



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS REGULAR MEETING
THURSDAY, SEPTEMBER 19, 2019 - 7:00 p.m.
WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA

1. Call to Order
2. Approval of August 22, 2019 meeting minutes.
3. Public Comment.
4. **Case No. 19-28-DR: 914 Green Bay Road – Body Gears:** Sign permit application for proposed window sign.
5. **Case No. 19-29-DR: 804 Elm Street – Christian Science Reading Room:** Consideration of Certificate of Appropriateness for exterior alterations and maintenance to the street façades.
6. **Case No. 19-30-DR: 505 Chestnut Street – Tocco Italian Restaurant:** Sign permit application and a Sign Code Variation for awning signage.
7. **Case No. 19-31-DR: 916 Green Bay Road – Oak Spa Nails:** Sign permit application for proposed window sign.
8. **Comprehensive Plan Workshop Session:** The Design Review Board will continue to discuss ideas for inclusion in a new comprehensive plan.
9. Other Business.
10. Next meeting – October 17, 2019.
11. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

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

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

510 Green Bay Road, Winnetka, Illinois 60093

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

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

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**Winnetka Design Review Board/Sign Board of Appeals
Rescheduled Regular Meeting
August 22, 2019**

Members Present:

Kirk Albinson, Chairman
Brooke Kelly
Michael Klaskin
Paul Konstant
Brad McLane
Maggie Meiners

Members Absent:

Michael Ritter

Village Staff:

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

Call to Order:

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

Approval of July 18, 2019 meeting minutes.

Chairman Albinson asked if there were any comments or corrections to be made to the July 18, 2019 meeting minutes or a motion to approve. A motion was made by Mr. McLane and seconded by Ms. Kelly to approve the July 18, 2019 meeting minutes. The motion passed by unanimous voice vote.

Public Comment.

Chairman Albinson asked if there was any comment. Kimberly Brya stated she could wait until the Board reviewed the restaurant application first. Chairman Albinson agreed and stated the Board would now hear the Tocco Italian restaurant application.

Case No. 19-26-DR: 505 Chestnut Street – Tocco Italian Restaurant: Consideration of Certificate of Appropriateness for proposed window replacement.

Bruno Abate introduced himself to the Board as the chef and owner of the Tocco Italian restaurant. He confirmed the address is 547 Chestnut. Mr. Abate stated the idea behind the window would be to showcase the bread and pizza which is what they do as well as for inviting people to the restaurant. He also stated everything in the restaurant is organic and informed the Board bread is important for them to display it. Mr. Abate stated the window would allow them to showcase what they do.

Ruggero Scarabello stated they would like to modify the window on the north side of the building and would use a wood window with aluminum. He stated the color would also match the existing color which would provide protection on the outside and be wooden on the inside. Mr. Scarabello also stated it would have four panes with an upper portion which would not be filled and would be clear glass.

Mr. McLane stated the request seemed to conform and referred to their operation in the winter. Mr. Abate stated they would be closed in the winter. Ms. Kelly asked if it would be a carry-out window and Mr. Abate confirmed that is correct.

Chairman Albinson asked if there were any comments or questions. Mr. Konstant asked if the glass would be clear. The applicant confirmed that is correct. Mr. Konstant asked if it would be a manually opened window and Mr. Abate confirmed that is correct. Mr. Scarabello stated they would submit their signage application at a later time.

Chairman Albinson asked for a motion. Mr. McLane moved to issue a Certificate of Appropriateness to approve the request as submitted. Mr. Konstant seconded the motion. A vote was taken and the motion unanimously passed.

AYES: Albinson, Kelly, Klaskin, Konstant, McLane, Meiners

NAYS: None

Public Comment.

Chairman Albinson noted public limit is limited to three minutes although there it is not a formal agenda, she could take more time if needed.

Kimberly Brya, 335 Glendale Avenue, stated she lived across the street from the kindergarten playground at Crow Island and has lived in Winnetka for 23 years. She then stated the issues contained in the letter she wrote pertained to a myriad of school groups as well as the ZBA, PC and this Board. Ms. Brya then stated she has been working with the school district to determine what can be done differently in the future. Ms. Brya talked about her concerns regarding the height of the installed play structure and that landscaping should have been provided along Glendale Avenue. In the future, she encouraged Board members to view other school playground equipment in the community to compare with any that is being proposed. She also suggested that the Village adjust its public notices (mailings and signs) going forward to make them more clear to the public.

Mr. McLane commented Ms. Brya shared great points of view and he was not aware of the gaps. He agreed there needed to be more administration of that and described Ms. Brya as a terrific champion for the cause. Ms. Brya stated she wanted to talk about problems and solutions going forward and suggested they work together on the best plan for material which would grow fast will be submitted.

Ms. Meiners informed the Board she was on the committee for Greeley 10 years ago when the entire playground was done which is nothing like this here. She referred to a lot of inconsistency and stated the district was very involved with that and referred to the district which shut it down along with the neighbors.

Comprehensive Plan Workshop Session: The Design Review Board will hold a workshop session to discuss ideas for inclusion in a new comprehensive plan.

Mr. Schoon stated at last month's meeting, the Board decided to continue this matter to a special meeting. He stated the idea is to walk them through identifying some big picture issues that the community should think about as they work on developing a new Comprehensive Plan. Mr. Schoon stated he could take the Board through a SWOT analysis to use as the general framework to gather the Board's ideas with regard to the Village's strengths, weaknesses, opportunities and threats. He also stated the Board can comment on other topics relating to urban design. Mr. Schoon noted President Rintz asked the Village staff to ask each Board to provide their comments in areas where they do most of their work.

Mr. Schoon then stated in terms of the Board's work, in connection with the design guidelines, there are sign regulations, design review and the sign variation processes the Board deals with. He also stated the

1 Board reviews all projects other than single family residences. He noted they have design guidelines
2 which are used in the commercial core area and general guidelines which apply outside of those areas.
3 Mr. Schoon then stated in terms of sign regulations, if someone wants a variation, they would have
4 to come before the Board. He stated people ask for variations and maybe it should be allowed up front
5 so there would be no need for a variation. Mr. Schoon also stated with regard to process, there may be
6 things seen by the Board which they do not really need to see and are issues the Village staff can handle
7 and there are some things which may need Village Council approval. He stated they are asking for the
8 Board's ideas with regard to how the process is handled, how information is presented from the
9 applicant, how to inform the public, etc.

10
11 Mr. Schoon stated with regard to strengths, he asked the Board if they had to describe to someone who
12 is not familiar with Winnetka, what is the essence of Winnetka and what are those things you would use
13 to describe the community from an urban design standpoint. Ms. Kelly identified it as quaint. Ms.
14 Meiners responded charm. Mr. Konstant responded eclectic architecture and green space. Mr. McLane
15 referred to the Tudor theme in the commercial districts. Ms. Meiners identified trees in the
16 residential and commercial districts which add a lot to the streetscape. Chairman Albinson referred to
17 friendliness from a human scale perspective and the feeling of being safe. Mr. Konstant stated the lake is
18 an asset which eliminates traffic from the east. Ms. Kelly referred to the old world traditional aspect
19 which attracts families. Mr. McLane identified transit assets such as Metra, Pace and bicycling. Ms. Kelly
20 referred to the three train stations and commented lowering the tracks was huge. Ms. Meiners referred
21 to proximity to the city. Chairman Albinson stated the commercial districts have a residential feel to
22 them. Ms. Meiners and Ms. Kelly referred to the small town feeling. Chairman Albinson stated the
23 commercial districts were master-planned a long time ago and commented although it feels intuitive,
24 there was a lot of thought with the original planning process. Mr. McLane identified ease of walking and
25 biking. Ms. Meiners referred to the neighborhood schools and three distinct school districts. Ms. Kelly
26 identified the school system. Chairman Albinson stated it is pedestrian friendly and there are no strip
27 malls. Ms. Meiners noted there is one strip mall where the Grand is located. Mr. Konstant identified
28 good green space. Ms. Kelly referred to the great Park District. Mr. Konstant identified beaches. Ms.
29 Meiners referred to the caucus. Ms. Kelly identified the Community House and other community
30 services. Chairman Albinson stated it is high quality and desirable from a community characteristic
31 standpoint. He also stated it is an affluent area where people desire to live. Ms. Meiners stated that
32 relates to buildings as well which are high quality.

33
34 Mr. Schoon then referred to urban design and how it relates to how the community is set up. He noted
35 the community is a grid community versus father west where it is non-grid and hierarchical road
36 systems with cul-de-sacs. Mr. Schoon stated the Village's geographic area is not very large and is
37 compact.

38
39 Chairman Albinson stated in the suburbs, there is a newness where you feel you spend a lot of money to
40 make it try to feel old. Ms. Meiners stated scale is also an art to that and they have an old
41 world European feel in the Village. She referred to the use of Tudor and described that is an advantage
42 of Winnetka having its old world charm and scale. Chairman Albinson then stated those suburban
43 communities try to look old or mimic the old world approach. Mr. McLane referred to the multi-use
44 commercial districts as well as the diverse houses of worship imbedded in neighborhoods.

45
46 Mr. Schoon asked for the Board's comments relating to weakness from an urban design and community
47 character perspective. Ms. Kelly identified telephone poles with wires which are out in the open and
48 falling down, which she described as unorganized. Mr. Klaskin referred to the three segmented business

1 districts which he stated cannot be fixed and is a challenge. Mr. McLane stated they can create a
2 stronger brand. Mr. Klaskin stated you can identify what you want, where and when. He also referred to
3 Hubbard Woods which has the overlay district. Mr. Klaskin stated storefronts are vacant where
4 otherwise businesses could go in them and fill in dark windows. He referred to the proposal years ago to
5 do away it and there was push back. Mr. Klaskin then stated the overlay district for the most part are
6 local tenants and for a national tenant, if a space conforms, they may entertain it. Ms. Meiners stated
7 one weakness is the tax code with empty storefronts, and they should let people do pop ups. She then
8 stated the owners would not lose anything by keeping a huge empty space and she is not sure what they
9 can do to petition it. Ms. Meiners informed the Board she tried to do a pop-up or use space for a private
10 project but the owner said he/she would not get the tax break. She added the tax code encourages
11 landlords to keep spaces empty.

12
13 Mr. Klaskin referred to retail leasing in mixed use buildings in Hubbard Woods and the Elm Street district
14 where the tenant bore a portion of taxes or all of it. Chairman Albinson stated Mr. Klaskin and Ms.
15 Meiners are saying they have antiquated or inflexible land use.

16
17 Mr. Schoon noted the idea of the overlay district is to encourage retail on the street where some uses
18 are allowed by right with others being allowed by special use approval which may discourage some
19 applicants. He referred to the Plan Commission meeting where an interior design firm wanted to move
20 from the second floor to the first floor and there was a lot discussion on having a non-retail use go into
21 that street level space. Mr. Schoon noted it is an allowed use but the applicant had to demonstrate it
22 would fit in with other retail uses.

23
24 Ms. Meiners suggested they look back at what the original codes were when the master plan was done
25 and to update it to reflect economic viability. Chairman Albinson indicated it may not be current with
26 how land use is changing. Mr. McLane questioned what is Wilmette doing that they are not and what is
27 the Village missing. Ms. Meiners so much is antiquated with the zoning regulations and the process
28 which she commented takes so long and referred to the prior applicant. In response to a questions, Mr.
29 Schoon noted their zoning regulations are not that much different than Wilmette. For instance, he noted
30 they require certain uses, such medical offices, go through the special use process on the first floor. Mr.
31 Schoon also noted they just went through a process with the Plan Commission and Village Council and
32 compared the Village's commercial core zoning regulations with eight other communities. He noted the
33 Village Council decided to make a few changes. Ms. Kelly suggested rents may be too high. Mr. Schoon
34 agreed they have high rent compared to that in other communities.

35
36 Chairman Albinson referred to the perception it is too expensive. Ms. Kelly identified better
37 relationships with owners. She added some owners do not care if stores are empty since they are taking
38 a loss. Mr. Schoon informed the Board they are in regular communications with property owners, some
39 of who are motivated and some who are not. Ms. Kelly asked how can they encourage them to do
40 something since [empty storefronts] are seen as a detriment to the whole Village. Mr. Klaskin stated
41 they should streamline the zoning process and levy fines against those who let properties fall into
42 disrepair. Mr. Schoon stated they have had regular conversations with them. Mr. Klaskin then identified
43 one property falling into disrepair. Chairman Albinson referred to the overarching theme they do not
44 have the right economic situation to fill empty storefronts. He also stated the streetscape feels
45 inconsistent and stated while Glencoe is tight downtown, it has clean, consistent brick pavers and is
46 maintained. Chairman Albinson described the Village commercial districts as hodge podge, tired and old
47 and that the streetscape is old.

48

1 Ms. Meiners referred to the difficulty to renovate older homes, the permitting process and variations.
2 She also suggested there be a limit to the number of variations requested on a project. Chairman
3 Albinson indicated that may not be a weakness. Ms. Meiners although they have strict codes, they are
4 not followed. Mr. Klaskin stated developers will always push the envelope and if the process is easier,
5 the more competitive they will get. He stated it would then boil down to what they would like to see.
6

7 Chairman Albinson referred to One Winnetka where they have an overly burdensome regulatory and
8 approval process which he described as a weakness. Mr. Klaskin indicated taxes are staggering. He then
9 stated the One Winnetka mistakes were not solely on the developer's side and described the process as
10 way too long. Mr. Klaskin agreed while they pushed for a few things, there was so much white noise
11 such as sunlight and blocking greenspace. He referred to it being the 12th year of being an economic
12 black hole. Mr. McLane then referred to the Village owned post office site. Chairman Albinson stated
13 success breeds success and developers are turned off by a lack of progress. He agreed it is a stagnant,
14 overly burdensome process.
15

16 Mr. Klaskin stated one problem did not obviate another and referred to the objective of having two nice
17 developments work in cohesion. Chairman Albinson referred to complacent interest in the
18 developmental process. He also referred to President Rintz's encouragement to think outside the box.
19 Mr. Konstant stated they have nothing like Writer's Theater to bring people to town although the
20 restaurants are encouraging. He stated they need something to bring people to town. Mr. Klaskin stated
21 he hoped One Winnetka would help bring people to town.
22

23 Ms. Kelly agreed with the idea of having a theater for music, acting, etc. Mr. Konstant commented the
24 farmer's market is a huge deal and brings families to town. Ms. Meiners referred to the lake and the fact
25 they only get people from three directions. She suggested if they elevate what is here, they can get
26 people from the city and other communities. Mr. Klaskin described New Trier as an anchor for
27 Winnetka. Chairman Albinson referred to the Village as appearing to be anti-development.
28

29 Mr. Schoon asked the Board Members what is happening in the world such as urban design trends that
30 could be opportunities for Winnetka. Ms. Kelly responded workspace where people live and work.
31 Chairman Albinson identified flexible development and agreed that retail has changed. He referred to
32 live-work is a home based businesses. Chairman Albinson also identified flexible zoning. The Board
33 Members also identified carbon neutral/renewable energy design/sustainable development.
34

35 Ms. Meiners referred to a smaller footprint and smaller homes. Chairman Albinson referred to creating
36 out of the box with regard to how design works. He identified the old model with first floor being retail
37 and apartments above as an old model and suggested being flexible with design trends. Ms. Meiners
38 stated they can get designers who can take old world charm and expand it.
39

40 Ms. Kelly suggested having more diversified live-work spaces and more diversified living such as rentals
41 and condos. Chairman Albinson stated the whole idea is downtown being commercial districts
42 with small apartments above and questioned whether commercial districts be hard and fast commercial
43 districts. Mr. McLane stated he sees it differently and bringing people in to live downtown is a big focus.
44 He suggested they focus on the increasing population and downtown living.
45

46 Ms. Meiners stated people want public event space and the Community House is not designed for that.
47 She stated they need space for weddings, art shows, etc. and she would like a space for people to
48 gather. Ms. Meiners referred to the Grand as a gathering space. She added while the Village Green is

1 great, there is not gathering there. Chairman Albinson agreed with a public social space. Ms. Meiners
2 referred to a walk-in mall or plaza. Ms. Kelly referred to expanding into the post office space was part of
3 the plan 10 years ago and nothing happened.
4

5 Mr. Schoon asked the Board what did they perceive regional, state, national and global trends that are a
6 threat. Ms. Meiners responded suburban blight such as the post office and One Winnetka. Mr. Klaskin
7 stated the post office is inactive and the Village has to take the initiative to do something with it.
8 Chairman Albinson identified a threat as a lack of development lead to more disrepair and if buildings
9 are not developed or maintained, they fall in disrepair. Mr. Schoon informed the Board they need to
10 identify threats from the outside, such as in the world, state or county which may impact them.
11 Chairman Albinson responded the changing retail landscape is the most significant impact on downtown
12 and referred to Amazon. Ms. Kelly indicated taxes. Mr. Klaskin identified real estate tax, sales tax, etc.
13 Mr. McLane commented Glencoe and Wilmette are more vibrant and questioned what are they doing.
14 Ms. Meiners stated they have a lot of local investors. Mr. Klaskin stated the downtown train station in
15 Wilmette is vibrant and noted Winnetka has its own issues. Mr. McLane stated they could consider
16 Glencoe and Wilmette as having the answers to what is wrong in Winnetka.
17

18 Ms. Meiners stated Glencoe is tiny and a lot of businesses are locally owned. She also stated there is a
19 lot of internal financial commitment from its residents and she added they also have Writer's Theater
20 and only three restaurants and two streets. She then referred to people working together in the
21 community and out of the community and how to get Writer's Theater patrons to come to Winnetka.
22 Ms. Meiners stated as an opportunity, there could be collaboration on a larger scale.
23

24 Chairman Albinson identified taxes and the economic concerns of the State of Illinois. He described
25 North Shore as the first place people to look to live when working in Chicago which is attracting
26 the workforce. Chairman Albinson then stated people consider the state's economic situation before
27 moving to Illinois. Mr. Klaskin stated Oak Brook is struggling and Chicago is poaching and attracting
28 suburban businesses. Ms. Meiners stated environmental threats would be storm water and the lake
29 shore.
30

31 Mr. Schoon then stated for the next meeting, staff will summarize the responses. Also at the next
32 meeting, staff will asking the Board, what do they need to think about adjusting with the tools they use
33 in order to address the issues they have identified this evening. For instance, does the Village need to
34 review the design guidelines as an example.
35

36 Chairman Albinson asked if there were any other comments. No additional comments were made at this
37 time.
38

39 Chairman Albinson then asked for an update regarding One Winnetka. Mr. Schoon responded the
40 Village Council approved a resolution to rescind all approvals. If the current owner or someone else
41 wants to redevelop the site, they will need to go through the Village's new planned development
42 process. He informed the Board they are in court in terms of property maintenance issues and it may be
43 some time before it is sorted out. In response to a Board member's question, Mr. Schoon indicated the
44 future reuse of the property is up to the property owner, as the Village does not control the
45 property. Chairman Albinson stated they are basically back to zero essentially. Mr. Konstant indicated it
46 may be foreclosed.
47

Chairman Albinson asked if there were any other comments. No additional comments were made at this time.

Adjournment:

The meeting was adjourned at 8:24 p.m.

Respectfully submitted,

Antionette Johnson

Recording Secretary

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: SEPTEMBER 12, 2019
SUBJECT: CASE NO. 19-28-DR: 914 GREEN BAY ROAD - BODY GEARS PHYSICAL THERAPY - CONSIDERATION OF SIGN PERMIT FOR WINDOW SIGN

INTRODUCTION

On September 19, 2019, the Design Review Board is scheduled to consider an application submitted by *Body Gears* (the "Applicant") as the lessee of the property located at 914 Green Bay Road (the "Subject Property"), for a Sign Permit to allow the installation of a window sign on the main entrance of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and the tenant's portion of the Subject Property is not located in the Commercial Overlay District as it is located on the second floor of the building. The Subject Property is a two-story commercial building with the Applicant's business on the second floor and *Bella Bleu Bridal* boutique and *MyEyeDr* on the first floor. The building is a Spanish Revival style with a traditional brick façade, minor accents, tile roofing, and large storefront windows. The existing building is identified in Figures 1 and 2 later in this report.

CURRENT REQUEST

The Applicant is proposing to place two window signs on the glass door and window of the main entrance to *Body Gears*. The entrance leads to a stairway to the business on the second floor of the Subject Property. Other than the entrance, the Applicant has no presence on the first floor of the building. The proposed sign for the door would be an orange square with a stylized and interlocking "b" and "g" to represent the logo of the business. It would measure 0.5 feet in height and 0.58 feet in length for an area of 0.29 square feet. The proposed sign for the window of the main entrance would read "Body Gears Physical Therapy – Enhancing Human Mechanics" in white letters. It would measure 0.5 feet in height and 1.19 feet in length for an area of 0.59 square feet. Both proposed signs would be made of a vinyl laminate and applied on the inside of the windows. The Applicant has indicated that an existing graphic on the door, identifying a past client, will be removed. The Applicant has provided a rendering and design specifications for the proposed signs, which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

The Sign Code describes standards for window signs as follows:

"...the total area of window signs in any single window pane or any single section of window shall not exceed ten (10) percent of the area of the single window pane or single section of

window on which it is located”.

Due to the variations in building design and storefront glazing patterns, the area of a window for purposes of determining sign code compliance is generally interpreted to include multiple panes of glass which are in a uniform plane and which are not separated by masonry columns or other structural elements. The door and window the proposed signs would be applied to are setback from the primary façade of the building. The proposed signs would measure 0.88 square feet in total area which would take up approximately 2.67% of the window area. The proposed signs comply with the Village’s Sign Code. A staff analysis of the sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on appropriate window signage placement and scale. The Guidelines recommend that window decals be placed in the lower half of the storefront window area and occupy no more than 10% of the glass area of a single pane. The Guidelines also state that the signs should be limited to 6 inches in height and should harmonize with the building and reflect the character of the building style. The proposed signs would be located in the lower half of the window and door and measure 6 inches in height, adhering with the size and location as prescribed by the Guidelines. An excerpt of the Design Guidelines is included as Attachment C.

SUMMARY

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

ATTACHMENTS

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



Figure 1 – Subject Property – Doorway and window for proposed signage along Green Bay Road street façade.



Figure 2 – Subject Property - Street exposure along Green Bay Road

ATTACHMENT AVillage of Winnetka
SIGN PERMIT APPLICATION**V I L L A G E O F W I N N E T K A , I L L I N O I S**
DEPARTMENT OF COMMUNITY DEVELOPMENT**SIGN PERMIT APPLICATION****Tenant/Lessee**

Name of Business Body Gears		Primary contact name Tonya Sanchez		Phone No. [REDACTED]
Street Address 914 Greenbay Road suite 202				
City Winnetka	State IL	Zip Code 60039	[REDACTED]	

Sign Company

Name of Sign Company Sanford and Sln Inc		Primary contact name Linell Mary Bailey		Phone No. [REDACTED]
Street Address 1509 Musial RD (shop 162 West Grand Ave Elmhurst IL 60126)				
City Twin Lakes	State WI	Zip Code 53181	Email [REDACTED]	

Property Owner

Name of Company Absolute Equity Winnetka, LLC		Primary contact name James J Sayegh		Phone No. [REDACTED]
Street Address: [REDACTED]				
Highland Park	State IL	Zip Code 60035	[REDACTED]	

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

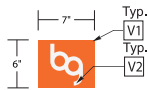
☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign
☐ projecting sign ☐ other _____

Additional description of sign type and materials vinyl graphics second surface
6"x7" BG logo on door above push bar
6" x14 1/4" Body Gears Physical Therapy Enhancing Human Mechanics stacked vinyl on
side light

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

CONDITIONS OF APPROVAL: _____

CORA
Winnetka, IL



SQFT= 0.30 #



SQFT= 0.60 #

Celebrating 49 Years of Quality Manufacturing and Service

(P) PAINT COLORS (E) ELECTRICAL NOTES (V) VINYL COLORS (F) FABRICATION NOTES

49

TOTAL SQFT = As Noted

PART # CORAVYL15QFT

ESTIMATE # 162701

1) ARCHER, GOTHAM, CHANNEL, NEWS, GOTHIC, MT

2) CLIENT SUPPLIED MATERIALS

VINYL COLOR

1) PMS BRIGHT ORANGE U / SECOND SURFACE VINYL TO MATCH

CLIENT COLOR PROGRAM

PMS BRIGHT ORANGE U

C-3 M-2 Y-2 K-0

R-244 G-244 B-244

#4444

2) GREY / SECOND SURFACE

GREY

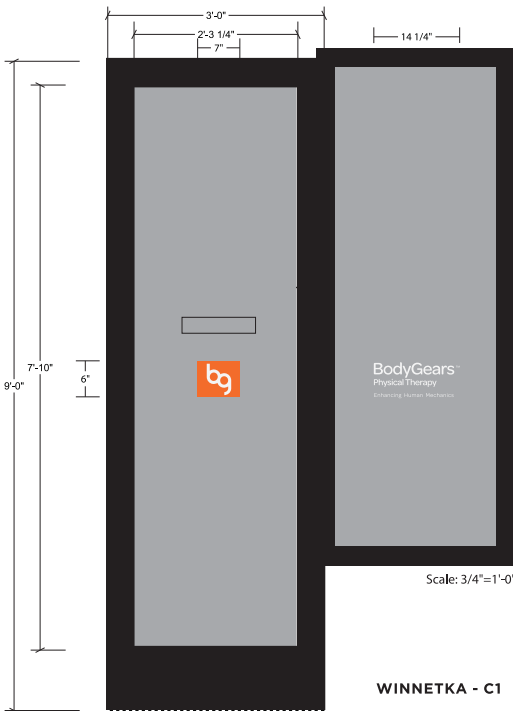
C-3 M-2 Y-2 K-0

R-243 G-114 B-60

#3723C

WINDOW Vinyl

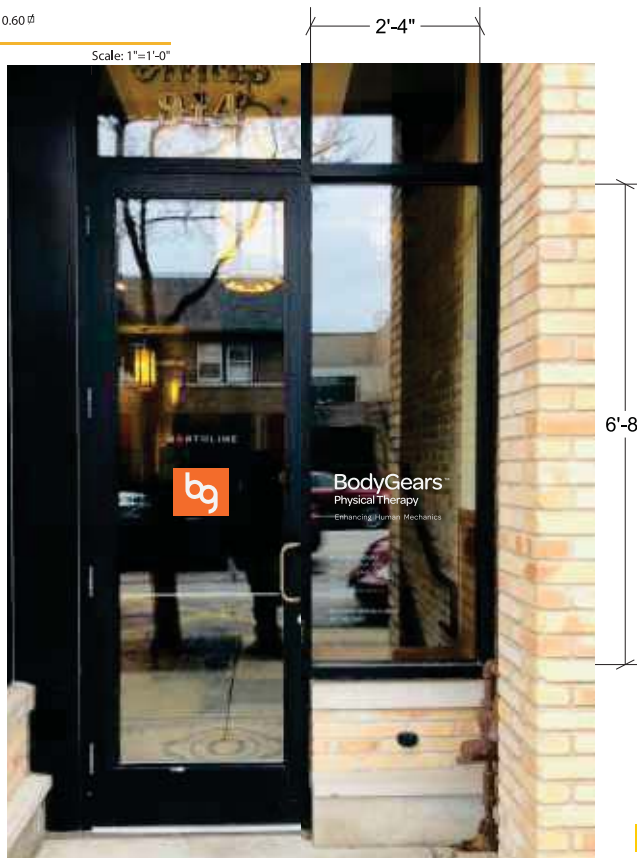
Applied SECOND Surface as depicted
Black outline DOES NOT Print



Scale: 3/4"=1'-0"

WINNETKA - C1

Door: solid BG orange field, logo mark in solid white
Window: logotype and tags in solid white



Scale: 1"=1'-0"



Color Reference



THOMAS
SIGN & AWNING CO INC

4590 118TH Avenue North
Clearwater, Florida 33762

800-526-3325

www.thomassign.com

CLIENT

CORA

Design Number:

78188

Installation Address:

914 Greenbay Road Suite 202

Winnetka, IL 60093

Project Identity Number:

83904

Sale Associate: Project Team:

RW DB

Designer: Date:

SAD 05/21/19

Project Updates:

Window Cling & Awning - 06.11.19 - SAD

Awning Prod. & Pkg - 06.18.19 - SAD

06.25.19 LCM REV DOOR VINYL & AWN

08.09.19 JLD ELEV/PROD for Client Layouts

08.13.19 JLD Update PDI OR - ADD PTE

08.19.19 JLD VYL Max 6" Tall

08.30.19 JLD Add Color, 2nd Surface



3MTM MCSTM Warranty

Approval:

☐ Approved

DATE:

☐ Approved as noted

DATE:

☐ Revise & Re-Submit

DATE:

The design, concept, drawings and specifications provided are the sole and exclusive property of Thomas Sign & Awning Company and may not be reproduced in any way, shape or form without the express written permission of Thomas Sign & Awning Company

Page Sheet

1 1 of 1

Local: 727-573-7757

Fax: 727-573-0328

DRB Packet - 914 Gre

Attachment B



Door Graphic: $0.58' \times 0.5' = 0.29$ square feet
Window Graphic: $1.19' \times 0.5' = 0.59$ square feet
Combined Sign Area: 0.88 square feet

Door Area: $7.83' \times 2.27' = 17.77$ square feet
Window Area: $2.33' \times 6.67' = 15.54$ square feet
Combined Window and Door Area: 33.31 square feet

$0.88 \text{ sq.ft. (Sign Area)} / 33.31 \text{ sq.ft. (Window and Door Area)} = \underline{\underline{2.64\%}}$

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: SEPTEMBER 12, 2019
SUBJECT: CASE NO. 19-29-DR: 804 ELM STREET - CHRISTIAN SCIENCE READING ROOM - CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS FOR EXTERIOR ALTERATIONS

INTRODUCTION

On September 19, 2019, the Design Review Board is scheduled to consider an application submitted by the Christian Science Church and Reading Room (the "Applicant") as the owner of the property located at 804 Elm Street (the "Subject Property"), for a Certificate of Appropriateness to allow maintenance and exterior alterations on both front façades of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the south side of Elm Street between Chestnut Street and Green Bay Road. In addition to having street frontage on Elm Street, the Subject Property has street frontage on Chestnut Court along the south property line. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building that has been the long-time home of the Christian Science Church and Reading Room in Winnetka. The building is a traditional storefront with a pitched roof, divided cantilevered bay windows on the second floor, an awning, and first-floor storefront windows with white trim and copper panels. The south elevation of the building features a wood stairway and second floor deck with a painted brick veneer. Figures 1 through 3 later in this report identify the Subject Property.

CURRENT REQUEST

The Applicant is proposing repairs and updates to the front façades while maintaining the overall appearance. On the Elm Street front façade; there are five existing copper panels on the sill portion below the main windows that show rust and fatigue. The Applicant is proposing to replace the copper panels with limestone panels that are lighter in color. A material sample will be available at the Design Review Board meeting. The Applicant is also proposing to repaint the white wood trim around the front windows and re-stain the front doors the same color as the existing. For the façade along Chestnut Court, the Applicant is proposing to re-stain the wood deck and stairs, repaint the brick veneer façade, and repaint the wooden trim with colors to match the existing appearance. The Applicant has provided a rendering for the proposed panel replacements which are included in the submitted application materials in Attachment A.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on acceptable materials for a building's primary façade. The Guidelines state that the Applicant's proposed material of limestone is a preferred material

for mixed-use and commercial buildings. The Guidelines also state that door and window colors should be sympathetic with the overall building color palette and take into account the adjacent building materials. White trim, stained wood, and gray painted brick, as proposed by the Applicant, are among the existing colors of the storefront and are commonly found throughout the Elm Street Business District. A Design Guidelines excerpt is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed limestone panels, trim color and door color as compatible with the Design Guidelines and approve the improvements as proposed. Should the DRB approve the Certificate of Appropriateness for the proposed exterior alterations, the Applicant would need to receive any necessary permits from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Design Guidelines



Figure 1 – Subject Property – Street façade along Elm Street



Figure 2 – Subject Property – Trim, door, and copper panels to be repainted, re-stained, and replaced.



Figure 3 – Subject Property – Rear deck, stairway, and window trim as visible from Chestnut Court.

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 804 Elm Street Winnetka IL 60093

Name of Business(es): Christian Science Church and Reading Room

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

- ☐ Sign Sign Permit Application attached? ☐
☐ Awning Awning Permit Application attached? ☐
☒ Other (general description) Copper siding replacement with limestone and restaining of front doors.

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): Paint the exterior trim at two front facade windows. Restain front doors existing color. Replace existing copper siding with limestone matching existing neighboring buildings.

I/We hereby certify that as _____ (Lessee/Owner) of the property located at 804 Elm Street (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED

PRINTED NAME(S) Nancy R. Colbentson

ADDRESS 804 Elm Street

PHONE NO. _____

EMAIL _____

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM Benvenuti and Stein, Inc

CONTACT NAME Brian Cloney

ADDRESS 2001 Greenleaf

Evanston, IL 60202

PHONE NO. 847.316.1196

EMAIL _____





Design Build Solutions/Handcrafted Cabinetry
www.BenvenutiAndStein.com

2001 Greenleaf Evanston, IL 60202 Phone (847) 866-6868 Fax (847) 866-8010

First Church of Christ, Scientist
804 Elm Street
Winnetka, IL 60093

August 12, 2019

CS804A-1

Exterior Painting

Copper Siding Replacement 2019

We will furnish the necessary labor and materials to complete the following:

- Prep and paint the exterior trim at two front façade windows. (Painting of Stucco excluded)
- Prep and paint front façade knee wall. Removal of existing copper siding and installation of new backing by others.
- Prep and stain to match two exterior doors at front façade.
- Power wash exterior deck and stairs at rear of the building including underside of the deck canopy.
- Prep and paint wood only on deck and stair. Color to match composite decking material.
- Prep and paint underside of deck canopy.
- Prep and paint brick veneer façade at rear of building complete, including doors and trim at doors and windows.
- Use of chemical stripper will be required to remove existing paint at rear façade.

Painting Labor & Materials	\$ 9,300.00
Subtotal	\$ 9,300.00
Contractors Fee	\$ 1,395.00
Total	\$10,695.00

Authorized Signature

Date

Client Signature

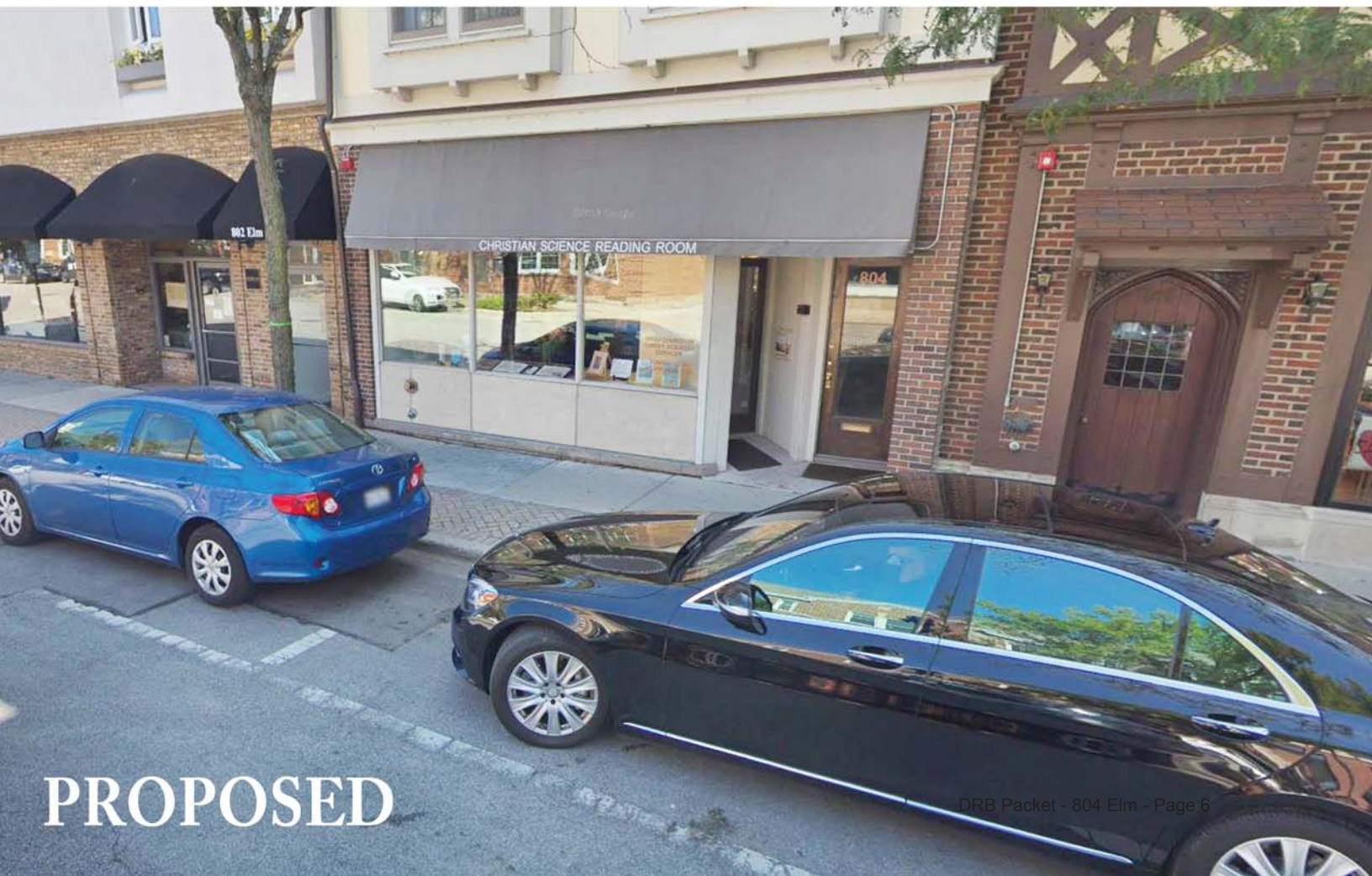
8/24/19

Date

The Change Order amount above (if approved) will be billed through your regular Progress Payment. This is not an invoice.



EXISTING



PROPOSED

the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Acceptable Materials:

a. Primary Facade

Commercial, Mixed Use, Multiple-Family and Institutional

- Modular face brick (See figure 43)
- Limestone (Limited to partial first floor only. Limestone is to be integrated with brick for multiple-family residential) (See figure 44)
- Cast stone, which clearly simulates stone, is limited to accent pieces such as belt courses, sills and shoes. (Split face or rusticated are not permitted.)
- Exterior grade stucco with wood trim (See figure 45)
- Wood siding (Multi family Residential only)

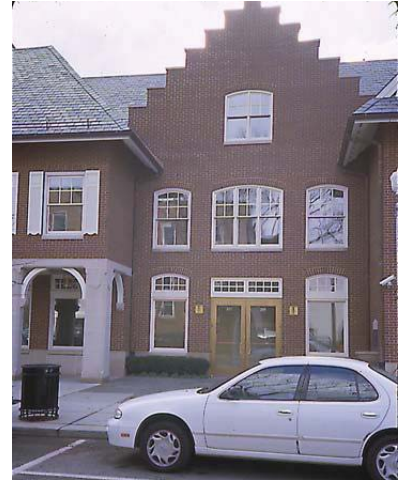


Figure 43

b. Secondary Facade

Commercial, Mixed Use, Multiple-Family and Institutional

- Modular face brick (See figure 43)
- Modular common brick
- Dressed limestone (Limited to first floor only) (See figure 44)
- Cast stone, which clearly simulates stone, is limited to accent pieces such as belt courses, sills and shoes. (Split face or rusticated are not permitted.)
- Exterior grade Stucco with wood trim (See figure 45)
- EIFS (upper floors only, troweled texture to resemble stucco) (See figure 46)



Figure 44

c. Roof materials

Commercial, Mixed Use, Multiple-Family and Institutional.

- Clay Tiles (See figure 47)
- Cement Tiles and Shingles
- Ceramic Tiles that simulate natural materials.



Figure 45

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



Figure 46

Institutional only

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

Commercial and Multiple- Family

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

d. Door and Window Materials:

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

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



Figure 47



Figure 48



Figure 49



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: SEPTEMBER 12, 2019
SUBJECT: CASE NO. 19-30-DR: 505 CHESTNUT STREET - TOCCO ITALIAN RESTAURANT - CONSIDERATION OF SIGN PERMIT AND SIGN CODE VARIATION FOR AWNING SIGN

INTRODUCTION

On September 19, 2019, the Design Review Board is scheduled to consider applications submitted by Bruno Abate (the "Applicant") as the lessee of the property located at 505 Chestnut Street (the "Subject Property"), to allow the installation of signage on existing awnings along the storefront facade of the Subject Property. The Applicant has submitted applications seeking the following approvals:

1. Sign permit application to allow signage on existing awning valences; and
2. Sign Code Variation to allow the installation of awning signage that includes information other than the name of the occupant or business, the street address numbers, or the occupant's logo or trademark.

PROPERTY DESCRIPTION

The Subject Property is located at the southeast corner of Chestnut Street and Chestnut Court, in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a three-story mixed-use building with residential units on the upper floors and two businesses, including the Applicant's, that occupy the storefront spaces. The other commercial tenant is *Trifecta Grill*. The Subject Property is in the process of being renovated for the new restaurant the Applicant is opening. This space was most recently occupied by *Taste on Chestnut*. The building is a Tudor Revival style structure with an older brick façade and minor architectural accents. It also has windows and awnings along storefronts and the street façades. Figures 1 through 4 later in this report identify the Subject Property.

PREVIOUS APPROVALS

On August 22, 2019, the DRB approved a Certificate of Appropriateness to allow the replacement of the easternmost window on the north elevation along Chestnut Court. The approved plan consisted of the installation of a sliding-retractable window for walk-up service. The new window will feature four vertical panes with two sliding panes on the inside and two fixed panes on the edges. A rendering of the recently approved plan is included in this report as Attachment B.

On April 27, 2017, the DRB approved an awning permit to allow the installation of seven (7) black awnings on the first floor level of the Subject Property. These awnings are depicted in Figures 1 through 4 later in this report.

CURRENT REQUEST

The Applicant is opening a fine dining Italian restaurant called *Tocco* in a storefront of the Subject Property formerly occupied by *Taste on Chestnut* at the southeast corner of Chestnut Street and Chestnut Court. The north and west street frontage along Chestnut Court and Chestnut Street have a series of windows that span most of the height of the first floor. The frontage also features awnings above the windows along with decorative planters and masonry piers. The Applicant is seeking to add signage for identification and branding of the restaurant. The signage would be made of a vinyl application that would be applied to the valance on three of the existing awnings. The awning along the northeastern most part of the street frontage, on Chestnut Court, would have a sign along the awning valance that reads “SIMPLE FRESH ITALIAN FOOD” in four-inch green lettering. The next awning, further west along Chestnut Court, would read “TOCCO” on the left and right ends of the awning in six-inch green lettering. The middle of that awning would read “CUCINA ITALIANA” in four-inch green lettering. The awning over the main entrance, along the west frontage of Chestnut Street, would read “TOCCO” in six-inch green lettering.

The Applicant has provided elevation renderings and design specifications for the proposed awing signage which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Code establishes standards for awning signs within the Village’s commercial districts. The Sign Code says that the sign shall only contain the name, logo, or address of the business while having lettering no larger than 6 inches. The proposed sign would have letters that are 6 inches or less. However, the proposed awning sign does not comply with the Sign Code because the sign would include text that reads “SIMPLE FRESH ITALIAN FOOD”. An excerpt of the Sign Code pertaining to awning signs is included in this report as Attachment C.

SIGN CODE VARIATION REQUEST

The Applicant has submitted an application for a sign code variation to allow the following request for relief:

1. Installation of awning signage that includes information other than the name of the occupant or business, the street address numbers, or the occupant’s logo or trademark. The proposed text that requires relief would read “SIMPLE FRESH ITALIAN FOOD”.

The Design Review Board (also sitting as the Sign Board of Appeals) may grant relief from the Sign Code if it determines that the following standards set out in Section 15.60.250 [Variations] 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 Village’s Design Guidelines provide guidance on awning signs; an excerpt of the Design Guidelines is included as Attachment D. The Guidelines state that the awning signs and logos should be no more than 6 inches in height and only placed on the valance. The proposed signage adheres to the Design Guidelines.

SUMMARY

The Applicant requests that the DRB/Sign Board of Appeals approve the proposed awning signage as proposed. Should the DRB/Sign Board of Appeals approve the sign permit and grant the necessary sign code variation, the Applicant would first need to receive a sign permit from the Community Development Department prior to installation of the awning signage.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Rendering Approved at August 22, 2019 DRB Meeting

Attachment C: Excerpt of Sign Code

Attachment D: Excerpt of Design Guidelines



Figure 1 – Subject Property – North and easternmost window and awning along Chestnut Court



Figure 2 – Subject Property – Other awning and window along north street frontage of Chestnut Court



Figure 3 – Subject Property – Window and awning along western frontage of Chestnut Street



Figure 4 – Subject Property – Southeast corner of Chestnut Court and Chestnut Street

ATTACHMENT A
VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: TOCCO ITALIAN RESTAURANT		Primary contact name: BRUNO ABATE	Phone: [REDACTED]
Street Address: 505 CHESTNUT STREET			Fax:
City WINNETKA	State ILLINOIS	Zip Code 60093	Email:

Sign Company

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

Property Owner

Name of Company: Hoffmann Commercial Real Estate		Primary contact name: Dan Burn	Phone: 847-512-3180
Street Address: 825 Green Bay Rd. Suite 100			Fax:
City Wilmette	State Illinois	Zip Code 60091	Email:

Sign type(s): ☐ window graphics ☐ wall-mounted sign ☐ ground-mounted sign
(Check all that apply) ☐ projecting sign ☒ other _ PRINT ON THE EXISTING AWNINGS _____

Additional description of sign type and materials

The signs will be printed on the existing black awnings. Sign will be green. The existing awnings are black. Refer to drawing attached to the application.

OFFICE USE ONLY

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

CONDITIONS OF APPROVAL: _____



MAIN ENTRANCE SIGNAGE



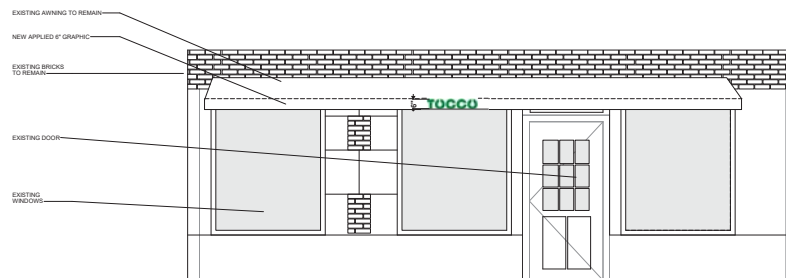
SIDE FACADE SIGNAGE



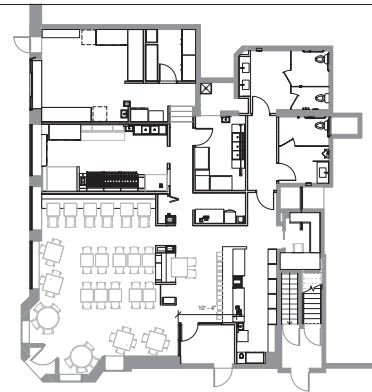
GREEN RGB 2,105,3



② Side Elevation
Scale: 1/2" = 1'-0"



③ Main Entrance
Scale: 1/2" = 1'-0"



④ 1st Floor - Floor Plan for certificate of appropriateness
Scale: 1/8" = 1'-0"

Architect of Record
RUGGERO SCARABELLO
605 SHERIDAN ROAD UNIT 2
EVANSTON, IL 60202
(773) 868-2546
ruggerscarabell@gmail.com

LICENSE # 001212002
EXP. 11/30/2020

Revision Schedule		
Rev	Date	Description
1	08/26/2019	SUBMIT FOR SIGN APPLICATION

Project Name:
TODCO ITALIAN RESTAURANT
505 Chestnut St. Winnetka, IL 60093

Project #: 2019-001

Issue Date: 08/26/2019
Design Manager: CS
LEED® AP: RS
Production Designer: RS
Checked by: CS-RS

Sheet Title: **SIGNAGE**

Scale: As Indicated

Sheet Number: **S101**

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
SIGN CODE VARIATION

Project Address : 505 Chestnut St.
Name of Business: Tocco
Real Estate Index Number: _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) 15.50.120
(Subsection 4) of Chapter 15.60 [Signs] of the Winnetka Village Code for the following work:

Awning Signs

Application of Text to awning
valance. (intent)

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 important that the applicant to establish that the request is consistent with the intent and purpose of the Village Design Guidelines.)

Signed

Bruno Akate
Owner Address

505 Chestnut St.

978.275.8562
Owner Telephone

Signed

Applicant

Kris Arendt
Acme Awning Co.
1500 Old Deerfield Rd
Applicant Address Suite 21 + 22
Highland Park

(847) 446-0153
Applicant Telephone

9/9/19

Dear Mr. Marx,

After speaking closely with Bruno Abate the new owner and chef of *Tocco*, I interviewed him asking why he needed, the phrase, "Simple Fresh Italian Food" on his awning valance. He explained that it was the most sophisticated and straight forward way of explaining exactly what type of cuisine he is offering without describing everything on his menu. He made it clear that he wanted the people of Winnetka to know that they will be getting something fresh when they come to his resturant.

I told him that as an American, I did not know what *Tocco* meant and he told me that it means *a touch* as if to say the chef is putting his own personal touch on Italian cuisine. Unless one was Italian or had knowledge of the Italian language, would one know from the name of this business, that he is selling, *Simple Fresh Italian Food*. He needs to have those English phrases on his awning in order to have an extremely authentic resturant name like, *Tocco*. By keeping the name *Tocco*, he can still have an authentic Italian resturant name while telling the outside world what he has to offer.

He considers this phrase, "Simple Fresh Italian Food" to be more of trademark of his business than anything else. By having this phrase, he can still appeal to the Italian-American community in the North Shore area while also describing his food to those who may not understand Italian but still want an authentic, Italian, dining experience.

I closed the interview by telling, him that I understood why he needs the English phrase because if I drove by his business, I would have *never* known that, that was an Italian resturant. I told him that it could just be a shoe store and he laughed.

The text Mr. Abate wants to apply to his awning is consistent in color and complies with text size requirement in terms of the height of the text and is necessary in promoting culturally diversity having the phrase, "Simple Fresh Italian Food" compliment the authentic Italian name he has chosen for his business.

Thank you for your consideration,

Peri Kepraios

Office Manager

Acme Awning Co.

1500 Old Deerfield Rd, Suite 21 & 22

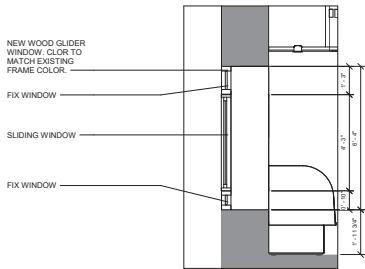
Highland Park, IL 60035

ATTACHMENT B

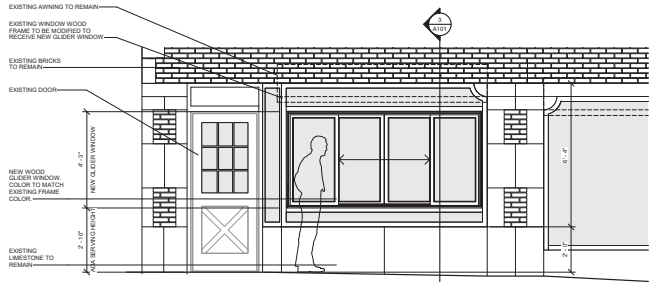


PRODUCT SPECS:
MARVIN SIGNATURE ULTIMATE GLIDER
PAINTED GTO MATCH EXISTING WINDOW FRAMES
COLOR

Ultimate Glider



SECTION
Scale: 1/2" = 1'-0"



ELEVATION 1
Scale: 1/2" = 1'-0"



OVERALL FACADE: NEW WINDOW



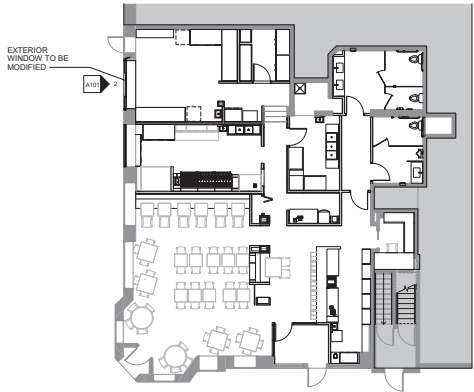
NEW WINDOW



OVERALL EXISTING FACADE



EXISTING WINDOW



FIRST FLOOR PLAN
Scale: 1/8" = 1'-0"

Architect of Record
RUGGERO SCARABELLO
538 SHERIDAN ROAD UNIT 2N
EVANSTON, IL 60202
(773) 868-2546
ruggerscarabell@gmail.com

LICENSE # 00122302
EXP. 11/30/2025

Revision Schedule		
Rev	Date	By Description
1	02/05/25	FOR CERTIFICATE OF ANTI-CORRUPTION

Project Name:
**TOCCO ITALIAN
RESTAURANT**
505 Chestnut St. Winnetka, IL 60093

Project #: 2019-001

Issue Date: 02/05/2019
Design Manager: CS
LEED AP: RS
Production Designer: RS
Checked by: CS-RS

Sheet Title:
**PLAN AND
ELEVATIONS**

Scale: As Indicated

Sheet Number:
A101

ATTACHMENT C

Section 15.60.120 Commercial signs.

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

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

1. Wall Signs and Window Signs.

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

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

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

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

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

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

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

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

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

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

2. Projecting Signs.

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

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

c. No projecting sign shall contain information other than the name of the occupant or business, a maximum of

three words containing a generic description of the types of products or services, and the occupant's logo or trademark.

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

3. Freestanding Signs.

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

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

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

4. Awning Signs.

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

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

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

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

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

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

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

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

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

(Ord. MC-209-98 § 2 (part), 1998: prior code § 27.12)

e. **Awnings and Banners**

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: SEPTEMBER 12, 2019
SUBJECT: CASE NO. 19-31-DR: 916 GREEN BAY ROAD - OAK SPA NAILS -
CONSIDERATION OF SIGN PERMIT FOR WINDOW SIGN

INTRODUCTION

On September 19, 2019, the Design Review Board is scheduled to consider an application submitted by *Oak Spa Nails* (the "Applicant") as the lessee of the property located at 916 Green Bay Road (the "Subject Property"), for a Sign Permit to allow the installation of a window sign on the street façade of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property is a three-story mixed-use building with the Applicant's business on the storefront level and residential apartments on the upper levels. Other businesses in the building include *Bedside Manor Ltd.*, a home furnishings store, and several office tenants. The building is a Tudor Revival style with a traditional brick façade, minor accents, inner courtyard, and street-level storefront windows. The Subject Property is identified in Figures 1 below.



Figure 1 – Subject Property – Main window along street frontage on Green Bay Road

CURRENT REQUEST

The Applicant is proposing to place a window sign on a window facing the Subject Property's street frontage. The window would be a vinyl application of magenta pink letting that reads the name of the establishment, "Oak Spa Nails," as well as its phone number. The Applicant states that the phone

number as displayed on the rendering (in Attachment A) is generic as she has not yet established a connection for the business. She states the number will be the typical nine digit identification that is assigned for commercial phone numbers. The graphic would feature 7-inch lettering for the business name and 4-inch lettering for the phone number with an overall sign area of 4.41 square feet over a window that is 44.7 square feet. The Applicant has provided a rendering and design specifications for the proposed sign, which is included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

The Sign Code states that window signs shall comply with the following standard:

“...the total area of window signs in any single window pane or any single section of window shall not exceed ten (10) percent of the area of the single window pane or single section of window on which it is located.”

The proposed sign would be 4.41 square feet in area which would occupy approximately 9.86% of the window area. The proposed sign complies with the Village’s Sign Code. A staff analysis of the sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on appropriate window signage placement and scale. The Guidelines recommend that decal signs on windows be placed in the lower half of the storefront window area and occupy no more than 10% of the glass area of a single pane. The Guidelines also state that signs should be limited to 6 inches in height and should harmonize with the building and reflect the character of the building style. Additionally, the Guidelines state that lettering color can be unique to the image of the retailer or use. The total area of the proposed sign complies with the overall recommended area; however the height of the sign exceeds 6 inches as recommended in the Design Guidelines. The proposed text would measure 7 inches in height and the phone number would measure four inches, with the total height of the sign measuring 13 inches. The Applicant states that the magenta pink color is intended to reflect the theme and brand of the nail salon business. An excerpt of the Design Guidelines is included as Attachment C.

SUMMARY

The Applicant requests that the Design Review Board find the proposed window sign as appropriate and compatible with the Design Guidelines and approve the signage as proposed. Should the DRB approve the application, 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: Staff Analysis of Sign Area

Attachment C: Design Guidelines Excerpt

ATTACHMENT A

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business: Oak Spa Nails		Primary contact name: Purvisuren. B	Phone: [REDACTED]
Street Address: 916 Greenbay Rd, W		Fax:	
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]

Sign Company

Name of Sign Company: KBC Led Design, Inc		Primary contact name: Anthony Kim	Phone: [REDACTED]
Street Address: 1530 S. State Street #728		Fax:	
City Chicago	State IL	Zip Code 60605	Email: [REDACTED]

Property Owner

Name of Company: TBS		Primary contact name: TBS properties	Phone: 773 327 4444
Street Address: 3754 N Southport Ave		Fax:	
City Chicago	State IL	Zip Code 60613	Email:

Sign type(s):

(Check all that apply)



window graphics

☐ wall-mounted sign☐ ground-mounted sign☐ projecting sign☐ other _____

Additional description of sign type and materials

Vinyl Stick-on signs

OFFICE USE ONLY

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

CONDITIONS OF APPROVAL:

Elevation / Perspective of Window Sign



SITE ADDRESS	916 Green Bay Rd. Winnetka, IL 60093
SIGN TYPE	Window Sign
PHYSICAL MATERIAL	Vinyl
DIMENSIONS OF WINDOW GLASS	70"(h) x 92"(w) = 6550 SQ.IN = 44.72 SQ.FT
TOTAL SIGN AREA	13"(h) x 49"(w) = 637 SQ.IN = 4.42 SQ.FT

SIGNATURE / APPROVAL

Details of Window Sign



Client: OAK SPA NAILS	Drawing #:	All sign designs and concepts shown here are confidential and are the property of K&C LED Design. They are not to be distributed, exhibited, copied, or otherwise used without our written permission. COMPUTER GENERATED COLORS ARE NOT A TRUE MATCH TO ANY PMS. VINYL. OR PAINT. K&C LED DESIGN, INC.
Approved:	Date: September 1, 2019	
Scale: 1"= 108"	Rev Date: September 10, 2019	

K&C LED DESIGN, INC.

Attachment B



Window Size: 7.67' x 5.83' = 44.7 square feet
Window Sign Size: 1.08' x 4.08' = 4.41 square feet

4.41 square feet (Sign Area) / 44.7 square feet (Window and Door Area) = 9.86%

d. Building Signage

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

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

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



Figure 38

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

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

Figure 39



Figure 40

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



Figure 41

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: SEPTEMBER 12, 2019
**SUBJECT: COMPREHENSIVE PLAN – CONTINUED DISCUSSION OF IDEAS TO
INCORPORATE INTO THE COMPREHENSIVE PLAN**

At the September 19, 2019 Design Review Board meeting, the Board is scheduled to continue its discussion of ideas that it would like to see addressed in the new comprehensive plan. At the August 22 meeting, the Board began the process of identifying ideas to incorporate into the plan. The Board went through the process of identifying the community's strengths, weaknesses, opportunities and threats as they relate to the community as a place to live, work, or operate a business. Attachment A contains a list of the items Board members identified.

The following is staff's attempt to synthesize and summarize Board member's ideas. We organized the ideas into two categories (1) community characteristics and features that **should be maintained and/or enhanced** and (2) community characteristics and features that **should be improved**:

Based upon the ideas shared, the following are **community characteristics and features that should be maintained and/or enhanced**:

- A. The high quality, neighborhood-focused public and private primary schools and excellent secondary school.
- B. A safe place for families to raise children.
- C. A mature and established, high quality community that is desirable.
- D. The community's location along Lake Michigan, its human-scale physical layout, its eclectic architecture, and its tree canopy provides a traditional yet unique neighborhood/residential feel.
- E. The high quality Park District beaches, parks, recreational facilities, and green space throughout the Village.
- F. Congestion free streets that allows for a very walkable and bikeable community.
- G. The ease of accessing the City of Chicago including Metra train service and its three train stops in the community.
- H. The Village's pedestrian-scale multi-use commercial districts, which contain a prevalence of Tudor-influenced building designs, provide a quaint and charming old world experience.
- I. The integration of diverse houses of worships embedded in the community's neighborhoods.
- J. The Community House, other service agencies, and other community activities, such as the Farmers Market, that provide a sense of community in the Village.
- K. The caucus political system which provides a framework to identify and encourage residents to serve in elected positions.

Based upon the ideas shared, the following are **community characteristics and features that should be improved**:

- A. All levels of government must address how to lessen the high tax burden on residents.
- B. Address the threat of the changing retail landscape on the vitality of the Village's commercial districts by addressing burdensome commercial zoning regulations, identifying and creating public event and gathering spaces (e.g. extension of Moffat Mall), renovating the tired commercial district streetscapes, facilitating the redevelopment of the Post Office site, advocating for property tax code changes to encourage the occupancy of vacant commercial spaces, and identifying the right economic mix of businesses to fill our store fronts,
- C. Encourage the creation of flexible zoning that allows live/work spaces and co-working spaces to provide individuals working from home options to conduct business within the community.
- D. Provide the opportunities for a variety of housing options by encouraging the development of residential units in commercial core areas, and by preserving and encouraging smaller homes for entry level family housing.
- E. Address environmental threats to the community such as flooding and lake shore erosion.
- F. Explore amendments to zoning regulations and other regulatory requirements to make it easier to renovate older homes without requiring variations.
- G. Encourage community leaders to be less complacent, more willing to think out of the box, and more open to flexible design trends and ideas in order to encourage revitalization of the Village's commercial districts.
- H. Improve the appearance of the Village by burying the unattractive overhead electric and telephone lines.
- I. Encourage regional collaboration to address regional, state, and national trends impacting the economic vitality of the community (e.g. economic trends, stability of state government, City of Chicago's aggressive efforts to attract businesses).

At the September 19 meeting, we would like the Board to review this summary and to provide comments/edits/additions to it.

We would also like to have a discussion with Board members regarding what changes we may need to make to the following zoning, design, and sign tools that the Design Review Board has at its disposal to use to maintain and enhance the desirable community characteristics or to improve those community characteristics that need improvement:

- Design Guidelines
- Sign Regulations
- Design Review Process & Sign Variation Process
- Zoning Regulations & Processes

Once the Board has had a chance to review and comment on the above tools, we then want to talk with the Board about your ideas for **a vision statement**. A vision statement is typically developed to be used as a guide when developing the goals, objectives and action steps for inclusion in the Comprehensive Plan. In a sentence or two, how would we describe the community we want Winnetka to be in twenty years?

The current Comprehensive Plan states the following as the vision for the community in 2020:

“...a village in a natural setting committed to its tradition of residential neighborhoods, citizen involvement, local shops, and educational excellence...”

Does this vision statement still capture our vision for the future? Does the vision statement need to be refined? Or do we want to create a totally different vision for our future? In preparing the vision statement the Board should be thinking about what captures the essence of the future Winnetka.

ATTACHMENTS

Attachment A: August 22, 2019, Design Review Board Discussion – List of Ideas to Include in Comprehensive Plan



STRENGTHS – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

–WINNETKA'S STRENGTHS FROM URBAN DESIGN PERSPECTIVE?

- Quaint
- Charm
- Eclectic architecture
- Tudor commercial districts
- Large trees in commercial and residential districts
- Friendly from the human scale
- Feel safe/safe for families with children
- Easy to walk/bike throughout community, pedestrian friendly
- School system strength/neighborhood schools
- Desirable community/high quality of life
- Mature and established
- Multi-use commercial districts
- Diverse houses of worships embedded in neighborhoods
- Lake eliminates traffic from east
- Old world feel
- Transit access/three train stations/lowered trains
- Proximity of city
- Commercial districts have residential scale/small town feel
- Commercial districts feel organic, even though planned
- Good green space/parks
- Park Districts
- Beaches
- Caucus
- Community House & Other community services
- Farmers market
- New Trier High School





WEAKNESSES – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

– WINNETKA'S WEAKNESS FROM AN URBAN DESIGN PERSPECTIVE?

- Ugly electric and telephone wires/poles
- Three segmented business districts
- Tax code encourages landlords to keep spaces empty
- Burdensome commercial zoning regulations
- Don't have the right economics to fill our store fronts
- Haven't been willing to think out of the box
- Lacking a major attraction/theater
- Streetscape feels tired through out the community.
- Difficult to renovate older homes – need for variations and difficult to get permit
- Projects that request a lot of variations.
- Overly burdensome regulatory process
- Taxes are staggering
- Lacking redevelopment of post office site.
- Complacent/appearing anti-development
- Extension of Moffat Mall needed





OPPORTUNITIES – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

WHAT REGIONAL, STATE, NATIONAL, WORLD URBAN DESIGN TRENDS ARE POTENTIAL OPPORTUNITIES FOR WINNETKA?

- Live/work spaces (flexible zoning)
- Carbon neutral/renewable energy design/sustainable development
- People looking for smaller homes
- Flexible design trends/ideas
- Diversified residential types
- People looking to live in commercial core areas
- People look for public event/gathering spaces
- Regional collaboration





THREATS – AS A PLACE TO LIVE, WORK, & RUN A BUSINESS

WHAT REGIONAL, STATE, NATIONAL, WORLD URBAN DESIGN TRENDS ARE THREATS TO WINNETKA?

- Suburban blight
- Changing retail landscape
- High Taxes – all types of taxes at all levels of government
- Stability of the State of Illinois government
- City of Chicago poaching suburban businesses back to the city
- Environmental threats (lake shore, stormwater)

