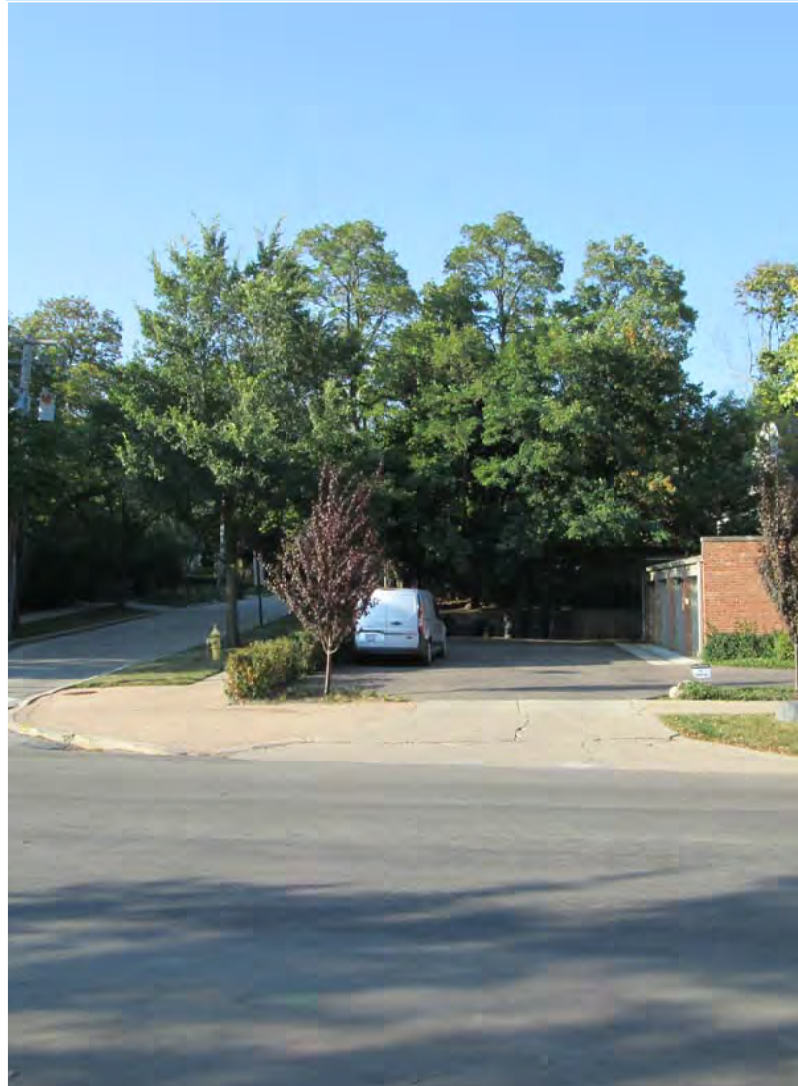


528 MAPLE ST



716 ELM ST

WEST SIDE OF HADLEY INSTITUTE



703 ELM ST

ACROSS THE STREET OF HADLEY INSTITUTE



VIEW OF FRONT ELEVATION, FROM ELM ST



VIEW OF FRONT ELEVATION, FROM ELM ST



VIEW OF EAST ELEVATION, FROM MAPLE ST



VIEW OF SOUTH ELEVATION, FROM OAK ST



VIEW OF FRONT ELEVATION, FROM ELM ST



VIEW OF FRONT ELEVATION, FROM ELM ST



VIEW OF EAST ELEVATION, FROM MAPLE ST



VIEW OF SOUTH ELEVATION, FROM OAK ST

PROPOSED RENDERINGS



System Features

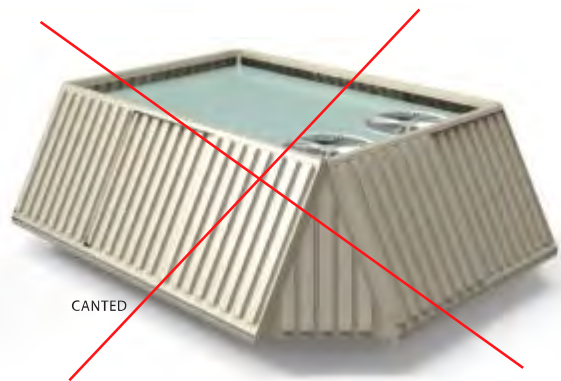
- Vertical Screen
- Louver Panel Design
- Cove Top Trim
- Panel Color: Oyster
- Top Trim Color: Terra Cotta (Custom Color)

U.S. Patent No. 5,664,384
U.S. Patent No. 7,000,362
U.S. Patent No. 7,707,798

Step 1: Choose a Vertical or Canted System



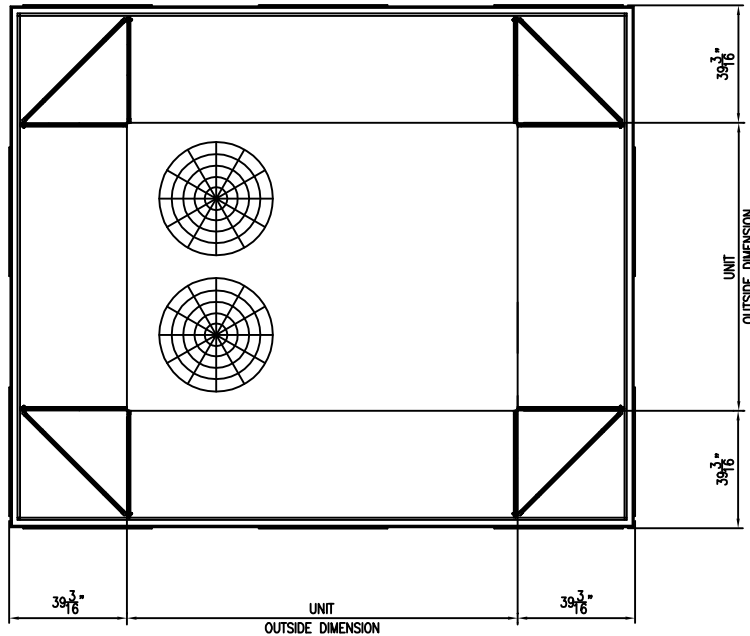
VERTICAL



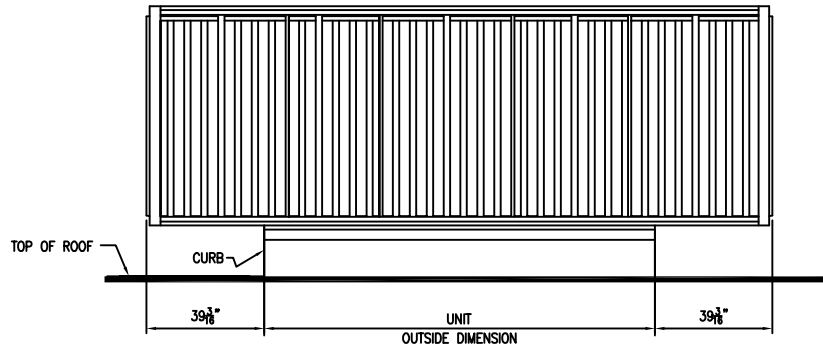
CANTED

Envvisor screens are the perfect alternative to parapet walls and they satisfy even the strictest screening code requirements. Both styles feature our patented attachment method, which secure our screens directly to the equipment with no rooftop penetration. Screen heights are available to screen virtually anything you desire.

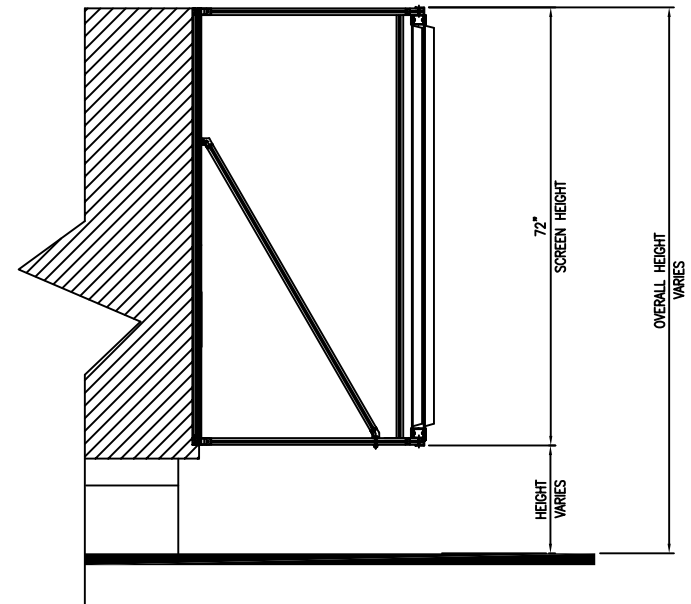
70" VERTICAL STYLE ENVISOR
FOOTPRINT



70" VERTICAL STYLE ENVISOR
ELEVATION



70" VERTICAL STYLE ENVISOR
SECTION



NOTE: The Screen System shown corresponds to a typical construction of the Envisor 70" Vertical Style using Flat Rib Panels. This drawing is intended to illustrate general dimensions of the Envisor System when installed on an average Roof Top Unit. Dimensions and specifications of the system can vary depending on the RTU's location to each other and performance characteristics.

cityscapes
architectural innovations

4200 LYMAN COURT
HILLIARD, OH (614) 850-2549

THIS IS AN ORIGINAL UNPUBLISHED DRAWING SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY CITYSCAPES INTERNATIONAL INCORPORATED. IT IS NOT TO BE REPRODUCED, EXHIBITED, OR FABRICATED IN ANY FASHION WITHOUT PERMISSION FROM AN AUTHORIZED OFFICER OF THE COMPANY.

PROJECT DESCRIPTION ENVISOR 70" VERTICAL STYLE				REVISION REF.# AND DATE			SCALE 3/16" = 1'
PROJECT DESCRIPTION GENERAL SPECIFICATIONS				PAS 02/05/04			SHEET 1 OF 1
CLIENT	CONTACT PERSON	WORK ORDER #					DRAWN BY PAS
ADDRESS	CITY	STATE	ZIP				CHECKED BY
JOBSITE LOCATION							DATE FILE CREATED 02/05/04
ADDRESS	CITY	STATE	ZIP				DWG FILE # 100039

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.

2. Screening

For at-grade equipment screening, see Sections IX.a (p.26), X.c.9 (p. 33), and XI.d.5 (p.57).

Mechanical equipment located at grade should be screened from view with a fence or wall that is constructed of the same materials as the adjacent building.

Rooftop equipment that cannot be located out of view should be screened by walls constructed of materials sympathetic to those of the primary facade.

VIII. Materials

Building materials throughout the districts consist primarily of masonry and stucco. The existing buildings currently have a good palette of colors, textures and material mixes from which new materials should be selected. The masonry palette consists of wirecut, smooth and textured modular brick and rough-face and dressed limestone veneer. Rough-faced limestone should be limited to accent or base pieces only. The brick color palette should be restricted to those present in the district but can vary in color from reds to yellows and have varying levels of iron spotting. Pink or orange brick is not allowed.

English Tudor buildings obtain some of their character from the mix of materials used in the upper floors. Creative use of material combinations is encouraged to break up the massing. The number of facade colors should be minimized to maintain unified districts – white and cream stucco with reds and browns, emphasizing earth tones and eliminating saturated colors.

Commercial and Mixed Use: Acceptable materials include modular brick, rough-faced or dressed limestone and exterior grade stucco with wood trim. Wood, aluminum or vinyl siding, metals, rough/random lannon stone, concrete block (split face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher and the finish and articulation are acceptable. The finish of the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Institutional: Institutional buildings are encouraged to have monochromatic material selection such as modular brick, or rough-faced or dressed stone. Wood, aluminum or vinyl siding, metals, rough/random lannon stone, concrete block (split-face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher on secondary facades only and the finish and articulation are acceptable. The finish of the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Multiple-Family Residential: Acceptable material for multiple-family structures includes modular brick, limited areas of dressed limestone, and exterior grade stucco with wood trim. Wood siding is allowed on secondary facades on upper floors only. Aluminum or vinyl siding, metals, rough/ random lannon stone, concrete block (split face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher and the finish and articulation are acceptable. The finish of

ATTACHMENT C

- TOP OF NEW ADDITION
+25'-3 1/2" (ELEV. 82'-3 1/2")
- TOP OF ELEVATOR
+24'-3 1/2" (ELEV. 81'-3 1/2")
- TOP OF CHIMNEY
+22'-10 1/2" (ELEV. 79'-10 1/2")
- TOP 1951 SOUTH PARAPET
+20'-11 1/2" (ELEV. 77'-11 1/2")
- TOP 1970 PARAPET
+20'-1" (ELEV. 77'-1")
- TOP 1951 NORTH PARAPET
+19'-1 1/2" (ELEV. 76'-1 1/2")
- TOP 1970 1ST FLOOR PARAPET
+13'-1" (ELEV. 70'-1")
- TOP 1951 1ST FLOOR PARAPET
+11'-4" (ELEV. 68'-4")
- SECOND FLOOR LINE
+10'-0" (ELEV. 67'-0")
- FIRST FLOOR LINE
0'-0" (ELEV. 57'-0")

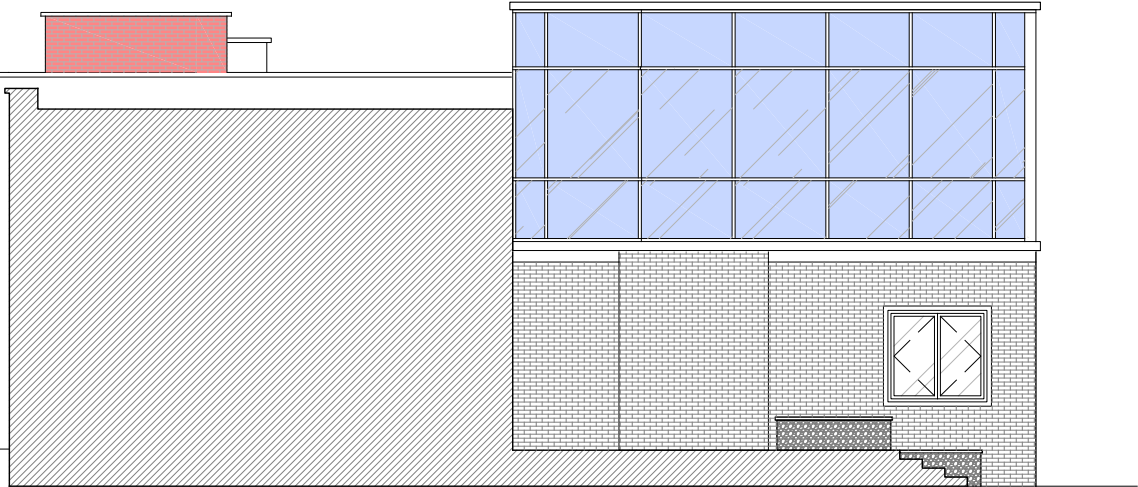


PROPOSED EAST ELEVATION

3/32" = 1'-0"
0 2' 5' 10' 15' 20'

- BASEMENT FLOOR LINE
-8'-0" (ELEV. 49'-0")
- BOOK STACK FLOOR LINE
-12'-8" (ELEV. 44'-4")

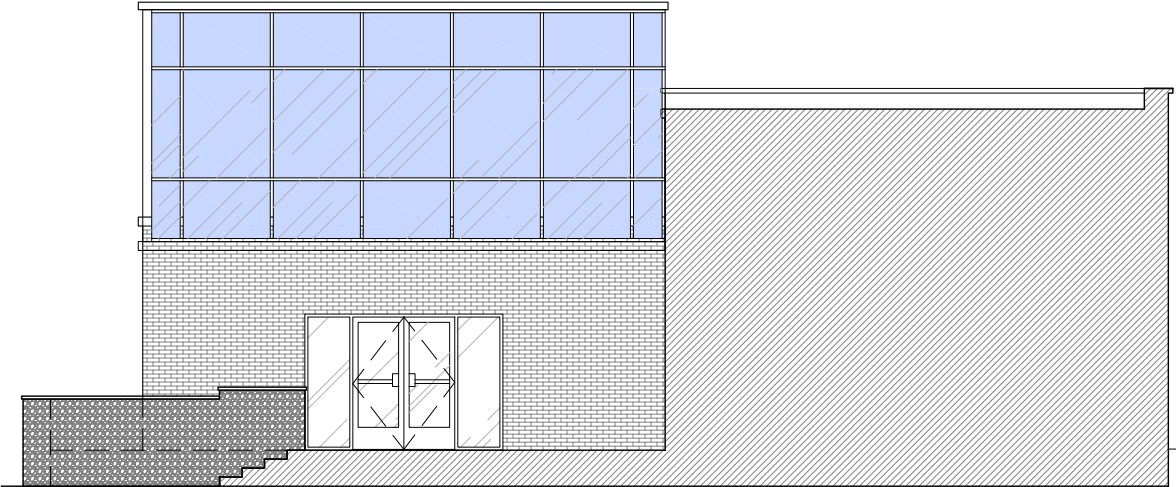
- TOP OF NEW ADDITION
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- TOP OF ELEVATOR
+24'-3 1/2" (ELEV. 81'-3 1/2")
- TOP OF CHIMNEY
+22'-10 1/2" (ELEV. 79'-10 1/2")
- TOP 1951 SOUTH PARAPET
+20'-11 1/2" (ELEV. 77'-11 1/2")
- TOP 1970 PARAPET
+20'-1" (ELEV. 77'-1")
- TOP 1951 NORTH PARAPET
+19'-1 1/2" (ELEV. 76'-1 1/2")
- TOP 1970 1ST FLOOR PARAPET
+13'-1" (ELEV. 70'-1")
- TOP 1951 1ST FLOOR PARAPET
+11'-4" (ELEV. 68'-4")
- SECOND FLOOR LINE
+10'-0" (ELEV. 67'-0")
- FIRST FLOOR LINE
0'-0" (ELEV. 57'-0")



PROPOSED NORTH PATIO ELEVATION

3/32" = 1'-0"
0 2' 5' 10' 15' 20'

- BASEMENT FLOOR LINE
-8'-0" (ELEV. 49'-0")
- BOOK STACK FLOOR LINE
-12'-8" (ELEV. 44'-4")



PROPOSED SOUTH PATIO ELEVATION

3/32" = 1'-0"
0 2' 5' 10' 15' 20'

- TOP OF NEW ADDITION
+25'-3 1/2" (ELEV. 82'-3 1/2")
- TOP OF ELEVATOR
+24'-3 1/2" (ELEV. 81'-3 1/2")
- TOP OF CHIMNEY
+22'-10 1/2" (ELEV. 79'-10 1/2")
- TOP 1951 SOUTH PARAPET
+20'-11 1/2" (ELEV. 77'-11 1/2")
- TOP 1970 PARAPET
+20'-1" (ELEV. 77'-1")
- TOP 1951 NORTH PARAPET
+19'-1 1/2" (ELEV. 76'-1 1/2")
- TOP 1970 1ST FLOOR PARAPET
+13'-1" (ELEV. 70'-1")
- TOP 1951 1ST FLOOR PARAPET
+11'-4" (ELEV. 68'-4")
- SECOND FLOOR LINE
+10'-0" (ELEV. 67'-0")
- FIRST FLOOR LINE
0'-0" (ELEV. 57'-0")

- BASEMENT FLOOR LINE
-8'-0" (ELEV. 49'-0")
- BOOK STACK FLOOR LINE
-12'-8" (ELEV. 44'-4")

- TOP OF NEW ADDITION
+25'-3 1/2" (ELEV. 82'-3 1/2")
- TOP OF ELEVATOR
+24'-3 1/2" (ELEV. 81'-3 1/2")
- TOP OF CHIMNEY
+22'-10 1/2" (ELEV. 79'-10 1/2")
- TOP 1951 SOUTH PARAPET
+20'-11 1/2" (ELEV. 77'-11 1/2")
- TOP 1970 PARAPET
+20'-1" (ELEV. 77'-1")
- TOP 1951 NORTH PARAPET
+19'-1 1/2" (ELEV. 76'-1 1/2")
- TOP 1970 1ST FLOOR PARAPET
+13'-1" (ELEV. 70'-1")
- TOP 1951 1ST FLOOR PARAPET
+11'-4" (ELEV. 68'-4")
- SECOND FLOOR LINE
+10'-0" (ELEV. 67'-0")
- FIRST FLOOR LINE
0'-0" (ELEV. 57'-0")

- BASEMENT FLOOR LINE
-8'-0" (ELEV. 49'-0")
- BOOK STACK FLOOR LINE
-12'-8" (ELEV. 44'-4")



PROPOSED NORTH ELEVATION

1/8" = 1'-0"

0 1' 2' 5' 10' 15'



PROPOSED SOUTH ELEVATION

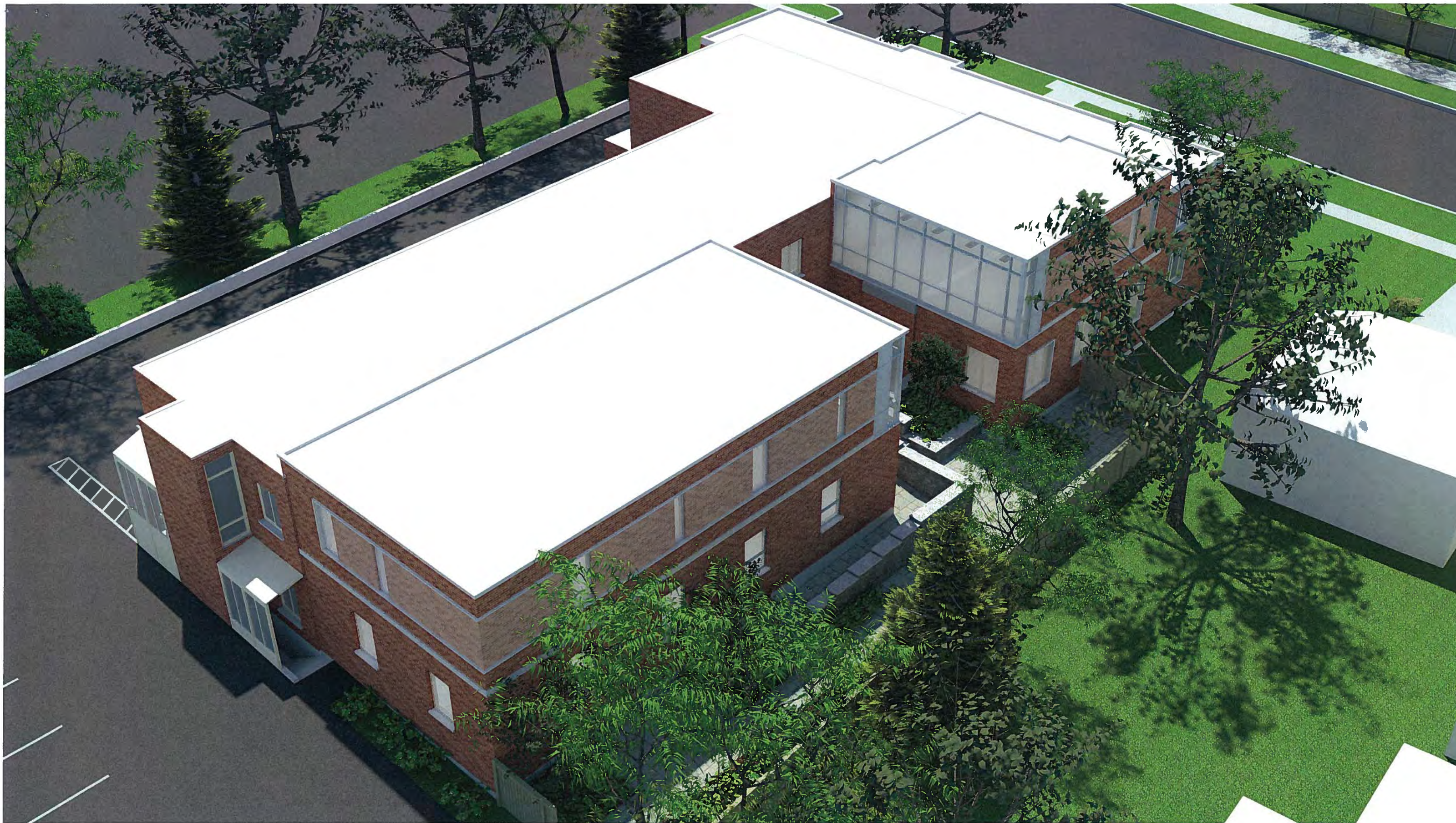
1/8" = 1'-0"

0 1' 2' 5' 10' 15'

















MEMORANDUM VILLAGE OF WINNETKA

TO: DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 15, 2019
SUBJECT: CASE NO. 19-04-DR: 88 GREEN BAY ROAD - 7-ELEVEN:
CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS AND SIGN
CODE VARIATION FOR NEW SIGN

INTRODUCTION

On February 21, 2019, the Design Review Board/Sign Board of Appeals is scheduled to review an application submitted by 7-Eleven (the "Applicant") as a current tenant of the property located at 88 Green Bay Road (the "Subject Property"), to replace the existing freestanding sign on the Subject Property. The Applicant has filed applications seeking the following approvals:

1. A Certificate of Appropriateness to allow installation of a freestanding sign that is 8.5 feet in height with a sign area measuring 16 square feet on each side of the doubled-sided sign; and
2. A Sign Code Variation to allow display of a freestanding sign where the building occupied by the tenant is closer than 15 feet to the street line.

PROPERTY DESCRIPTION

The Subject Property is generally located on the southwest corner of Winnetka Avenue and Green Bay Road. The property is 0.25 acres and contains a one-story commercial building with a 7-Eleven convenience store and a dry cleaning business. The Subject Property is located in the C-1 Limited Commercial Zoning District in the Indian Hill Business District.

CURRENT REQUEST

The Applicant has submitted a sign permit application depicting a new freestanding monument sign that is double-sided and identifies the business. The proposed sign is intended to replace an existing sign that predates the current business. Village records indicate a freestanding sign existed in some form since the original White Hen Pantry was constructed in 1974. The business converted to a 7-Eleven in 2007. The location of the existing sign and its proposed replacement is along the frontage of Green Bay Road.

The sign would measure 8.5 feet in height and 4 feet in width. It would be 1.33 feet in thickness with a platform measuring 2.33 feet in width at the top of the sign to house the external lighting. A masonry base measuring 3.83 feet in height would support the message portion of the sign that measures 4 feet by 4 feet (16 square feet). The message portion of the sign would contain the name and logo of 7-Eleven. The sign would have external illumination from the top with down-facing lighting on each side. Permit application materials and related design details are included in **Attachment A**.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code specifies standards for commercial signs within the Village. The freestanding sign, with a sign area of 16 square feet on each side of the double-sided sign, **complies** with the Sign Code requirement that the area of any one side of the sign shall not exceed 20 square feet. Freestanding signs are also limited to a height of 12 feet above grade. As previously noted, the proposed sign would be 8.5 feet in height, in compliance with the Sign Code.

The proposed sign would be located in the same location as the existing sign near the edge of the parking lot along Green Bay Road. Section 15.60.120.B.3 states:

“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.”

The Village Sign Code does not permit the freestanding sign because the building on the Subject Property is not setback at least 15 feet from the street line. The building is less than 15 feet from Brier Street to the west and Green Bay Road to the northeast. The proposed sign **requires relief** because portions of the building are less than 15 feet of the property line along the street frontage. The Village Code sign standards can be found in an excerpt that is included in **Attachment C**.

The Village Engineer has stated that the dimensions and location of the proposed sign are acceptable from a sight distance, visibility, and public safety perspective.

SIGN CODE VARIATION REQUEST

The Applicant has submitted an application for a Sign Code Variation to allow the following request for relief:

- A. Display of a **freestanding sign on a commercial property with a building that is less than 15 feet from the street line.**

The Design Review Board (also sitting as the Sign Board of Appeals) may grant relief from the Village Sign Code if it determines that the following standards set out in Section 15.60.250 Sign Code [*Variation Standards*] are met:

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.

DESIGN GUIDELINES ANALYSIS

The proposed freestanding sign would be green, red, orange, and white which are the colors consistent with the brand identity of 7-Eleven. The varied brick pattern on the masonry portion of the sign would be tan and brown. The sign would be constructed with an aluminum cabinet and a brick masonry base that would feature external illumination.

The Village's Design Guidelines provide guidance on appropriate size, color, and location of signs; an excerpt of the Design Guidelines is included as **Attachment B**.

SUMMARY

The Applicant requests that the DRB approve the proposed freestanding sign as proposed. Should the DRB approve the certificate of appropriateness for the proposed sign and grant the necessary sign code variation, the Applicant would first need to receive a sign permit from the Community Development Department prior to installing the sign.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

Attachment C: Village Code Excerpts



Figure 1 – Existing sign, facing northwest.



Figure 2 – Front parking lot of store, facing southeast.



Figure 3 – Front parking lot of store, facing southwest.



Figure 4 – Sign frontage along Green Bay Road, traveling northwest.

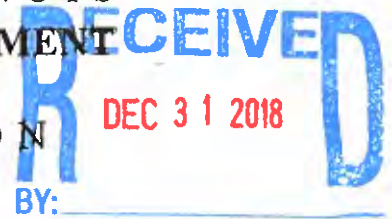


Figure 5 – Building and parking lot of Subject Property.

ATTACHMENT A - APPLICATION MATERIALS

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business: 7-Eleven		Primary contact name: on file	Phone: (847) 446-8230
Street Address: 88 Green Bay Rd			Fax:
City Winnetka	State IL	Zip Code 60093	Email:

Sign Company

Name of Sign Company: Doyle Signs, Inc		Primary contact name: Diana Gildersleeve	Phone: 630-543-9490
Street Address: 232 W Interstate Rd			Fax: 630-543-9493
City Addison	State IL	Zip Code 60101	Email: di.gilder@doylesigns.com

Property Owner

Name of Company: 7-Eleven		Primary contact name: John Evans	Phone: 708-557-0215
Street Address: on file			Fax: 972-828-1054
City	State	Zip Code	Email: John.Evans@7-11.com

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

Additional description of sign type and materials

Double faced monument sign with masonry/brick base, decorative cap & external LED
downlighting

SBC-2018-1255 \$55⁰⁰ review fee

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

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 88 Green Bay Road
NAME OF BUSINESS(ES) 7-Eleven

REAL ESTATE INDEX NUMBER			
05	28	103	002

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

☒ Sign
☐ Awning
☐ Other (general description)

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

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

7-Eleven is requesting approval to install a monument sign at the location. The sign will measure 4' (H) x 4' (W) with an overall height of 8' 6" from grade to the top of the sign. The sign will be non illuminated and will be mounted to the existing foundation and steel supports that will remain in place when we remove the current sign that is at the location. The sign will have a masonry base as well as a aluminum cap that will match the design of the building. Please also note that the sign is designed to conform to code but will need a variation due to the fact that the building is closer than 15' to the property line in one area.

I/We hereby certify that as Agent for Lessee(Lessee/Owner) of the property at 88 Green Bay Road (address) I am/we are authorized to submit plans for alteration of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board, as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED



PRINT NAME(S) Lisa Neal (agent)

ADDRESS 232 W Interstate Road
Addison, IL 60101

PHONE NUMBER 630-543-9490

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

PRIMARY DESIGN FIRM	<u>Doyle Signs, Inc</u>
CONTACT NAME	<u>Lisa Neal (agent)</u>
ADDRESS	<u>232 W Interstate Road</u> <u>Addison, IL 60101</u>
PHONE NUMBER	<u>630-543-9490</u>
FAX NUMBER	<u>630-543-9493</u>

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
SIGN CODE VARIATION



Project Address : 88 Green Bay Road
Name of Business: 7-Eleven
Real Estate Index Number: 05-28-103-002-000

Application is hereby made to the Village of Winnetka for a variation from Section(s) 15.60.120
_____ of Chapter 15.60 [Signs] of the Winnetka Village Code for the following work:

7-Eleven is requesting a variation from the sign code listed here that will allow a monument sign to be located at a business where the building is located closer than 15 feet from the property line. The property in question is unique as there is a parking lot between the building and the property line but the building is set at such an angle that one point is slightly less than 15 feet from the property line. 7-Eleven is also requesting a variation from the sign code that will enable the sign to be at an overall height of 8' 6" when the sign code typically allows 8'. This is requested so that the sign will be visible when cars are parked in the spaces directly adjacent to the sign location.

Attach a separate written document which explains in detail how the requested variation complies with all of the following standards:

1. The requested variation is in harmony with the general purpose and intent of the Sign Code (see Section 15.60.030 of Winnetka Village Code);
2. The plight of the petitioner is due to unusual circumstances;
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of the sign code (i.e., compliance would result in a clearly demonstrable hardship that unique to the applicant or property);
4. The variation will not alter the essential character of the locality. (In that the Village has adopted Design Guidelines which are intended to preserve the character of the Village, it is important that the applicant to establish that the request is consistent with the intent and purpose of the Village Design Guidelines.)

Signed Please see attached document
Owner of record (or authorized agent)
10 S Riverside Plaza # 2220
Owner Address
Chicago, IL 60606
(847) 512-3180
Owner Telephone

Signed [Redacted] Lisa Neal (agent)
Applicant
232 W Interstate Road
Applicant Address
Addison, IL 60101
(630) 543-9490
Applicant Telephone



Doyle Signs, Inc., General Sign Contractors
232 Interstate Road, P.O. Box 1068
Addison, IL 60101
Office: (630)543-9490 Fax: (630)543-9493

Community Development
Village of Winnetka
510 Green Bay Road
Winnetka, IL 60093



RE: 7-Eleven
88 Green Bay Road

7-Eleven is asking for approval from the Zoning Board of Appeals and the Village Board to install a new monument sign that will utilize the existing foundations and steel supports. The sign code states that a business must be setback a minimum of 15 feet from the property line in order to be allowed a freestanding sign. The location currently has a monument sign from when it was a White Hen store. Now that the store has been purchased by 7-Eleven, it has been requested that a standard 7-Eleven sign is installed in its place. 7-Eleven is also seeking relief from the sign code to allow the sign to be installed at an overall height of 8' 6" from grade to the top of the sign. This is requested so that the sign will be visible when the parking spaces that are adjacent to the sign location are in use.

STANDARDS FOR VARIATION

1. The request is in harmony with the general purpose and intent of the sign ordinance in that the sign was designed to conform to the sign code and be visible while cars are parked next to the sign. The need for the variation is the fact that the property was developed in such a way that the building is slightly closer than 15 feet from the property line along the East elevation and the sign island is located in the parking area in such a way that when the spaces are being utilized the sign will be blocked from view if it stood at a lower overall height.
2. The plight of the owner is due to the unique circumstances of the way the property was developed and the code requirement that states the building must be a minimum of 15 feet from the property line. The majority of this property was designed with the building setback from the property line far enough to allow a parking lot to

be in place but the Eastern elevation of the building is setback just below the requirement. The location of the sign island is also a hardship as it will hinder the visibility of the sign when all parking spaces are being utilized.

3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter due to the fact that the sign was designed to conform to the code with a minor exception that will allow the visibility of the sign with the cars and/or large SUV type vehicles parked next to the sign. The sign proposed will replace a sign that is currently existing and is much larger than the sign proposed. The need for a variance is based on the way the building was developed many years prior to the code section was established that required the entire building to be setback more than 15 feet from the property line and the location of the sign island is surrounded by parking spaces on either side.
4. The variation, if granted, will not alter the essential character of the locality as it will simply replace an existing sign that is much larger with a new sign that will match the design of the building and increase the aesthetic of the location.



HOFFMANN

COMMERCIAL REAL ESTATE

AUTHORIZATION AND CONSENT FORM

January 24, 2019

To Whom it May Concern,

By my signature below, I hereby represent that I am the owner of the property indicated below or otherwise duly authorized by the Lease to grant authorization for Doyle Signs, Inc. and/or their sub-contractor to apply for permits, represent said owner at variance meetings (if applicable) and install new signage at the below referenced location.

RE: 7-Eleven Store #33799
88 Green Bay Road
Winnetka, IL

LANDLORD:
D.H.H Capital LP
10 S. Riverside Plaza #2220
Chicago, IL 60606

Signature

Print Name

Date

Title

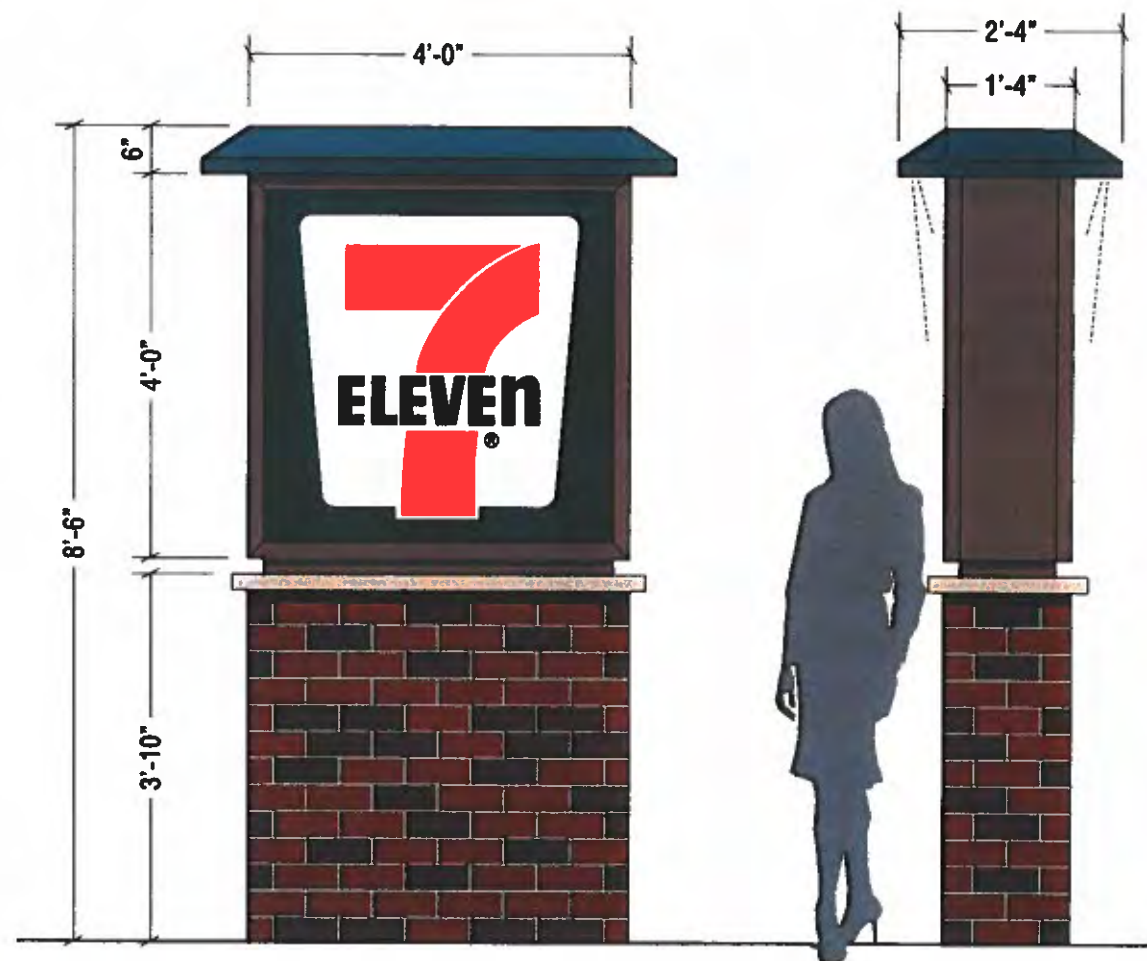
email

Address

Phone

825 Green Bay Road, Suite 100, Wilmette, IL 60091
P: 847.512.3180 · F: 847.512.3199





A

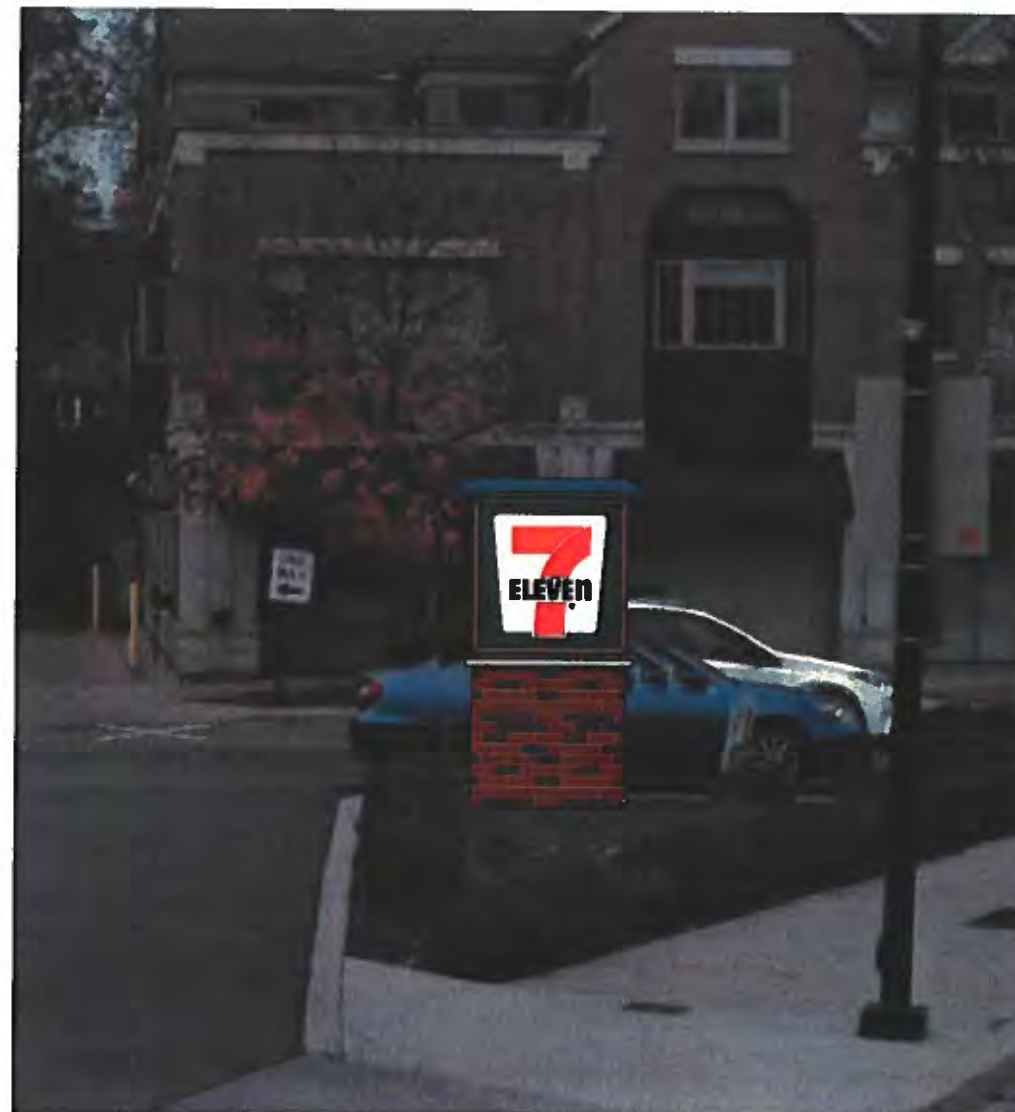
DOUBLE SIDED, MONUMENT SIGN w/ MASONRY BASE

SCALE: 1/2"=1'

- NON-ILLUM'D ALUMINUM CABINET & RETAINERS PAINTED 313 BRONZE
- WHITE LEXAN FLAT FACE W/ APPLIED GRAPHICS TO MATCH:
 - 3M#3630-44 ORANGE
 - 3M#3630-73 RED
 - 3M#3630-76 GREEN
- FABRICATED ALUM. CAP w/ LEXAN LENS ON EACH SIDE TO PROVIDE DOWN-LIGHTING ON EACH SIGN FACE. PTD. GREEN TO MATCH BLDG.
- MOUNTED ON STL. SUPPORT w/ BRICK BASE & LIMESTONE CAP

7 COLORS

- PMS 165 Orange
3M#3630-44 Orange Vinyl
- PMS 1797 Red
3M#3630-73 Dk.Red Vinyl
- PMS 342 Green
3M#3630-76 Green Vinyl



DATE	REVISION
12.13.18	CHANGE FORMED FACES TO FLAT LEXAN

CUSTOMER APPROVAL

DATE

This design is the original and unpublished work of DOYLE SIGNS, INC. and may not be reproduced, copied or exhibited in any fashion without the expressed written consent from an authorized officer of The Company. The rights to this design may be purchased.

CLIENT 7-ELEVEN #33799

ADDRESS 88 GREEN BAY ROAD

CITY WINNETKA

STATE IL

DESIGNER KM

SALESPERSON JST

DRWG. NO. 17076

SCALE: NOTED

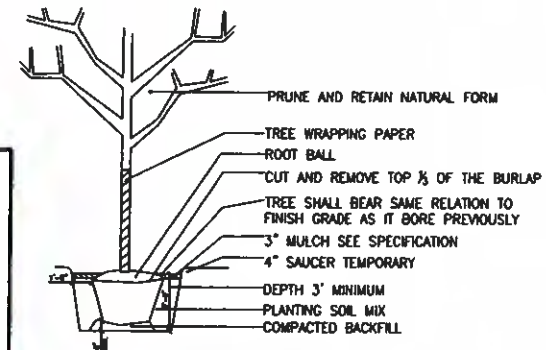
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SHEET NO. 1

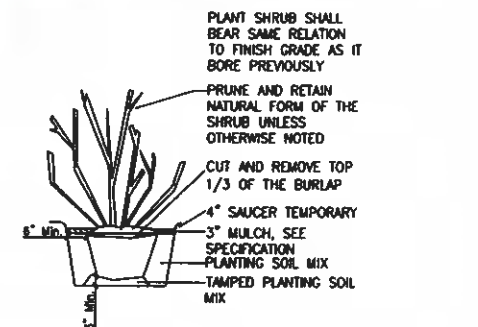
Z:\Design\0-97-ELEVEN\WINNETKA IL - #33799\7-ELEVEN - WINNETKA IL.cdr

APPROVED

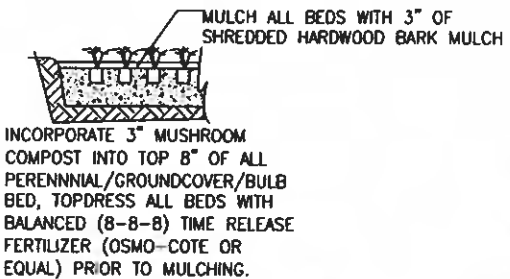
Village Forester has recommended that the front Locust tree identified below is in need of pruning attention by a Certified Arborist to remove dead and dying branches, crown thinning, and several lower branches.
Questions - Contact Jim Stier at 847-716-3535



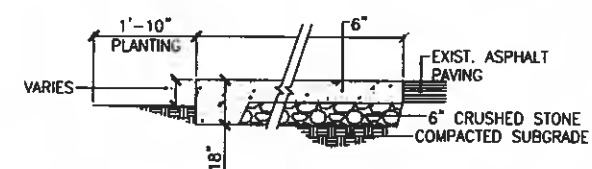
TREE PIT DETAIL
NOT TO SCALE



SHRUB PIT DETAIL
NOT TO SCALE



PERENNIAL PLANTING DETAIL
NOT TO SCALE



MEET EXIST. GRADE SECTION
NOT TO SCALE

**WARREN JOHNSON
ARCHITECTS, INC.**
10 N. GREELEY STREET
PALM BEACH, FLORIDA 33407
TEL 561-833-8888

SHEN
SHEN & ASSOCIATES, INC.
LANDSCAPE ARCHITECTS/PLANNERS
306 FOREST AVENUE
WINNETKA, IL 60093
847-441-8164



DATE: 10/1/01

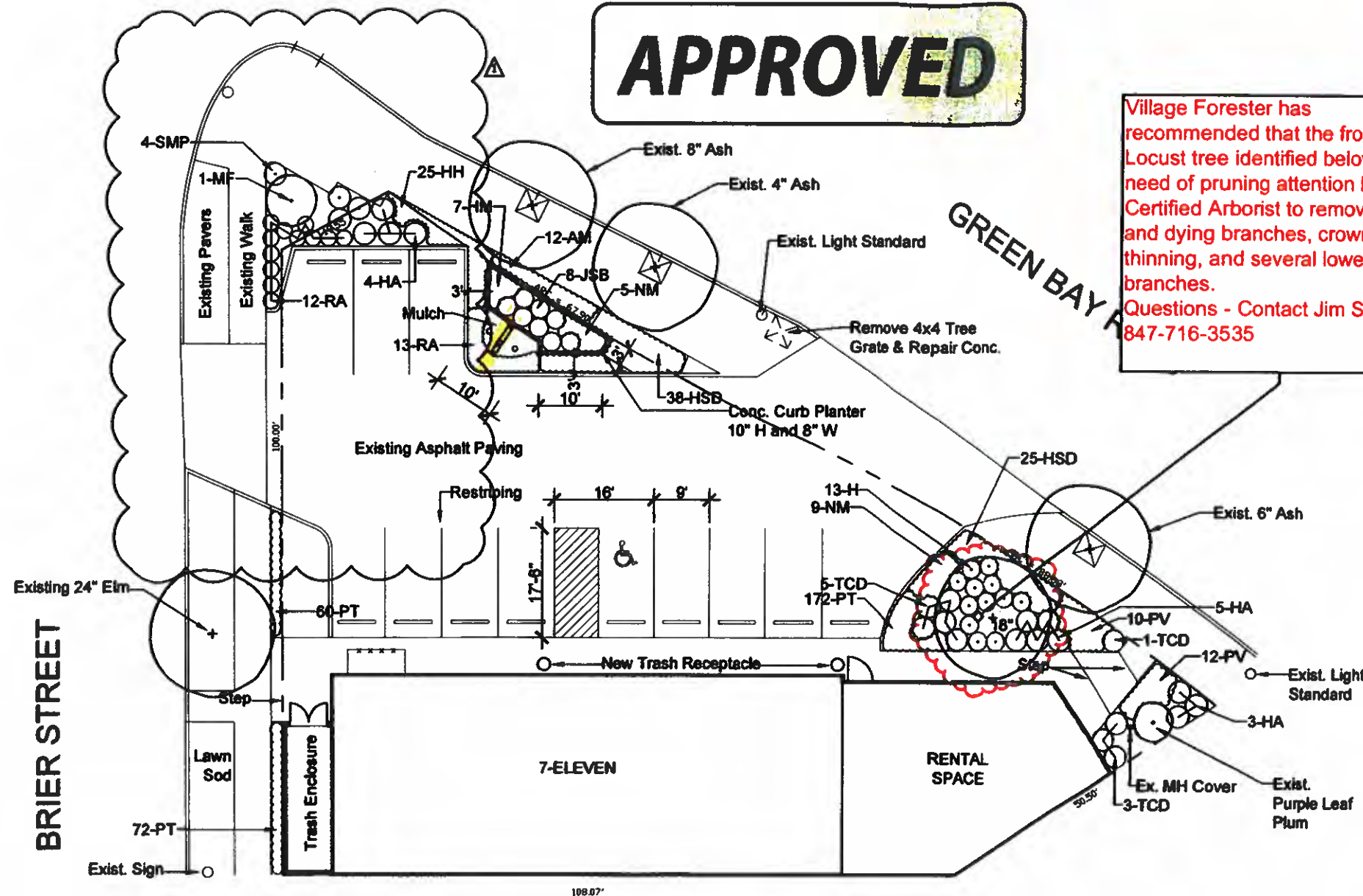
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2	ISSUED FOR CONSTRUCTION	10/1/01
3	ISSUED FOR CONSTRUCTION	10/1/01
4	ISSUED FOR CONSTRUCTION	10/1/01
5	ISSUED FOR CONSTRUCTION	10/1/01
6	ISSUED FOR CONSTRUCTION	10/1/01
7	ISSUED FOR CONSTRUCTION	10/1/01
8	ISSUED FOR CONSTRUCTION	10/1/01
9	ISSUED FOR CONSTRUCTION	10/1/01
10	ISSUED FOR CONSTRUCTION	10/1/01

DESIGNED BY: J. JOHNSON
CHECKED BY: J. JOHNSON
DATE: 10/1/01
PROJECT NO.: 010101

7-ELEVEN
88 GREEN BAY ROAD
WINNETKA, IL

SHEET

L1



PROPOSED LANDSCAPE PLAN
88 Green Bay Road, Winnetka, IL

SCALE: 1"=10'-0"

PLANT MATERIALS LIST

Code	Qty	Size	Botanical Name	Common Name	Remarks
TC	1	4" BB	Tilia cordata	Littleleaf Linden	----
MF	1	8" BB	Malus floribunda	Japanese Flowering Crab	----
SMP	4	30" BB	Syringa m. "Palib"	Dwarf Korean Lilac	3'-6" o.c.
HA	12	5 GAL	Hydrangea arborescens "Annabelle"	Annabelle Hydrangea	3'-6" o.c.
JSB	8	? BB	Juniperus s. "Broadmoor"	Broadmoor Juniper (All J.C. Sargent Viridis)	3' o.c.
TCD	1	3-1/2' BB	Taxus c. densiformis	Dense Yew	----
TCD	8	3' BB	Taxus c. densiformis	Dense Yew	3'-6" o.c.
AM	12	1 GAL	Alchemilla mollis	Lady Mantle	2' o.c.
HH	25	1 GAL	Hemerocallis "Hyperion"	Daylily	2' o.c.
HSD	63	1 GAL	Hemerocallis Stella de Oro	Daylily	18"-2' o.c.
NM	21	1 GAL	Nepeta m. "Blue Wonder"	Catmint	2' o.c.
PV	22	1 GAL	Physostegia virginiana "Miss Manners"	False Dragonhead	2' o.c.
RA	25	3 GAL	Rhus aromatica "Gro-Low"	Gro-Low Sumac	2.5' o.c.
H	13	2 GAL	Hosta "Royal Standard"	Hosta	3' o.c.

NOTES

- Stacking trees is at the option of the contractor, however, the contractor is responsible for the trees remaining plumb through the warranty period.
- Call JULIE before digging.
- Mulch shall be shredded hard wood fine textured, 2" deep.
- Prune Rhus aromatica at 12' high.

d. Building Signage

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

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

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



Figure 38

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

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

Figure 39



Figure 40

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



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.



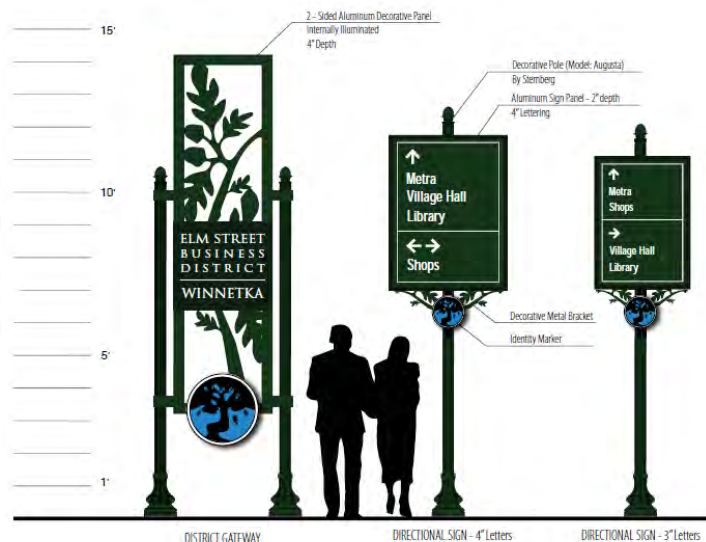
MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

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

INTRODUCTION

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



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

DOWNTOWN STREETScape AND SIGNAGE MASTER PLAN

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



EXISTING COMMUNITY IDENTIFIER

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



Alternative Community Identifier

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



Trail Tree Graphic Image Alternatives

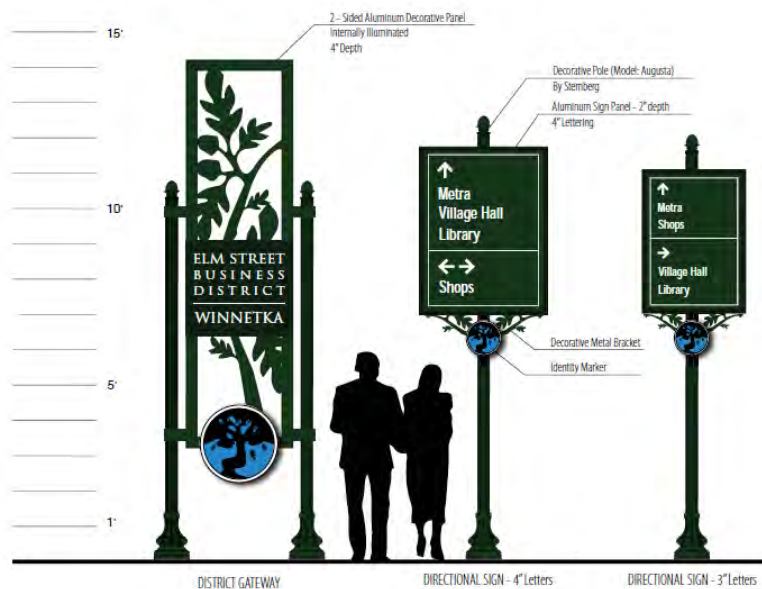
After reviewing both designs and receiving public input that favored the organic approach over the geometric approach, the Task Force selected the organic approach, which was approved and adopted as part of the Streetscape Plan.

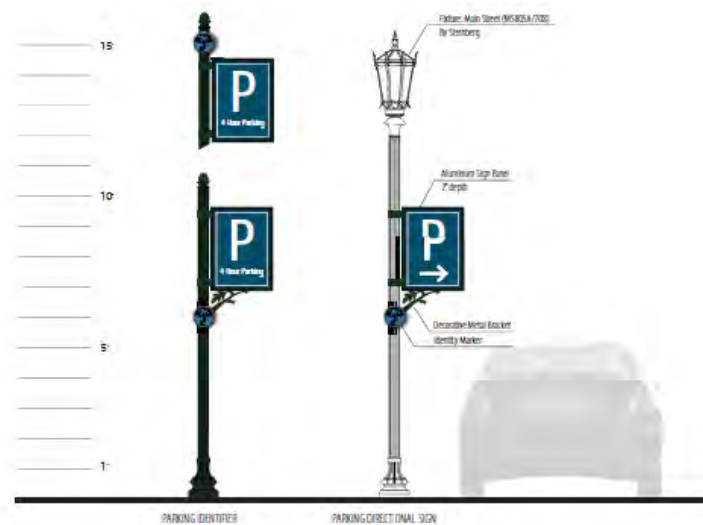
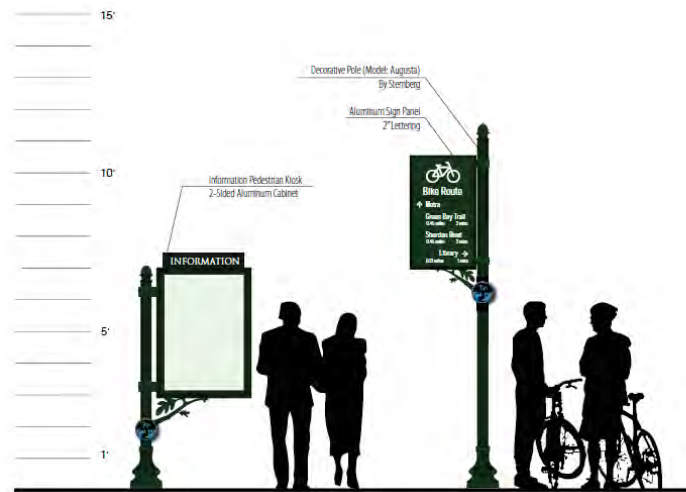
INCORPORATION OF TRAIL TREE ELEMENT IN PROPOSED SIGNAGE

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

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

Streetscape Signage





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

SUMMARY

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

ATTACHMENTS

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

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

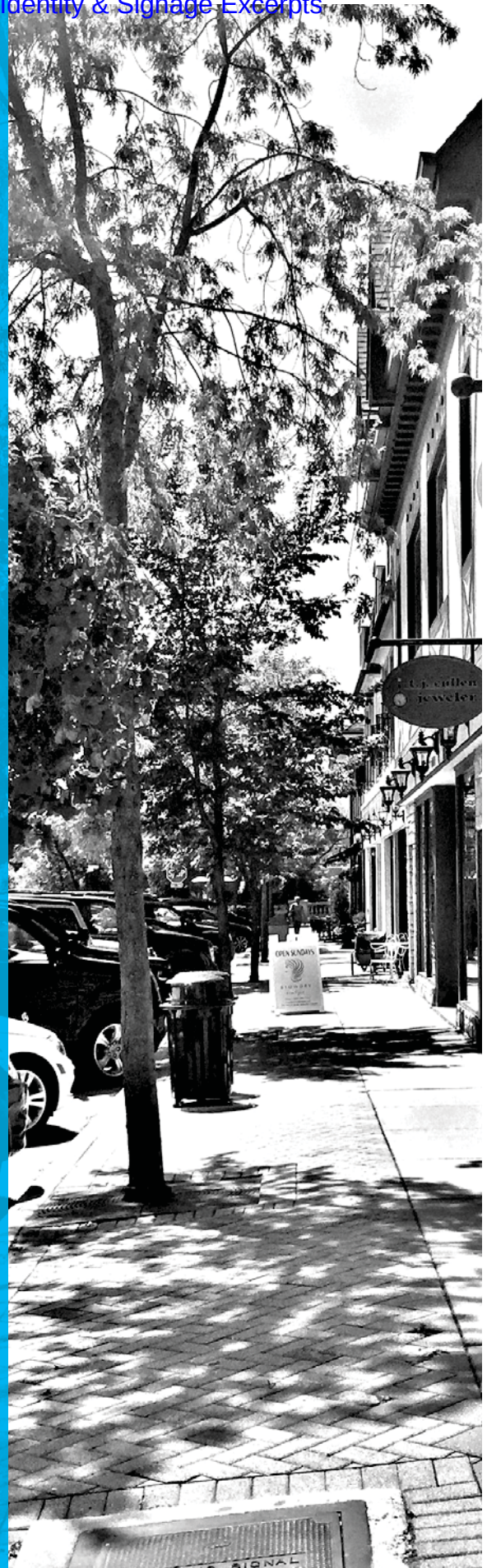
Attachment C: Public Comments

VILLAGE OF WINNETKA

DOWNTOWN STREETSCAPE + SIGNAGE MASTER PLAN

*An Implementation Project of the
Downtown Master Plan*

ADOPTED: JUNE 19, 2018



SPECIAL THANKS

The Winnetka Downtown Streetscape and Signage Master Plan is the product of a collaborative effort with the Task Force, Village Council, Village Staff and multiple discussions throughout the community during events and meetings. Special thanks to the following individuals for their dedication to this important project.

** Listed alphabetically by last name*



Task Force	Village Council Members	Village Staff	Project Consultant
John Talty, Chair Meg Benson Steve Hudson Margaret Lamason Scott Myers, Trustee John Swierk, Trustee Bob Winter	Chris Rintz, President Andrew Cripe, Trustee Penny Lanphier, Trustee Bob Dearborn, Trustee Scott Myers, Trustee Anne Wedner, Trustee John Swierk, Trustee Kristin Ziv, Past Trustee	Robert Bahan, Village Manager Jim Bernahl, Assistant Director of Public Works Brian Keys, Director of Water & Electric Mike Martella, Economic Development Coordinator Brian Norkus, Assistant Director of Community Development Megan Pierce, Assistant Village Manager Steve Saunders, Director of Public Works/Village Engineer Jim Stier, Village Forester David Schoon, Director of Community Development Lori Weaver, Administrative Assistant	Teska Associates, Inc. Jodi Mariano, Project Manager Michael Blue Erin Cigliano Nicole Ponath Dominic Suardini Jill Troiani



CHAPTER 3

GATEWAY+ WAYFINDING SIGNAGE PLAN

GATEWAY + WAYFINDING SIGNAGE PLAN

Winnetka is unique in that it includes three distinctly different business districts located along the Green Bay Road corridor: Hubbard Woods to the north, Elm Street at the center and Indian Hill to the south. As discussed in the DMP, this unique orientation also poses challenges with wayfinding throughout the Village. Gateway and wayfinding signage provides an opportunity to improve functional and visual connectivity between districts.

As the focus of the Streetscape and Signage Master Plan is the Elm Street district, gateway and wayfinding signage concepts are conceptualized to be expandable to other Village districts. The focus of gateway and wayfinding signage is to promote village destinations through a unified family of sign types.

Signage incorporates a Village identifier that speaks to community identity and character. Winnetka has long been known for its association with area Native American Trail Trees and as such, a graphic trail tree is displayed on current gateway signage. However, the existing trail tree graphic is difficult to read and understand. The current planning effort looked at alternative graphics that make the trail tree graphic more visually accessible. The new community identifier highlights the signature bent trunk of the trail tree imagery. This identifier is incorporated into the signage family as a medallion.



NEW COMMUNITY IDENTIFIER



EXISTING COMMUNITY IDENTIFIER

The gateway and wayfinding signage family is designed as a unified system of signs that makes logical connections between the roadway corridors and specific municipal destinations.

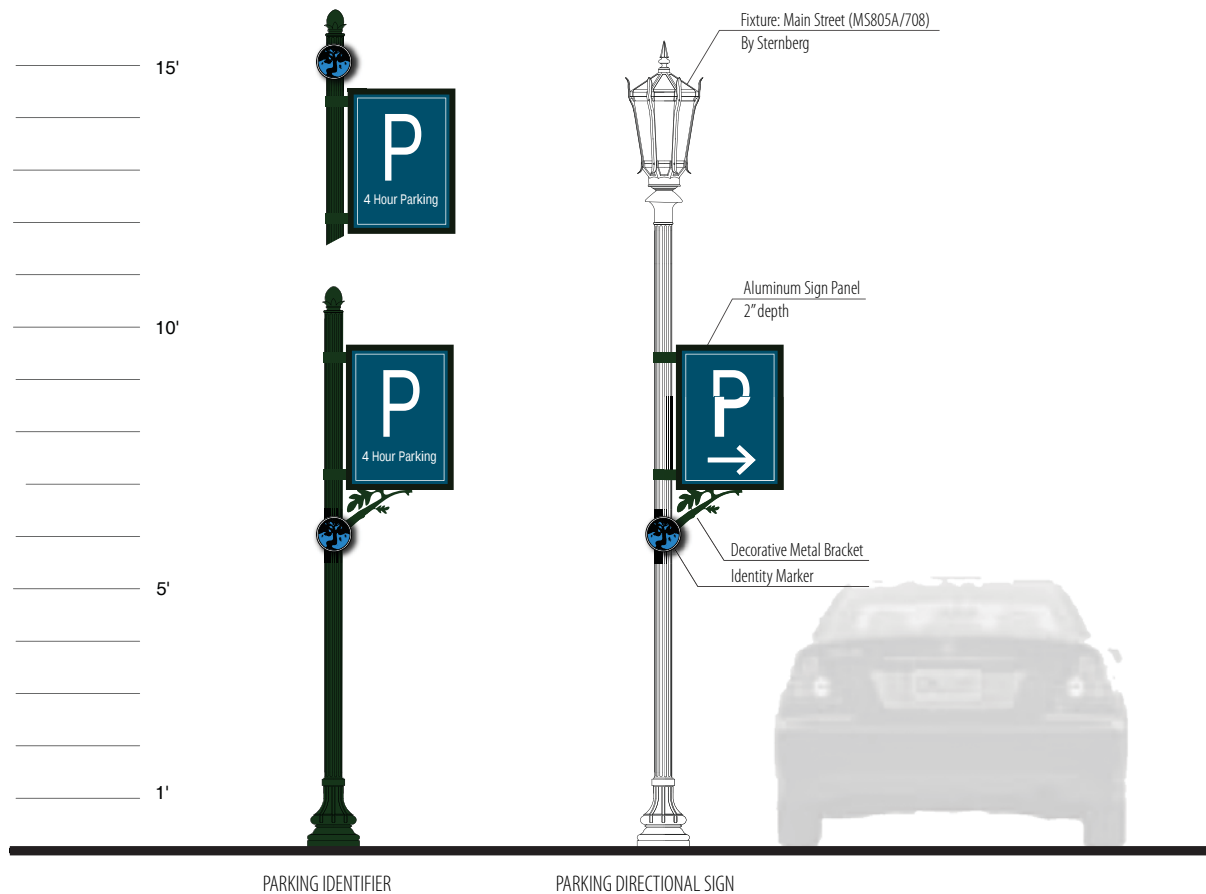
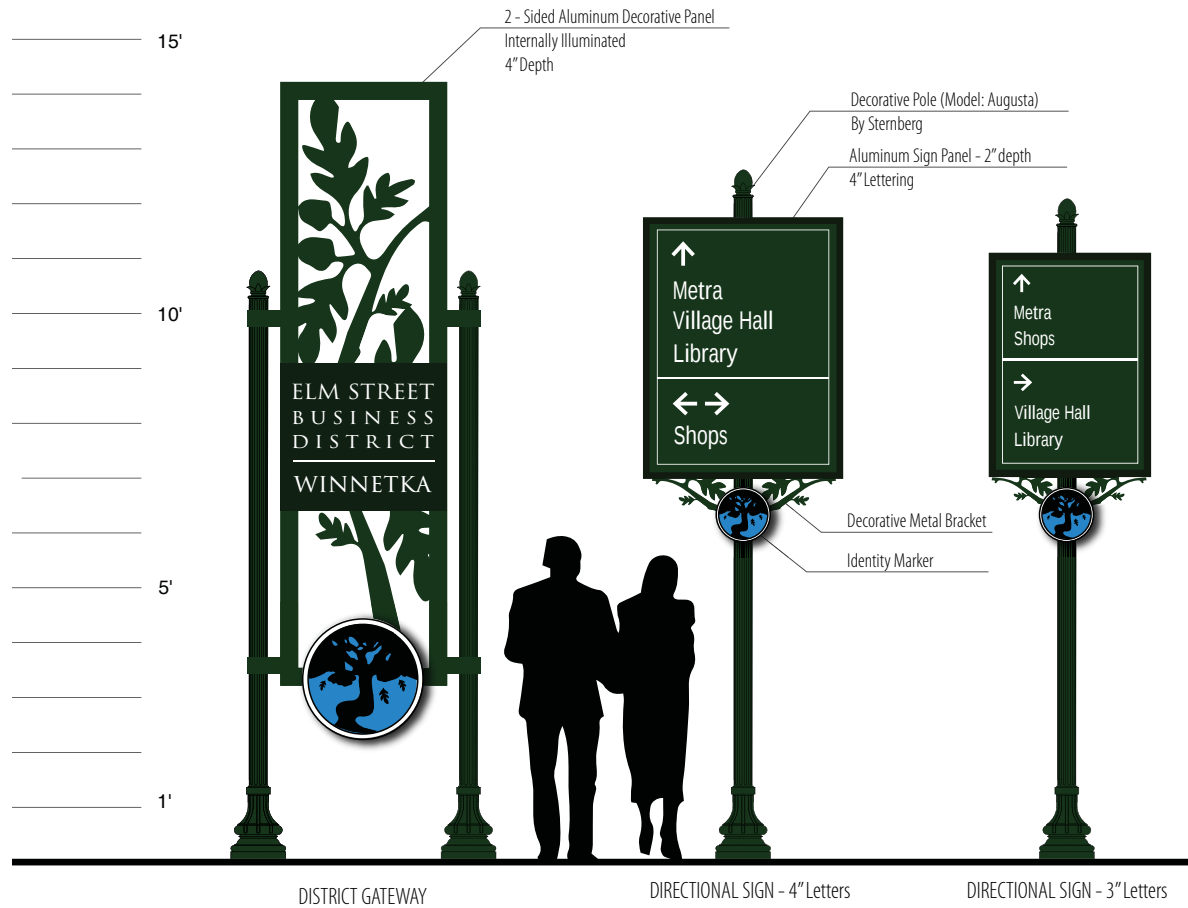
Gateway and wayfinding signage is designed to reference the Village's selected decorative light pole standards

and green color. Signs are generally pole mounted with decorative bases, finials and bracketing. The Oak leaf patterning references the types of trail trees which were common to the area. Signage color is a deep green with white lettering. Parking sign panels are blue with white lettering.

The family of sign types include:

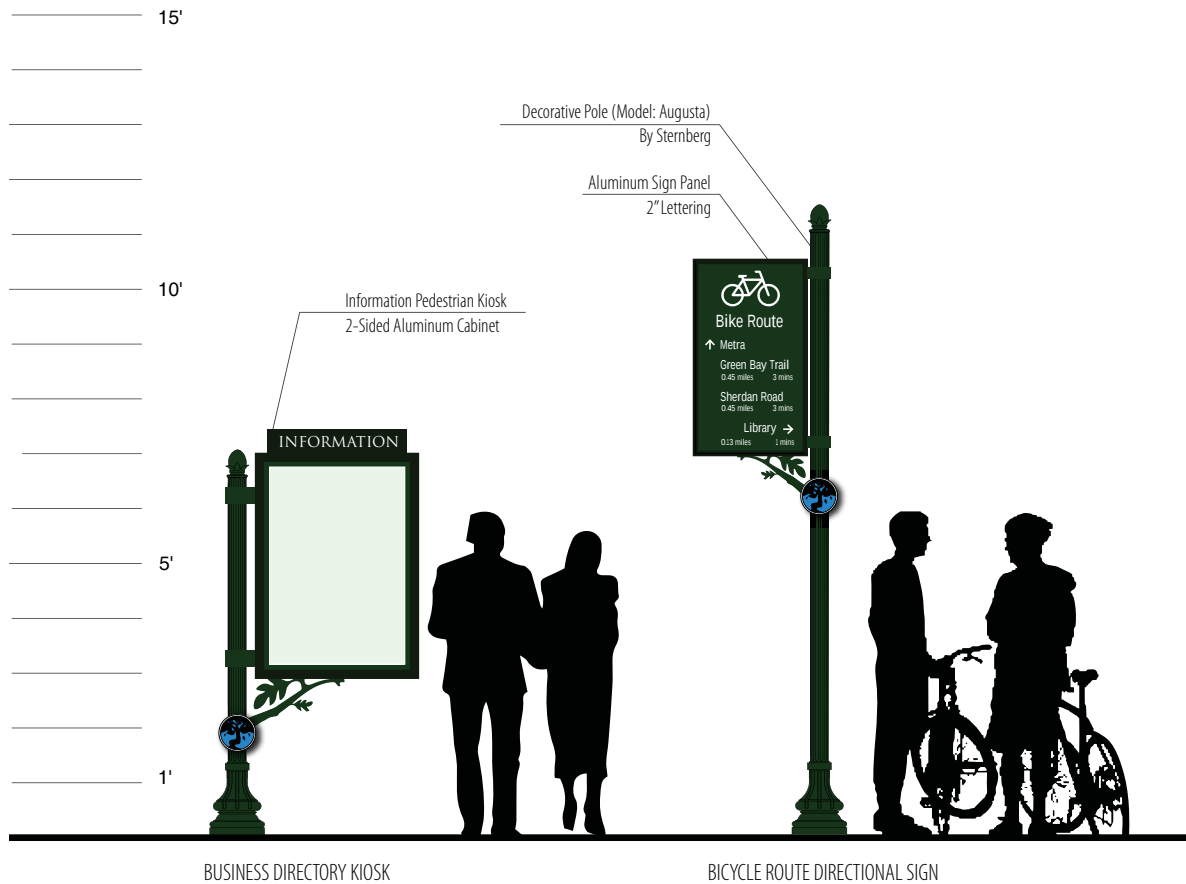
- ❑ **DISTRICT GATEWAY SIGNS:** Located at the perimeter entrances to the district, these signs announce the arrival into the downtown area. A decorative aluminum panel with Oak leaf and branch motif is a key feature of the sign panel.
- ❑ **DIRECTIONAL SIGNS (4" AND 3" LETTER HEIGHTS) :** Located at key decision points along roadways, these signs provide guidance to key municipal destinations. Signage located along Green Bay Road requires IDOT approval and is designed with 4" letter heights to meet standards set forth by the Manual on Uniform Traffic Control Devices (MUTCD). Signage located at local roads are designed with 3" letter heights.
- ❑ **PARKING IDENTIFIER :** Located at entrances to off street parking lots, these signs identify the location of municipal parking and relevant parking requirements.
- ❑ **PARKING DIRECTIONAL SIGN :** Located at key destinations along roadways, these signs direct motorists to municipal parking lots.
- ❑ **BUSINESS DIRECTORY KIOSK:** Located at key shopping node areas, these sign cabinets provide locations for changeable business directory maps and community events announcements.
- ❑ **BICYCLE ROUTE DIRECTIONAL SIGN :** Located along the Green Bay Trail and along roadways with access to the Green Bay Trail, these signs direct bicyclists between the trail and downtown destinations.
- ❑ **METAL BANNER SIGN :** Mounted to tall roadway light poles, these signs provide community identity and announce the arrival to downtown.

COMMUNITY IDENTITY + WAYFINDING SIGNAGE

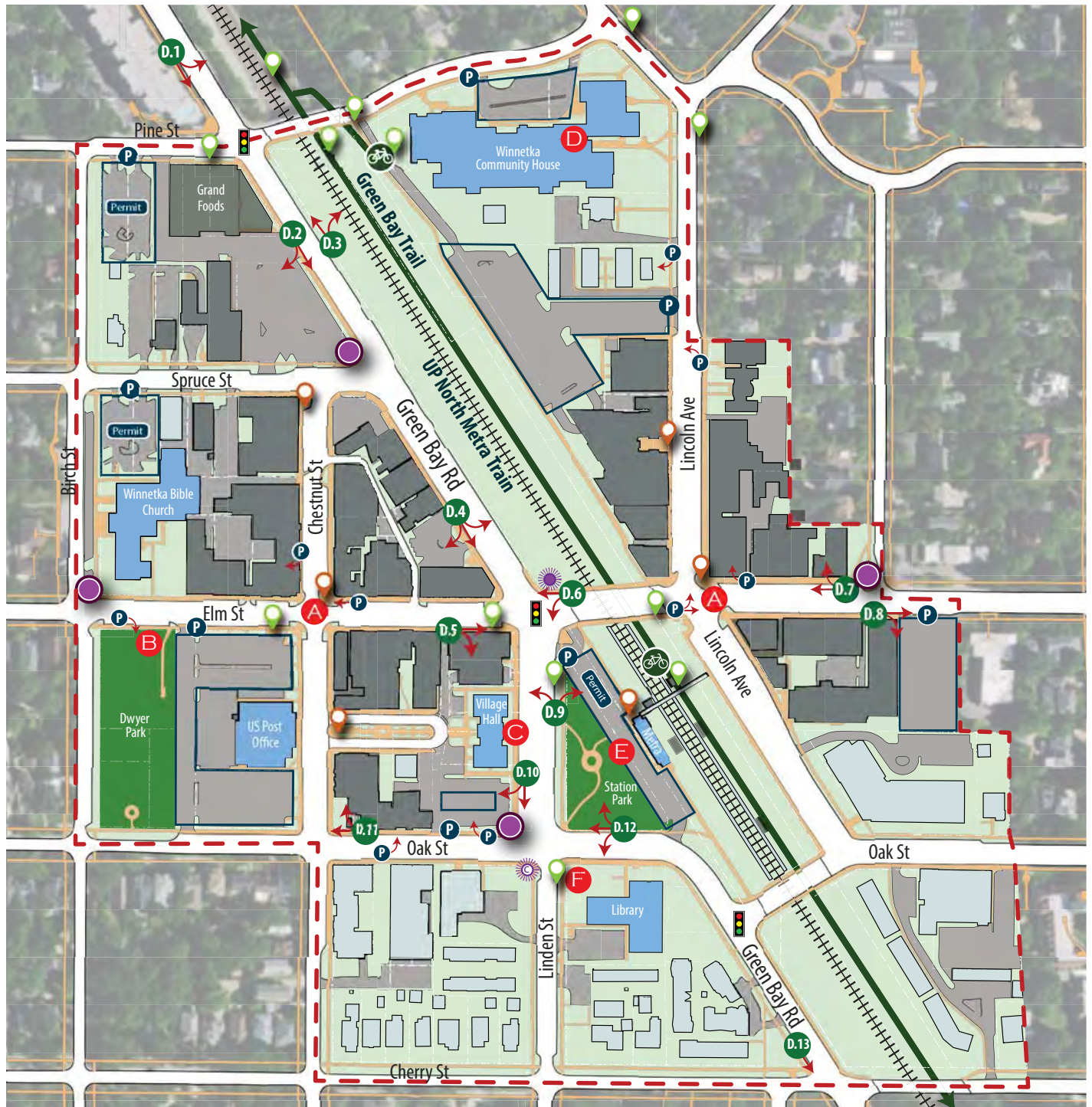


Adopted Downtown Streetscape Plan Graphic Identity & Signage Excerpts

COMMUNITY IDENTITY + WAYFINDING SIGNAGE



COMMUNITY IDENTITY + WAYFINDING SIGNAGE



LEGEND

Wayfinding Destinations

- A** Shops / Dining
- B** Dwyer Park
- C** Village Hall
- D** Winnetka Community House
- E** Metra Station
- F** Library

--- Study Area



Traffic Signal



Green Bay Trail Access Point

Proposed Sign Locations



Directional Signage

Note: Sign Locations Along Green Bay Road Requires IDOT Approval



Public Parking Identifier



Public Parking Directional Sign



District Gateway Sign

Additional Signage Directing Visitors to the Elm Street Business District Should be Considered for Destinations Beyond the Study Area, including: Hubbard Woods District, Indian Hill District, New Trier High School and Sheridan Road Corridor



Business Directory Kiosk



Bicycle Route Directional Sign

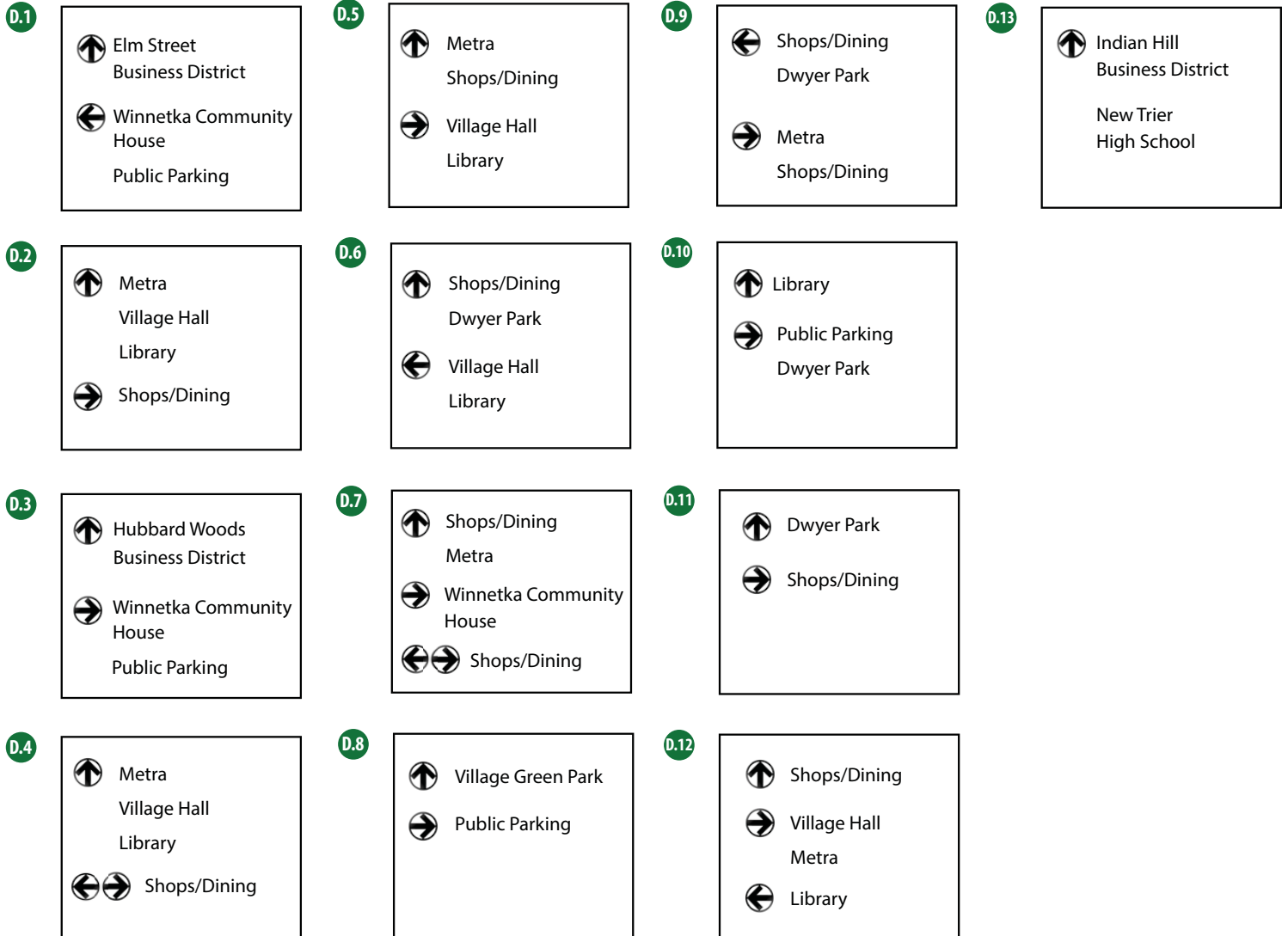


Existing Community Events Sign



New Community Events Sign

DIRECTIONAL SIGNAGE



Attachment B - Excerpts from Downtown Master Plan Task Force's Work on Development of Graphic Identity & Signage



VILLAGE OF WINNEKTA DOWNTOWN MASTER PLAN TASK FORCE MTG #1

Teska Associates | 30 October 2017





OPPORTUNITIES

- Corridor & Bridge Treatments
- Clustered Streetscape
- Outdoor Seating & Dining
- Planting
- Signage
- Fest & Holiday Lighting

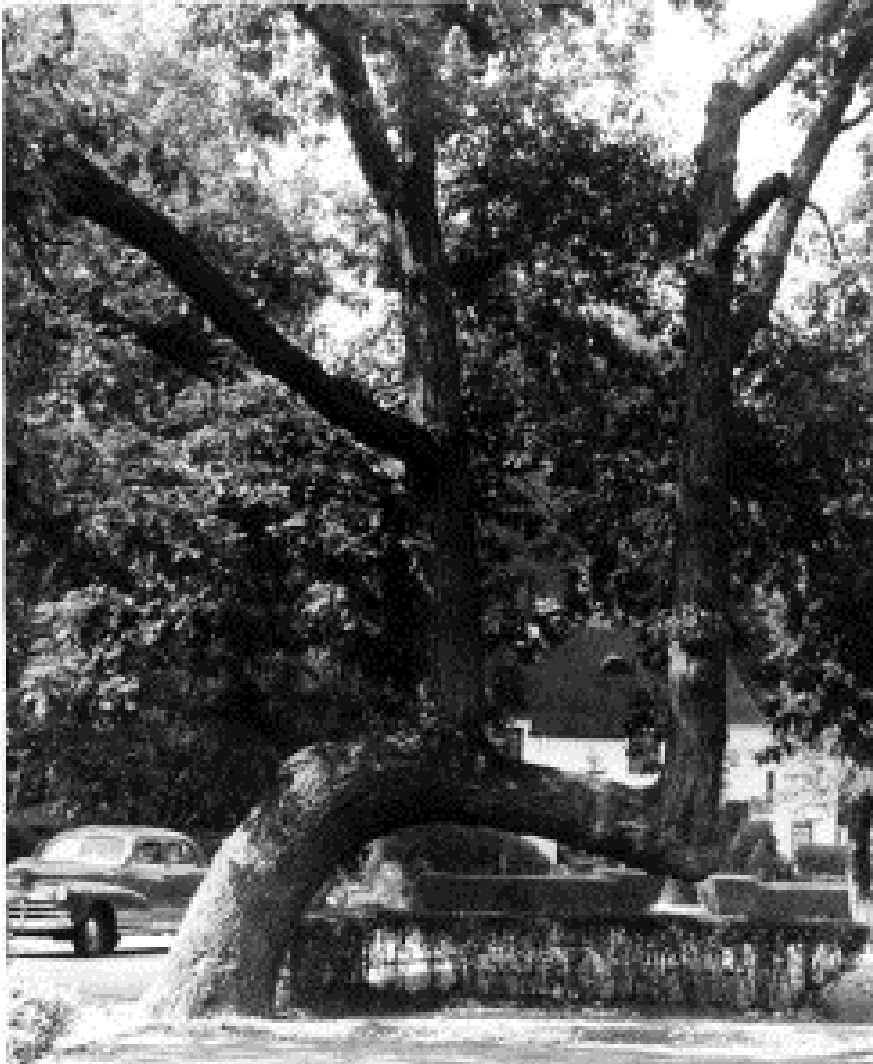




OPPORTUNITIES

- Corridor & Bridge Treatments
- Clustered Streetscape
- Outdoor Seating & Dining
- Planting
- Signage
- Fest & Holiday Lighting

Image credit: Winnetka Historical Society



VILLAGE LOGO **SOME OBSERVATIONS...**

- Signage = opportunity to express identity.
- Current logo has a strong message connected to history & culture.
- Graphically challenged
- How do we express the message clearly?

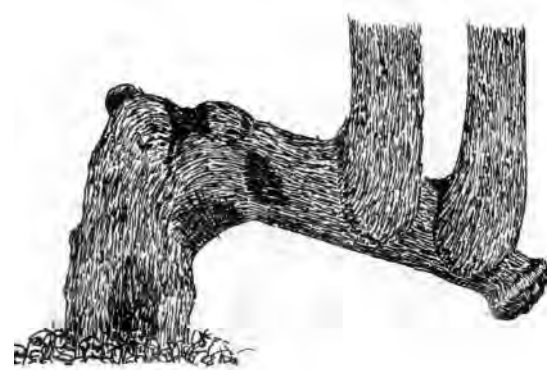


**Elm Street
Business
District:
Streetscape
and
Signage Plan**

SIGN FAMILY & GRAPHIC IDENTITY

DESIGN PRINCIPLES:

1. Direct visitors and residents to community destinations with clear, legible and attractive signage.
2. Tell Winnetka's authentic Trail Tree story.



Task Force Meeting 2 - Graphic Identity & Signage



{A}



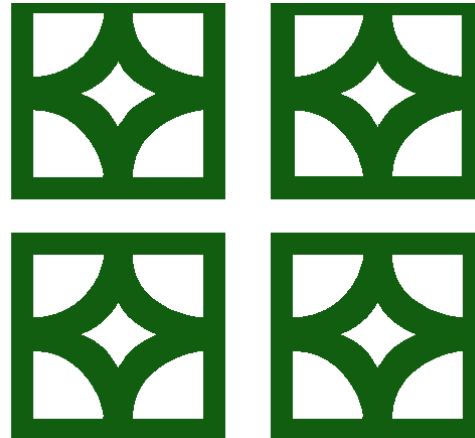
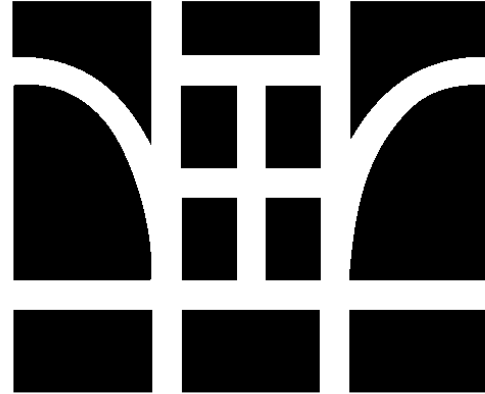
{B}



{C}



SECONDARY DESIGN INFLUENCES – GEOMETRIC VS ORGANIC

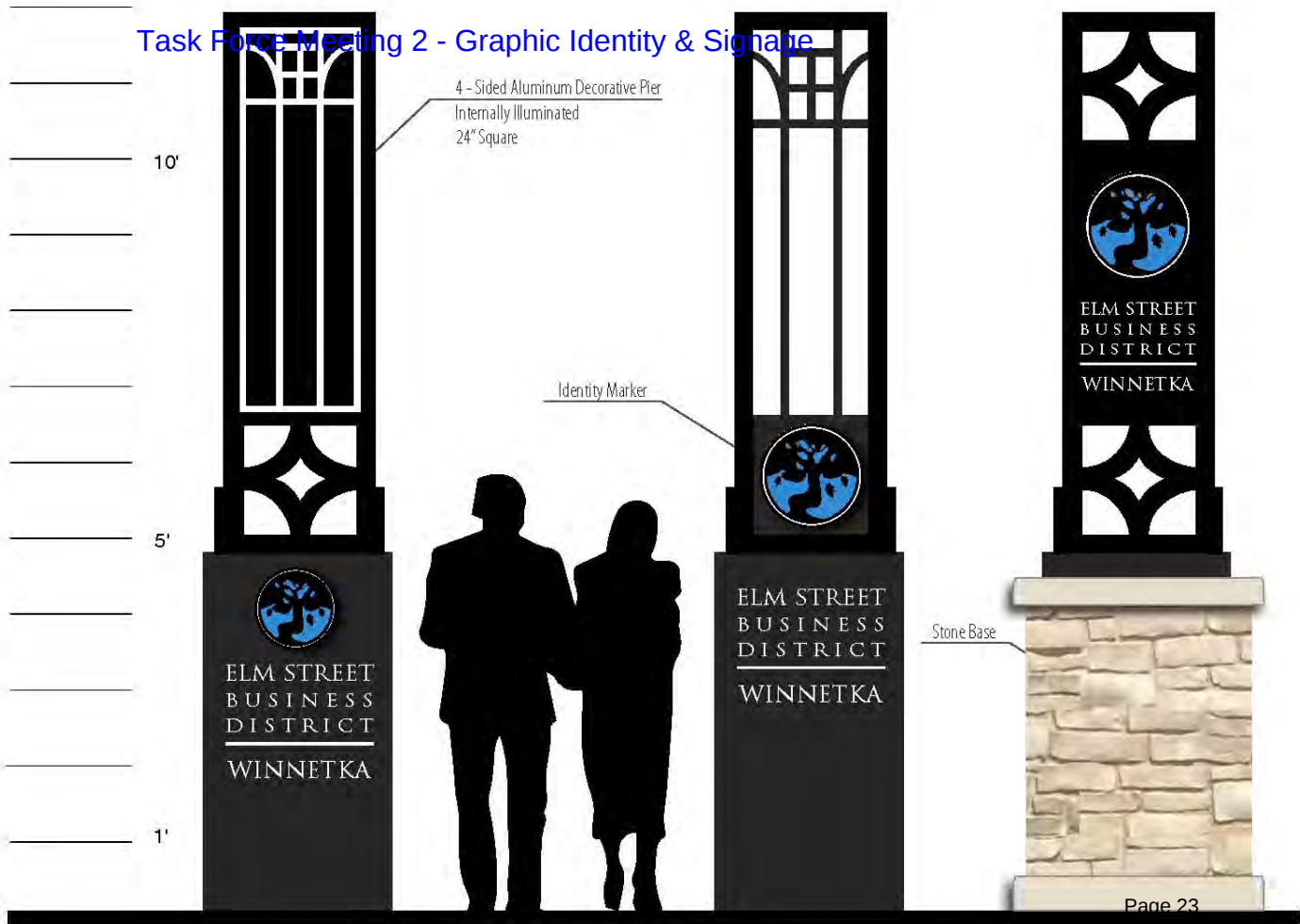


SECONDARY DESIGN INFLUENCES – GEOMETRIC VS. ORGANIC



CONCEPT A

Task Force Meeting 2 - Graphic Identity & Signage



DISTRICT GATEWAY - Option A

DISTRICT GATEWAY - Option B

DISTRICT GATEWAY - Option C

CONCEPT A



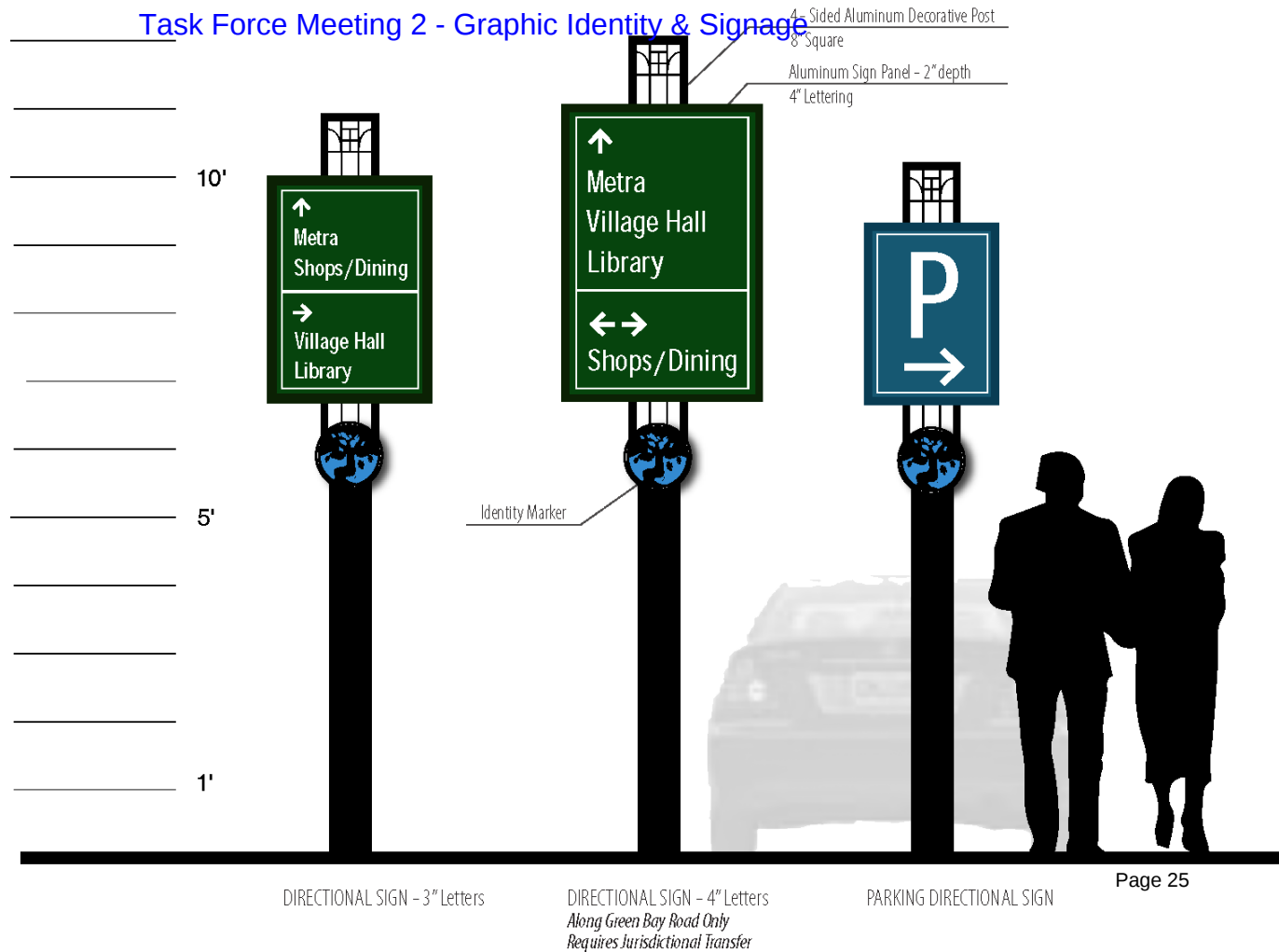
BANNER - Option A



BANNER - Option B

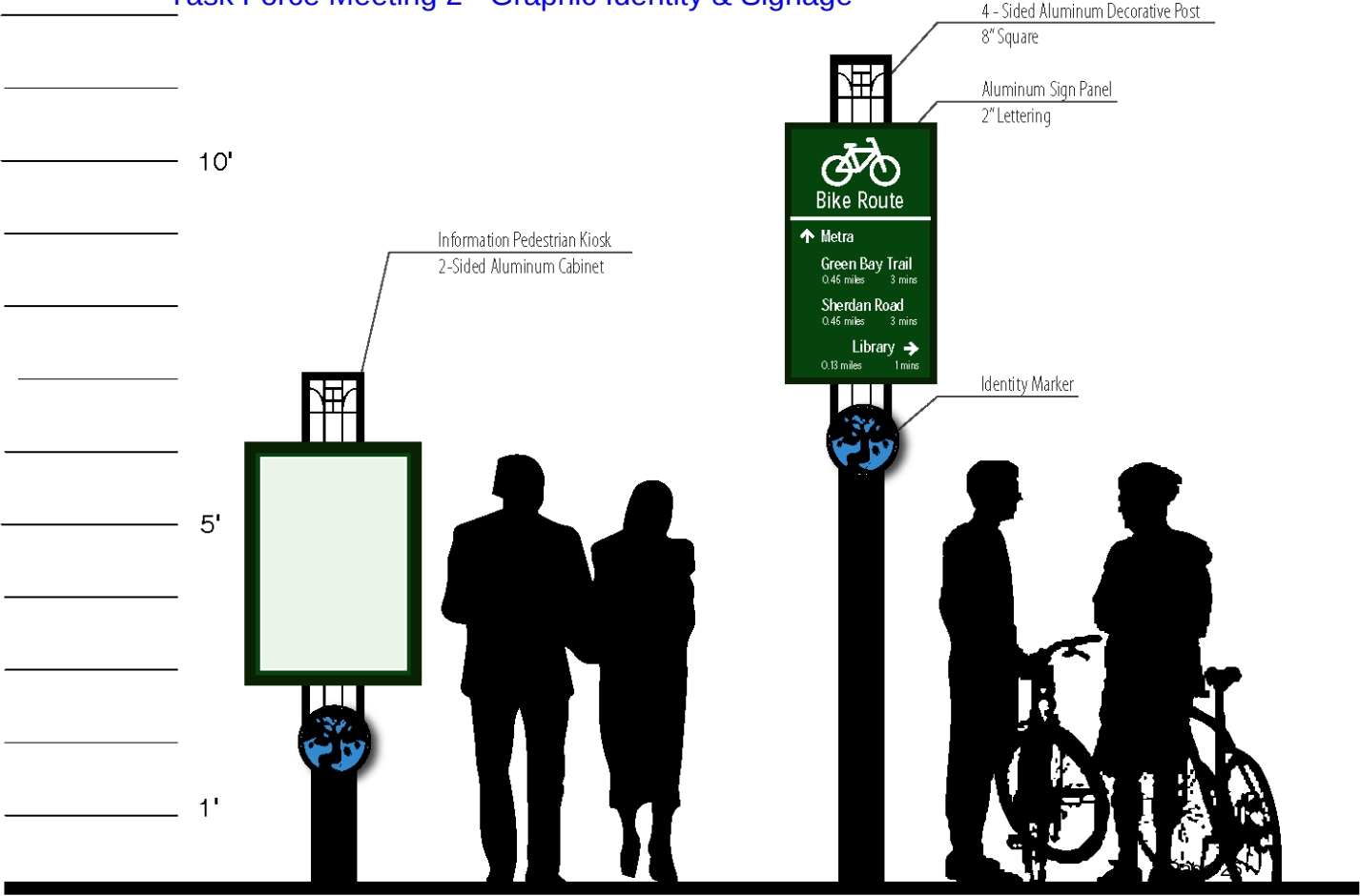
CONCEPT A

Task Force Meeting 2 - Graphic Identity & Signage



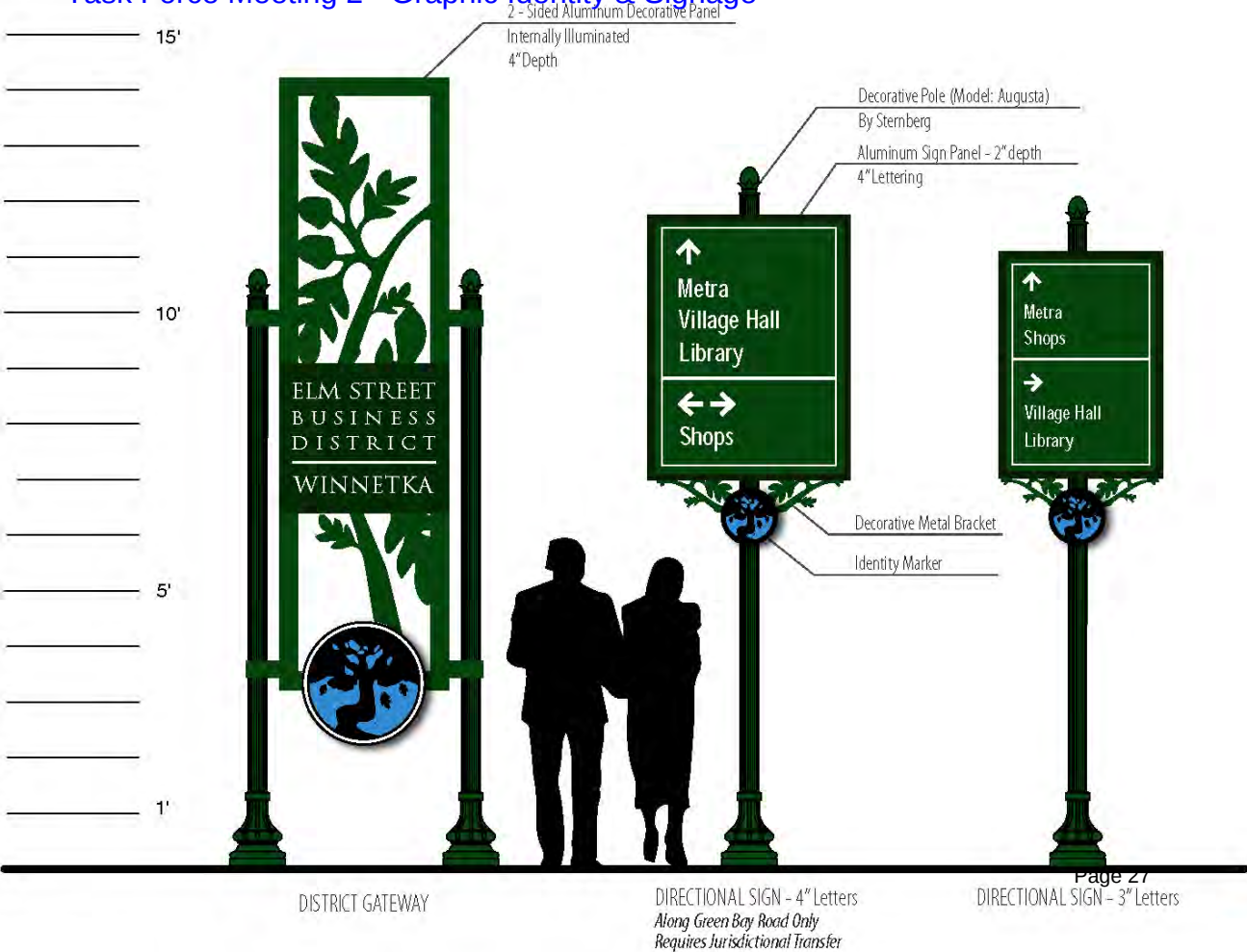
CONCEPT A

Task Force Meeting 2 - Graphic Identity & Signage



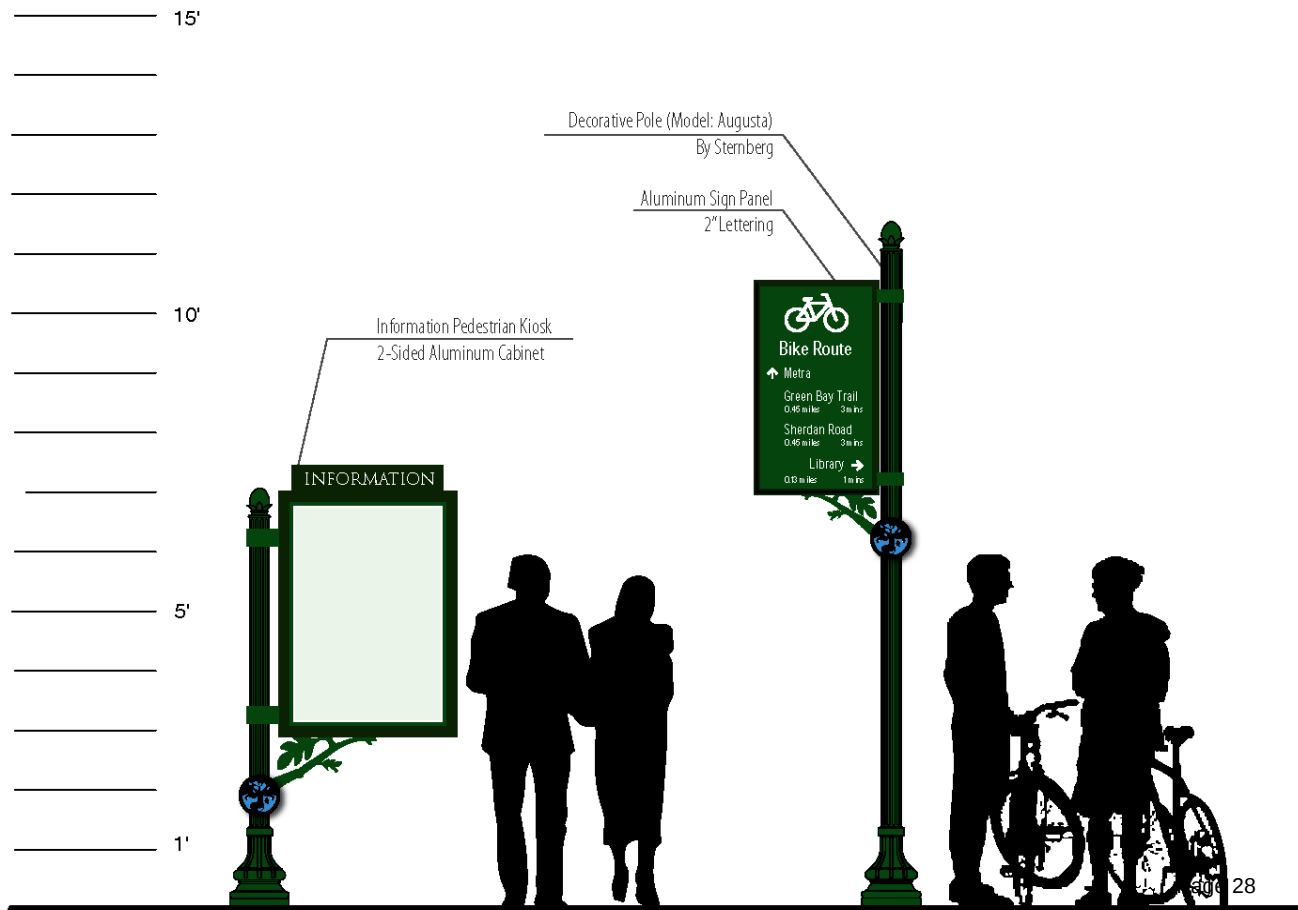
CONCEPT B

Task Force Meeting 2 - Graphic Identity & Signage



CONCEPT B

Task Force Meeting 2 - Graphic Identity & Signage

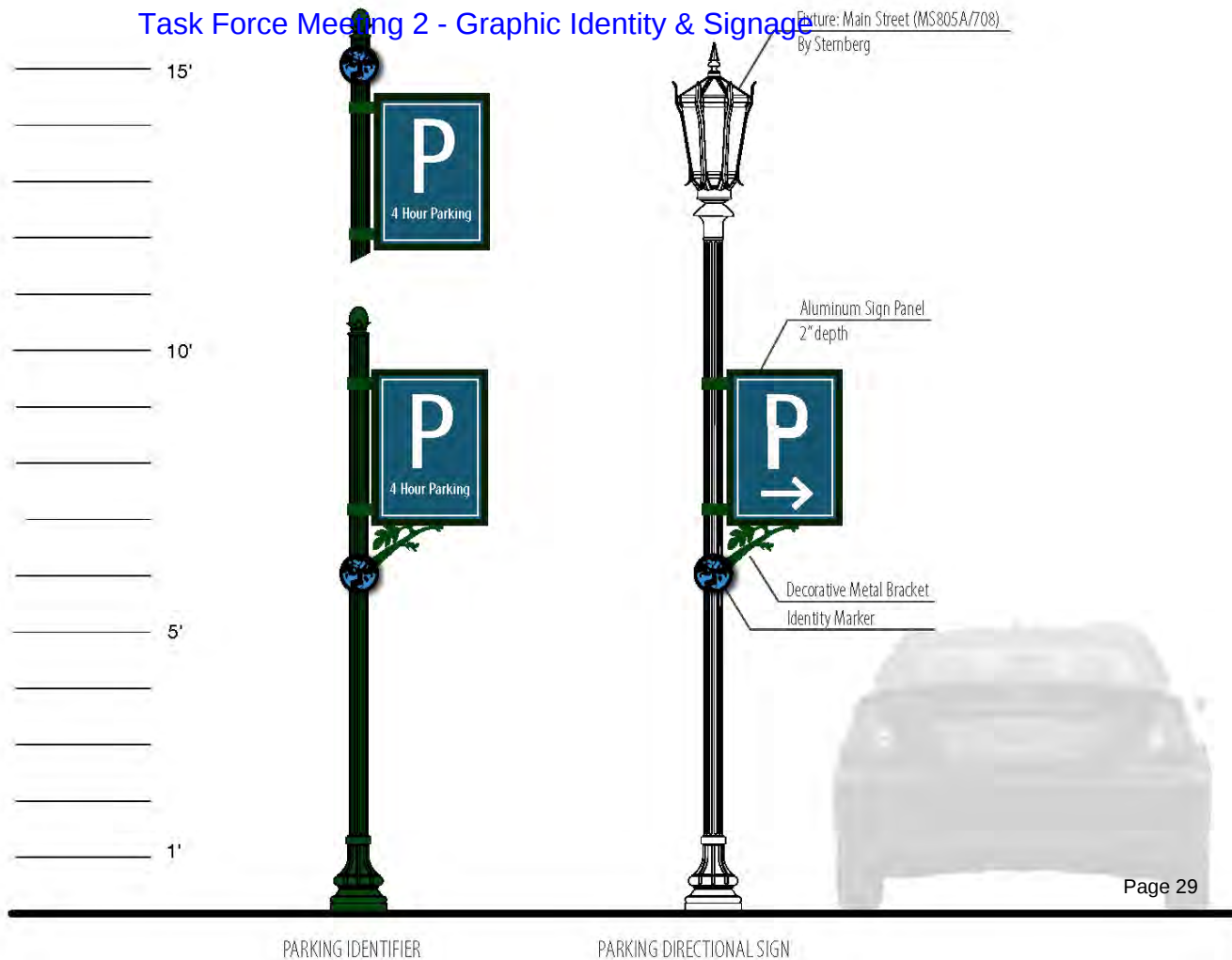


BUSINESS DIRECTORY KIOSK

BICYCLE ROUTE DIRECTIONAL SIGN

CONCEPT B

Task Force Meeting 2 - Graphic Identity & Signage





**Elm Street
Business
District:
Streetscape
and
Signage Plan**

VILLAGE OF WINNETKA DOWNTOWN MASTER PLAN TASK FORCE MTG #3
Preliminary Streetscape & Signage Planning | Teska Associates | 15 January 2018



PUBLIC MEETING INPUTS

Dec 4, 2017 – Public Open House #1

- Approximately 10 participants
- Key takeaways:
 - Support ‘outdoor living, meeting and gathering’

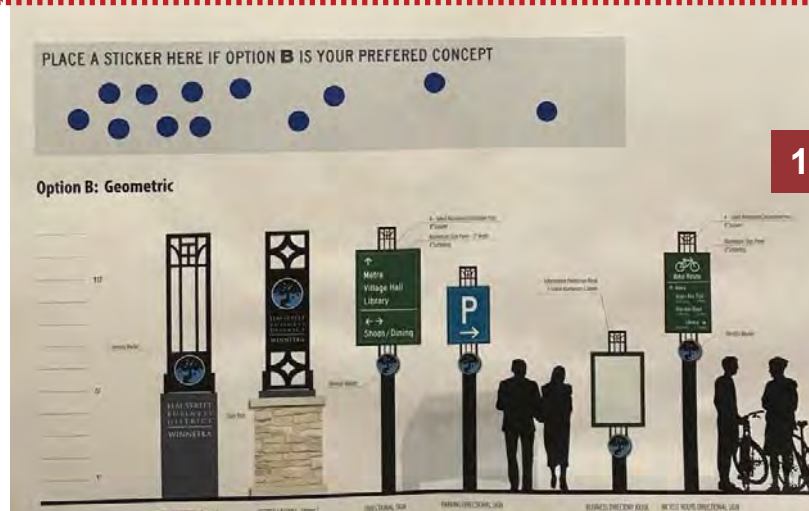
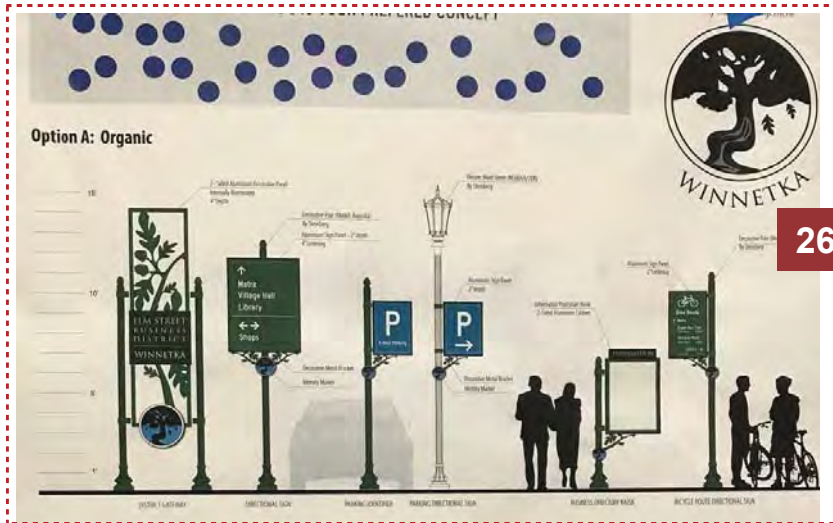
Dec 16, 2017 – Holiday Ice Expo

- Approximately 40 participants
- Key takeaways:
 - Preferences for Sign Concept A: Organic (26 to 12)
 - Support for people places
 - Lush landscaping, outdoor seating and dining, music
 - Unique to Winnetka



Task Force Meeting #3 - Graphic Identity & Signage

Winnetka Downtown Master Plan | Preliminary Streetscape & Signage Planning | 01.15.2018 | 12



Holiday Ice Expo Results

GATEWAY & WAYFINDING SIGNAGE CONCEPTS

GRAPHIC IDENTITY

DESIGN DIRECTION:

1. Direct visitors and residents to community destinations with clear, legible and attractive signage.
2. Tell Winnetka's authentic Trail Tree story.



TRAIL TREE | B&W Option A



TRAIL TREE | B&W Option B



TRAIL TREE | COLOR OPTION A



TRAIL TREE | COLOR OPTION B



TRAIL TREE | COLOR OPTION C

Task Force Meeting #3 - Graphic Identity & Signage

Winnetka Downtown Master Plan | Preliminary Streetscape & Signage Planning | 01.15.2018 | 15

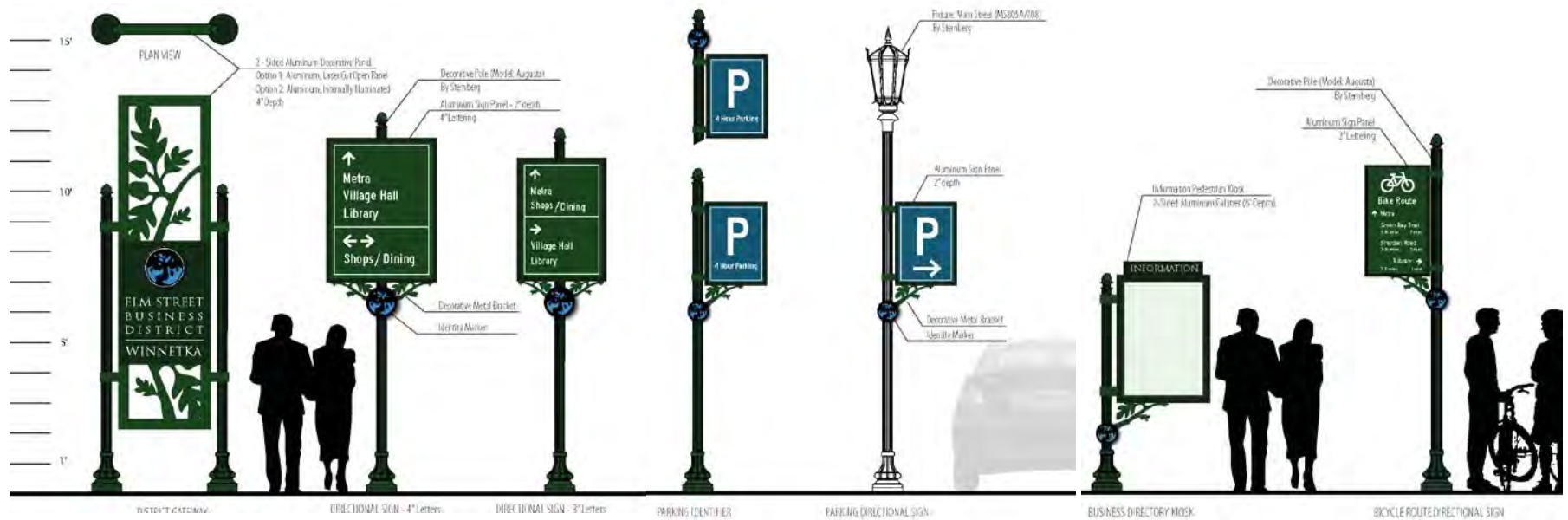
Gateway Sign:
Option 1: Aluminum Panel
Option 2: Aluminum Cabinet with
internal lighting and transparent
material



Task Force Meeting #3 - Graphic Identity & Signage

Winnetka Downtown Master Plan | Preliminary Streetscape & Signage Planning | 01.15.2018 | 16

**Preferred by community during
Holiday Ice Expo event**

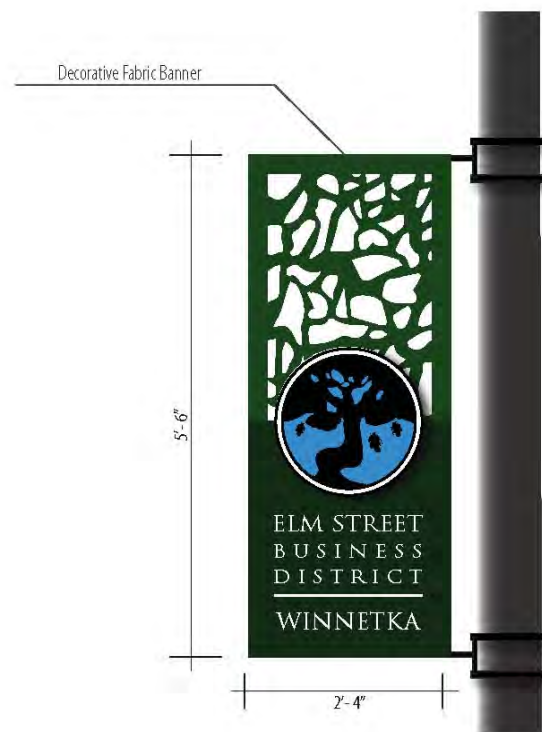


Task Force Meeting #3 - Graphic Identity & Signage

Winnetka Downtown Master Plan | Preliminary Streetscape & Signage Planning | 01.15.2018 | 17



BANNER - Option A



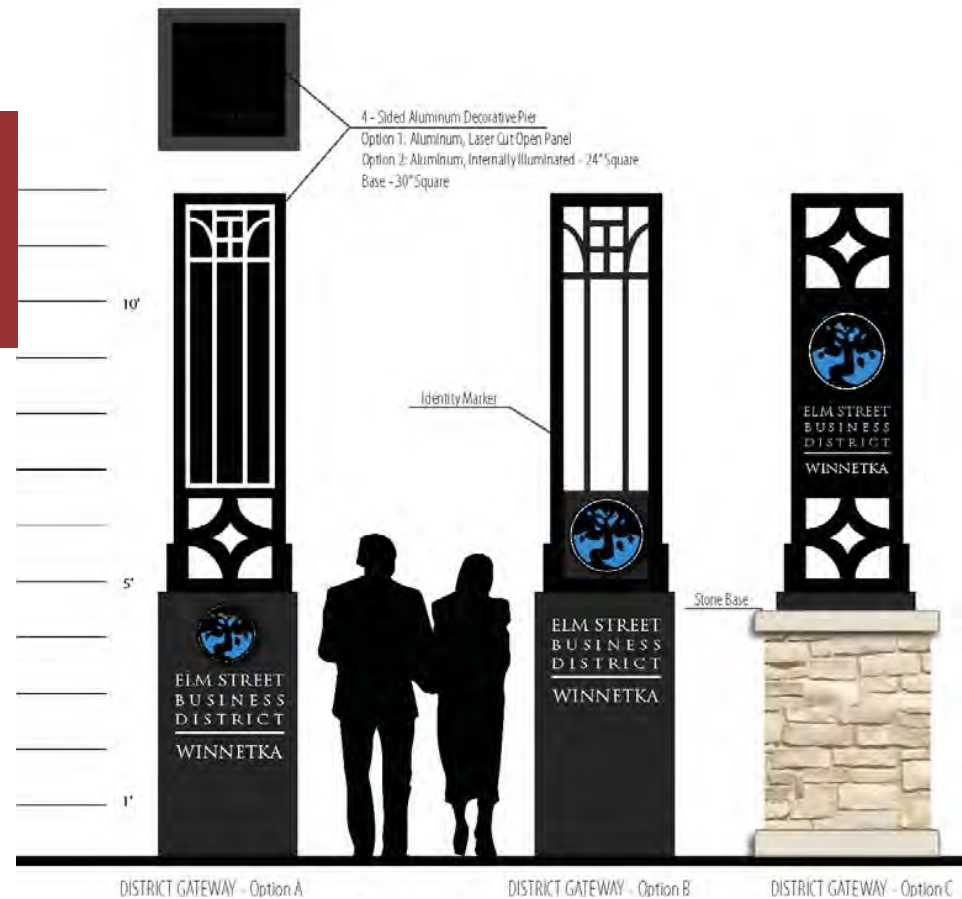
BANNER - Option B

OPTION B: GEOMETRIC, GATEWAY OPTIONS

Gateway Sign:

Option 1: Aluminum Panel

Option 2: Aluminum Cabinet with internal lighting and transparent material

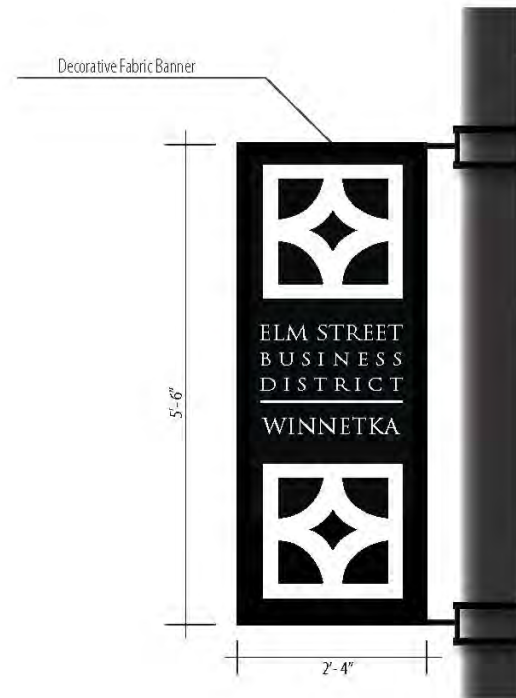


Task Force Meeting #3 - Graphic Identity & Signage

Winnetka Downtown Master Plan | Preliminary Streetscape & Signage Planning | 01.15.2018 | 19



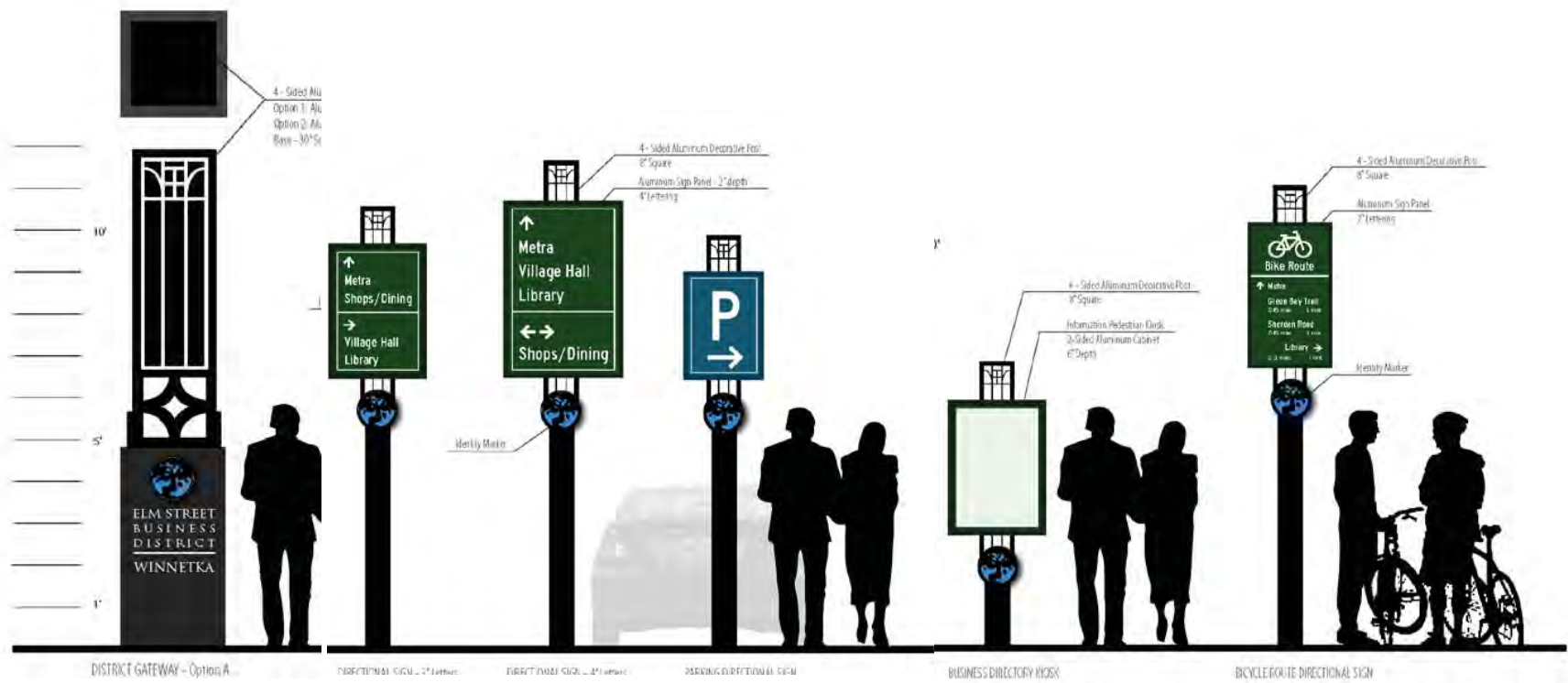
BANNER - Option A



BANNER - Option B

Task Force Meeting #3 - Graphic Identity & Signage

Winnetka Downtown Master Plan | Preliminary Streetscape & Signage Planning | 01.15.2018 | 20



(2/26/18 & 4/24/18)

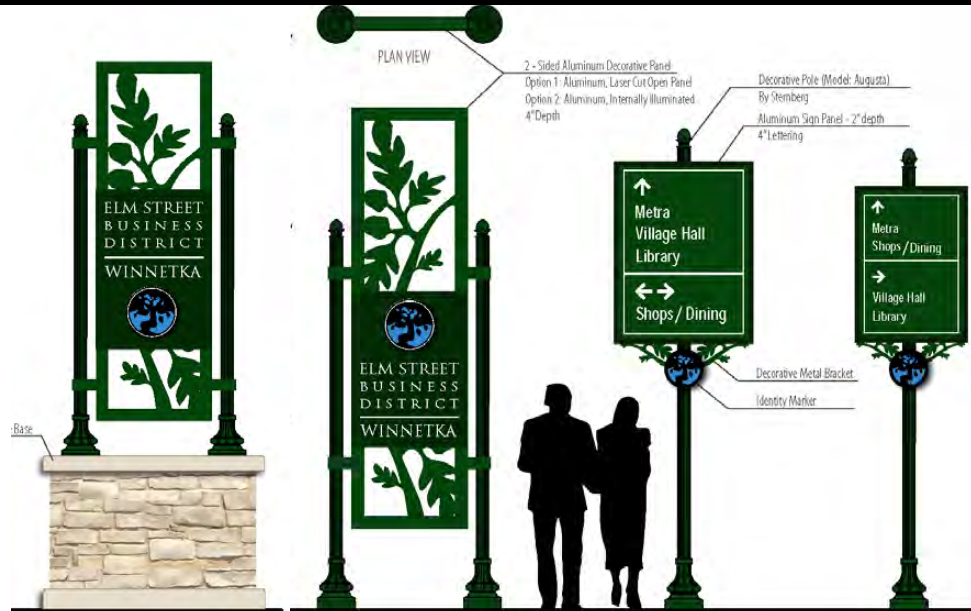


Elm Street Business District: Streetscape and Signage Plan

VILLAGE OF WINNETKA DOWNTOWN MASTER PLAN | TASK FORCE MTG #4
Final Streetscape & Signage Planning | Teska Associates | 26 February 2018



COMMUNITY IDENTITY GATEWAY & WAYFINDING SIGNAGE



Gateway Sign
Optional stone base
Optional internal
illumination

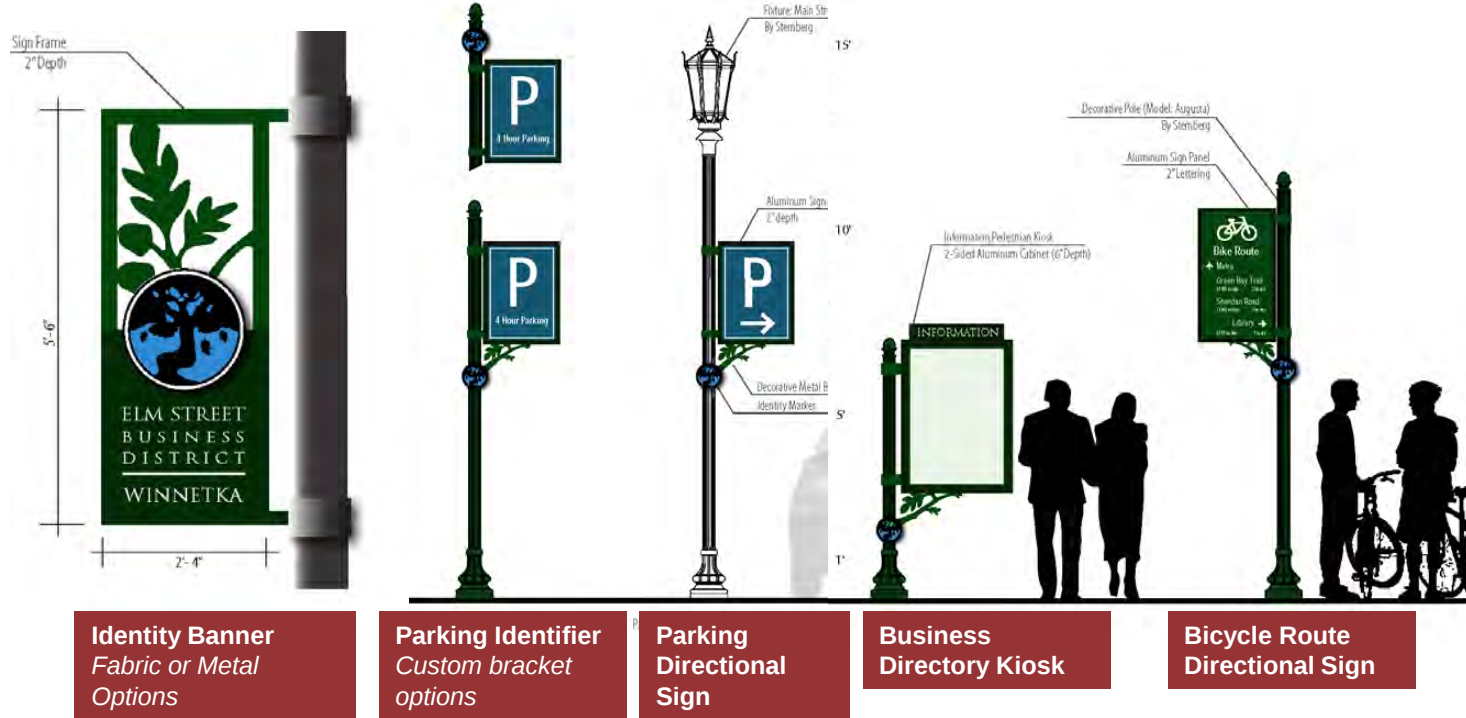
Gateway Sign
Optional internal
illumination

Directional Sign
4" letter ht
(IDOT ROW)

Directional Sign
3" letter ht
(local ROW)



COMMUNITY IDENTITY GATEWAY & WAYFINDING SIGNAGE



David Schoon

From: Jeff Broaden <jbroaden@gmail.com>
Sent: Saturday, December 8, 2018 3:01 PM
To: David Schoon
Subject: Feedback on Streetscape and Identifier

Dear David,

It was a pleasure speaking with you this past Thursday. Thank you so much again for everything you do for our village.

As mentioned, I have a background in real estate and master plan development, with deep experience in place-making and branding concepts. My interest and passions here are purely as a caring community member. To the extent these words can be helpful to you and the team, wonderful. If unfortunately, the ships have sailed, then I understand that as well.

As promised, here is a very quick summary of observations/ideas/questions we discussed together. Please forgive the informal stream of consciousness.

Comments on the proposed logo/community identifier (pg 22 of June 19, 2018 plan, showing both new and old). Per your request, at the bottom of this message are a few sample ideas (quick search, non-exhaustive, none perfect though perhaps closer in feel).

- I understand the potential benefits of refreshing the logo. The new logo is an important decision. Ideally, we'd aim for something timeless, that reflects the warmth of our community and natural beauty.
- General speaking, the simpler a logo is - the more flexible and even powerful a logo can be
- I like the symbolism of the proposed logo, though it has too many colors (black, blue, green); it should have at most two, if not just one (with ability to go back and forth between mono vs dual color)
- Generally speaking, non-earth tone colors (like blue) feel more corporate
- The proposed design feels like it came from the 90s, almost as if it were made with clipart or early-CAD rather than by human hand.
- The village itself is full of character, architecture, and bespoke finishes - our logo should reflect both that and the natural beauty we have here (for that reason, I love keeping the tree symbol); perhaps we could make the logo feel more hand-drawn/unique. I think it could retain a sketched or drawn feel (like the current) while at the same time become more readable
- Having a defined outline/shape to a logo is unnecessary, limiting, and again more corporate in feeling. If there were an outline shape, something more unique than a circle (which would add to the distinctiveness) could be considered – though again, not necessary. Greater flexibility and a softer feel to just have the image/silhouette

Identifies, Signage, and Built-In Hardscape Elements (pg 24 and 25)

- Will the proposed new logo be physically built into the hardscape elements? I would recommend against this. What if the community wants to refresh logos again in 10 years, however the useful life of our hardscape elements still has another 15 to 20 years left on

Attachment C - Public Comments on Graphic Identity

them? We've now stuck ourselves with a major replacement expense or unnecessary locked ourselves into to a shape (circle) that we may not want. Perhaps there is a way to tightly affix/band any logos or branding to fixtures (lamps, benches, wayfinding, etc) whose architectural beauty alone serve as a brand / identifier / helping build a natural sense of place without overtly "hitting people over the head" with branding on everything.

- Just as there is utility in the unified look, there is also danger in ubiquity of said elements - the risk of being to corporate looking, or too planned/overt – rather than natural and organic
- I love the deep green color, though nice to let natural materials (e.g. metal, wood, cement) stand on its own too (i.e. no paint).

Thanks for forgiving the casual stream of consciousness here. I wanted to make sure I sent you something swiftly to digest and use (or not) however you see fit. These are important decisions which will help provide utility and a subtle halo to our village. Thank you so much for all the thought and care you and the team are putting into this.

Best regards,

Jeff



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WITNESS TREE
VINEYARD

Attachment C - Public Comments on Graphic Identity



If you really wanted to go more modern, you could go with a "mono-line" style like below, which is at once both vintage and today, though I believe that's too trendy right now and will feel dated in 5 years:





MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: ANN KLAASSEN, SENIOR PLANNER
DATE: FEBRUARY 14, 2019
SUBJECT: WINNETKA 150: FOUNDER'S DAY CELEBRATION

As you may already know, Winnetka is celebrating its historic 150th anniversary this year. The Village's kick-off event, Founder's Day, will be on Sunday, March 10 at 2PM at the Winnetka Community House. March 10th marks the official date of Winnetka's founding as a Village on March 10, 1869.

We are encouraging all Boards and Commissions to spread the word for Founder's Day and our 150th celebration dedicated website. Below are links to the Founder's Day and the official 150th website.

- Sunday, March 10th - Founder's Day RSVP: <https://winnetka150.eventbrite.com>
- Winnetka 150th Celebration Website: www.winnetka150.org

Please feel free to reach out with any questions (aklaassen@winnetka.org or 847.716.3525).