



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS REGULAR MEETING
THURSDAY, JUNE 20, 2019 - 7:00 p.m.
WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA

1. Call to Order
2. Approval of May 16, 2019 meeting minutes.
3. Public Comment.
4. **Case No. 19-18-DR: 552 Lincoln Avenue – Games on Lincoln, Beat Street, Adelheidi's and Hoffmann CRE:** Sign permit applications and Sign Code Variation for four projecting blade signs.
5. **Case No. 19-19-DR: 555 Chestnut Street – Bunny & Babe:** Consideration of Certificate of Appropriateness for proposed decorative grills on storefront transoms, exterior lighting, window signs and an awning.
6. **Case No. 19-21-DR: 915 Green Bay Road – Boutique Bites:** Consideration of Certificate of Appropriateness for proposed windows, doors and exterior lighting.
7. **Case No. 19-22-DR: 947 Westmoor Road:** Consideration of Certificate of Appropriateness for proposed fence.
8. **Case No. 19-23-DR: 310 Green Bay Road:** Sign permit application to re-face three existing freestanding signs.
9. Other Business.
10. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

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510 Green Bay Road, Winnetka, Illinois 60093

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**Winnetka Design Review Board/Sign Board of Appeals
May 16, 2019**

Members Present:

Kirk Albinson, Chairman
Brooke Kelly
Michael Klaskin
Brad McLane

Members Absent:

Paul Konstant
Michael Ritter
Maggie Meiners

Village Staff:

David Schoon, Director of Community Development
Megan Pierce, Assistant Village Manager
Ann Klaassen, Senior Planner
Christopher Marx, Associate Planner

Call to Order:

Chairman Albinson called the meeting to order at 7:01 p.m.

Approval of April 18, 2019 meeting minutes

Chairman Albinson asked if there were any comments or corrections to be made to the April 18, 2019 minutes. No comments were made at this time. He then asked for a motion. A motion was made by Mr. Klaskin, and seconded by Mr. McLane, to approve the April 18, 2019 meeting minutes. The motion passed by unanimous voice vote.

Public Comment

Chairman Albinson asked if there was any public comment on items not on the agenda. No comments were made at this time.

Case No. 19-14-DR: 574 Green Bay Road – Fred's Garage: Consideration of Certificate of Appropriateness for proposed signage.

Fred Gale introduced himself as one of the partners with Fred's Garage and stated the proposal is to change the signage on the east side facing north. He stated the white lettering is not that visible and they want to paint it red but cannot do so because of the ordinance. Ms. Klaassen stated the Board cannot approve a variation for a prohibited sign, which signs painted directly on a wall are considered to be according to the code. Mr. McLane asked if the Board previously approved it, and Mr. Schoon stated they did though technically they did not have the authority to approve it. He also stated Village staff had not recommended its approval but recommended that it be brought into compliance and signage would need to be applied to a panel. Mr. Schoon stated while the code provided the Board the opportunity to grant variations, it specifically states they cannot grant a variation for prohibited signs and confirmed that signs located directly on a wall are prohibited. He then stated the Village staff did not catch that at the time of the previous approval.

Mr. Gale stated it would be nicer to paint what is already on the wall which he described as tasteful but respected that the Village has an ordinance. Chairman Albinson asked what the material is. Mr. Gale described it as a standard single letter sign printed on plastic or metal material. It was confirmed to be aluminum bonded PFC. Mr. Klaskin stated he did not remember hand painting being an issue. Ms. Kelly

1 agreed and stated she was present when the request was approved and did not remember it being an
2 issue. Mr. Gale stated there would be some signs the way they are now along with new signs. He
3 informed the Board he found out about the ordinance a few days before and scrambled to find a sign
4 company. Mr. Klaskin stated it appeared the overall signage would cover the painted area. Mr. Gale
5 stated they are going for coloring and compliance and the sign would be nailed into the wall with pin
6 mounted lettering.

7
8 Ms. Kelly asked if it would be one sign. Mr. Gale responded there would be individual pin mounted
9 lettering. He informed the Board he needed to speak with the building owner, Al Stepan, and that he did
10 not want to put a lot of holes in the wall to mount individual letters. Ms. Kelly commented pin mounted
11 letters looked better. Mr. Gale stated they would do whatever is required and commented painting it
12 would look better.

13
14 Chairman Albinson stated if there is to be a backing the Board would need to consider that as well. Mr.
15 Gale stated the original proposal was for pin mounted letters on the wall and the reason it changed is
16 due to the backing which would be painted the same color as the wall so it disappeared. The Board
17 discussed the amount of time it would take to fight the ordinance as opposed to the way the request is
18 being presented. Mr. Gale agreed and stated no one else would know the difference and it would be a
19 seamless transition.

20
21 Chairman Albinson asked for a motion for the option the applicant desired to have it on a backing board
22 which is to be the same color as the wall. Mr. McLane moved to issue a Certificate of Appropriateness to
23 approve the request as presented. Mr. Klaskin seconded the motion. A vote was taken and the motion
24 unanimously passed.

25
26 AYES: Albinson, Kelly, Klaskin, McLane
27 NAYS: None
28

29 **Case No. 19-15-DR: 985 Green Bay Road - Mino's: Consideration of Certificate of Appropriateness**
30 **for proposed expansion of outdoor dining patio.**

31 Glenn Deutsch introduced himself as a partner with Mino's and stated they are proposing to expand the
32 patio area. He stated it would have tables and lounge seating for those waiting. Mr. Deutsch stated the
33 material would match the existing brick pavers and they would surround the patio with planters which
34 would provide green color and intimacy for the space.

35
36 Chairman Albinson recalled the original approval for the restaurant included the patio. Ms. Kelly stated
37 the applicant sectioned it off when they decided not to do it. Mr. Deutsch stated the original plan
38 included the existing patio where they added planter boxes and seating. He stated the new area would
39 look exactly like the existing area. Mr. Deutsch noted they would do more black planters since they
40 appeared heavy and they planned to use individual planters which would not be similar to the fence
41 planters.

42
43 Chairman Albinson stated to clarify, the area between the planters would be open. Mr. Deutsch
44 confirmed that is correct and it would not be completely enclosed. Chairman Albinson then asked if
45 there would be lighting. Mr. Deutsch responded lighting has always been tricky and now, they have
46 string lights. Mr. McLane asked if there were any traffic issues. Mr. Deutsch stated a new traffic light was
47 installed on the corner. Mr. McLane indicated the front door appeared to swing in the wrong direction

1 which swung to the south and asked if they switched the hinge. Mr. Deutsch stated it now opened into
2 the patio area. He added the other door worked in the same direction.

3 Mr. McLane moved to issue a Certificate of Appropriateness to approve the request as presented. Ms.
4 Kelly seconded the motion. A vote was taken and the motion unanimously passed.

5
6 AYES: Albinson, Kelly, Klaskin, McLane

7 NAYS: None
8

9 **Case No. 19-16-DR: 905 Burr Avenue - Sacred Heart Church Rectory: Consideration of Certificate of**
10 **Appropriateness for proposed window replacement.**

11 Eric Strons introduced himself as the sales consultant for Anderson Corporation which is proposing to
12 replace the windows. He stated the windows at Sacred Heart Parish are over 100 years old and are
13 rotting. Mr. Strons then stated they are wood double hung windows with sealed pane class and storms
14 on the inside. He stated they are proposing to remove the storms and replace the windows with double
15 hung windows made of composite material in a dark bronze color. He described the material as fiber x
16 which is 40% wood and 60% proprietary polymers which would not warp, rot or need painting.

17
18 Mr. McLane asked if there would be more lights and mullions. Mr. Strons responded they are proposing
19 to add grills on the upper sash only. He informed the Board he took photos around the neighborhood
20 which are in the packet of materials which have the exact same pattern. Mr. Strons also stated the color
21 would match the building and correlates with the newly painted church building. Chairman Albinson
22 asked if the basement windows are included as part of the project. Mr. Strons responded they are not
23 and would be part of a future project. He stated they are inset windows which previously had storms.
24 Ms. Kelly asked about the third floor and Mr. Strons stated they planned to do four attic windows noting
25 the front windows would not be touched. He then stated Renewal by Anderson would not be doing
26 those windows and Anderson Corporation planned to have a solution for that. Mr. Strons stated due to
27 the curvature of the glass, they are not able to construct a window out of fiber x material to support the
28 weight of the glass. He stated they are working with their parent company in an attempt to make a
29 window of the same style. Mr. Strons noted the original frames are dark gray in color and have been
30 painted multiple times and the applicant wanted to go with darker bronze to match the church building.

31
32 Chairman Albinson asked if there were any other comments. Mr. McLane commented it appeared to be
33 conforming. Chairman Albinson then asked for a motion.

34
35 Ms. Kelly moved to issue a Certificate of Appropriateness to approve the window replacements for the
36 rectory building at Sacred Heart Church. Mr. Klaskin seconded the motion. A vote was taken and the
37 motion unanimously passed.

38
39 AYES: Albinson, Kelly, Klaskin, McLane

40 NAYS: None
41

42 Chairman Albinson noted Case No. 19-17 for 540 Hibbard Road - Winnetka Park District has been moved
43 to the June meeting.

44
45 **Case No. 19-05-DR: Downtown Streetscape: Review of the design of the graphic identity used with the**
46 **proposed gateway/wayfinding signage.**

47 David Schoon stated at the end of the last meeting, they heard from the Board that we could do better
48 regarding the graphic identity, and he informed the Board that staff met with another graphic designer

1 from the community who is familiar with the trail tree and the Dennis Downes book. He stated she
2 studied the existing trail tree on the existing signs, and that he spent time on the website Chairman
3 Albinson suggested which is "99 Designs." Mr. Schoon stated they took some ideas from the website
4 regarding how ground the tree and give it depth.

5
6 Mr. Schoon stated the design continues to be based upon the Native American trail tree which is the
7 direction they got from the Downtown Master Plan Task Force. He emphasized they are designing it for
8 the streetscape signage and noted the Village government has its own logo which is the Village seal. Mr.
9 Schoon reiterated they showed the existing trail tree images to the designer and asked her to work with
10 it. He then stated the basic tree form has the main trunk which branched off and the design she came up
11 with keeps that in the design but makes the tree more realistic, which related to a comment from the
12 first meeting with the Board which was to make it more discernible and identifiable. Mr. Schoon also
13 stated the design is more grounded and has more depth than the last attempt at the logo. He stated
14 they presented the new logo they would like to use as the graphic identifier in the signage and asked the
15 designer to provide a black and white version.

16
17 Mr. Schoon reviewed the gateway sign and revisions made to it by the graphic designer, which changes
18 incorporated comments from the Board, which included that it was too busy in terms of the branch and
19 leaf. Mr. Schoon then stated they would like to receive the Board's input and comments as to whether
20 they are heading in the right direction.

21
22 Ms. Kelly stated she had not been at the previous two meetings at which the Board reviewed the signs
23 but agreed it was very busy. She asked how it would be done for the signs in terms of materials. Ms.
24 Kelly commented that the graphic image looked like a children's book image. Mr. Schoon responded it
25 could be painted on. Chairman Albinson asked what the material for the sign is and Mr. Schoon
26 responded it would be metal. Ms. Kelly asked if metal can be painted. Mr. Schoon stated they were told
27 it could either be painted or have vinyl applied to the metal. Mr. Klaskin asked how married to the tree
28 branch at the top is the Village and commented it seemed extraneous in terms of everything else. Ms.
29 Kelly commented it should be one or the other. Mr. Klaskin then stated there is no correlation to the
30 tree branch and Winnetka and described it as unnecessary. He also stated it is too busy.

31
32 Ms. Kelly also commented the sign is really tall and over 10 feet tall and would overpower a majority of
33 the buildings. Mr. Schoon stated it would be located at entryways to the districts such as on each end of
34 Green Bay Road. Mr. Klaskin asked about Tower Road and Willow Road. Mr. Schoon responded it would
35 be in the future and they are now focused on the downtown streetscape plan and at some point, they
36 would be used in other commercial districts. Mr. Klaskin referred to the sign by the Municipal Works
37 building which looked as if it would fall over at any moment and should be a priority location in terms of
38 replacement. He also stated that sign has the trail tree on it. Ms. Kelly stated they have to figure out a
39 way to incorporate it into other Village signs and it would need to be cohesive.

40
41 Mr. Schoon then stated what he is hearing from the Board is that the sign is still too busy in terms of the
42 branches and noted the Village staff is trying to balance the direction they got from the task force and to
43 keep some elements of it and he stated he is also hearing it is too tall. Ms. Kelly also questioned how
44 close to the road would it be. She then asked if the branch at the top would be perforated and Mr.
45 Schoon confirmed that is correct. Ms. Kelly also questioned whether the lettering would be lit or if there
46 would be white painted letters. Mr. Schoon responded it would be a white translucent material with cut
47 letters and a panel behind it in off white. He also stated they would have to look at whether it could be
48 illuminated internally.

1 Chairman Albinson stated first, with regard to the trail tree logo and the sign design itself, his comments
2 on the trail tree image are that it does reflect the previous comments the Board provided collectively.
3 He also stated it is much clearer to understand that it is clearly a tree. Chairman Albinson then stated his
4 strong concern is that it is not a four color image which he would caution against and referred to the
5 change in leaf color from light to dark green. He also stated without knowing the technology which
6 would produce the sign, it would be more difficult to replicate the color and ensure consistency long
7 term which would depend on how it is presented and the material used. Chairman Albinson then stated
8 he personally did not like the airbrush technique to go from light to dark and going from blue to white
9 for the sky did not look good and that it looked too illustrated. He stated having one color against the
10 background would be easier to understand, especially as a way-finding element and it can be too much
11 in terms of making quick way-finding decisions. Chairman Albinson then stated overall, the outline
12 shape is the best he has seen but he did not feel the coloring is appropriate. He also stated going to a
13 black and white image, it is too different and it would be better to get rid of the two tone leaf color and
14 leave the outline.

15
16 Chairman Albinson then stated on the signage itself, the comments made are helpful and agreed it is
17 large. He stated there was a fair amount of work put into this by the Task Force before it came to the
18 Board and with regard to what they are being presented with, he felt a lot of information is missing in
19 terms of the lack of technicality and where they would go physically. Chairman Albinson stated seeing
20 how it relates to the physical location similar to applicants' presentations containing an image photo
21 shopped onto the element, he assumed there would be landscaping associated with it. He then stated
22 for the nice community they live in, he felt as though they are sabotaging the design process and if the
23 Board is to have the responsibility of making this decision, there is a lot of information lacking or missing
24 in order for them to feel confident about the decision they have to make. Chairman Albinson stated they
25 realize the Village is the client and they have an obligation to accept something that would only be the
26 best for the Village as a member of the Board.

27
28 Megan Pierce, Assistant Village Manager, informed the Board the Village Council assigned it to the
29 Board for a final decision and asked for their input and the fact there was a whole process around this.
30 She stated while they are gathering input, they are not assigning it to the Board to decide the whole
31 process. She noted there is an entire plan that already exists on this and the Village Council asked for the
32 Board to weigh in and did not say they want to start over on a wayfinding plan along with it. Ms. Pierce
33 stated the Task Force which was appointed already made a recommendation, and before staff finalizes
34 sign elements, the Village Council wanted the Board to look at it. She reiterated she did not want the
35 Board to feel there was not a process or plan.

36
37 Chairman Albinson stated it was conveyed at the last meeting that the Board was to make a decision.
38 Ms. Pierce stated the Board was asked to provide input to take back to the Village Council so that a
39 decision can be made to plans to go to engineering. She stated they do want a consensus decision from
40 the Board that they are directionally correct and are providing something that represents the
41 community. Ms. Pierce agreed with Mr. Schoon that they are stuck in that the
42 Task Force which is a community representative-appointed Board recommended this plan, original logo
43 and signage which the Village Council adopted, and after which they said to gather more input. She then
44 stated while they can make tweaks to the signage, they are trying to avoid undoing what was already
45 recommended and which tied into many other elements of the plan.

46
47 Mr. Klaskin stated this is the most important sign decision to be made and the Board cannot make that
48 decision lightly. Ms. Pierce stated the Board was seen as an important contributor to the process but

1 that it came about at a different time. Mr. Klaskin then asked if the Board stated they did not like what
2 they saw and provided a recommendation to see improvements, whether that would be taken into
3 consideration or if the project would move forward regardless. M. Pierce responded she cannot speak
4 for the Village Council but if that is their ultimate consensus that the Board did not think this was the
5 appropriate direction that is the comment staff would take back.
6

7 Mr. Klaskin stated this is one the most important decisions the Board has had to make since he has been
8 on the Board. He also stated this should have come to the Board the way any sign applicant would have.
9 Mr. Klaskin then stated they are now so far down the path after the Village has spent a lot of time and
10 money and none of the images say Winnetka to him.
11

12 Chairman Albinson stated he has been confused with regard to what the Board has been tasked with
13 throughout the process. He stated understanding that context that made him feel better about doing
14 the job the Board has been tasked to do. Chairman Albinson stated as far as input, he would like to step
15 back and comment on it and be done. Chairman Albinson then suggested they revert back to the very
16 original submittal to the Board and opine on the image and signage which he stated he had only a few
17 concerns about. He then stated he would prefer to provide comment on the original submittal as
18 opposed to choosing from a range of options.
19

20 Mr. Schoon stated they are asking the Board to comment on the alternate option on page 9 and they
21 have heard comments throughout the process about the design and this is the design Village staff came
22 up with taking the comments and ideas they heard from the Task Force in terms of things to incorporate
23 and the comments and concerns from a majority of the Board. Mr. Klaskin commented it is ironic that
24 it is an oak branch on a sign that says Elm. Mr. Schoon stated trail trees were typically oak trees and that
25 the signage would be used in all of the districts, not just the Elm Street District.
26

27 Ms. Kelly stated she had a problem that it is thought up and the Board is being asked for their comments
28 at the end of all the work that has been done. She asked why they were not presented with a plan of
29 where the signs would go and she cannot comment on a sign without knowing where it would go. Ms.
30 Kelly stated the sign would need to be well designed with a scale consistent with its location. Mr.
31 McLane stated there is a plan on the website. Mr. Schoon also stated it would be located in places
32 according to the downtown streetscape plan such as Indian Hill, etc. He then stated the Board is
33 commenting that they need to think about the scale relative to the location. He also stated while the
34 sign is tall but not wide, they should take into consideration the height which may be too much in
35 certain locations.
36

37 Chairman Albinson stated they need to understand context better to have an opinion about the design.
38 He then stated if they are being asked to comment on the designs presented, he did not have an issue
39 with the alternate options except for the tree logo itself along with his earlier comments.
40

41 Mr. Klaskin stated with regard to the trail tree, it "does not say Winnetka" and the connection would not
42 be immediately made between the two. He referred to the suggestion of the use of the seal, which
43 includes water since Winnetka is located close to the water and there would be a correlation. Mr.
44 Klaskin then referred to the cartoonish version of the trail tree and stated he would go back to designs
45 presented at the last meeting. Ms. Kelly agreed with Mr. Klaskin. Mr. Klaskin stated at the last meeting,
46 the Board discussed variations on two images he identified. He stated the current graphic image design
47 does not look right for Winnetka and appear as if you are going into a wilderness territory.
48

1 Ms. Kelly also stated she did not like it. Chairman Albinson stated the latest image is the best
2 representation of the trail tree but the airbrushing creates the cartoonish quality. He then stated with
3 regard to their assignment, the trail tree is the image. Chairman Albinson stated the only issue he had
4 with the design perception at the initial meeting was to get rid of the "river runs through it" portion and
5 stated that image would be acceptable. He also stated the silhouette representation is the best.
6 Chairman Albinson referred to the notion of people being able to identify it as a tree to begin with and
7 referred to the existing logo the Village uses.

8
9 Mr. Schoon stated he is hearing the Board preferred the existing trail tree graphic over anything
10 presented. Mr. McLane stated he would be hesitant to agree. Ms. Kelly asked why there are two logos
11 the sunrise and the trail tree. Ms. Pierce identified it as the "sunrise" as Village's corporate seal and it is
12 not common knowledge the Village uses its seal as its logo. She informed the Board she designed the
13 Village's website when she first came to the Village and was told she needed to incorporate the trail
14 tree.

15
16 Ms. Pierce referred to the gateway sign by the Public Works building which was developed at some
17 point and some people really like the sign, they were asked to continue to incorporate that element as
18 part of the Village's brand. She identified the logo as being used on letterhead, etc. and it was the Task
19 Force's sentiment as well that they liked the trail tree although it could be modernized. She referred to
20 the age of the surrounding communities and finding something that is traditional and relates to the
21 Village's history.

22
23 Mr. Klaskin suggested the black and white image of the current proposed log without the "clouds"
24 would be okay. Ms. Kelly stated she understood wanting to update the image of the trail tree but the
25 color did not work. Chairman Albinson stated that whatever the image is has to function and would have
26 to work with different mediums. He then stated it should be a one color logo. Chairman Albinson also
27 commented the original trail tree presented, although dated, may be the color they want and for it to be
28 crisp. Mr. McLane stated they attempted to modernize the trail tree image and the images are causing
29 confusion. Ms. Kelly suggested they have a contest.

30
31 Mr. McLane asked when the streetscape report was published. Mr. Schoon responded it was approved
32 last June. He noted only one comment was received regarding the graphic image and how identifiable it
33 was. Mr. McLane suggested they stay with where they are and confirmed they are not the deciding
34 factor with the Board only providing comments.

35
36 Mr. Klaskin stated they should have as much input into this as they have into anything else. He stated
37 they have asked perspective tenants to change color pallets and designs to better integrate into the
38 Village and the Board should have the ability to say it does not pass muster with them, table it or see
39 another version with adjustments made based on their recommendations. Mr. McLane suggested seeing
40 a cleaned up version of what they have. Mr. Klaskin agreed and stated less is more. Ms. Kelly suggested
41 an image be used which is classic and sophisticated and which reflected the community.

42
43 Chairman Albinson stated he met with Mr. Schoon regarding this project and he felt concerned and
44 confused because the Board is asked to be a little bit involved and there is a lot of ownership being
45 placed on the Board which made him uncomfortable. He also stated he did not have the context of the
46 process of understanding the differences between using the seal versus using a common visual element.
47 Chairman Albinson stated his general comment is concern and confusion and there is overall concern
48 from the Board as far as the process and whether this is the right outcome. Ms. Kelly agreed she is put

1 off in not being more a part of the process since the Board is made up of professional people who
2 specialize in this. She stated their comments are coming from education behind it. Ms. Kelly reiterated
3 they need to know where the signs go and what it is made of and they are being asked to approve a
4 broad image.

5
6 Chairman Albinson then stated he appreciated the Village Council asking for the Board's input and as
7 difficult as this topic has been, it may be out of their traditional element. He also stated if they are all
8 consistently concerned and confused, Mr. Schoon should take back to the Village Council that there was
9 unanimous confusion. Chairman Albinson stated if they are forced to pick an image, they can list their
10 comments behind it.

11
12 Mr. Schoon stated all designers are given limitations and if the client which is the Task Force and the
13 Village is stating they want a trail tree as part of it. He stated the gateway sign to go anywhere in the
14 community without stating exactly where it would be. He stated he is hearing from the Board they
15 need to be considerate in terms of scale and flexibility in terms of where they can put the sign. Color
16 also need to take into considerate tavern market green color of the light poles. Mr. Schoon stated that
17 Board member's comments are all in different places on different issues and they have been through
18 this twice before with four Board Members present each time providing comments. He then stated he is
19 trying to figure out where to go from here to convey their concerns to the Village Council. He stated he
20 would convey the words sophisticated and artistic as what they are looking for. Mr. Schoon stated
21 while Chairman Albinson was fine with one image, other Board Members stated they were not happy
22 with it. He stated the only clear comment he heard was to go back to the original trail tree image and
23 get it as close as possible to something else.

24
25 Mr. McLane stated the constraints are fine and they realize they are dealing with constraints. He then
26 stated they know they are dealing with basics such as green. Mr. McLane stated the direction was how
27 to modernize or contemporize what is there and he would like to see a contemporary rendering of the
28 Village's existing trail tree. He stated in terms of contemporizing, he suggested to take the image and
29 modernize it and make it look like something that was done today. He stated if you were to tell a
30 graphics person to contemporize the image, they would understand what that meant. Mr. McLane
31 stated the renderings presented went too far left or right.

32
33 Chairman Albinson suggested they conclude their comments on the image first before discussing the
34 sign. Ms. Kelly agreed with Mr. McLane's comments to bring the existing logo up to date and clean it up.
35 Chairman Albinson also agreed with Mr. McLane's suggestions and to take the current logo or tree and
36 clean it up and to see if there is an update to the tree without starting from scratch. He agreed with Ms.
37 Kelly's point that the existing trail tree logo is artistic looking and the Village knows and is familiar with
38 it. Chairman Albinson also stated there is timelessness to the image. Ms. Kelly asked if the tree had to be
39 in a circle and suggested a silhouette in the back of the sign with writing over it. Mr. McLane
40 commented he liked the badge element of it. Chairman Albinson emphasized the fact that they want a
41 one color sign which would be easier for the eye and easier to work with. He asked if there were any
42 other comments on the image. No additional comments were made at this time.

43
44 Mr. McLane then stated there is a certain elegance to the sign itself and referred to Ms. Kelly's
45 comments on the height and that it seemed looming. He stated to include the badge on each sign would
46 represent a true fingerprint on each one. Mr. McLane then stated with regard to the one color image, if
47 the classic trail tree image came back, it could be metal stamped with the oak branches which would
48 provide a balance of elements within the sign.

1 Mr. Klaskin stated having the trail tree in the classic style, getting rid of the oak branch and not having
2 the badge emblem at the bottom of the sign which would help to reduce the size. Ms. Kelly suggested
3 having the existing trail tree logo cut into the top of the sign would eliminate the need for a frame.
4 Chairman Albinson stated if they were to use the existing logo or an updated version, there are multiple
5 options and if it was one of the options the Board is being asked to consider, it should be one color
6 without the circle around it. He then stated if they were to use the existing image, there is no need for
7 the perforated portion at the top.

8
9 Chairman Albinson then stated there now appeared to be more of a Board consensus and the fact they
10 feel the image they have is not broken. He reiterated suggesting to reuse the existing trail tree image
11 and work with it to update it. Chairman Albinson stated a simplified version would be better for the
12 signage. He asked if there were any other comments.

13
14 Mr. McLane referred to the different badge element renderings. Chairman Albinson referred to the
15 image of the directional signage without the border around the badge and he referred to some variation
16 of the current tree image. Mr. McLane stated the badge with the updated contemporized icon would be
17 fine. Mr. Klaskin commented the less is more approach of the simplified tree approach on a green or
18 black field with text. He agreed with Ms. Kelly's suggestion there should be a compromise. Chairman
19 Albinson stated Ms. Kelly's suggestions represent a good outline of the approach they would prefer
20 taken.

21
22 Mr. McLane asked if these elements on page 9 came from a streetscape probe. Mr. Schoon responded
23 the originals came from the streetscape consultant and the changes were done by a graphic
24 designer. Mr. McLane then stated he did not struggle with the sign components themselves.

25
26 Chairman Albinson reiterated the Board's suggestion to use the existing trail tree image in one color
27 with a rectangle piece to be mounted to a pole and cut in the logo and he would be in favor of that as an
28 example of a classic identifier. He confirmed the tree or the logo itself would be "air". Everyone agreed
29 with Chairman Albinson's suggestion. Chairman Albinson confirmed the logo should be laser cut. Ms.
30 Kelly suggested it be done the opposite way. She then stated all the white areas would be cut
31 out. Chairman Albinson then stated to get rid of all of the leaf elements or the whole perforated portion
32 at the top with the main portion being the organic tree.

33
34 Chairman Albinson stated for the tall directional signage, the tree should be put at the top. Mr. McLane
35 stated he did not have a problem with the directional signage image. Chairman Albinson asked if there
36 were any other comments. No additional comments were made at this time.

37
38 Mr. Schoon stated he understood the Board's comments with regard to the gateway sign and for the
39 image, if they went back to the Village Council and stated the Board did not have a strong like for any of
40 the images presented and to go back to be an updated version of the trail tree. Mr. McLane stated
41 updated meant cleaned up. Mr. Schoon then stated he heard the gateway sign is too busy in terms of
42 the leaves and branches and it should focus on that image in terms of graphic element as opposed to
43 text and for it to go at the top opposed to the bottom. He then stated for the directional signage, they
44 may be left in that general field and figure some way to incorporate the graphic image at the bottom.
45 Chairman Albinson stated the cleaned up version of the existing trail tree log should be easy to use. Mr.
46 Klaskin stated a singular arbor element on the sign should be used. Chairman Albinson also stated
47 lowering the rectangular piece and having the tree image as a circle halfway down. Ms. Kelly also stated

1 for scale and context for its location to be taken into consideration. Chairman Albinson added the Board
2 would like to see it. He then thanked them for asking for the Board's involvement on the project.

3
4 Chairman Albinson asked if there were any other comments. No additional comments were made at this
5 time.

6
7 **Adjournment:**

8 The meeting was adjourned at 8:37 p.m.

9
10 Respectfully submitted,

11 Antionette Johnson

12 Recording Secretary
13

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: ANN KLAASSEN, SENIOR PLANNER
DATE: JUNE 12, 2019
SUBJECT: CASE NO. 19-18-DR: 552 LINCOLN AVENUE –CONSIDERATION OF SIGN PERMIT APPLICATIONS AND SIGN CODE VARIATION FOR PROJECTING SIGNS

INTRODUCTION

On June 20, 2019, the Design Review Board/Sign Board of Appeals is scheduled to consider applications filed by 552 Lincoln Avenue, LLC (the “Applicant”) as the owner of the property at 552 Lincoln Avenue (the “Subject Property”), to allow four projecting blade signs for the following existing tenants of the Subject Property: *Games on Lincoln*, *Adelheidi’s Ice Cream & Gelato*, *Beat Street Toys & Gifts*, and *Hoffmann Commercial Real Estate*. The Applicant has submitted applications seeking the following approvals:

1. Sign permit applications to allow four projecting blade signs that are 3 feet in width and 2 feet in height; and
2. Sign Code Variation to allow the installation of four projecting blade signs that extend more than 2 feet from the wall of the building.

PROPERTY DESCRIPTION

The Subject Property is located on the west side Lincoln Avenue between Elm Street and Prospect Avenue and is located in the C-2 Commercial Overlay District. The Subject Property contains an existing two-story commercial building. *Games on Lincoln*, *Adelheidi’s*, and *Beat Street* are new tenants on the first floor of the Subject Property. *Hoffmann Commercial Real Estate* is a new tenant in an office space on the second floor.

CURRENT REQUEST

In April, it was brought to the attention of the Community Development Department that projecting signs were installed without a permit and the necessary approval by the Design Review Board (DRB). The existing signs are identified in Figures 1 and 2 on the following page. Consequently, sign permit applications and a sign code variation application was submitted by the Applicant on June 4, 2019. The sign permit applications submitted by the Applicant depict four oval two-sided projecting signs. The signs are constructed of metal with applied vinyl graphics that are fixed to the wall of the building with a clearance of 12 feet above the sidewalk. All four signs are equal in size; with each side of the panel measuring 3 feet in width and 2 feet in height. Each sign is colored according to each individual tenant’s commercial identity. The Applicant has provided photos of the signs and elevation renderings, which can be found in the submitted application materials in Attachment A.

According to the Applicant the existing window signs will be removed and additional sign permit applications for window signage will be submitted for consideration by the DRB at a future meeting.



Figure 1 – Subject Property (looking south)



Figure 2 – Subject Property (looking north)

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Side Code specifies standards for commercial signs within the Village. The projecting signs comply with the requirements of not exceeding a height of 3 feet and maintaining a clearance over the sidewalk of at least 8 feet. However, the projecting signs do not comply with the Sign Code because the signs extend more than 2 feet from the wall of the building. The projecting signs require relief because the signs themselves are 3 feet in width, and are fixed to the building wall with a metal bracket which increases the extension of the signs from the building wall by approximately six (6) additional inches. An excerpt of the Sign Code pertaining to projecting signs is included in this report as Attachment B.

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 four projecting blade signs that extend more than 2 feet from the wall of the building.

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 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 (6) square feet. The signs do not exceed six (6) square feet and are fixed with no illumination. An excerpt of the Design Guidelines pertaining to signage is included as Attachment C.

SUMMARY

The Applicant requests that the DRB/Sign Board of Appeals approve the four existing projecting signs. Should the DRB/Sign Board of Appeals approve the sign permit and grant the necessary sign code variation, the Applicant needs to receive a sign permit from the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Sign Code

Attachment C: Excerpt of Design Guidelines

ATTACHMENT A

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
SIGN CODE VARIATION

Project Address : 552 Lincoln Avenue
Name of Business: Games on Lincoln, Adelheid's, Beut Street, Hoffmann CRE
Real Estate Index Number: _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) 120. B.2.
_____ of Chapter 15.60 [Signs] of the Winnetka Village Code for the following work:
Installation of exterior blade signs

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 _____
Owner of record (or authorized agent)

825 Green Bay Rd., Suite 100
Owner Address

Wilmette, IL 60091

(847) 512-3180
Owner Telephone

Signed _____
Applicant

Same
Applicant Address

() Same
Applicant Telephone

HOFFMANN

COMMERCIAL REAL ESTATE

We are seeking a Sign Code Variation for the external blade signs located at 552 Lincoln Avenue. These signs have been custom made to exactly match those in the property located directly to the north at 562-572 Lincoln Avenue to help create a continuity to that portion of the street. The sign itself is within the acceptable size of code 15.60.030, the portion of the arm past the sign is approximately 6 inches past the allowed projection from building and was included to match the design element of the existing signs. All other aspects of the signs under consideration meet current code.

825 Green Bay Road, Suite 100, Wilmette, IL 60091

P: 847.512.3180 · F: 847.512.3199

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

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: <u>Adelheidis</u>		Primary contact name: <u>Dan Burns</u>	Phone: <u>847-512-3180</u>
Street Address: <u>552 Lincoln</u>			Fax:
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email: <u>dburns@ospreycapitalllc.com</u>

Sign Company

Name of Sign Company: <u>Fast Signs</u>		Primary contact name: <u>Kim Hackl</u>	Phone: <u>847-423-3456</u>
Street Address: <u>3437 Dempster St.</u>			Fax:
City <u>Skokie</u>	State <u>IL</u>	Zip Code <u>60076</u>	Email: <u>Kim.Hackl@fastsigns.com</u>

Property Owner

Name of Company: <u>552 Lincoln Avenue, LLC</u>		Primary contact name: <u>Jenn Epstein</u>	Phone: <u>847-512-3180</u>
Street Address: <u>825 Greenbay Rd, Suite 100</u>			Fax:
City <u>Wilmette</u>	State <u>IL</u>	Zip Code <u>60091</u>	Email: <u>jepstein@hoffmanncre.com</u>

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

Metal blade sign with printed vinyl covering

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

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: <u>Games on Lincoln</u>		Primary contact name: <u>Dan Burns</u>	Phone: <u>847-512-3180</u>
Street Address: <u>552 Lincoln Ave. #2</u>			Fax:
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email: <u>dburns@ospreycapitalllc.com</u>

Sign Company

Name of Sign Company: <u>Fast Signs</u>		Primary contact name: <u>Kim Hackl</u>	Phone: <u>847-423-3456</u>
Street Address: <u>3437 Dempster St.</u>			Fax:
City <u>Skokie</u>	State <u>IL</u>	Zip Code <u>60076</u>	Email: <u>Kim.Hackl@fastsigns.com</u>

Property Owner

Name of Company: <u>552 Lincoln Avenue LLC</u>		Primary contact name: <u>Jenn Epstein</u>	Phone: <u>847-512-3180</u>
Street Address: <u>825 Green Bay Rd, Suite 100</u>			Fax:
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60091</u>	Email: <u>jepstein@hoffmannscc.com</u>

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

Metal blade sign with printed vinyl covering

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

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

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: Hoffmann Commercial Real Estate		Primary contact name: Dan Burns	Phone: 847.512.3180
Street Address: 552 Lincoln Avenue			Fax:
City Winnetka	State IL	Zip Code 60093	Email: dburns@ospreycapitalllc.com

Sign Company

Name of Sign Company: Fast Signs		Primary contact name: Kim Hackl	Phone: 847.423.3456
Street Address: 3437 Dempster St.			Fax:
City Skokie	State IL	Zip Code 60076	Email: kim.hackl@fastsigns.com

Property Owner

Name of Company: 552 Lincoln Avenue, LLC		Primary contact name: Jenn Epstein	Phone: 847.512.3180
Street Address: 925 Green Bay Rd, Suite 100			Fax:
City Wilmette	State IL	Zip Code 60091	Email: jepstein@hoffmanncre.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

Metal blade sign with printed vinyl covering

OFFICE USE ONLY

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

CONDITIONS OF APPROVAL: _____

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

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: <u>Beet Street Toys</u>		Primary contact name: <u>Julie Windsor</u>		Phone: <u>847-512-3180</u>
Street Address: <u>552 Lincoln Avenue</u>				Fax:
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email: <u>dburns@ospreycapitalllc.com</u>	

Sign Company

Name of Sign Company: <u>Fast Signs</u>		Primary contact name: <u>Kim Hackl</u>		Phone: <u>847-423-3456</u>
Street Address: <u>3437 Dempster St.</u>				Fax:
City <u>Skokie</u>	State <u>IL</u>	Zip Code <u>60076</u>	Email: <u>Kim.hackl@fastsigns.com</u>	

Property Owner

Name of Company: <u>552 Lincoln Avenue LLC</u>		Primary contact name: <u>Denn Epstein</u>		Phone: <u>847-512-3180</u>
Street Address: <u>825 Green Bay Road, Suite 100</u>				Fax:
City <u>Wilmette</u>	State <u>IL</u>	Zip Code <u>60091</u>	Email: <u>jepstein@hoffmanncre.com</u>	

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

Metal blade sign with printed vinyl covering

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

tka Walk

Games on Lincoln

Best Street
Toys & Gifts

Best Street
Toys & Gifts
GRAND OPENING

OPEN



EXTG STOREFRONT
EXTG LANNON STONE

healyrice@comcast.net

Games on Lincoln



EAST ELEVATION

1/4" = 1'-0"

PROPOSED FAÇADE RENOVATION HEALY M. RICE, AIA

552-54 LINCOLN AVE.
 WINNETKA, IL 60093

934 ELMWOOD AVE.
 WILMETTE, IL 60091
 847-853-0824
 847-853-0132 (FAX)
 healyrice@comcast.net

PRELIMINARY DESIGN

29 JANUARY 10

Beat Street



EAST ELEVATION

1/4" = 1'-0"

PROPOSED FAÇADE RENOVATION

552-54 LINCOLN AVE.
WINNETKA, IL 60093

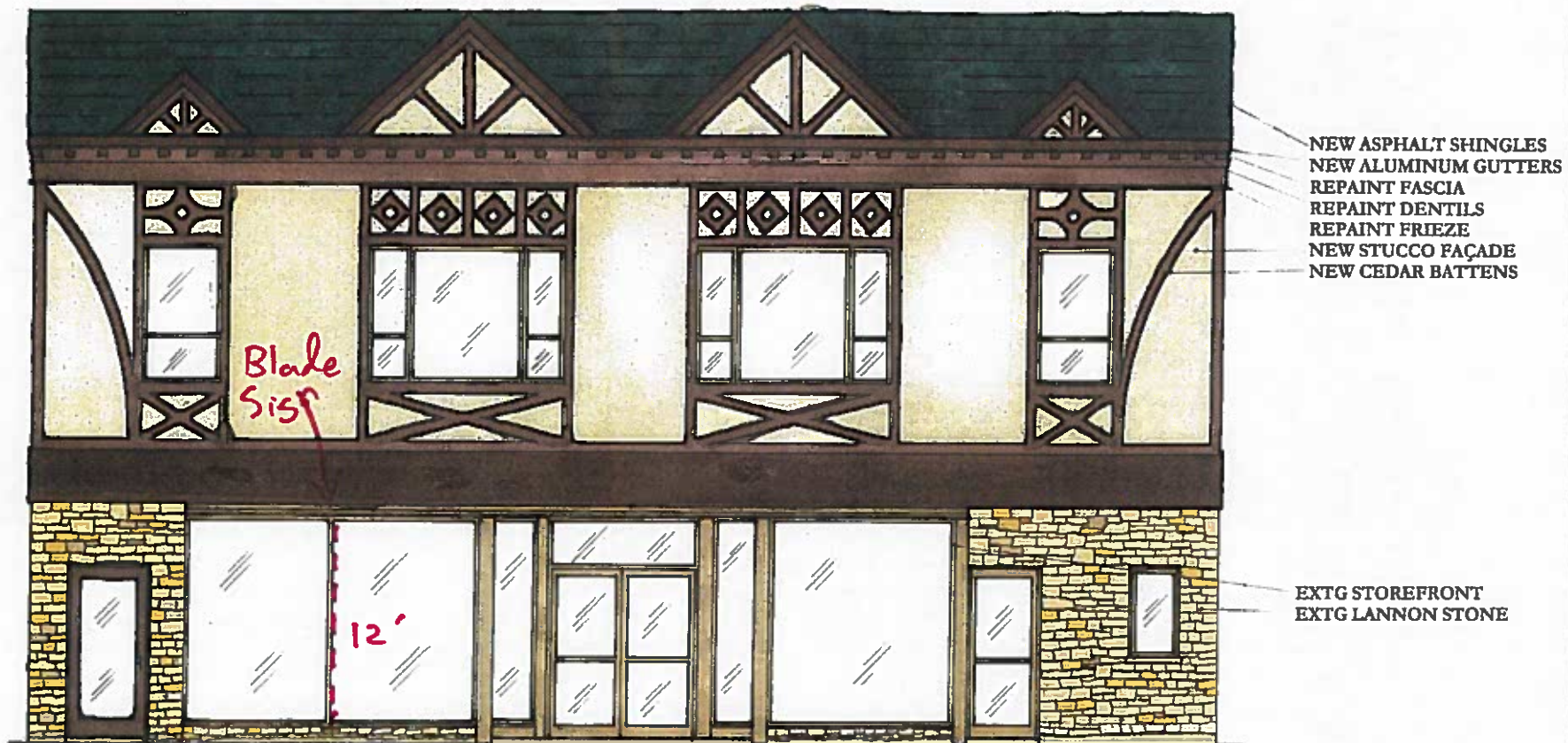
PRELIMINARY DESIGN

29 JANUARY 10

HEALY M. RICE, AIA

934 ELMWOOD AVE.
WILMETTE, IL 60091
847-853-0824
847-853-0132 (FAX)
healyrice@comcast.net

Adelheidis



EAST ELEVATION

$\frac{1}{8}'' = 1'-0''$

PROPOSED FACADE RENOVATION

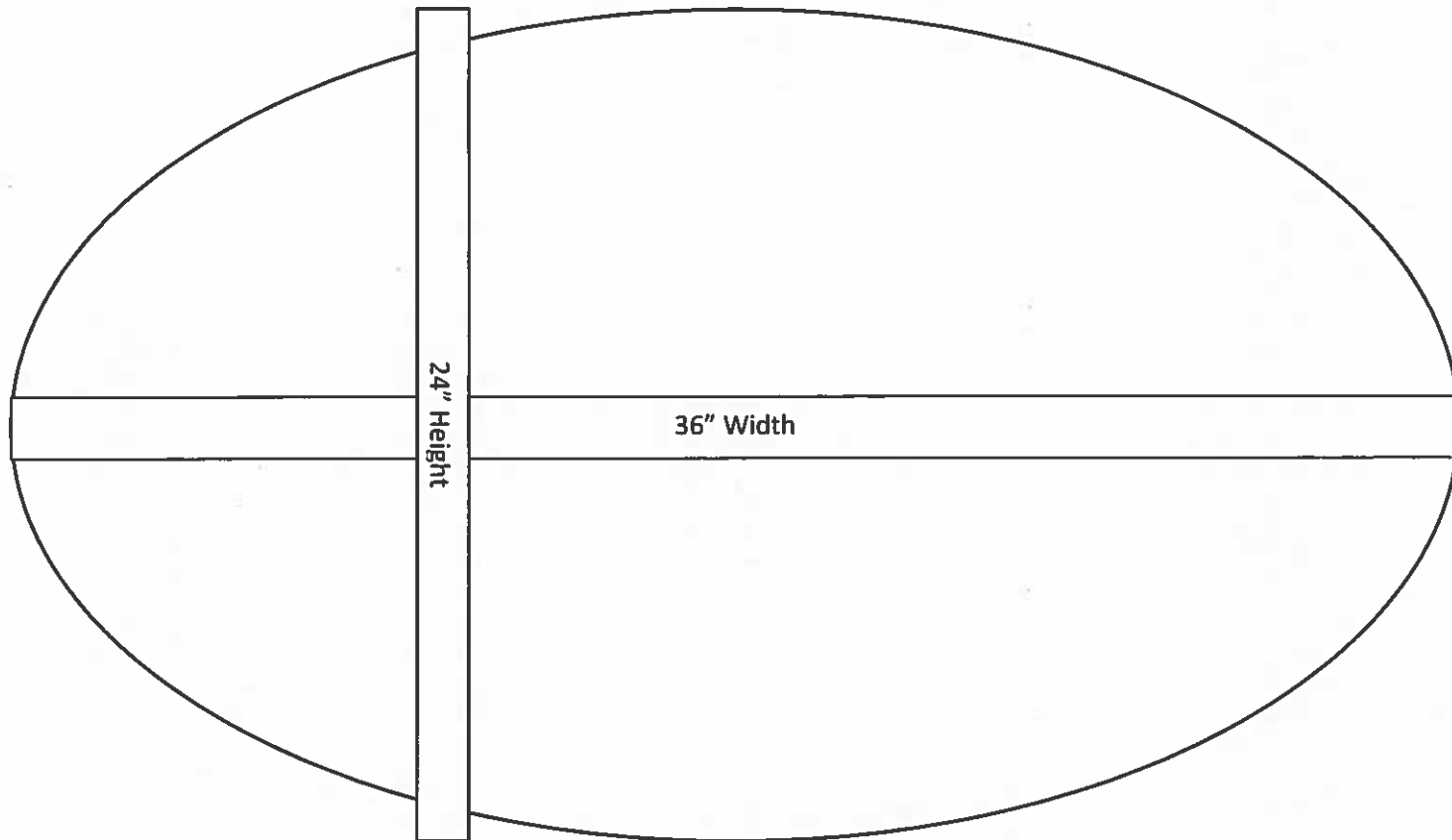
552-54 LINCOLN AVE.
WINNETKA, IL 60093

PRELIMINARY DESIGN

29 JANUARY 10

HEALY M. RICE, AIA

934 ELMWOOD AVE.
WILMETTE, IL 60091
847-853-0824
847-853-0132 (FAX)
healyrice@comcast.net



ATTACHMENT B**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.

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: JUNE 14, 2019
SUBJECT: CASE NO. 19-19-DR: 555 CHESTNUT STREET (BUNNY AND BABE) -
CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS

INTRODUCTION

On June 20, 2019, the Design Review Board is scheduled to consider an application submitted by Peyton and Christopher Merrill (the "Applicants") as the lessees of the property located at 555 Chestnut Street (the "Subject Property"), for a Certificate of Appropriateness to allow exterior alterations including window improvements, window replacement, signage, exterior lighting, planters, and a new awning on the existing front façade of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Chestnut Street between Spruce Street and Elm Street 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 is one of four (4) storefronts within the one-story commercial building. Other tenants in the building include *Doyle Optical*, *Marcus boutique*, and *Bleachers Sports Music and Framing*. The Subject Property is currently vacant and was most recently occupied by *McElroy Furs*. The building has an older brick façade with some minor architectural accents along with windows and awnings along the other storefronts. Figures 1 through 3 later in this report identify the Subject Property.

CURRENT REQUEST

The Applicants are opening *Bunny & Babe*, a clothing boutique, on the Subject Property, which is the southernmost storefront in the building. Currently, the storefront has four large windows with a metal-framed glass door in the center. Above each window and the door is a row of transom windows and a sign band above them. While the storefront does not have an existing awning, the other three tenants in the building do.

The Applicants are proposing several changes to the storefront for the opening of their new clothing boutique. The improvements would include the following:

- A new retractable awning would be installed for the storefront. The awning would span for most of the storefront and have dimensions of 3 feet in height, 21.17 feet in length, and project 3 feet from the building. The awning would also have a clearance of 8 feet above the sidewalk and a tapered valance ribbon at the edge, 10 inches in height. The awning would have a metal frame with a "Mid Blue" fabric. The valance would feature a sign with the business name "BUNNY & BABE" in 6-inch white painted letters.

- Exterior lighting would be added at the top of the storefront on the sign band with the installation of four white metal gooseneck fixtures to provide downward illumination at the awning and signage.
- Each transom window above the main windows and doorway would be enhanced with a painted wood grille frame installed on the interior. The existing extendable window at the transom above the door would be replaced with a new fixed window to match the rest of the transoms.
- Wood planters would be installed at the base of the storefront. The planters would be painted in the same shade of blue as the awning while being 11 inches in height and 12 inches in width. They would be set out seasonally and contain small boxwoods and seasonal accent flowers.
- Window signs would be installed on the door and one of the storefront windows. Both signs would be white acrylic letters with copy of the business name. The door sign would be measure 14 inches in height by 14 inches in length for an area of 1.37 square feet. The window sign would measure 3 inches in height and 3.37 feet in length for an area of 0.84 square feet.

As represented in the attached plans, the existing door will remain in place, despite some initial indications on the application of its replacement. The Applicants have provided elevation renderings and design specifications for the proposed windows, awning, signs, and planters which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Awnings - The Village's Sign Code limits copy on awning signs to the name of a business, street address numbers and logo, and is subject to a maximum height of six inches. The proposed awning sign complies with the sign code.

Window Signs – 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”.

There are four separate windows which are separated by a window pane and one door. One vinyl applied graphic sign measuring 3 inches by 3.37 feet (0.84 square feet) is proposed in the lower portion of the southernmost window and would occupy 3.65% of the window. A vinyl applied logo sign measuring 14 inches by 14 inches (1.37 square feet) is also proposed for the door, which would occupy 6.49% of the door.

Additionally, the Sign Code states that the total area of all signs shall not exceed 15% of the total area of street exposure. The window signs on the door and window have a combined area of 2.21 square feet. In total, the proposed awning sign (3.38 square feet) and window signs (2.21 square feet) occupy 5.59 square feet, or 1.16% of the 482.34 square feet of street exposure. The only copy on the signs is the name of the business. A staff analysis of the sign area with calculations is included as Attachment C.

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The proposed awning complies with the code requirement of having a minimum clearance of eight feet above the sidewalk. It would also not project over more than three-fourths of the width of the 10-foot sidewalk with its 3-foot depth, as required by Village Code. Staff would note

that the three existing awnings are legally non-conforming as when they are full extended they are 6'6" from grade. Should the frames for these existing awnings ever need to be replaced, the new frames will need to provide the minimum eight-foot clearance requirement.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on windows for commercial buildings.

- The Guidelines state that original storefronts with transom windows should be repaired and renovated when possible. The proposed exterior changes would enhance and preserve the existing transom windows. The Applicant is proposing to add painted wood grilles at the transoms on the interior side.

The Village's Design Guidelines provide guidance for signage on commercial buildings.

- The Guidelines state that decal signs should be located towards the lower section of the storefront window area and not exceed 6 inches in height. The Guidelines also state that the sign color should be limited to earthtones and primary colors while harmonizing with the surrounding buildings. The proposed white window signs would comply with Design Guidelines requirements of size, location, and color.

The Design Guidelines provide guidance on the installation of awnings.

- The Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood and are restricted to earthtones and primary colors and secondary colors.

The Design Guidelines provide guidance on building lighting.

- The Guidelines state: *"1. Exterior Uses and Types: Exterior building lighting should be carefully designed. Incandescent and low voltage lighting may be allowed. Fixtures should be contextual with the building and adjacent building design. Building lighting should focus on providing light on building signs and enhancing architectural details on the facade. All lighting shall be located and shielded from direct visibility from any dwelling or public street per the Winnetka Village Code. Wall lanterns and architectural highlighting should be considered. Sodium and fluorescent lighting is not allowed."* The proposed lighting would mainly provide highlights and attention to the awning and its sign. The light fixtures' white color and metal finish would allow the lighting to blend in with the building and surrounding neighborhood. The lighting would be directed away from neighboring properties and towards the signage, as desired by the Guidelines.

The Design Guidelines provide guidance on planters.

- The Guidelines state sidewalk areas should maintain a minimum pedestrian clear zone of 6 feet in combination with landscaping and streetscape amenities. They also state that vegetation species should preferably be within the approved palette found within the Guidelines. The planters are small enough to preserve the pedestrian clear zone of 6 feet within the 10-foot sidewalk and the boxwood plants and seasonal flowers are acceptable species as indicated by the plant palette.

The proposed exterior improvements including changes to the awning, signage, planters, and transom windows changes are ultimately designed to preserve the look of a storefront façade while providing an improved aesthetic for a new business. An excerpt of the Design Guidelines is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed exterior alterations appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB approve the application, the Applicant would first need to receive a building permit from the Community Development Department prior to installing the awning and lighting.

ATTACHMENTS

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



Figure 1 – Subject Property



Figure 2 – Entire storefront



Figure 3 – Subject Property – neighborhood context



Figure 4 – Subject Property (looking south)



Figure 5 – Subject Property (looking north)

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 555 Chestnut Street
NAME OF BUSINESS(ES) Bunny & Babe

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? ☒

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

As part of commercial tenant build-out, exterior work to include alterations to existing storefront (removal of operable awning window above entry door; installation of new fixed glazing) and installation of decorative grills at storefront transoms (inside face; interior of store). Installation of new retractable awning ("Robusto" by NuImagePro with color to be "mid blue" or similar). New half-lite painted wood entry door and painted wood planters. New logos and/or company name to be located on awning and lower portion of south-most storefront and on new entry door glazing.

I/We hereby certify that as Lessee (Lessee/Owner) of the property at 555 Chestnut Street (address) I am/we are authorized to submit plans for alteration of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board, as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED

[Redacted Signature]

PRINT NAME(S) Peyton Merrill & Christopher Merrill

ADDRESS [Redacted Address]
Winnetka, IL 60093

PHONE NUMBER [Redacted Phone Number]

FOR OFFICE USE ONLY

COA applied for (date) _____

COA Case Number _____

COA issued (date) _____

PRIMARY DESIGN FIRM Michael Hershenson Architects
CONTACT NAME Michael Hershenson
ADDRESS 1515 Sherman Ave., #2 South
Evanston, IL 60201
PHONE NUMBER (847) 869-7700
FAX NUMBER (847) 869-7707

A W N I N G P E R M I T A P P L I C A T I O N

Name of Business: Bunny & Babe		Primary contact name: Peyton Merrill	Phone: [REDACTED]
Street Address: [REDACTED]			Fax:
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]

Name of Awning Company: Evanston Awning		Primary contact name: Daryl	Phone: Winnetka
Street Address: 2801 Central Street			Fax:
City Evanston	State IL	Zip Code 60201	Email:

Name of Company: Jean Wright		Primary contact name: Todd Stephens	Phone: (847) 446-3100 (ext #1)
Street Address: 833 Elm Street, Suite 205			Fax:
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]

Awning Dimensions: Width +/- 21'-2" Height 3'-0" Projection from building face: 3'-0"

OFFICE USE ONLY PERMIT FEE (\$70 each)

CONDITIONS OF APPROVAL:

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: Bunny & Babe		Primary contact name: Peyton Merrill	Phone: [REDACTED]
Street Address: [REDACTED]			Fax:
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]

Sign Company

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

Property Owner

Name of Company: Jean Wright		Primary contact name: Todd Stephens	Phone: (847) 446-3100 (ext #1)
Street Address: 833 Elm Street, Suite 205			Fax:
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]

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

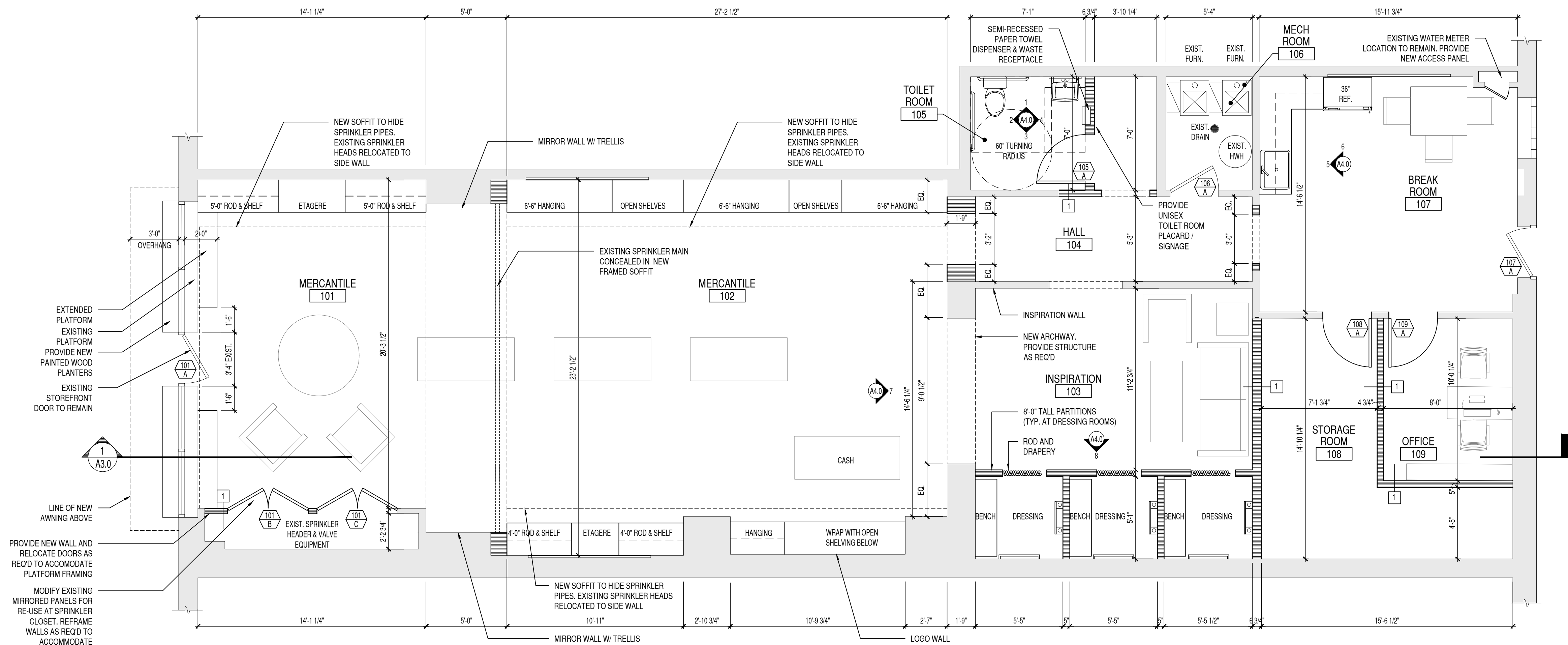
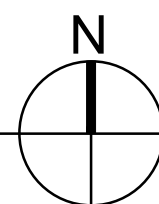
Additional description of sign type and materials

Window decal (company name) shall be 3" tall white vinyl applied to the glazing (interior side).
Door decal (company logo) shall be white vinyl applied 14" x 14"

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



1 SITE MAP
A0.0 Scale: 1/128" = 1'-0"



2 PROPOSED FLOOR PLAN
A1.0 Scale: 1/4" = 1'-0"

WALL LEGEND	
	NEW WALLS
	EXISTING WALLS

GENERAL FLOOR PLAN NOTES	
	ALL INTERIOR WALLS TO BE 4-3/4" WITH ALL INTERIOR PLUMBING & POCKET DOOR WALLS TO BE 6-3/4" (FACE OF 5/8" GYP. BOARD TO FACE OF 5/8" GYP. BOARD) WHERE APPLICABLE, MATCH THICKNESS OF EXISTING SIMILAR & ADJACENT CONSTRUCTION (GC TO FIELD VERIFY).
	TYPICAL UNLESS OTHERWISE NOTED
	ALL INTERIOR WALLS SHALL HAVE SOUND BATT INSULATION
	FINISHED CEILING HEIGHTS INDICATED ON ELECTRICAL PLANS.
	WHERE APPLICABLE, MATCH CEILING HEIGHT OF EXISTING SIMILAR & ADJACENT CONSTRUCTION FOR FLUSH TRANSITION (GC TO FIELD VERIFY).
	TYPICAL UNLESS OTHERWISE NOTED
	VERIFY CEILING DESIGNS W/ INTERIOR ELEVATIONS & DETAILS

TYPICAL PARTITION TYPES	
TYPE 1- NEW PARTITION WALL (1 HR. FIRE RATING) U.L. DES. #1337 2 x 4 WOOD STUDS @ 16" O.C.; OR 2 x 6 WOOD STUDS @ 16" O.C. ONE LAYER OF 5/8" TYPE-X GYPSUM BOARD ON EACH SIDE	

INDEX OF DRAWINGS	
A1.0	SITE MAP & PROPOSED FLOOR PLAN
A2.0	EXTERIOR ELEVATIONS & PARTIAL BUILDING SECTION

4	CERT OF APPROP.	06.07.19
3	CERT OF APPROP.	05.30.19
2	FOR BLDG PERMIT	05.24.19
1	FOR INT. DESIGN	04.11.19

BUNNY & BABE
INTERIOR RENOVATION
555 CHESTNUT STREET
WINNETKA, IL 60093



MICHAEL HERSHENOV ARCHITECTS
1515 Sherman Ave., Suite 2S
Evanston, Illinois 60201
Telephone: 847. 869. 7700
Facsimile: 847. 869. 7707
© 2018 Michael Hershenov Architects

**DEMO & PROPOSED
FLOOR PLANS**

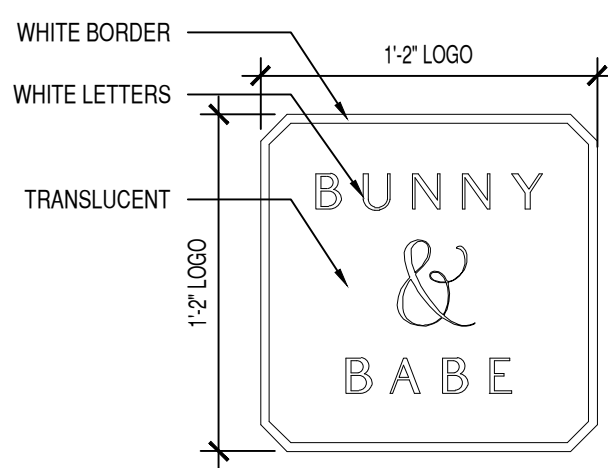
Drawn By:	Sheet Number:
Checked By:	A1.0



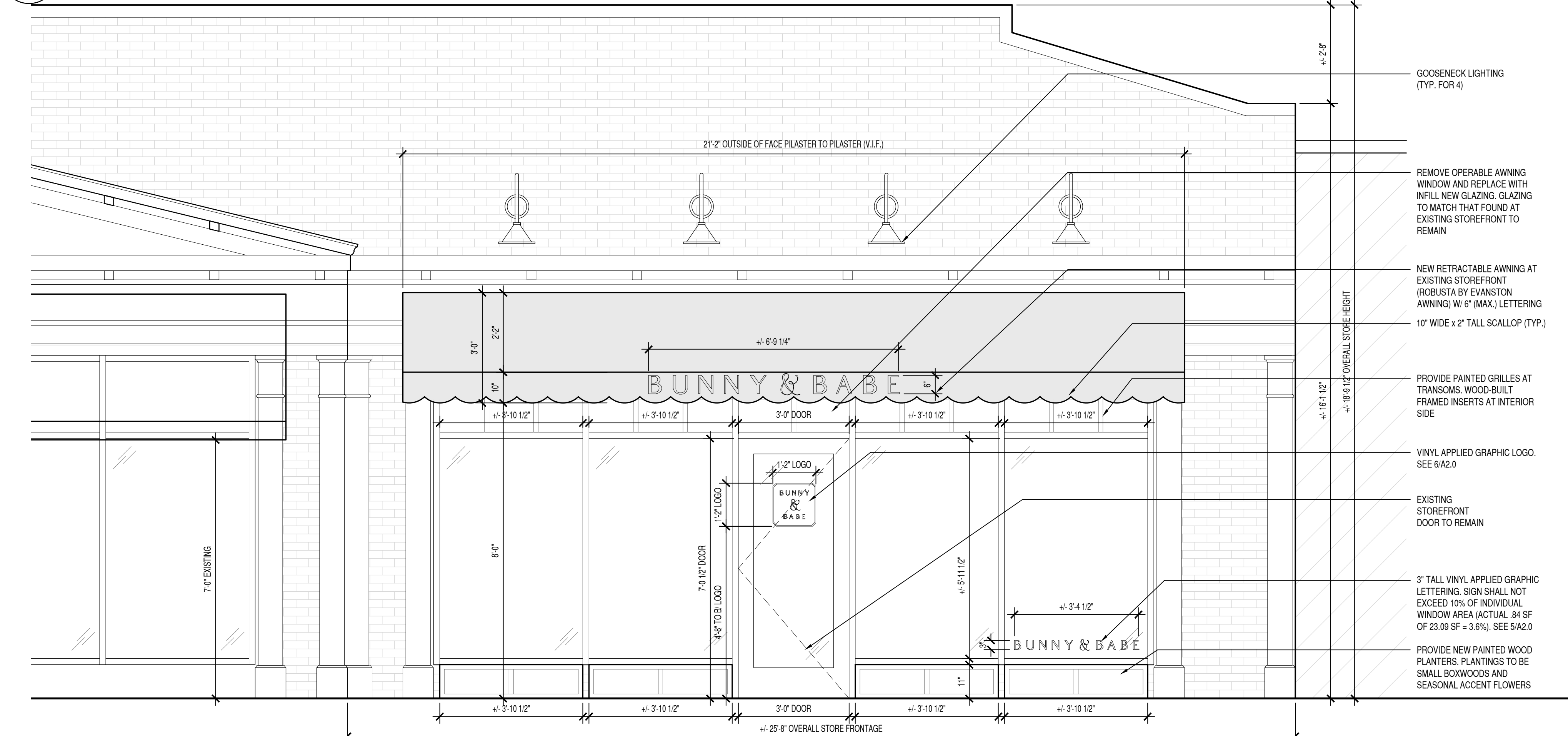
1 EXISTING FULL BUILDING ELEVATION
A2.0 Scale: 1/4" = 1'-0"



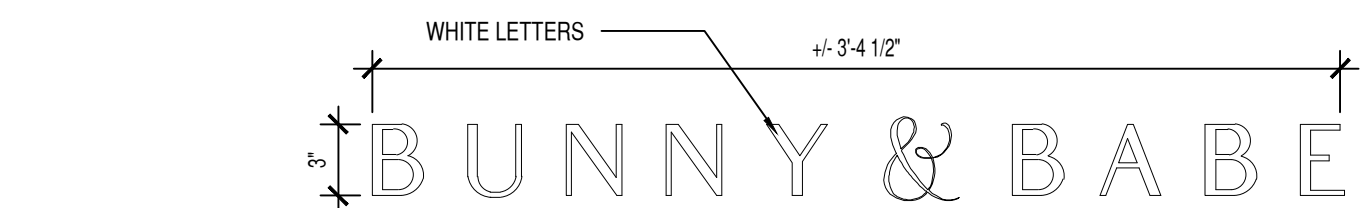
2 PROPOSED FULL BUILDING ELEVATION
A2.0 Scale: 1/4" = 1'-0"



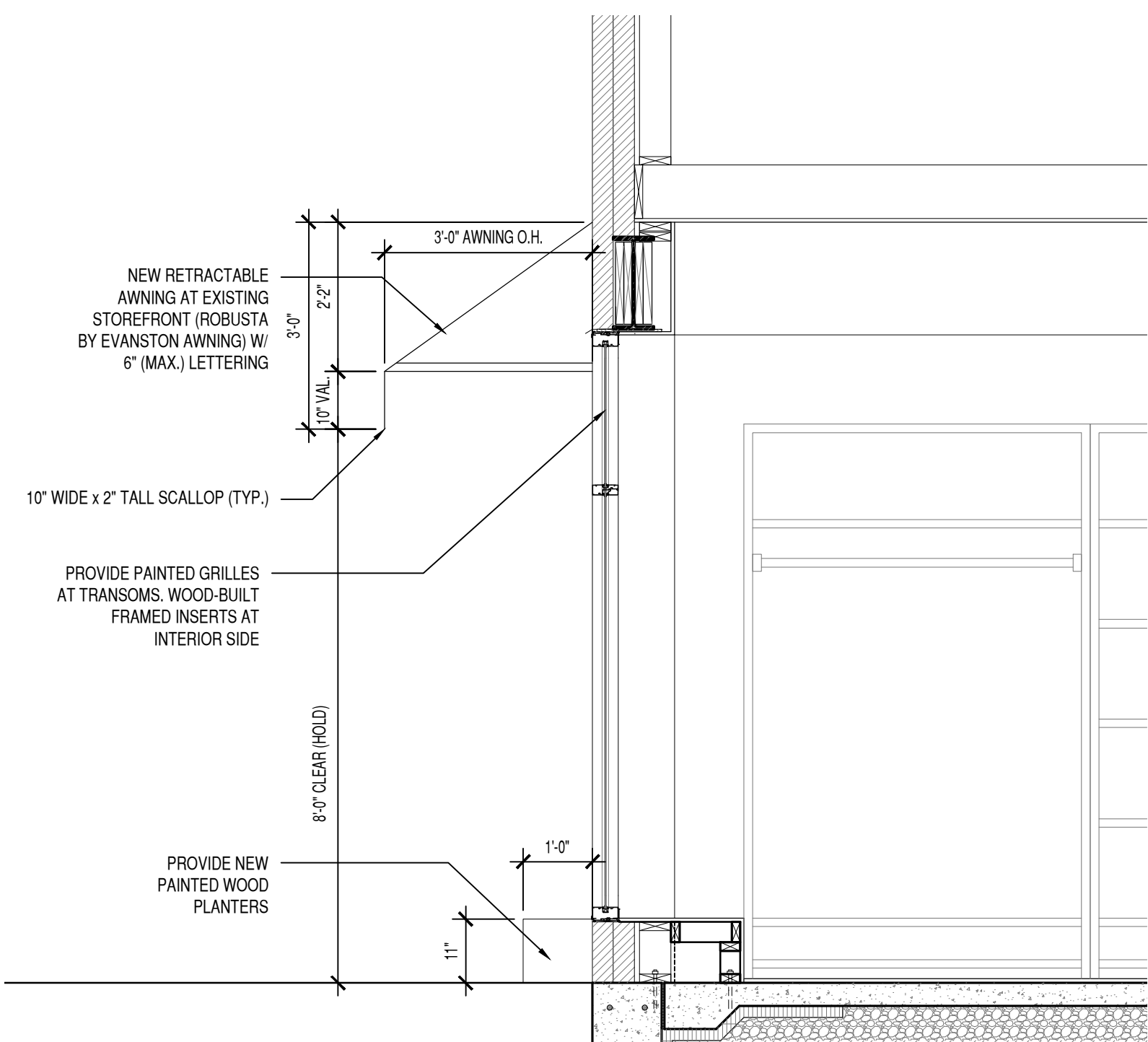
6 DOOR DECAL
A2.0 Scale: 1-1/2" = 1'-0"



3 PARTIAL EXTERIOR ELEVATION (PRELIMINARY: TO BE FINALIZED AT DESIGN REVIEW BOARD MEETING ON 6/20/19)
A2.0 Scale: 1/2" = 1'-0"



5 WINDOW DECAL
A2.0 Scale: 1-1/2" = 1'-0"

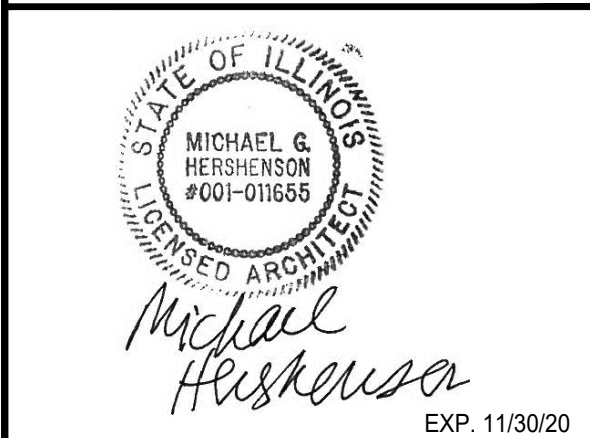


4 PARTIAL BUILDING SECTION (AWNINGS)
A2.0 Scale: 1/2" = 1'-0"

INDEX OF DRAWINGS		
A1.0	SITE MAP &	PROPOSED FLOOR PLAN
A2.0	EXTERIOR ELEVATIONS &	PARTIAL BUILDING SECTION

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BUNNY & BABE
INTERIOR RENOVATION
555 CHESTNUT STREET
WINNETKA, IL 60093



MICHAEL HERSHENSON ARCHITECTS
1515 Sherman Ave., Suite 2S
Evanston, Illinois 60201
Telephone: 847. 869. 7700
Facsimile: 847. 869. 7707
● 2018 Michael Hershenson Architects

EXTERIOR
ELEVATIONS

Drawn By: Sheet Number:
Checked By: A2.0













BUNNY & BABE

BUNNY
&
BABE

BUNNY & BABE

The logo for 'Bunny & Babe' is centered within a blue square. It features the words 'BUNNY' and 'BABE' in a white, all-caps, serif font, separated by a large, elegant white ampersand. The text is enclosed in a white double-line rectangular border with slightly clipped corners.

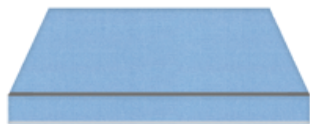
BUNNY
&
BABE



- (L)
- [Our Story \(/Our-Story\)](#)
 - [Products \(/Products\)](#)
 - [Performance \(/Performance\)](#)
 - [Happenings \(/Happenings\)](#)
 - [Contact \(/Contact-Us\)](#)

[Back To Awning \(/Products/Awning/Solids/\)](#)

Product Details for Mid Blue



Part #/Width
T17/15-47 (47")

Weight
8.8 oz/yd²

Repeat
N/A



T17/15 Mid Blue



Coordinating Tempotest Home Fabrics



82



93



50+



0.15



2



2



48

MAINTENANCE

TECHNICAL

Composition

- 100% solution dyed "outdoor" acrylic fiber

Construction

- Warp - 79 ends/inch count Ne 20/2
- Weft - 36 picks/inch count Ne 20/2

Thickness

- 0.022"

Water Column

- > 38 cm

Roll Length

- 47" – 65 yards

CERTIFICATIONS

Awning & Marine Fabrics, contact:



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Tempotest USA
1433 W. Frankford Rd, Ste. 110
Carrollton, TX 75007

Phone: 972-512-3534

Fax: 972-512-3544



Also visit PARÀ Interiors >
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Latest Happenings

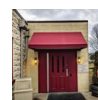


Have a happy and safe Memorial Day
Weekend.

-posted 6 days ago

[View on Facebook](#)

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• Share (<https://www.facebook.com/sharer/sharer.php?u=https://www.facebook.com/761651753990144/posts/1233>)



Shared by way of The Miami Corporation and
Les Goldfarb of Main Awning and Tent Co in
Cincinnati, Ohio.

-posted 9 days ago

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(<https://www.facebook.com/761651753990144/posts/1231>)
• Share (<https://www.facebook.com/sharer/sharer.php?u=https://www.facebook.com/761651753990144/posts/1231>)

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



Figure 35

c. Building Lighting

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

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



Figure 36



Figure 37

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

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

Figure 39



Figure 40

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



Figure 41

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

e. Awnings and Banners

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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

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



Figure 46

Institutional only

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

Commercial and Multiple- Family

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

d. Door and Window Materials:

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

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



Figure 47



Figure 48



Figure 49

Sidewalk areas in new developments should maintain a minimum pedestrian clear zone of 6 feet in combination with landscaping and streetscape amenities where space permits. The parkway width will determine the type of streetscape enhancements feasible in that area while maintaining the necessary six-foot wide pedestrian clear zone. (See Figure 52)

Typical Parkway Widths (see Figure 52):

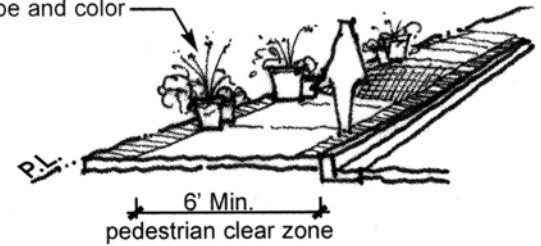
6 feet – 9 feet. Where the parkway or pedestrian clear zone is less than nine feet wide, street trees are not suggested. Movable planters, decorative paving, or basket planters on light poles are preferred alternatives.

9 feet – 12 feet. Where parkways are greater than nine feet wide in commercial or multiple family districts, street trees should be planted within tree grates that are flush with the sidewalk or planted in a raised curb planter. The six-foot clear pedestrian zone should not be obstructed by streetscape elements.

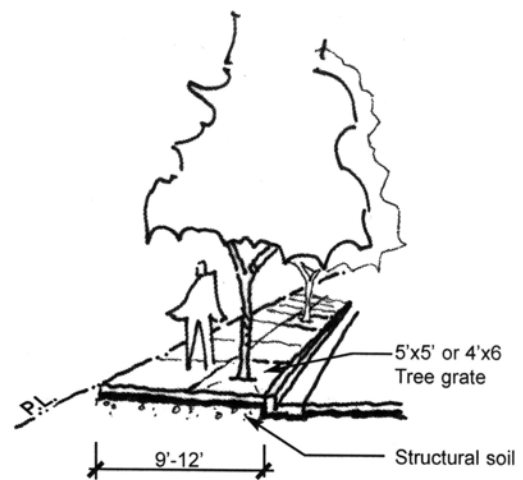
If tree grates are required for maintaining minimum pedestrian clear zone clearances, the grate size should be five feet by five feet or four feet by six feet. The tree grates shall conform to the design standards and soil volume specifications of the Village.

Greater than 12 feet. All pedestrian zones greater than 12 feet in width should contain street tree plantings in designed raised concrete curb planters. Where appropriate, seating areas and sidewalk cafes are encouraged. However, these improvements should not overwhelm the sidewalk nor impede on the 6-foot pedestrian clear zone.

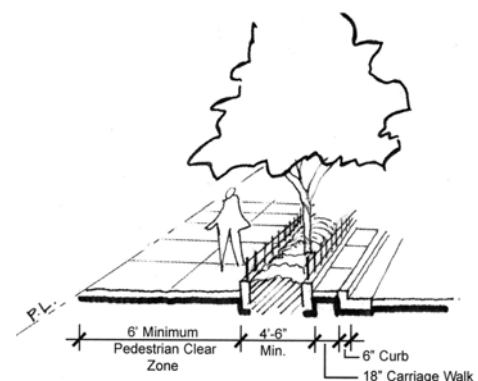
Movable planters are encouraged to provide landscape and color



6'-9' Wide



9'-12' Wide



12' Wide or Greater

ATTACHMENT C

ATTACHMENT C: STAFF ANALYSIS OF SIGN AREA



Storefront Frontage: 18.79 feet x 25.67 feet = 482.34 square feet

Door Sign Area: 1.17 feet x 1.17 feet = 1.37 square feet

Window Sign Area: 3.37 x 0.25 = 0.84 square feet

Awning Sign Area: 0.5 feet x 6.77 feet = 3.38 square feet (not depicted above)

Overall Sign Frontage: 5.59 square feet / 482.34 square feet = 1.16%



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JUNE 14, 2019
SUBJECT: CASE NO. 19-21-DR: 915 GREEN BAY ROAD (BOUTIQUE BITES) -
CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS

INTRODUCTION

On June 20, 2019, the Design Review Board (DRB) is scheduled to consider an application submitted by Elaina Vasquez (the "Applicant") as the lessee of the property located at 915 Green Bay Road (the "Subject Property"), for a Certificate of Appropriateness to allow exterior alterations including window improvements, window replacements, door installations, and exterior lighting on the front façade of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Green Bay Road between Gage Street and Tower Road in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains an existing commercial building that was most recently occupied by *The Antique Emporium* and has been vacant for approximately six (6) years. The building has an older brick façade, traditionally pitched asphalt shingle roof, and large spanning windows at the first floor of the front elevation. Figures 1 through 4 later in this report identify the Subject Property.

CURRENT REQUEST

The Applicant is relocating her current venue space from Chicago's West Loop to the Subject Property. The business will include private event space, a café at the front of the building and a catering kitchen at the rear of the building. Currently, the building's first floor store front has three façade openings that feature large windows with a recessed doorway entrance in the center. The openings are flanked by two transparent doorways on the ends with a transom window space that allows the doorway slots to reach the same height as the façade openings. Spanning over two of the openings and doorway transoms is a red awning cover that features the name of the former business. On the second floor, the building features four pairs of double hung windows with an ornamental window in the roof gable at the top.

The Applicant is proposing to improve the exterior façade while preserving the building's window openings, façade layout, and overall fenestration on the front façade of the building. The improvements would include the following:

- On the three façade openings, the main doorway would be installed on the left opening with new fixed windows featuring transparent glazing and a mullion grid applied on both the exterior and interior of the windows. The center opening would have the installation of the same style

windows while the right opening would feature the same windows and a single glass door entrance. The doors and window frames would be composed of a black anodized metal while the applied grids would be made of a dark bronze anodized metal. A cast stone concrete base would be installed under the windows of each façade opening.

- Each façade opening would feature a fixed, metal-framed awning with an alternating stripe pattern of pastel green and white on a Sunbrella fabric. The Applicant states that an application will be submitted for approval by the DRB at a future meeting which will include specifications for an awning that is compliant with Village Code requirements including size, projection, and clearance above grade.
- The single doorways on the far left and right sides of the façade would each be painted black and a frosted film would be applied to the existing transom window after the existing awning covers are removed.
- Four exterior lighting wall sconces would be installed on each column that separates the façade openings and doorways. The cylindrical light fixtures would be textured black, cast aluminum with powder coat finish, 5 watt LED up-light and 10 watt LED downlight.
- The second story window frames would be painted black.
- The roof, brick exterior and ornamental window in the roof gable would remain unchanged.

The Applicant states that a permit application for the business's signage will be submitted for approval by the DRB in the future. The Applicant has provided elevation renderings and design specifications for the proposed windows, doors, lights, and overall fenestration 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 commercial buildings.

- The Guidelines state that windows should be made with a metal or wood frame and with a color that is sympathetic to the overall building character. The Guidelines also state that the windows should have framing that provides an appearance of divisions or muntins. The proposed windows would have a black metal framing with dark bronze muntins that provide an appearance of divisions, as desired by the Guidelines.
- The Guidelines state that a door should have a design and finish that is weather-resistant but with a design and finish that is appropriate with the distinct character of the façade. The proposed doorway would also have a black, metal frame with windows that are designed to fit into the overall window scheme along the storefront.
- The street-level windows and doors would be transparent with no film or tint, as required by the Design Guidelines.

The Design Guidelines provide guidance on appropriate size, materials, and colors of an awning.

- Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood. The proposed awnings would provide a proportional cover to the windows of the building with natural and light colors, providing conformity as suggested by the Design Guidelines. (Note: Information regarding the awning is included for reference; the Applicant has indicated that they will submit a separate application for review by the DRB in the future.)

The Design Guidelines provide guidance on building lighting.

- The Guidelines state: *“1. Exterior Uses and Types: Exterior building lighting should be carefully designed. Incandescent and low voltage lighting may be allowed. Fixtures should be contextual with the building and adjacent building design. Building lighting should focus on providing light on building signs and enhancing architectural details on the facade. All lighting shall be located and shielded from direct visibility from any dwelling or public street per the Winnetka Village Code. Wall lanterns and architectural highlighting should be considered. Sodium and fluorescent lighting is not allowed.”* The proposed lighting would mainly provide aesthetic highlights and accents on the building during nighttime while directing low intensity lighting away from neighboring properties, as desired by the Design Guidelines. The light fixtures’ dark color and metal finish would match the details of the building and surrounding neighborhood.

The proposed exterior improvements including changes to the windows, doorways, exterior lighting, and awnings are ultimately designed to preserve the look of a storefront façade while providing an improved main entrance and aesthetic for a new business. Excerpts of the Design Guidelines referred to above are included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed exterior alterations appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB approve the application, the Applicant would first need to receive a building permit from the Community Development Department prior to commencing construction. The Applicant would also need to submit permits and receive the necessary approvals for any proposed signage and awnings prior to their installation, which would include review by the DRB.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Excerpt of Design Guidelines



Figure 1 – Subject Property



Figure 2 – Right side of frontage, facing northwest



Figure 3 – Existing main entrance



Figure 4 – Left side of frontage, facing southeast

VILLAGE OF WINNETKA, ILLINOIS ATTACHMENT A
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 915 Green Bay Road
NAME OF BUSINESS(ES) Boutique Bites

REAL ESTATE INDEX NUMBER			
05	17	123	017

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

☐ Sign
☐ Awning
☒ Other (general description) Exterior Modifications

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

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

Exterior storefront modification to 915 Green Bay Road to include a cafe & banquet entrance, cafe storefront is 75% of the entire storefront. See attached package for detailed modifications.

I/We hereby certify that as Boutique Bites (Lessee/Owner) of the property at 915 Green Bay Rd. (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]

Elaina Vazquez

224 N. Ada
Chicago, IL 60607

[Redacted Phone Number]

FOR OFFICE USE ONLY

COA applied for (date) _____

COA Case Number _____

COA issued (date) _____

PRIMARY DESIGN FIRM

CONTACT NAME

ADDRESS

PHONE NUMBER

FAX NUMBER

Ana group Architects

Addison Foran

830 North Blvd
Oak Park, IL, 60301

(708.445.8400)

x4722

Boutique Bites Design Statement

RE: Boutique Bites

ADDRESS: 915 Green Bay Road
Winnetka, IL 60093

DATE: 05/30/2019

PURPOSE: Design Statement from the design professional describing the project's design approach and means used to satisfy the general requirement and specific elements of the Design Guidelines.

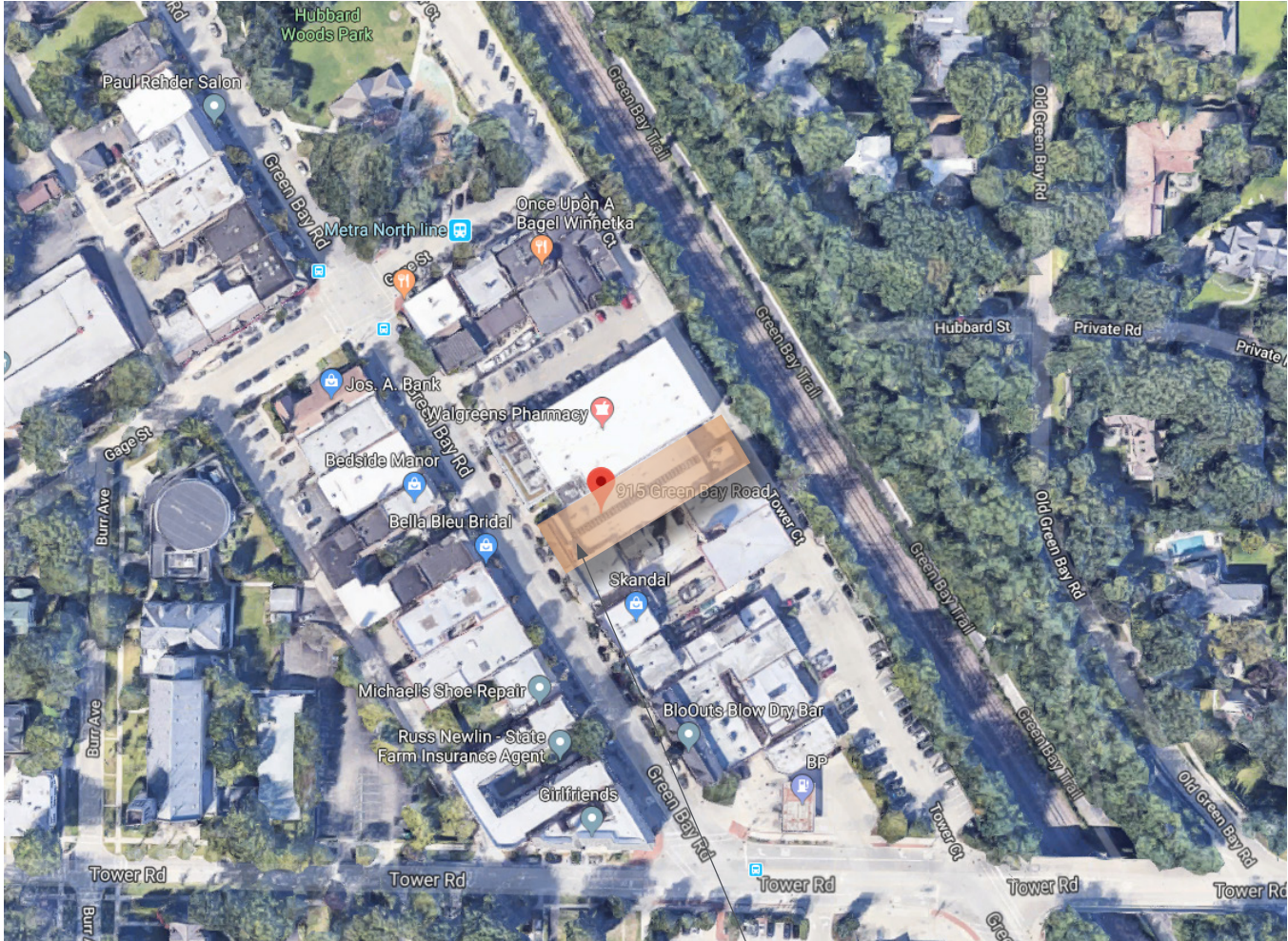
Elaina Vazquez, Founder and CEO of Boutique Bites, is excited to transition from her current venue space in Chicago's West Loop to 915 Green Bay Road in Winnetka. This transformation will provide a larger space for her proved concept of providing a venue for various events as well as include a fully operational cafe at the front of the ~10,000sf building. The new, proposed storefront at the exterior maintains the existing design language of the street, while also providing two separate recessed entries to the space.

The storefront finishes compliment the buildings across the street with the simple black anodized frame finish matched with an applied metal grid installation. The applied grid will give the appearance of divided window panes. The small 1" width of the applied grid still allows transparency from the street into the space, while also providing a traditional take on a modern approach to window frames. A shallow exterior cast stone base provides an aesthetically cleanable surface for sidewalk cleaning and maintains the design language of other facades in the area.

The design choices for the new storefront of Boutique Bites signify a highly needed change and upgrade to the existing vacant space and brings it up to the same standard of the surrounding buildings.

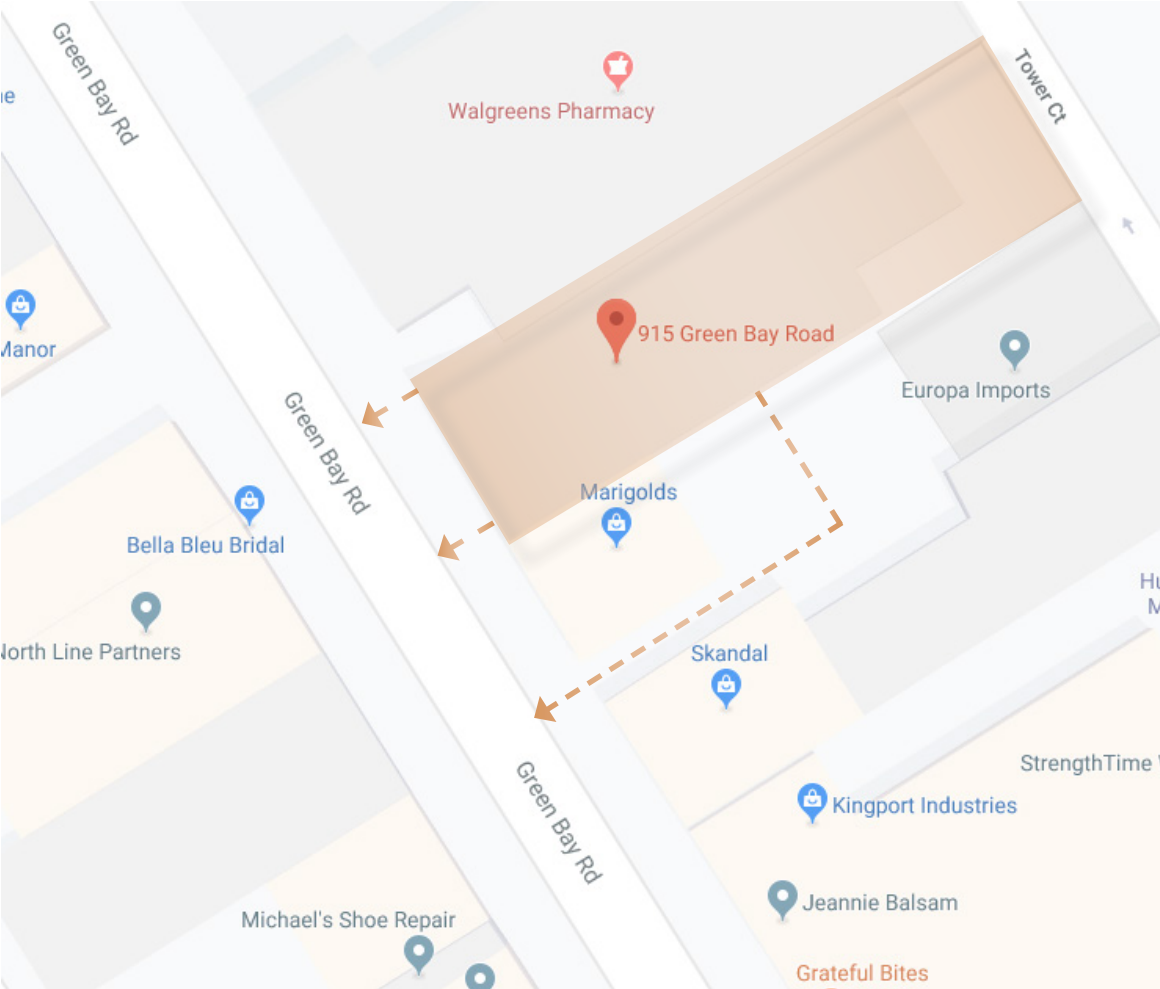
Sincerely,
Addison Foran | David Nash
Aria Group Architects

AREA/LOCATION MAP



915 Green Bay Road

KEY PLAN

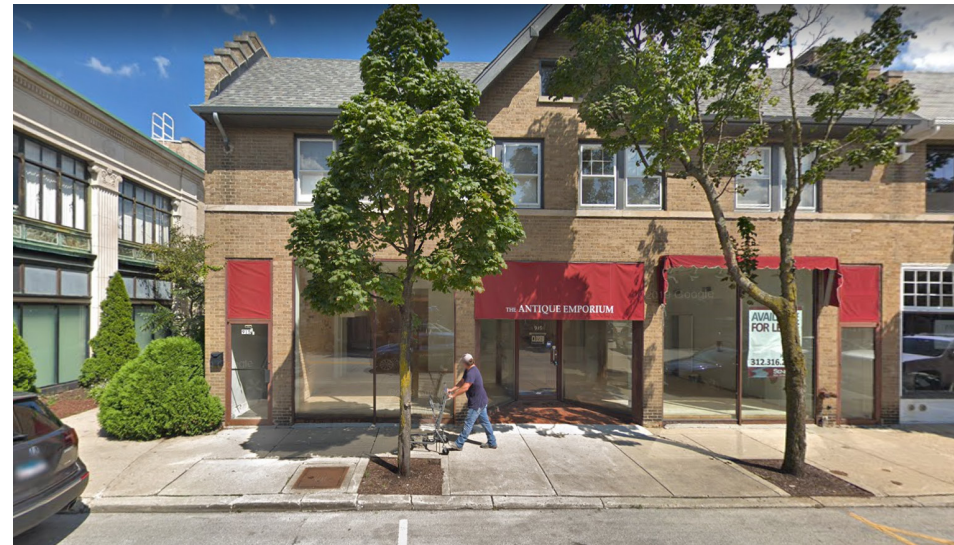


925 Green Bay Road ←



Across from 915 Green Bay Road

915 Green Bay Road



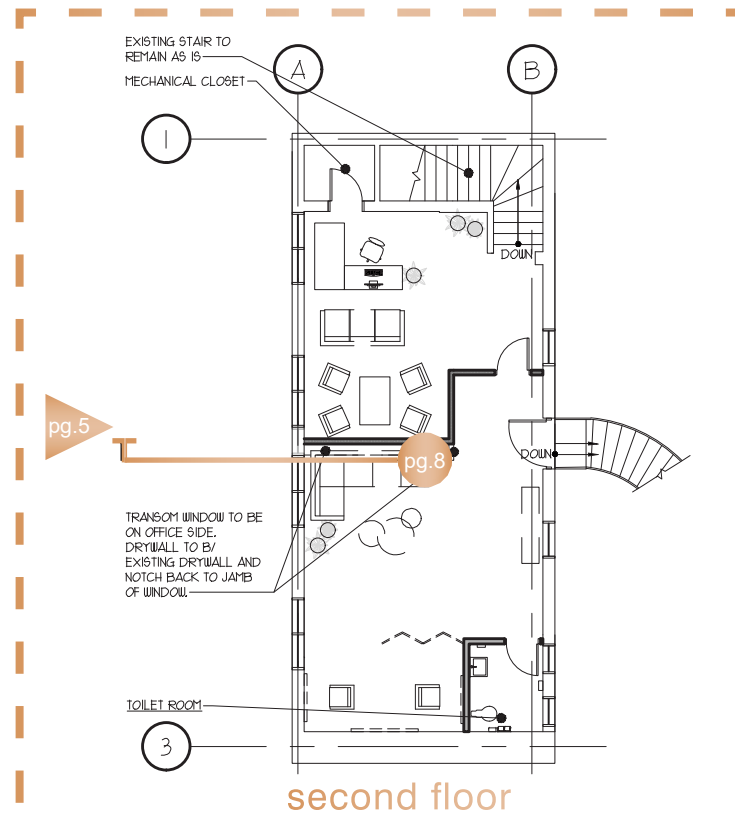
Existing Interior Storefront

EXISTING SITE PHOTOS
Scale: NTS

→ 911 Green Bay Road



Across from 915 Green Bay Road



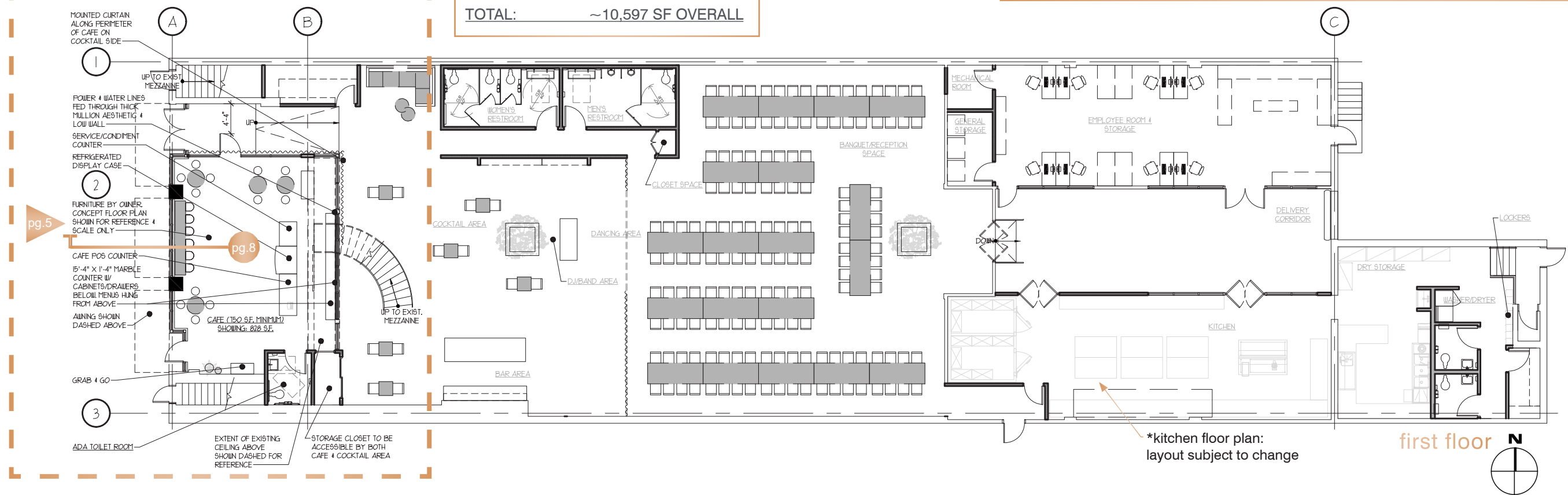
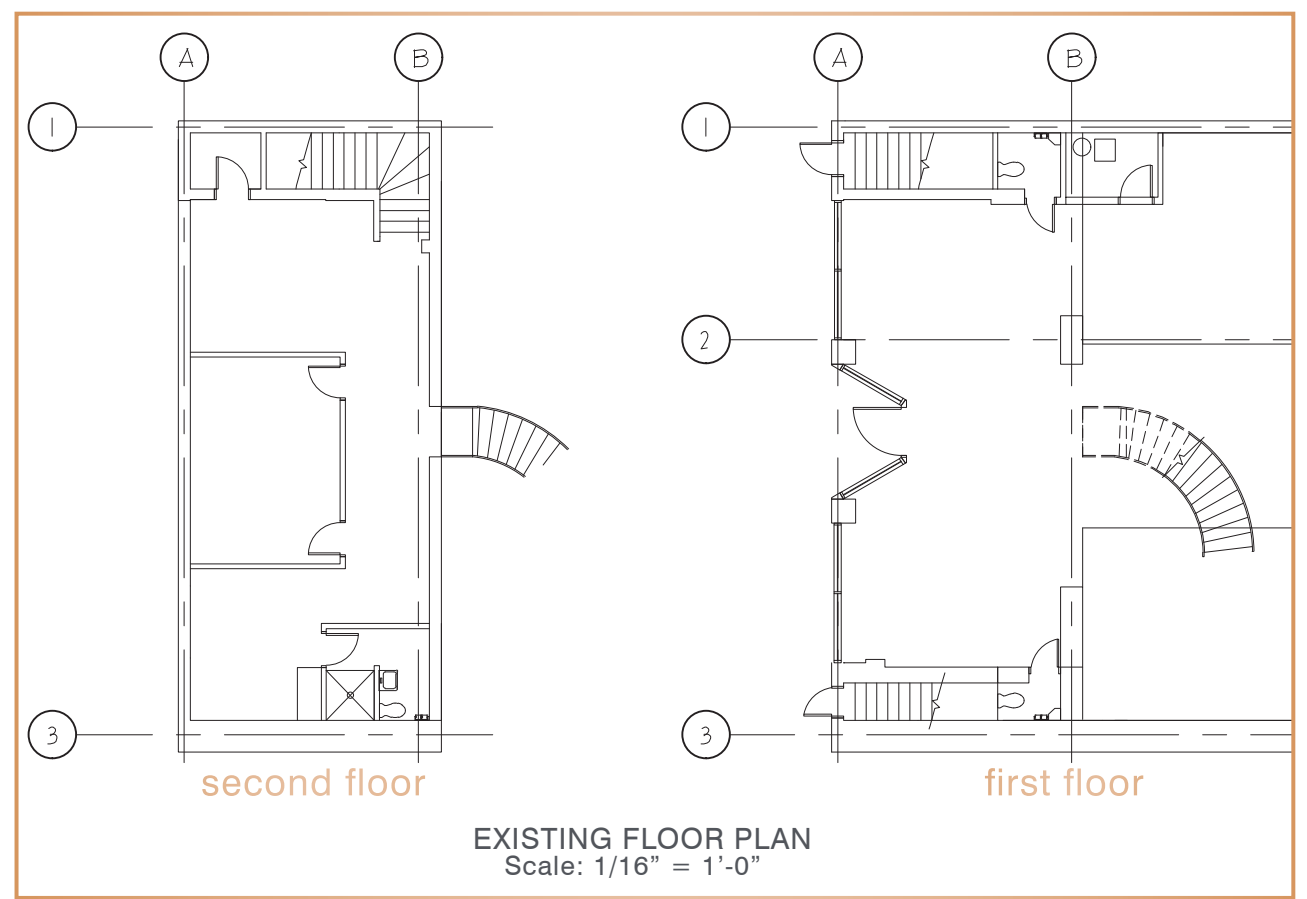
seat count & area

Seating Count	
Cafe	18 seats
Cocktail	12 seats
Lounge	5 seats
Banquet Space	152 seats

Area Calculations	
Overall Downstairs (using BOMA)	~9,497 SF
• Coat Room	~ 73 SF
• Cafe	~ 828 SF
• Cocktail	~1,681 SF
• Main Toilet Rooms/Hallway	~ 458 SF
• Banquet	~ 2,361 SF
• Kitchen	~ 930 SF
• BOH Scullery/Storage	~ 576 SF
• Storage & Office	~ 962 SF
• Delivery Cooridor	~ 727 SF

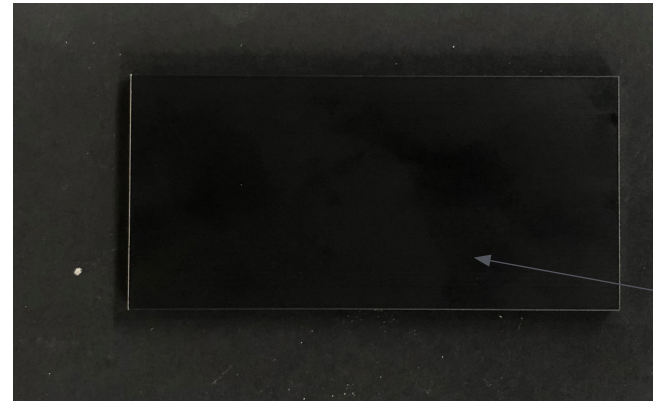
Overall Upstairs (using BOMA)	~ 1,110 SF
• Office Lounge	~ 419 SF
• Owner's Office	~ 365 SF
• Toilet Room	~ 45 SF

TOTAL: ~10,597 SF OVERALL

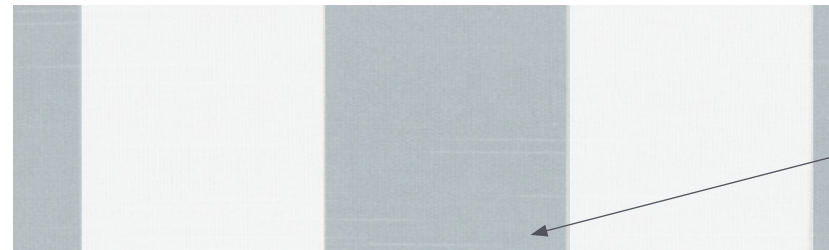




Existing second floor
window frame paint
To match exterior storefront
frame finish



New storefront frame
Black Anodized finish

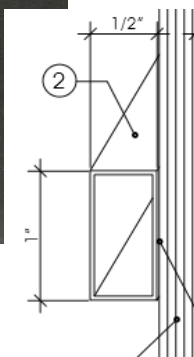


Awning Fabric
Concept sample image

Cast stone base material
GC to match



Applied Grid
Dark Bronze Anodized
Boxer 1/2"W x1"L Profile
(refer to sample for
bronze finish)



Cylinder LED Up/Downlight Wall Sconce



Lighting Direction: Up/Down
Locations: See Elevation
Fixture Color: Textured Black
(cast aluminum made with powder coat finish)
Wattage: (1) 5 Watt LED Uplight, (1) 10 Watt LED Downlight.
(Totaling 15 Watts)
Color Temperature: 3000K
UL Listed/Wet Location Tested
Quantity: 4
Dimensions: 4.5"W x 2"H x 6.5"D



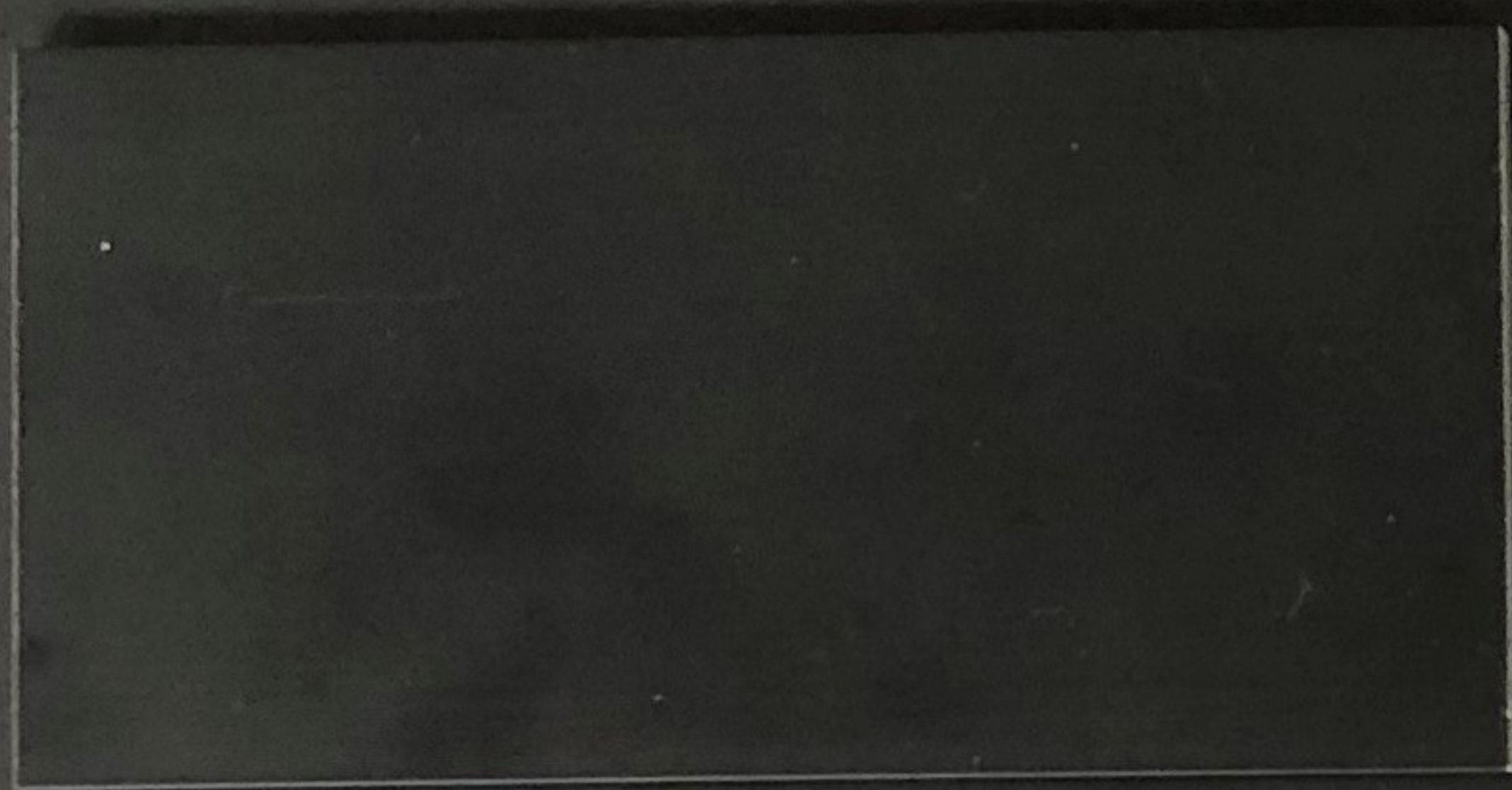
Matte Black Painted



Door Pulls

Product: KeyTiger Carnegie Door Pull
Finish: Matte Black Painted
Length: 11.81" C.T.C. (17.72" overall)
Diameter: 1"
Quantity: (1) Per public facing door
(interior and exterior)
Product Number: L KT3001-600-25-07S

Storefront Finish



Applied Grid Finish



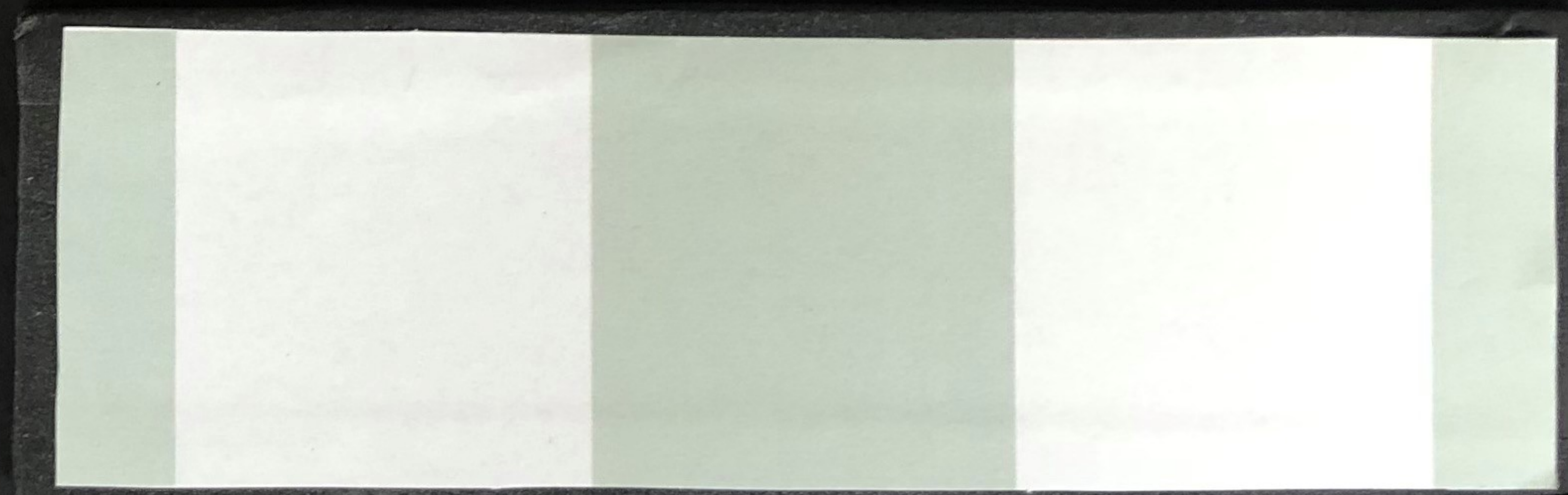
Black Paint Finish



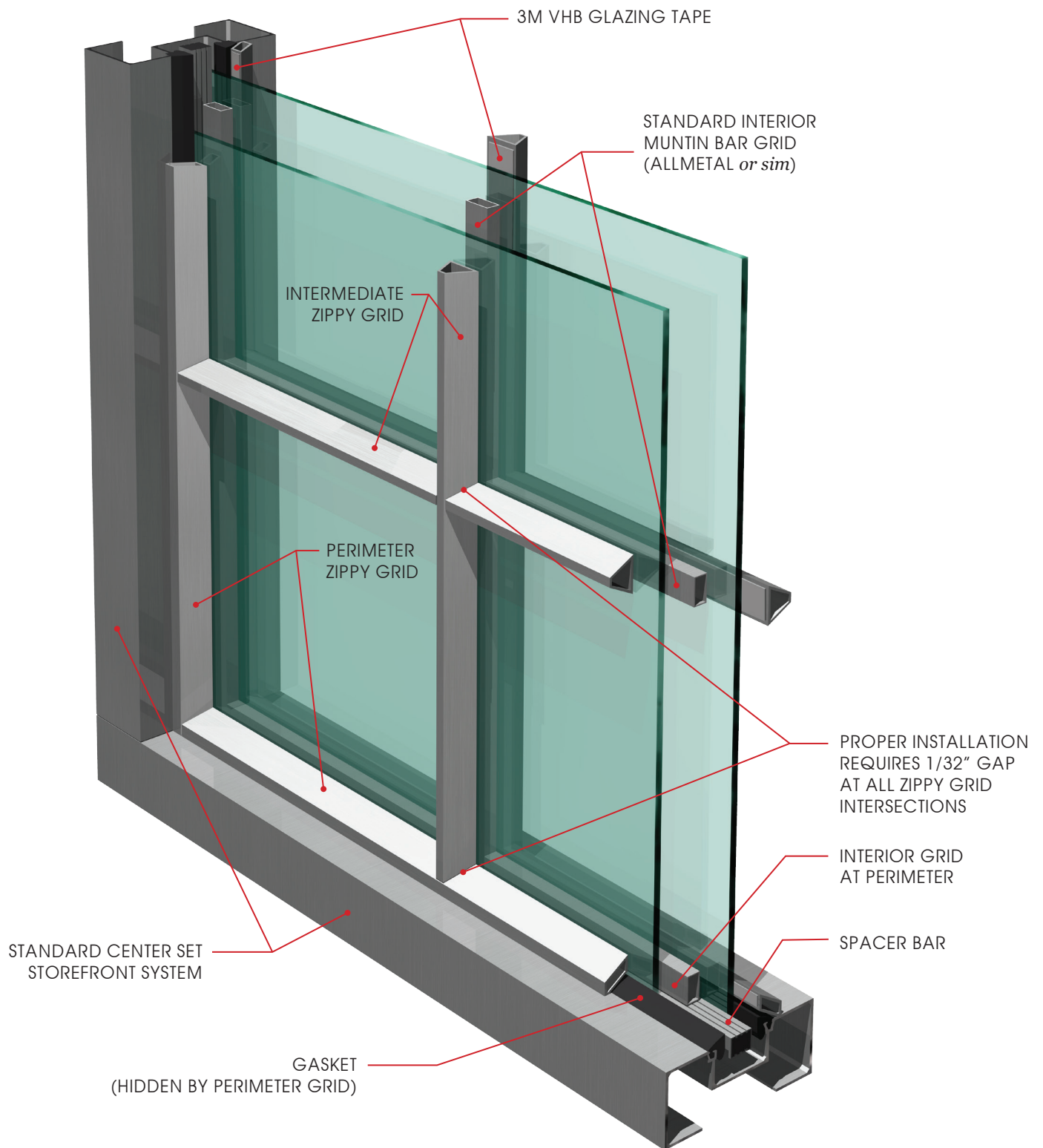
Cast Stone Concrete Finish



Awning Fabric Image



BOUTIQUE BITES MATERIAL BOARD



ZIPPY GRID INSTALLATION CUTAWAY VIEW

ZIPPY GRID™
STOREFRONT GRID SYSTEM

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.



Figure 33

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 34

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



Figure 35

c. Building Lighting

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

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



Figure 36



Figure 37

e. **Awnings and Banners**

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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

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



Figure 46

Institutional only

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

Commercial and Multiple- Family

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

d. Door and Window Materials:

**Commercial, Mixed Use, Institutional,
Multiple- Family Residential:** Entry
doors should be wood or aluminum
stile and rail with varying degrees of
glass. Public entry doors should be
fully glazed whereas private and semi-
private entries should be primarily
solid panel doors. Storefront window
units should be either paneled
aluminum or brass. Many original
storefronts, some with transom
windows, remain in the districts.
Efforts should be taken to
repair and renovate these systems
where feasible. Window frames should
be wood, steel or aluminum. Vinyl
windows are not acceptable. Muntin
divisions should be real divided glass
or simulated with spacer bars. Snap-in
muntins are not acceptable. Color
selection should be sympathetic with
the overall building color palette and
take into account the adjacent building
materials within the structure,
immediately adjacent structures,
structures within the same block and
structures across the street.
Entry door hardware is to be exterior grade with weather-resistant finish. Hardware
design and finish is to be appropriate with facade articulation, color palette and
district character. Glazing should be clear glass without tint or film.



Figure 47



Figure 48



Figure 49



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JUNE 14, 2019
SUBJECT: CASE NO. 19-22-DR: 947 WESTMOOR ROAD - CONSIDERATION OF
CERTIFICATE OF APPROPRIATENESS

INTRODUCTION

On June 20, 2019, the Design Review Board (DRB) is scheduled to consider an application submitted by Rojhat Avsar (the "Applicant") as the owner of the property located at 947 Westmoor Road (the "Subject Property"), for a Certificate of Appropriateness to allow the installation of a perimeter fence on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the north side of Westmoor Road between Green Bay Road and Walden Road. It is zoned B-1 Multi-Family Residential and contains a two-story townhouse condominium unit that is physically connected to a series of other units on a zero-lot-line parcel. The building is a modern, rectangular style townhouse with a light colored stucco exterior. Figures 1 through 3, later in this report, identify the Subject Property.

CURRENT REQUEST

The Applicant is proposing to install a fence on the southwest perimeter of the Subject Property to enhance the property's privacy and aesthetics. The fence would be a solid cedar fence that is 5 feet high with a natural light wood color. The proposed location of the fence is along a portion of the Subject Property's south property line along Westmoor Road and extends north along the west property line, running along a driveway that accesses the neighboring property to the north. The Applicant has provided a plat of survey with the proposed fence location identified in red (Attachment A). Overall, the Applicant would be installing approximately 62 feet of fencing. The Applicant has provided design specifications for the proposed fence which is included in the submitted application materials in Attachment A.

VILLAGE CODE ANALYSIS

Chapter 15.40 of the Village Code provides criteria for the Design Review Board's consideration of a Certificate of Appropriateness of design. Those criteria are listed as follows:

- *"(1) whether the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;"*
- *"(2) whether the proposed external architectural features and site improvements are appropriate to and compatible with adopted Village plans for and improvements in the immediate neighborhood, and including both urban design and site arrangement*

considerations;”

- *“(3) whether the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and”*
- *“(4) the probable effect of the proposed external architectural features on the integrity of the immediate vicinity.”*

The proposed fence would provide screening that is consistent with the built environment of other properties in the surrounding neighborhood. The Village’s Design Guidelines is more focused on providing guidance on fencing in the commercial districts, whereas the Subject Property is bordered by other low-density townhouse condominiums and single-family homes.

SUMMARY

The Applicant requests that the DRB find the proposed fence appropriate and compatible with the surrounding neighborhood and approve the application as proposed. Should the DRB approve the application, the Applicant would first need to receive a fence permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials



Figure 1 – Subject Property facing north and east



Figure 2 – Subject Property facing north along Westmoor Road



Figure 3 – Subject Property facing northwest



Figure 4 – Existing fence to be replaced on Subject Property

VILLAGE OF WINNETKA, ILLINOIS ATTACHMENT A
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS

PROJECT ADDRESS 947 Westmoor Rd

NAME OF BUSINESS(ES) Estrada Fencin Inc.

REAL ESTATE INDEX NUMBER

05	17	405-041	0000
----	----	---------	------

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

☐ Sign
☐ Awning
☒ Other (general description)

Sign permit application attached?
Awning permit application attached?

☐
☐

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

The new fencing is depicted on the plat in thick red lines. It is about 60-70 feet of 5 to 6-foot tall cedar wood fencing.
The fends extends off an existing post on the west of the property and ends right next to the window facing South.
Some of the existing fencing structure will be removed (depicted in a zigzag-patterned line on the plat). The existing
concrete will remain and not be removed.

I/We hereby certify that as owner (Lessee/Owner) of the property at 947 Westmoor Rd (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

[Redacted Signature]

PRINT NAME(S)

Rojhat Avsar

ADDRESS

947 Westmoor Rd

PHONE NUMBER

[Redacted Phone Number]

FOR OFFICE USE ONLY

COA applied for (date) _____

COA Case Number _____

COA Issued (date) _____

PRIMARY DESIGN FIRM

Estrada Fencing Inc.

CONTACT NAME

Luis Estrada

ADDRESS

2144 Brummel St, Evanston,

IL 60202

PHONE NUMBER

(773) 837-8062

FAX NUMBER

(847) 328-4653



Fencing Quote/Specification

Home Depot License #'s - For the most current listing visit www.Homedepot.com/LicenseNumbers

104.017473, Aurora 16-00035897, Bartlett 77309, Bolingbrook 3863, Chicago TGC052654, Darien Dar2016, Lake Bluff 43009, Melrose Park 2202, Monee, 15-0120, Riverside 9954, Westchester B1387, Glenview 13497, Waukegan 17-198, Calumet City 00588, Chicago Ridge 0169, 0173, Countryside 201708, Evanston 17LIC- 0002 & 17LICR-0003, Frankfort CT-16 02432, Glenview 13497, Homewood 2102182819, 104017473, Homer Glen CR -6902, Lockport 17-0173, Mount Prospect 6321, Matteson CONT 2016-224, Oak Lawn 104-101743, Riverside 10087, Cook County 050866, Schaumburg 48486, Woodridge 4449, Glendale Heights 16-17340, DuPage Co CR7403, Lake Zurich CR6191, Mundelein CL1612032, Normal 17 0004043, Shorewood 12519, Will County CR-6902, Will Co CR6902, Lake Barrington, 2011-17, Bloomington 10130, New Lenox 17050388, Romeoville 293, Calumet City 1521, Hainesville CC-047;

Lee Portokalis

Salesperson Name

N/A

Registration # (Req. in CA,CT,ME,MD,MI,NJ,DC)

AVSAR

Customer Last Name

ROJHAT

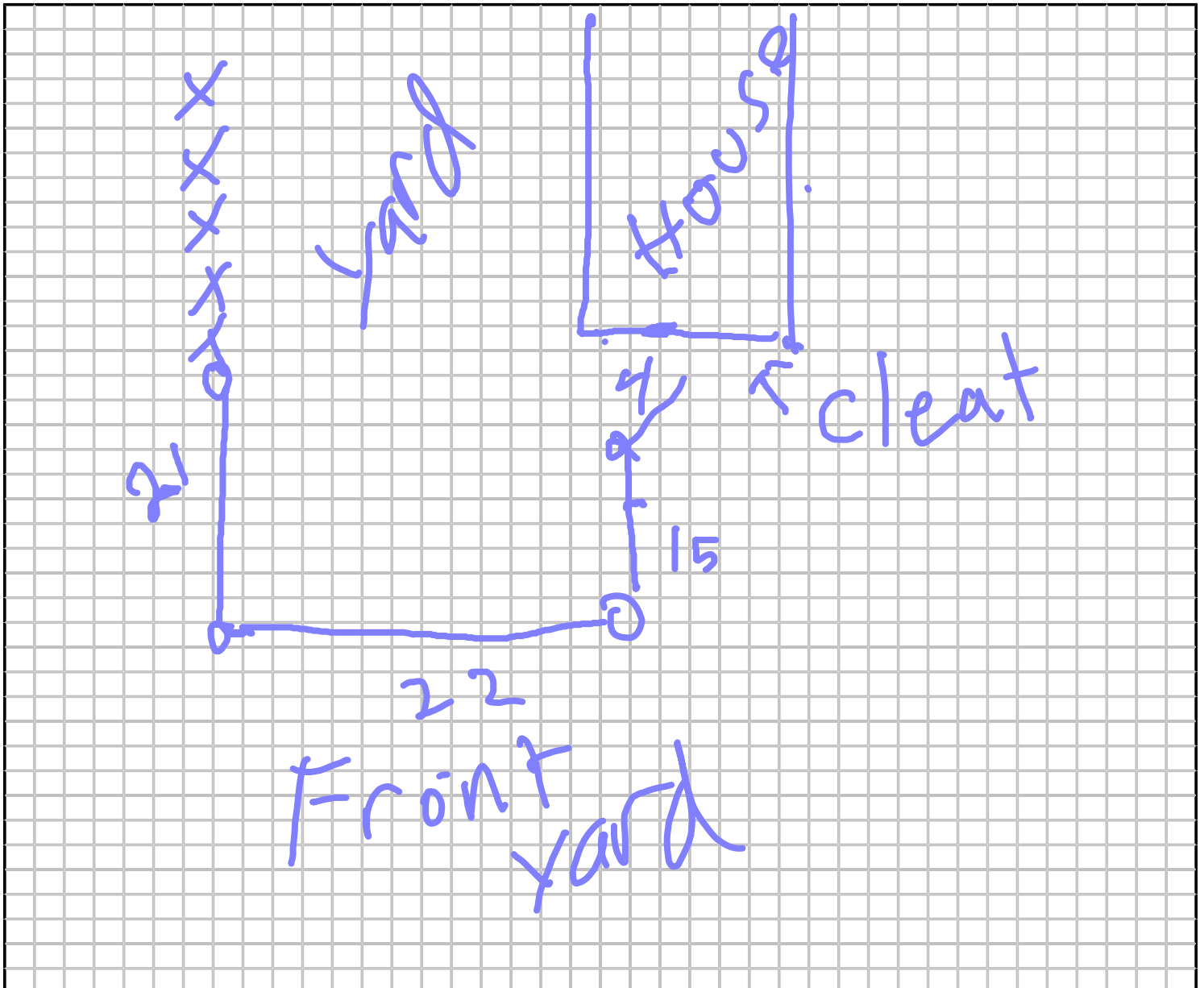
Customer First Name

1987

Store #

1-48173134380

Lead/PO #





Fencing Quote/Specification

AVSAR

Customer Last Name

ROJHAT

Customer First Name

1987

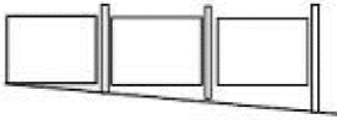
Store #

1-48173134380

Lead/PO #

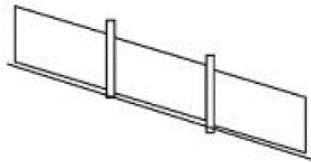
FENCE INSTALLATION RELATED TO GRADE:

PLEASING TO THE EYE



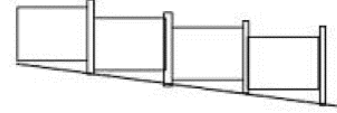
FENCE TO BE LEVEL
WITH HIGHEST GRADE
(CUSTOMER TO FILL IN GAPS)

FOLLOWING FLOW



SLIGHTLY UNEVEN GRADE
WITH FENCE FOLLOWING
FLOW OF GROUND FENCE
WILL BE UNEVEN AT TOP

STEPPED INSTALLATION



STEEP SLOPE WHERE FENCE
CANNOT "RACK" ENOUGH TO
FOLLOW GRADE AND MUST
BE STEPPED, RESULTING IN
LARGE GAPS UNDER FENCE.
(CUSTOMER TO FILL IN GAPS)

	☒ PLEASING TO THE EYE	☐ FOLLOWING FLOW	☐ STEPPED INSTALLATION	
OPTION 1	Material:	Western red cedar		
	Height:	5ft	Footage:	62ft
	Post Cap:	4x4 . edar caps	Color:	natural
	Post Type:	4x4x8	Picket Type:	1x6x5
	Style:	seville w/ 2x4		
		If Gates:	1ea 4ft	
		Rail Type:	2x4x8	
		Estimate:	\$1848.00	
OPTION 2	☐ PLEASING TO THE EYE	☐ FOLLOWING FLOW	☐ STEPPED INSTALLATION	
	Material:			
	Height:		Footage:	
	Post Cap:		Color:	
	Post Type:		Picket Type:	
		Style:		
		If Gates:		
		Rail Type:		
		Estimate:	\$	
OPTION 3	☐ PLEASING TO THE EYE	☐ FOLLOWING FLOW	☐ STEPPED INSTALLATION	
	Material:			
	Height:		Footage:	
	Post Cap:		Color:	
	Post Type:		Picket Type:	
		Style:		
		If Gates:		
		Rail Type:		
		Estimate:	\$	

This quote is valid for 30 days

NOTES:

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MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JUNE 14, 2019
SUBJECT: CASE NO. 19-23-DR: 310 GREEN BAY ROAD - NORTH SHORE COUNTRY DAY SCHOOL - CONSIDERATION OF SIGN PERMIT APPLICATION

INTRODUCTION

On June 20, 2019, the Design Review Board (DRB) is scheduled to consider an application submitted by North Shore Country Day School (the "Applicant") as the owner of the property located at 310 Green Bay Road (the "Subject Property"), for a Certificate of Appropriateness to allow the re-facing of three existing freestanding signs on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 14.23 acres in size, is spread across two parcels on the west side of Green Bay Road between Willow Road and Elder Lane and contains multiple buildings with institutional uses. The campus is home to North Shore Country Day School and the Chicago Institute of Music. The Subject Property is located in the R-5 Single Family Residential zoning district.

CURRENT REQUEST

The Applicant has submitted a sign permit application to reface three existing freestanding signs that are located on the perimeter of the Subject Property. The Applicant states that North Shore Country Day School is celebrating its centennial anniversary and would like the signs to reflect the milestone. The existing signs would receive a gloss vinyl laminate applied to the sign frames and boards. The signs that would be refaced are as follows:

- A freestanding sign on the north side of the Subject Property, near the intersection of Willow Road and Green Bay Road, would receive a new sign face. The face would have a purple background and white font with North Shore Country Day School's centennial logo. The copy would read "100," "1919-2019," and "North Shore Country Day School" in a larger font. The existing sign measures as 22 square feet in area with a height of 6.33 feet above grade.
- A freestanding sign on the east side of the Subject Property, at the entrance along Green Bay Road, would receive a new sign face. The face would also have a purple background with a white font. The copy would read "North Shore Country Day School" and "310 Green Bay Road." The existing sign measures as 8.05 square feet in area with a height of 9 feet above grade.
- A freestanding sign on the south side of the Subject Property, along Elder Lane, would receive a new sign face. The face would also have a purple background with a white font. The copy would read "North Shore Country Day School," "Upper School Lot," and "Shipping & Receiving." The existing sign measures as 8.89 square feet in area with a height of 7.25 square feet above grade.

The Applicant states that the centennial celebration sign faces are meant to be short-term and a future application will be submitted seeking approval for their replacement, coinciding with a school logo rebranding. The Applicant has provided renderings and design specifications for the proposed sign faces, which can be found in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.110 of the Village Sign Code specifies standards for signs of religious, charitable, educational, and other specific organizations such as North Shore Country Day School. The school is allowed to have on the Subject Property signs that serve purposes of identification and are limited to a cumulative area of 50 square feet with no one sign being larger than 30 square feet. The signs have a total area of 38.94 square feet with no sign being larger than 30 square feet.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on appropriate size, color, and location of signs. The proposed sign faces would preserve the existing sign frames and boards with their traditional wood appearance and white color. An excerpt of the Design Guidelines regarding freestanding signs is included as Attachment B.

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Sign at the intersection of Green Bay Road and Willow Road, on the north end of the Subject Property



Figure 2 – Sign along Green Bay Road, on the east side of the Subject Property



Figure 2 – Sign along Elder Lane, on the south end of the Subject Property

ATTACHMENT A

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: <i>North Shore Country Day School</i>		Primary contact name: <i>Cindy Hooper</i>	Phone: <i>847-441-3352</i>
Street Address: <i>310 Green Bay Rd</i>		Fax: <i>847-446-0675</i>	
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email: 

Sign Company

Name of Sign Company: <i>Spectro Imaging</i>		Primary contact name: <i>John Thelan</i>	Phone: <i>847-983-0095</i>
Street Address: <i>8246 Kimball Ave</i>		Fax: <i>847-983-0680</i>	
City <i>Skokie</i>	State <i>IL</i>	Zip Code <i>60076</i>	Email: 

Property Owner

Name of Company: <i>North Shore Country Day School</i>		Primary contact name: <i>Cindy Hooper</i>	Phone: <i>847-441-3352</i>
Street Address: <i>310 Green Bay Rd</i>		Fax: <i>847-446-0675</i>	
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	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

Existing wooden frame signs located at 1) corner of Willow & Green Bay 2) Elder Lane. We wish to place new inserts in signs for our Centennial year. 3) Entrance at 310 Green Bay Road.

OFFICE USE ONLY

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

CONDITIONS OF APPROVAL: _____

North Shore Country Day School — Centennial Year Signage



North Shore Country Day School — Centennial Year Signage



Elder Ln



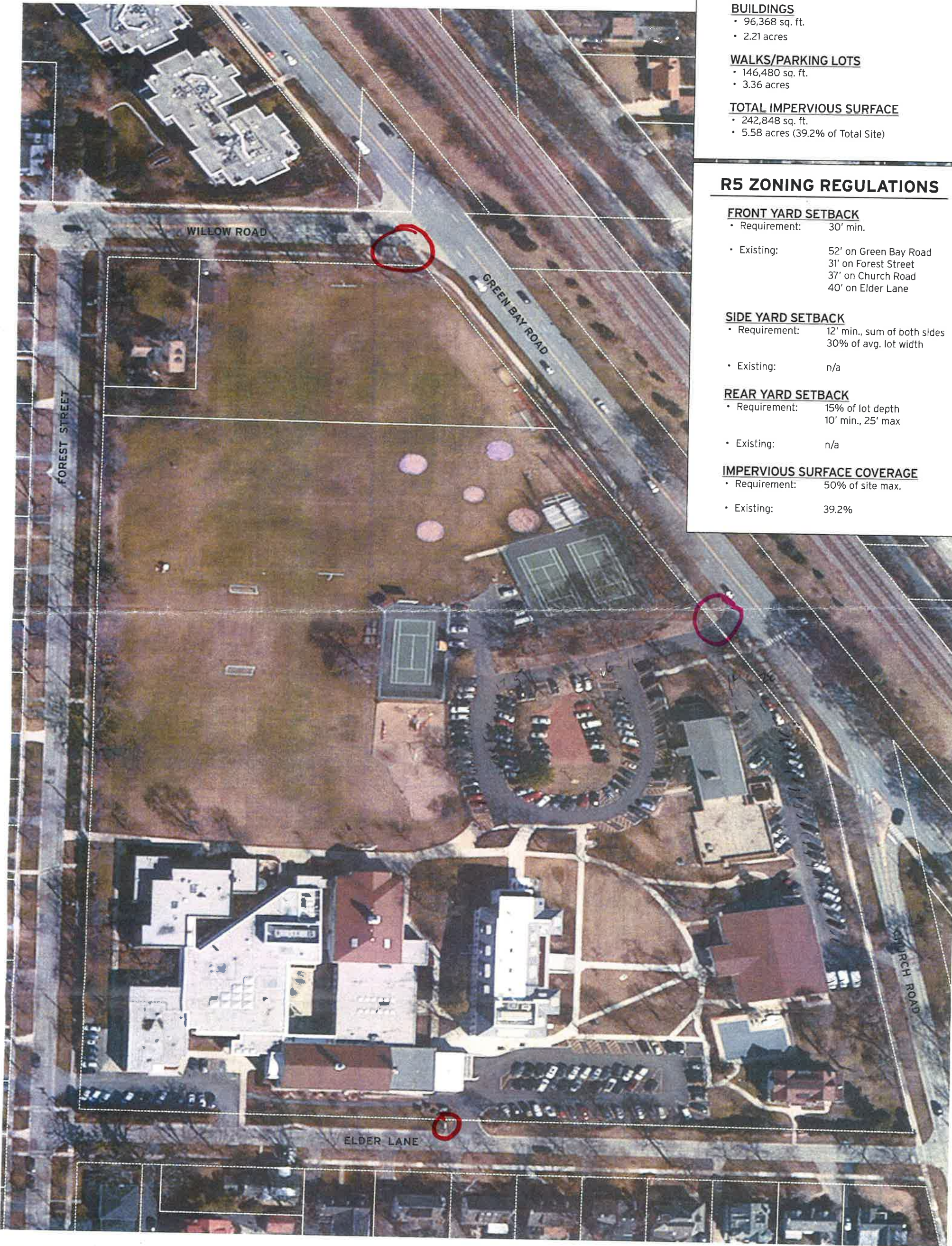
310 Green Bay Rd



Willow Rd & Green Bay Rd

EXISTING CONDITIONS

Site Data and Zoning Regulations



SITE DATA

TOTAL SITE AREA

- 619,794 sq. ft.
- 14.23 acres

BUILDINGS

- 96,368 sq. ft.
- 2.21 acres

WALKS/PARKING LOTS

- 146,480 sq. ft.
- 3.36 acres

TOTAL IMPERVIOUS SURFACE

- 242,848 sq. ft.
- 5.58 acres (39.2% of Total Site)

R5 ZONING REGULATIONS

FRONT YARD SETBACK

- Requirement: 30' min.
- Existing: 52' on Green Bay Road
31' on Forest Street
37' on Church Road
40' on Elder Lane

SIDE YARD SETBACK

- Requirement: 12' min., sum of both sides
30% of avg. lot width
- Existing: n/a

REAR YARD SETBACK

- Requirement: 15% of lot depth
10' min., 25' max
- Existing: n/a

IMPERVIOUS SURFACE COVERAGE

- Requirement: 50% of site max.
- Existing: 39.2%



8246 Kimball Ave.
Skokie, IL 60076
(847) 983-0095

ESTIMATE

EST-100886

Great. Big. Graphics.
www.speedpronorthshore.com

Payment Terms: Due on Completion

Created Date: 3/12/2019

DESCRIPTION: Centennial Signage

Bill To: North Shore Country Day School
310 Green Bay Road
Winnetka, IL 60093
US

Installed: North Shore Country Day School
310 Green Bay Road
Winnetka, IL 60093
US

Requested By: Tura Cottingham
Email: [REDACTED]

Salesperson: John Phelan
Email: j[REDACTED]
Entered By: John Phelan

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	Willow Rd Sign	1	\$346.50	\$346.50
1.1	Gloss vinyl - Gloss Vinyl Part Qty: 1 Width: 96.00" Height: 33.00"			
1.2	Calendered Gloss Laminate - Gloss Laminate Part Qty: 1 Width: 96.00" Height: 33.00"			
1.3	.060 Polystyrene - Polystyrene Part Qty: 1 Width: 96.00" Height: 33.00" Sides: 1			
2	Green Bay Road Sign	2	\$126.00	\$252.00
2.1	Gloss vinyl - Gloss Vinyl Part Qty: 1 Width: 29.00" Height: 40.00"			
2.2	Calendered Gloss Laminate - Gloss Laminate Part Qty: 1 Width: 29.00" Height: 40.00"			
2.3	.060 Polystyrene - Polystyrene Part Qty: 1 Width: 29.00" Height: 40.00" Sides: 1			
3	Elder Lane Sign	2	\$148.75	\$297.50

3.1	Gloss vinyl - Gloss Vinyl Part Qty: 1 Width: 34.00" Height: 40.00"			
3.2	Calendered Gloss Laminate - Gloss Laminate Part Qty: 1 Width: 34.00" Height: 40.00"			
3.3	.060 Polystyrene - Polystyrene Part Qty: 1 Width: 34.00" Height: 40.00" Sides: 1			
4	Set Up	3	\$15.00	\$45.00
4.1	Set Up - File set up for printing Part Qty: 1			
5	Installation	1	\$345.00	\$345.00
5.1	Installation Labor - Installation of all of the above - Or Total Area Approx Sq Ft: 57 - Design: Customer provided			

This estimate is valid for two weeks. Changes, additions and deletions to the estimate may result in additional charges. The estimate is based on print-ready files unless otherwise specified. Design, if needed, is available at an hourly rate. Sales tax applies to all invoices unless an Illinois Sales Tax Exemption Letter is on file with us.

Subtotal:	\$1,286.00
Taxes:	\$0.00
Grand Total:	\$1,286.00

Acceptance of the estimate authorizes SpeedPro Imaging North Shore to initiate production. Generally, a deposit of 50% is also required. All amounts are due upon delivery of the products unless other arrangements have been formally agreed upon.

Manufacturer Warranties covering adhesion and durability of the adhesive films may exist. However, SpeedPro Imaging North Shore does not guarantee adhesion of films to substrates not provided by Speedpro and is not responsible for unusual wear and tear due to external forces such as power washing or car wash systems.

....ESTIMATE ONLY....

Any changes to this estimate will result in price changes. Completion will vary based on the date you place your order! Please let us know if you have a specific due date.

Thank you for using SpeedPro Imaging North Shore for your graphics needs.

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.