



Village of Winnetka

Village Council Study Session

October 11, 2022 at 7:00 PM

Village Hall
510 Green Bay Road

AGENDA

- 1. Call to Order**
- 2. Public Comments**
- 3. Discussion**
 - a. Policy Discussion Regarding Proposed Amendments to Window Sign Requirements and Guidelines and to Sign Variation Standards
- 4. Closed Session**
- 5. Adjournment**

NOTICE

All agenda materials are available at villageofwinnetka.org (Governance > Agendas & Minutes); the Reference Desk at the Winnetka Library; or in the Manager's Office at Village Hall (2nd floor).

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



Agenda Item Executive Summary

TITLE: Policy Discussion Regarding Proposed Amendments to Window Sign Requirements and Guidelines and to Sign Variation Standards

PRESENTER: David Schoon

AGENDA DATE: October 11, 2022

CONSENT: No

ITEM TYPE: New Business

ITEM HISTORY:

None

EXECUTIVE SUMMARY:

INTRODUCTION

At the October 11, 2022, Village Council Study Session, the Village Council is scheduled to review recommendations from the Design Review Board regarding amendments to the Village's Sign Codes and Design Guidelines related to window signs requirements and sign variation standards (Attachment 1). Over a series of Design Review Board meetings held from March through July, the Board studied the Village's window sign regulations and sign variations standards for possible amendments.

The Board is currently in the process of studying amendments to the sign code regulations and design guidelines for all signs. This is in response to the Downtown Master Plan recommending that the Village consider circumstances under which staff could administratively review and approve certain items requiring design review. The Board intends to present amendments regarding other sign regulations and guidelines in the future.

The Board started with studying the window sign requirements and guidelines due to recent window sign applications. In early 2020, the Board considered a sign permit and variation application for Bliss Salon for window signs it had installed without a permit. The signs that were installed exceeded the maximum allowed window sign area thus also requiring sign variations. At that time, the Board seemed reluctant to grant the variations; however, given the impacts of the pandemic on this and other businesses, the Board deferred consideration of the request for a year. Staff informed the Board that a couple of other businesses had also installed window signs without a permit, and that those businesses would be before the Board for approval in 2020. Given the pandemic, the Board also requested that consideration of those signs be deferred to 2021. Considering the pandemic continued longer than anyone originally anticipated, the issue was further deferred until 2022.

Since early 2020, staff has discovered a few other businesses that have installed signs window without a permit, some of which appear to be compliant, while others do not. Prior to staff reaching out to those businesses to discuss compliance, staff wanted to review the Village window sign requirements

and guidelines to see if the Board would find it appropriate to recommend to the Village Council amendments to our window sign codes and guidelines. If the Board and Village Council found it appropriate to make amendments, staff would then follow up with those businesses based upon amended window sign regulations.

Over several months, staff reviewed with the Board (1) a summary of the Village's current window sign requirements and guidelines (a copy of which is included in Attachment 1); (2) examples of window sign regulations and guidelines from other area communities; (3) images of window signs that the DRB has approved since 2000; (4) images of windows signs that have been installed without a sign permit; and (5) potential window sign and sign variation amendments. (See Attachment 2)

Once the Board developed a refined set of proposed window sign and sign variation amendments, the Board had staff invite business owners to the June 28 DRB meeting to provide comments on the proposed amendments. The Village did not receive any written comments on the proposed amendments, but two members of the business community did attend the meeting and provided comments. One had questions regarding the sign area limitation for temporary window signs, and one provided a comment regarding branded signage with multiple colors. At the July 21, 2022, meeting, the Design Review Board reviewed the final draft of proposed window sign and sign variation amendments, and by a vote of 4-0, the Board recommended that the Council adopt the proposed amendments.

PROPOSED AMENDMENTS

Currently, all window signs require review and approval by the Design Review Board (DRB). The DRB is recommending proposed amendments that would allow staff to administratively review and approve certain window signs. If a proposed sign does not comply with the standards for administrative approval, the proposed window sign would require review and approval by the DRB. Those signs requiring review and approval by the DRB would also need to meet certain requirements (e.g., sign area limitations, etc.), and if the signs did not, the applicant would have to request variations from those requirements.

The proposed amendments also include amendments to the sign variation standards that the Board considers when reviewing any type of sign variation request, not just window signs. Currently, the sign variation standards require an applicant to demonstrate that it meets every standard. The proposed amendments call for amending the variation standards and only require that the Board consider the standards as may be applicable.

Other proposed amendments clarify how the sign area is calculated for a sign without a background panel, and to be more consistent with practice, the definition of temporary window sign has been amended to allow temporary signs not to exceed ten percent of the window area.

At the October 11 Council Study Session, staff will review the Design Review Board's recommendations with the Village Council.

RECOMMENDATION:

Staff requests direction from the Village Council regarding how it wishes to proceed with the Design Review Board recommendations regarding amendments to the Village's window sign requirements and design guidelines and to the sign variation standards. Would the Council like to study the recommendation further, or would Council like staff and the Village Attorney to prepare an ordinance adopting such amendments for the Council's consideration at a future meeting?

ATTACHMENTS:

1. Summary of Proposed Amendments Regarding Window Sign Requirements and Guidelines and Sign Variation Standards
2. 7.21.22 - DRB Agenda Materials and Meeting Minutes
3. 6.28.22 - DRB Agenda Materials and Meeting Minutes
4. 5.19.22 - DRB Agenda Materials and Meeting Minutes
5. 4.21.22 - DRB Agenda Materials and Meeting Minutes
6. 3.17.22 - DRB Agenda Materials and Meeting Minutes

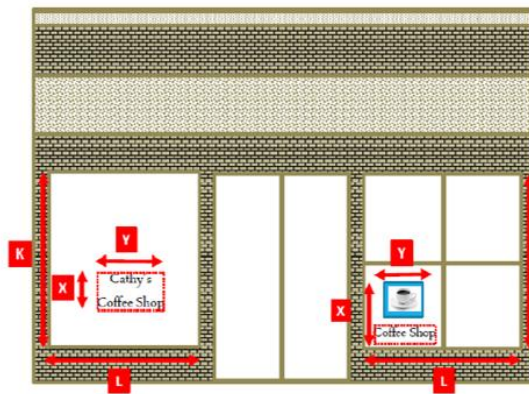
Draft Window Sign Amendments 10/11/22 Village Council Study Session

Window Signs allowed by Staff Administrative Approval

If a window sign meets all of the following requirements, staff may be able to administratively approve the window sign. If a sign does not meet all the following requirements, the sign must be reviewed by the Design Review Board.

1) Sign Area Requirements.

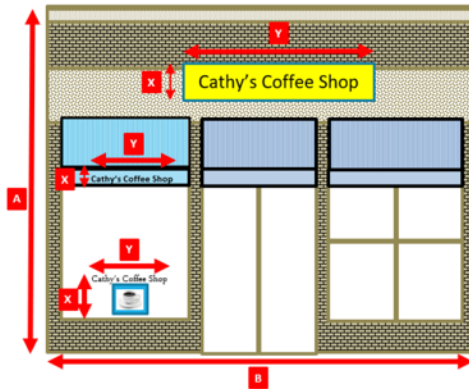
- a) A window sign(s) shall occupy 10% or less of the window opening, except a window sign(s) in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*



- May occupy no more than 10% of a window opening

$$\text{Sign Area/Window Area} = \frac{(X * Y)}{(L * K)} \leq 10\%$$

- b) The total area of all **wall signs**, **window signs**, and **awning signs** shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*



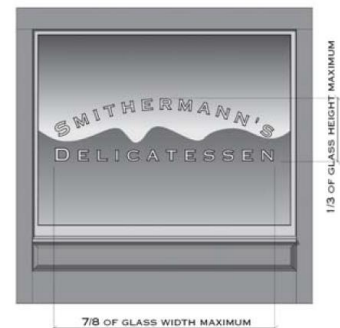
The total area of all wall signs, window signs, and awning signs may be no more than 15% of the area of street exposure

$$\text{Total Street Exposure} = A * B$$

$$(\text{Wall Sign Area} + \text{Window Sign Area} + \text{Awning Sign Area}) \leq 15\% \text{ of Total Street Exposure}$$

2) Letters & Logo Size Requirements

- a) Letters & logos shall be no taller than 8", except (i) one logo and the first letter of each word may be up to no taller than 24" and (ii) store hours and contact information shall be limited to 2" in height, AND
- b) Height of a window sign shall be limited to 1/3rd height of glass area, and width of window signs shall be limited to 90% of glass width. *(These are new, more generous standards.)*



Draft Window Sign Amendments 10/11/22 Village Council Study Session

3) Materials & Colors Requirements

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have a background)
- b) Decal window signs shall be limited to two colors.
- c) Floating window signs, which are signs that are displayed through a window but not directly affixed to the window, shall be limited to letters and logos of two colors on a solid background of another color, for a total of three colors.
- d) Reflective materials are not permitted.

(These are new standards so as to allow for administrative approval of window signs.)



Individual Letters & Logos

- 4) **Illumination Requirements.** Signs shall not be illuminated. *(New standard to allow for administrative approval of window signs.)*

5) Sign Placement Requirements

- a) A window sign shall be only located in the lower two-thirds of the window opening. This does not apply to a window sign in a door window or transom window. *(New more generous window sign standard.)*
- b) A window sign shall not extend over or through architectural features, including but not limited to window muntins.
- c) A decal window sign shall only be applied to the interior of the window. *(New standard specifically for administrative approval.)*

Draft Window Sign Amendments 10/11/22 Village Council Study Session

Window Signs Requiring Review and Approval by the Design Review Board

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

1) Sign Area Requirements.

- d) A window sign(s) shall occupy 10% or less of the window opening, except a window sign in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*
- e) The total area of all wall signs, window signs, and awning signs shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*

2) Materials & Colors Requirements

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have background). *(New sign requirement.)*

3) Illumination Requirements. Window signs shall only be externally illuminated. *(Existing sign requirement.)*

4) Design Guidelines

- a) The Board shall consider the “Standards and Criteria for Issuance” included in Section 15.60.150.F, of the Sign Code, which apply to all types of signs, when reviewing the design of window signs. *(Existing Sign Code design standards with amendments).*
(Deletions ~~struck through~~, and additions **bold and double-underlined.**)

Section 15.60.150 Certificate of appropriateness.

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

1. The sign area ~~shall not exceed the maximum permitted area and~~ shall be in proportion and scale to the building or to other buildings or signs in the surrounding area *(The deleted language is already a code requirement, so language is redundant);*

2. A signage package for a business establishment ~~Projects which include~~ **that includes** a number of signs and graphics shall have an overall plan **that demonstrates the compatibility of the design and colors of all the signs that are part of that package;**

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

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

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

~~6. External lighting shall be arranged so that the light source is screened from view~~ *(This deleted language is already a Sign Code requirement (Sec. 15.60.130.B - Illumination); language is redundant.);*

~~6.7.~~ The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.

Draft Window Sign Amendments

10/11/22 Village Council Study Session

ADDITIONAL SIGN CODE AMENDMENTS

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

Sign Variations

C. In considering whether a variation should be granted, the DRB shall consider the following factors as may be applicable: ~~Variations shall be permitted only if:~~

1. They are in harmony with the general purpose and intent of this chapter.;~~and~~
2. ~~The plight of the petitioner is due to unusual circumstances;~~ **Given the design elements of the building or site on which the sign is located, the design of the sign is as compatible, if not more, with character of the business district than the standard sign regulations allow.,**~~and~~
3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ **For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services.,**~~and~~
4. **The design of the sign is contextually appropriate for the type of business.,**~~and~~
5. **The design of the sign exhibits a high degree of artistic embellishment.,**~~and~~
6. The variation will not alter the essential character of the locality.

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

1. Permit signs that are prohibited **by 15.60.060 of the Sign Code, unless it can be demonstrated the variation would allow a type of sign that (a) had been used on the building on which it is to be located or (b) historically has been used by the type of business requesting the particular prohibited sign type;**
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

Sign Measurements

Subsection 15.60.130.A. Sign Measurement.

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

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

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



Draft Window Sign Amendments 10/11/22 Village Council Study Session

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

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

Temporary Window Signs

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

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

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

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

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

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

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

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

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

G. (Repealed.)

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: JULY 15, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the July 21, 2022, Design Review Board meeting, the Board will consider making a recommendation to the Village Council regarding amendments to the Village's current window sign code requirements and design guidelines with a focus on amendments that would allow staff to administratively approve certain window signs (Attachment A).

At the June 28, 2022, Design Review Board meeting, the Board continued its discussion regarding amendments to window sign requirements and guidelines. Prior to that meeting, staff had sent an invitation to business owners informing them of the changes being considered and invited them to review the materials and provide us with comments either in writing or in-person at the June 28 meeting. Two members of the business community provided comments at the meeting. After hearing from the members of the public, the Board discussed the proposed amendments. The Board decided to increase the number of colors that could be used on a decal window sign from one to two and for floating signs from two to three. The attached draft window sign code and guidelines amendments have been revised to include those changes.

Staff has also had the Village Attorney review the proposed changes to the window sign requirements and guidelines. Based upon the Village Attorney's review, staff has made some further changes to the attached draft amendments. Those changes are noted in red. At the July meeting, staff will review them with the Board.

After reviewing the draft window sign code amendments included in Attachment A and any additional comments from members of the public, the Board will want to consider making a formal recommendation to the Village Council regarding the proposed amendments included in Attachment A.

ATTACHMENTS

Attachment A: Draft Window Sign Code Amendments

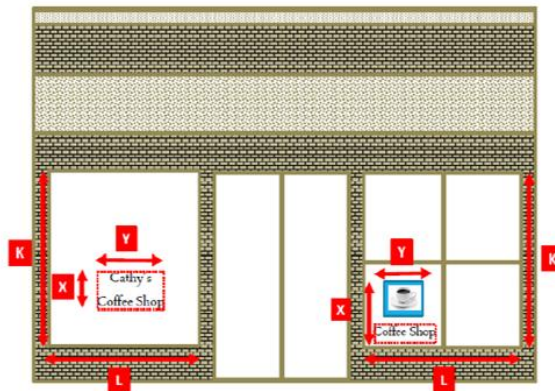
Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

Window Signs - Administrative Approval

If a window sign meets all of the following requirements, staff may be able to administratively approve the window sign. If a sign does not meet all the following requirements, the sign must be reviewed by the Design Review Board.

1) Sign Area Requirements.

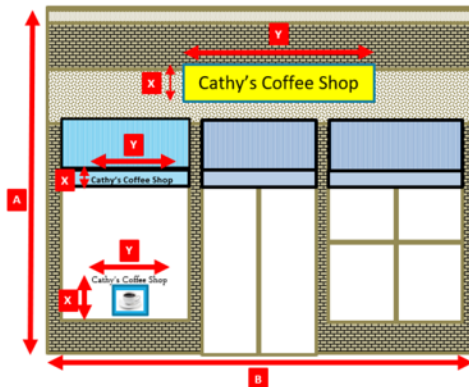
- a) A window sign(s) shall occupy 10% or less of the window opening, except a window sign(s) in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*



- May occupy no more than 10% of a window opening

$$\text{Sign Area/Window Area} = \frac{(X * Y)}{(K * L)} \leq 10\%$$

- b) The total area of all **wall signs**, **window signs**, and **awning signs** shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*



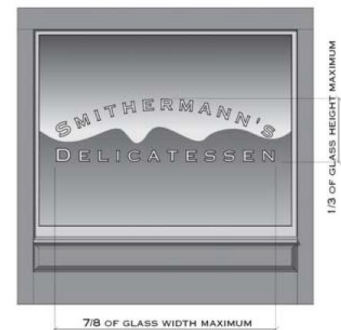
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2) Letters & Logo Size Requirements

- a) Letters & logos shall be no taller than 8", except (i) one logo and the first letter of each word may be up to no taller than 24" and (ii) store hours and contact information shall be limited to 2" in height, AND
- b) Height of a window sign shall be limited to 1/3rd height of glass area, and width of window signs shall be limited to 90% of glass width. *(These are new, more generous standards.)*



Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

3) Materials & Colors Requirements

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have a background)
- b) Decal window signs shall be limited to **two colors**.
- c) Floating window signs, **which are signs that are displayed through a window but not directly affixed to the window,** shall be limited to letters and logos of **two colors** on a solid background of another color, for a total of **three** colors.
- d) Reflective materials are not permitted.

(These are new standards so as to allow for administrative approval of window signs.)



Individual Letters & Logos

4) Illumination Requirements. Signs shall not be illuminated. *(Existing sign requirement.)*

5) Sign Placement Requirements

- a) A window sign shall be only located in the lower two-thirds of the window opening. This does not apply to a window sign in a door window or transom window. *(New more generous window sign standard.)*
- b) A window sign shall not extend over or through architectural features, including but not limited to window muntins.
- c) A decal window sign shall only be applied to the interior of the window. *(New standard specifically for administrative approval.)*

Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

Window Signs Requiring Review by the Design Review Board

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

1) Sign Area Requirements.

- d) A window sign(s) shall occupy 10% or less of the window opening, except a window sign in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*
- e) The total area of all wall signs, window signs, and awning signs shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*

2) Materials & Colors Requirements

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have background). *(New sign requirement.)*

3) Illumination Requirements. Window signs shall only be externally illuminated. *(Existing sign requirement.)*

4) Design Guidelines

- a) The Board shall consider the “Standards and Criteria for Issuance” included in Section 15.60.150.F, of the Sign Code, which apply to all types of signs, when reviewing the design of window signs. *(Existing Sign Code design standards with amendments. Deletions struck through, and additions **bold and double-underlined.**)*

Section 15.60.150 Certificate of appropriateness.

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

*1. The sign area ~~shall not exceed the maximum permitted area and~~ shall be in proportion and scale to the building or to other buildings or signs in the surrounding area *(This deleted language is already a code requirement, so language is redundant);**

*2. A signage package for a business establishment ~~Projects which include~~ **that includes** a number of signs and graphics shall have an overall plan **that demonstrates the compatibility of the design and colors of all the signs that are part of that package;***

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

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

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

*6. ~~External lighting shall be arranged so that the light source is screened from view~~ *(This deleted language is already a Sign Code requirement (Sec. 15.60.130.B - Illumination); language is redundant.);**

Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)

~~67.~~ *The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.*

ADDITIONAL SIGN CODE AMENDMENTS

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

Sign Variations

C. In considering whether a variation should be granted, the DRB shall consider the following factors as may be applicable; ~~Variations shall be permitted only if:~~

1. They are in harmony with the general purpose and intent of this chapter. ~~;~~ and
2. ~~The plight of the petitioner is due to unusual circumstances;~~ Given the design elements of the building or site on which the sign is located, the design of the sign is as compatible, if not more, with character of the business district than the standard sign regulations allow. ~~;~~ and
3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services. ~~;~~ and
4. The design of the sign is contextually appropriate for the type of business. ~~;~~ and
5. The design of the sign exhibits a high degree of artistic embellishment. ~~;~~ and
6. The variation will not alter the essential character of the locality.

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

1. Permit signs that are prohibited by 15.60.060 of the Sign Code, unless it can be demonstrated the variation would allow a type of sign that (a) had been used on the building on which it is to be located or (b) historically has been used by the type of business requesting the particular prohibited sign type;
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

Sign Measurements

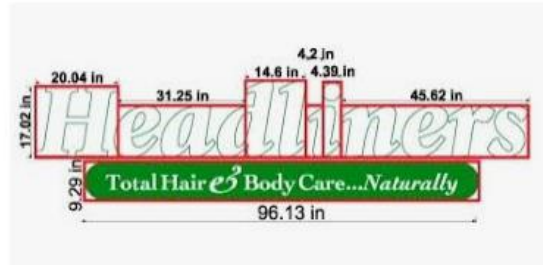
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2. Area of Sign With Background Panel. A sign placed or painted on a background panel shall be measured by computing the area of the background panel.

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

Draft Window Sign Amendments
7/21/22 DRB Meeting
(Red text notes changes since 6/28/22 Meeting)



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

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

Temporary Window Signs

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

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

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

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

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

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

Members Present:

Kirk Albinson, Chairman
Maggie Meiners
Katie Moor
Heather Niehoff

Members Absent:

Michael Klaskin
Paul Konstant
Michael Ritter

Village Staff:

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

Call to Order & Roll Call:

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

Public Comment.

No comments were made at this time.

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

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

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

AYES: Albinson, Meiners, Moor, Niehoff

NAYS: None



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: JUNE 23, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the June 28, 2022, Design Review Board meeting, the Board will continue its discussion regarding potential changes to the Village's current window sign code requirements and design guidelines.

Over the last few months, the Board has held workshop sessions during which the Board reviewed the Village's current window sign regulations and other community's requirements as well as potential changes to the Village's sign requirements and guidelines for window signs. Based upon its discussions, the Board identified an approach by which staff would be able to administratively review and approve certain window signs, while the remaining window signs would require Design Review Board review and approval. The proposed amendments would also amend the variation standards to provide more appropriate standards for the Board to consider when reviewing Sign Code variation requests of not only the window sign requirements, but also requirements for other types of signage. **Attachment A** summarizes, which types of window signs could be administratively approved by staff and which would require Board approval. It also identifies other draft Sign Code amendments.

Also, as the Board considers its discussion of proposed changes to the window sign requirements, staff has provided some images of window signs to consider as it makes its recommendations regarding which signs could be approved administratively by staff and which would require review by the Board. The examples provided in **Attachment B** relate to allowed number of colors and what constitutes individual letters/logos and what constitutes a background.

Village staff has also sent an invitation to business owners informing them of the changes the Design Review Board is considering and inviting them to review the materials and provide us with comments either in writing or in-person at the June 28 meeting. **Attachment C** includes a copy of the notice that was sent to Winnetka business addresses.

After reviewing the draft window sign code amendments included in Attachment A and hearing comments from members of the public and the business community, the Board will want to determine if it is ready to make a formal recommendation regarding window sign code requirements and guidelines. If so, the Board should direct staff to prepare the actual code language for its consideration at a future meeting.

ATTACHMENTS

Attachment A: Draft Window Sign Code Amendments
Attachment B: Window Sign Examples
Attachment C: Copy of Notice Sent to Winnetka Businesses

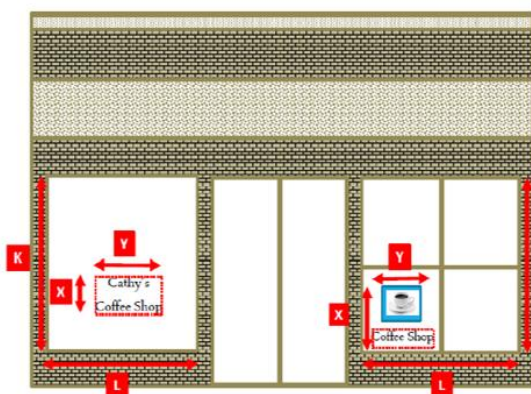
Draft Window Sign Amendments 6/28/22 DRB Meeting

Window Signs - Administrative Approval

If a window sign meets all of the following requirements, staff may be able to administratively approve the window sign. If a sign does not meet all the following requirements, the sign must be reviewed by the Design Review Board.

1) Sign Area Requirements.

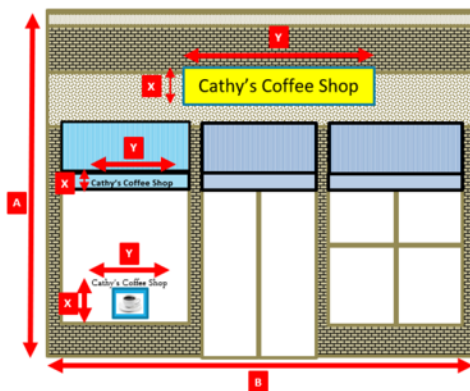
- A window sign(s) shall occupy 10% or less of the window opening, except a window sign(s) in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*



- May occupy no more than 10% of a window opening

$$\text{Sign Area/Window Area} = \frac{(X * Y) + (K * L) \leq 10\%}{}$$

- The total area of all **wall signs**, **window signs**, and **awning signs** shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*



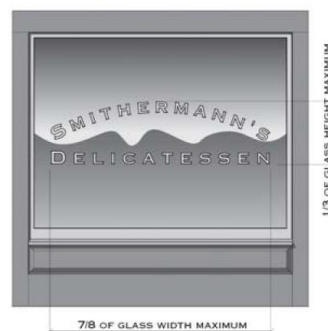
The total area of all wall signs, window signs, and awning signs may be no more than 15% of the area of street exposure

$$\text{Total Street Exposure} = A * B$$

$$(\text{Wall Sign Area} + \text{Window Sign Area} + \text{Awning Sign Area}) \leq 15\% \text{ of Total Street Exposure}$$

2) Letters & Logo Size Requirements

- Letters & logos shall be no taller than 8", except (i) one logo and the first letter of each word may be up to no taller than 24" and (ii) store hours and contact information shall be limited to 2" in height, AND
- Height of a window sign shall be limited to 1/3rd height of glass area, and width of window signs shall be limited to 90% of glass width. *(These are new, more generous standards.)*



Draft Window Sign Amendments

6/28/22 DRB Meeting

3) **Materials & Colors Requirements**

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have a background)
- b) Decal window signs shall be limited to one single color.
- c) Floating window signs shall be limited to letters and logos of one color on a solid background of another color, for a total of two colors.
- d) Highly reflective materials are not permitted.
(These are new standards so as to allow for administrative approval of window signs.)



Individual Letters & Logos

4) **Illumination Requirements.** Signs shall not be illuminated. *(Existing sign requirement.)*

5) **Sign Placement Requirements**

- a) A window sign shall be only located in the lower two-thirds of the window opening. This does not apply to a window sign in a door window or transom window. *(New more generous window sign standard.)*
- b) A window sign shall not extend over or through architectural features, including but not limited to window muntins.
- c) A decal window sign shall only be applied to the interior of the window. *(New standard specifically for administrative approval.)*

Draft Window Sign Amendments 6/28/22 DRB Meeting

Window Signs Requiring Review by the Design Review Board

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

1) Sign Area Requirements.

- d) A window sign(s) shall occupy 10% or less of the window opening, except a window sign in a door window and transom window shall occupy 50% or less of the window opening. *(Existing sign requirement.)*
- e) The total area of all wall signs, window signs, and awning signs shall be no more than 15% of the area of street exposure. *(Existing sign requirement.)*

2) Materials & Colors Requirements

- a) Decal window signs shall be die-cut and limited to individual letters & logos (e.g., do not have background). *(New sign requirement.)*

3) Illumination Requirements. Window signs shall only be externally illuminated. *(Existing sign requirement.)*

4) Design Guidelines

- a) The Board shall consider the “Standards and Criteria for Issuance” included in Section 15.60.150.F, of the Sign Code, which apply to all types of signs, when reviewing the design of window signs. *(Existing Sign Code design standards with amendments.* Deletions ~~struck through~~, and additions **bold and double-underlined.**)

Section 15.60.150 Certificate of appropriateness.

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

*1. The sign area ~~shall not exceed the maximum permitted area and~~ shall be in proportion and scale to the building or to other buildings or signs in the surrounding area *(This deleted language is already a code requirement, so language is redundant);**

*2. A signage package for a business establishment ~~Projects which include~~ **that includes** a number of signs and graphics shall have an overall plan **that demonstrates the compatibility of the design and colors of all the signs that are part of that package;***

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

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

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

*~~6. External lighting shall be arranged so that the light source is screened from view~~ *(This deleted language is already a Sign Code requirement (Sec. 15.60.130.B - Illumination); language is redundant.);**

~~6.7.~~ The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process.

Draft Window Sign Amendments 6/28/22 DRB Meeting

ADDITIONAL SIGN CODE AMENDMENTS

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

Sign Variations

C. Variations shall be permitted only if:

1. They are in harmony with the general purpose and intent of this chapter; and
2. ~~The plight of the petitioner is due to unusual circumstances;~~ **Given the design of the building and its elements or the design of the site on which the building is located, the design of the sign is as compatible, if not more, with character of the business district than the standard sign regulations allow,** and
3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ **For window signs, the design of the sign does not significantly inhibit the viewing of store products, activities, or services, and**
4. **The design of the sign is contextually appropriate for the type of business, and**
5. **The design of the sign exhibits a high degree of artistic embellishment, and**
6. The variation will not alter the essential character of the locality.

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

1. Permit signs that are prohibited **by 15.60.060 of the Sign Code, unless it can be demonstrated the variation would allow a type of sign that (a) had been used on the building on which it is to be located or (b) historically has been used by the type of business requesting the particular prohibited sign type;**
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

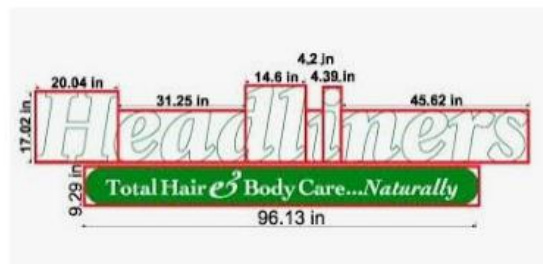
Sign Measurements

Subsection 15.60.130.A. Sign Measurement.

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

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

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



Draft Window Sign Amendments

6/28/22 DRB Meeting

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

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

Temporary Window Signs

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

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

FOR REFERENCE PURPOSES ONLY, THE TYPES OF PROHIBITED SIGNS

Section 15.60.060 Prohibited signs.

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

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

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

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

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

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

G. (Repealed.)

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

Individual Letter & Logo Examples



Staff Review
– Individual letters/logos & one color

DRB Review
- More than one color





DRB Review
—
Portion of
sign message
contains
background



Staff Review – If business' logo
DRB Review – If not logo,
because of text on a background



June 22, 2022

Dear Winnetka Business Owners:

The Design Review Board is in the process of reviewing the Village's sign regulations, including how to streamline the process for businesses. Over the last couple of months, the Board has been discussing window sign regulations.

We would like to invite you to the Tuesday, June 28, 2022, Design Review Board meeting to provide comments on the proposed regulations. The meeting will be held in the Village Hall Council Chambers at 510 Green Bay Road and will start at 7:00 PM.

Currently, all permanent window signs require a sign permit and approval by the Design Review Board. Under the proposed amendments, all permanent window signs would still require a sign permit; however:

- certain types of window signs would be approved in an expedited fashion administratively by Village staff; and
- signs that do not meet the criteria for administrative approval by Village staff would still need to be reviewed and approved by the Design Review Board.

The current draft of the proposed regulations and guidelines for window signs can be found on the following Village webpage www.villageofwinnetka.org/signamendments. The proposal is not finalized, and we look forward to receiving your thoughts and comments.

If you are unable to attend the meeting, you may also provide comments in one of two ways: (1) by sending an email to dschoon@winnetka.org; or (2) by delivering a letter to Community Development, Village of Winnetka, 510 Green Bay Rd, Winnetka, IL 60093. Also, if you have any questions prior to the meeting, please feel free to reach out to me at 847-716-3526 or dschoon@winnetka.org.

Sincerely,

David Schoon
Community Development Director

**Winnetka Design Review Board/Sign Board of Appeals Special Meeting Minutes Excerpts
June 28, 2022**

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Maggie Meiners
Katie Moor
Heather Niehoff

Members Absent:

Paul Konstant
Michael Ritter

Village Staff:

David Schoon, Director of Community Development
Christopher Marx, Associate Planner

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 7:03 p.m. Mr. Marx took roll call of the Commission Members present.

Workshop Sessions:

a. **Discussion of the Sign Code Requirements and Design Guidelines for Window Signs.**

Mr. Schoon described the background behind the discussion which included Village staff administrative approval and items which would require the Board's approval. He referred to page 89 and identified the signs which would require administrative approval. Mr. Schoon then described the previous discussion relating to letter and logo size, etc. and referred to die cut signs, decal signs and colors which also could be administratively approved. He identified examples of signs with two colors which would still come to the Board for review. Mr. Schoon then stated illuminated and sign placement requirements remained the same as discussed at the last meeting.

Mr. Schoon stated if the requirements listed on page 1 of the packet are not met, the request would have to come to the Board and identified situations and examples of signs where variations can be requested. He stated regarding illuminated signs, external illuminated signs are allowed. Mr. Schoon added the sign code contained design guidelines for signs and suggested changes which made the language less redundant. He also referred to the clarified language change in the sign variation standards in point nos. 4 and 5. Mr. Schoon then stated the Board cannot currently grant variations for prohibited signs such as roof signs and noted language that would allow prohibited signs in certain situations. He stated regarding temporary signs, they would be allowed at up to 10% of the window area. Mr. Schoon then stated they would like to hear the Board's comments and comments from the audience before moving forward with the amendments.

Chairman Albinson then asked if there were any comments from the public. Theresa Lucas, owner of Good Grapes, asked for clarification for the 10% window sign limitation and commented it is too small, especially during major Village construction/streetscape projects when it's important for businesses to let their customers know they were open. Ms. Meiners stated regarding construction, a temporary clause can be included as an exception. She then stated she would be open to administrative approval of signs with two colors. Mr. Klaskin added it should be for the branding for signs containing an applicant's brand colors and referred to two previous applications as examples. Chairman Albinson commented it may be difficult for the Village staff to define what is considered an applicant's brand colors. Mr. Klaskin responded administrative approval should only apply to an established brand and would serve to streamline the process. Ms. Meiners stated while she agreed with Mr. Klaskin's comments, she added an applicant's proposal with more than two colors should come before the Board. Ms. Niehoff agreed with Ms. Meiners' comments.

Rocky Flintermann, Love & Care Pet Service owner, identified their logo for the farmer's market. He referred to Google whose brand contains several colors. Ms. Meiners clarified they are attempting to make the process easier for businesses and suggested adding parameters for Village staff approval. Ms. Niehoff agreed with Ms. Meiners'

1 comments and stated the question is how much easier the process should be made and to ensure small businesses
2 feel comfortable. Ms. Niehoff and Chairman Albinson referred to instances of unintended consequences. Mr. Schoon
3 stated while he understood Mr. Klaskin's comments, it may be difficult for staff to determine what is an established
4 brand color. Chairman Albinson stated he would not be in favor of giving Village staff administrative approval of
5 unlimited colors. Mr. Schoon noted during major construction projects, the Village is flexible on regulations for
6 businesses. He then stated the Board is to give the Village staff direction in terms of language to add to the code for
7 presentation to the Village Council.

8
9 The Board directed staff to amend the draft language for administrative approval window decal signs can have up
10 to two colors and freestanding signs can have up to three colors, one includes the background color. Mr. Schoon
11 stated staff will make that change and present language for the Board to make a formal recommendation at its next
12 meeting.

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: MAY 12, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the May 19, 2022, Design Review Board meeting, the Board will continue its review of the Village's current window sign code requirements and design guidelines. The Board will also continue its discussion regarding any changes the Village should consider to our window sign code regulations and guidelines.

Based upon the Board's discussion at its April 15, 2022, meeting, staff has prepared the attached document identifying amendments to the Sign Code which would allow staff to administratively review and approve certain window signs, while requiring Design Review Board review and approval for all other window signs. The proposed amendments would also amend the variation standards to provide more appropriate standards to consider when considering variations of not only the window sign requirements, but also requirements for other types of signage. Staff has also attached some sign images and sign information to assist the Board with its discussion.

At the last meeting, the Board asked staff if there was a way to measure the sign area for a sign without a background panel by a means other than "...the sum of the area of the smallest regular geometric figures that can separately encompass all words, letter areas, figures, emblems, and other elements of the sign." Staff continues to explore what other options there may be.

If after the discussion, the Board has identified a general approach to amend the code to allow administrative review of certain signs, staff would recommend the next step would be send a notice to business owners and commercial property owners inviting them to attend a future meeting to provide comments regarding the proposed changes.

ATTACHMENTS

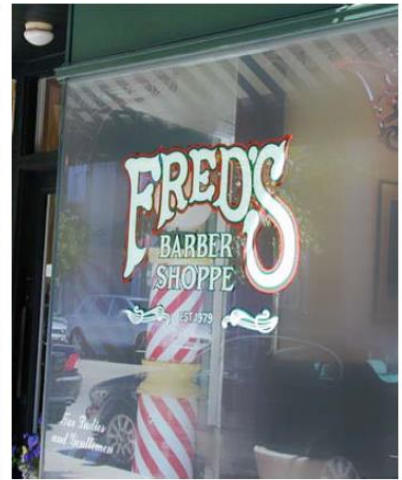
Attachment A Draft Window Sign Amendments
Attachment B Window Sign Examples
~~Attachment C A Copy of the Village Sign Regulations and Excerpts form the Village Design Guidelines~~

Draft Window Sign Amendments

Window Signs - Administrative Approval

If a window sign meets the following requirements, staff may be able to administratively approve the window sign. If a sign does not meet all the following requirements, the sign must be reviewed by the Design Review Board.

1. **Sign Area.** A window sign shall occupy 10% or less of the window opening, except a window sign in a door window and transom window shall occupy 50% or less of the window opening
2. **Letters & Logo Size.** *Potential Options*
 - a) **Status quo** (compliance with current Design Guidelines language required). Letters & logos shall be no taller than 6", except store hours and contact information shall be limited to 2" in height. (Should note, the Board has regularly approved logos larger than 6"), **OR**
 - b) **Increased letter height and logo.** Letters & logos shall be no taller than 8", except (i) one logo and the first letter of each word may be up to no taller than 24" and (ii) store hours and contact information shall be limited to 2" in height, **OR**
 - c) **Maximum Flexibility.** Height of a window sign shall be limited to 1/3rd height of glass area, and width of window signs shall be limited to 90% of glass width.



Draft Window Sign Amendments

Materials & Colors.

- Decal window signs shall be limited to individual letters & logos (e.g., do not have background)
- Decal window signs shall be limited to one single color.
- Floating window signs shall be limited to letters and logos of one color on a solid background of another color, for a total of two colors.
- Highly reflective metallic materials are not permitted

3. Illumination. Signs shall not be illuminated.

4. Sign Placement.

- A window sign shall be only located in the lower two-thirds of the window opening. This does not apply to a window sign in a door window or transom window.
- A window sign shall not extend over or through architectural features, including but not limited to window muntins.
- A decal window sign shall only be applied to the interior of the window.

Window Signs Requiring Review by the Design Review Board

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

Sign Area Requirements.

- Any window sign that includes an opaque background shall occupy 10% or less of the window opening.
- Any window sign that contains only letters and one logo (no background) shall occupy less than 20% or less of the window area opening.
- Any window sign in a door window or transom window shall occupy less than 50% of the window opening.

Illumination Requirements.

- Signs shall only be externally illuminated.

Design, Material, & Colors Guidelines

- Colors should harmonize with the building or be consistent with the business establishment.
- The design of the window sign should be consistent with the design of the other signs for the business establishment.

Draft Window Sign Amendments

ADDITIONAL SIGN CODE AMENDMENTS

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

Sign Variations

- C. Variations shall be permitted only if:
1. They are in harmony with the general purpose and intent of this chapter; and
 2. ~~The plight of the petitioner is due to unusual circumstances;~~ **Given the design of the building and its elements or the design of the site on which the building is located, the design of the sign is more compatible with character of the business district than the standard sign regulations would allow,** and
 3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ **For window signs, the design of the sign does not significantly inhibit the viewing of store products or services, and**
 4. **The design of the sign is highly unique, contextually appropriate for the type of business, and exhibits a high degree of craftsmanship, and**
 5. The variation will not alter the essential character of the locality.
- E. Notwithstanding the provisions of this section, the Sign Board shall not have the power to:
1. Permit signs that are prohibited, **unless it can be demonstrated the variation would allow such a type of sign that historically had been used by the type of business requesting the variation;**
 2. Waive permit requirements;
 3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
 4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

Sign Measurements

A. Sign Measurement.

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

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

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

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

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

Draft Window Sign Amendments

Temporary Window Signs

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

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



Attachment B

WINDOW SIGN EXAMPLES





HUBBARD WOODS

2

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
913	Green Bay	Arch Glow	3.21	7.78%	2"	<u>Lower Section</u>	None
911	Green Bay	Munder Skiles	3.65	6.65%	5"	Lower Section	None





ARCH GLOW GRAPHIC - ~20"

3





EAST ELM

4

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
552	Lincoln	Mitch's Cookies	7.50	7.13%	8"	Center	Projecting





EAST ELM

5

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
574	Lincoln	Mandarine Home	5.89	3.80%	< 6"	Center	Wall & Projecting
550	Lincoln	Balloons & Paper	3.60	6.13%	8'	Center	Wall

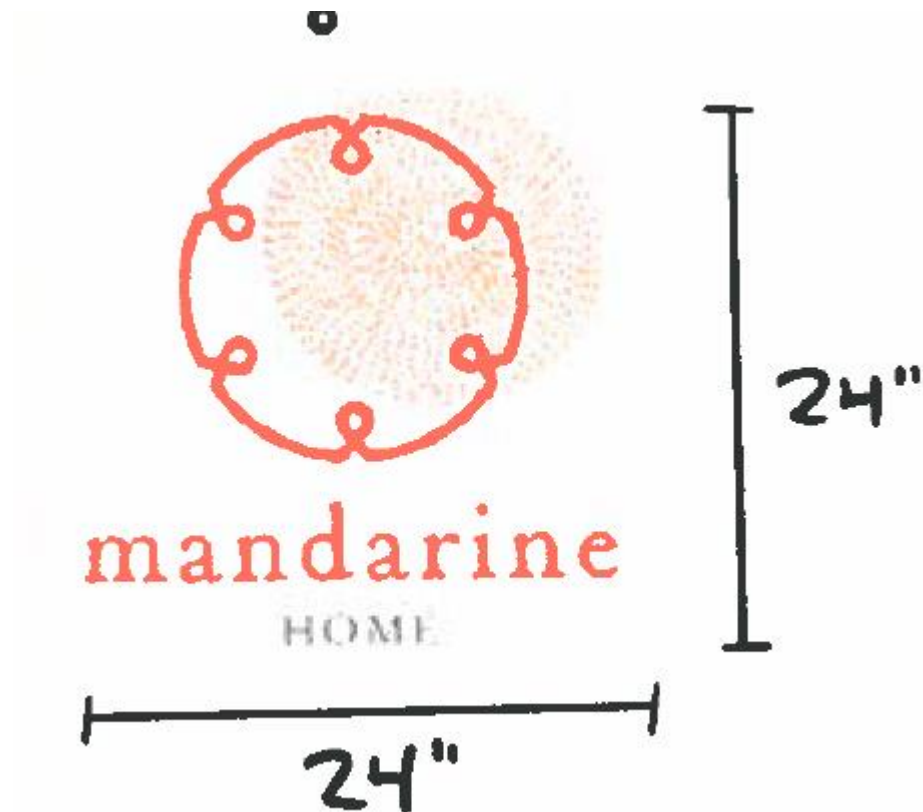


Not included
with Sign Permit



MANDARINE HOME GRAPHIC - ~24"

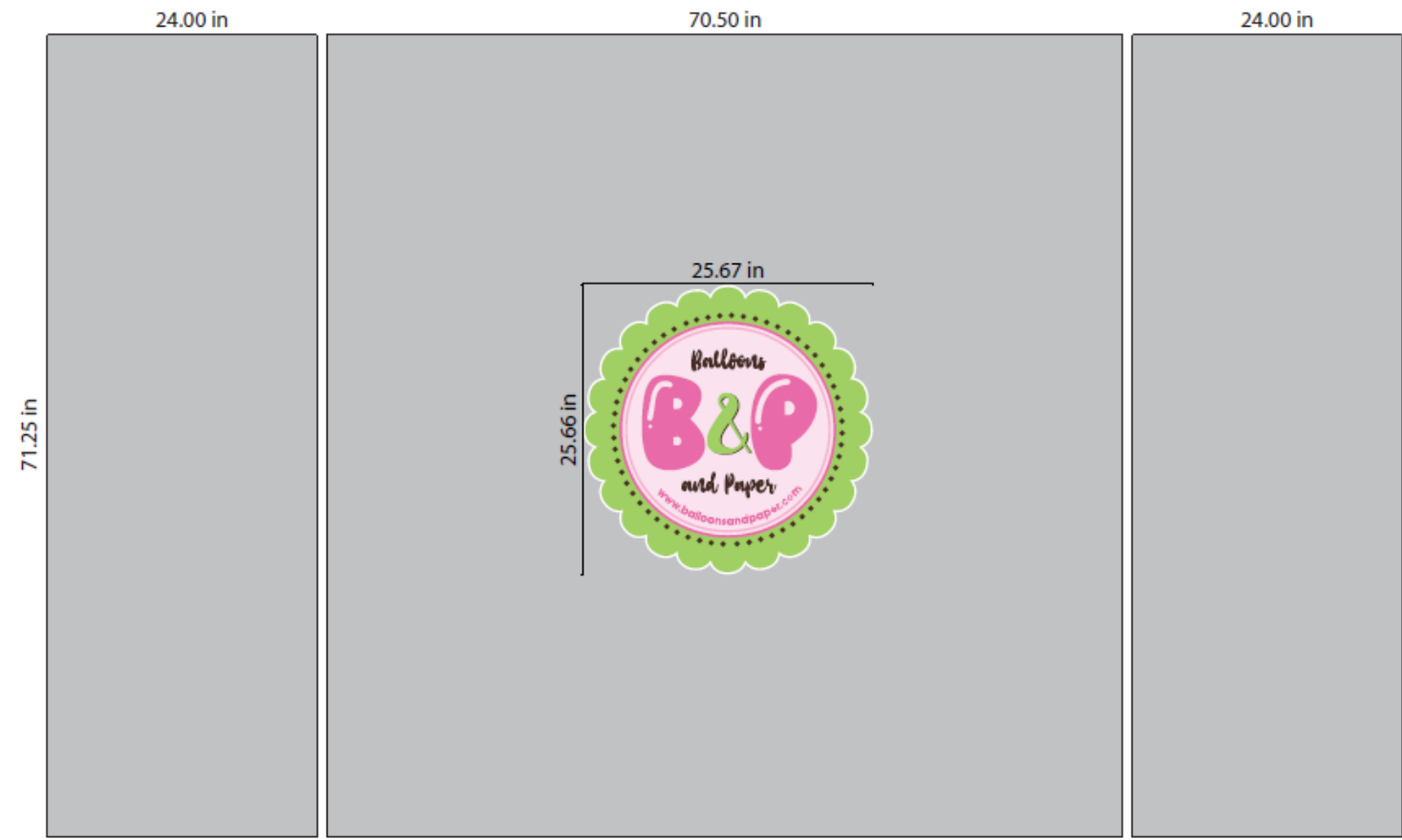
6





BALLOONS & PAPPER GRAPHIC – 25.67”

7





EAST ELM

Street #	Street Name	Business Name	Sign Area Square Feet Approved	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
561	Lincoln	Kaleidoscope Floral	7.50	6.73%	6"	Center	Awning



Approved



Installed





KALEIDOSCOPE FLORAL GRAPHIC - ~24"

9





WEST ELM

10

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
818	Elm Street	Bliss (Elm side)	24.82	28.98%	38"	Center	None
818	Elm Street	Bliss (Chestnut side)	11.09	20.62%	25"	Center	None





HUBBARD WOODS

11

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
901	Green Bay	Rebel House - Window 1	3.30	5.90%	15.6"	Center	None
901	Green Bay	Rebel House - Window 2	3.30	5.90%	15.6"	Center	None
901	Green Bay	Rebel House - Window 3	1.29	6.08%		Center	None





HUBBARD WOODS

12

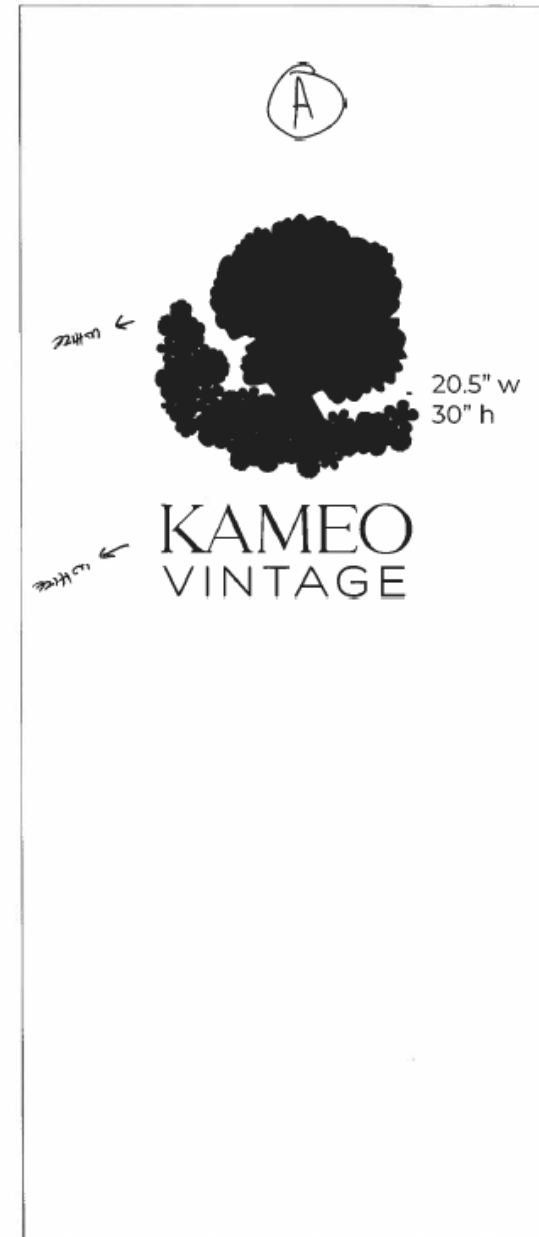
Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
874	Green Bay	Kameo Vintage	6.76	7.95%		Upper Section	None
874	Green Bay	Ciao Bella Sewing - Window 1	4.00	9.22%	6"	Center	None
874	Green Bay	Ciao Bella Sewing - Window 2	4.00	6.10%	6"	Center	None





KAMEO VINTAGE GRAPHIC – 20.5" X 30.0"

13





HUBBARD WOODS

14

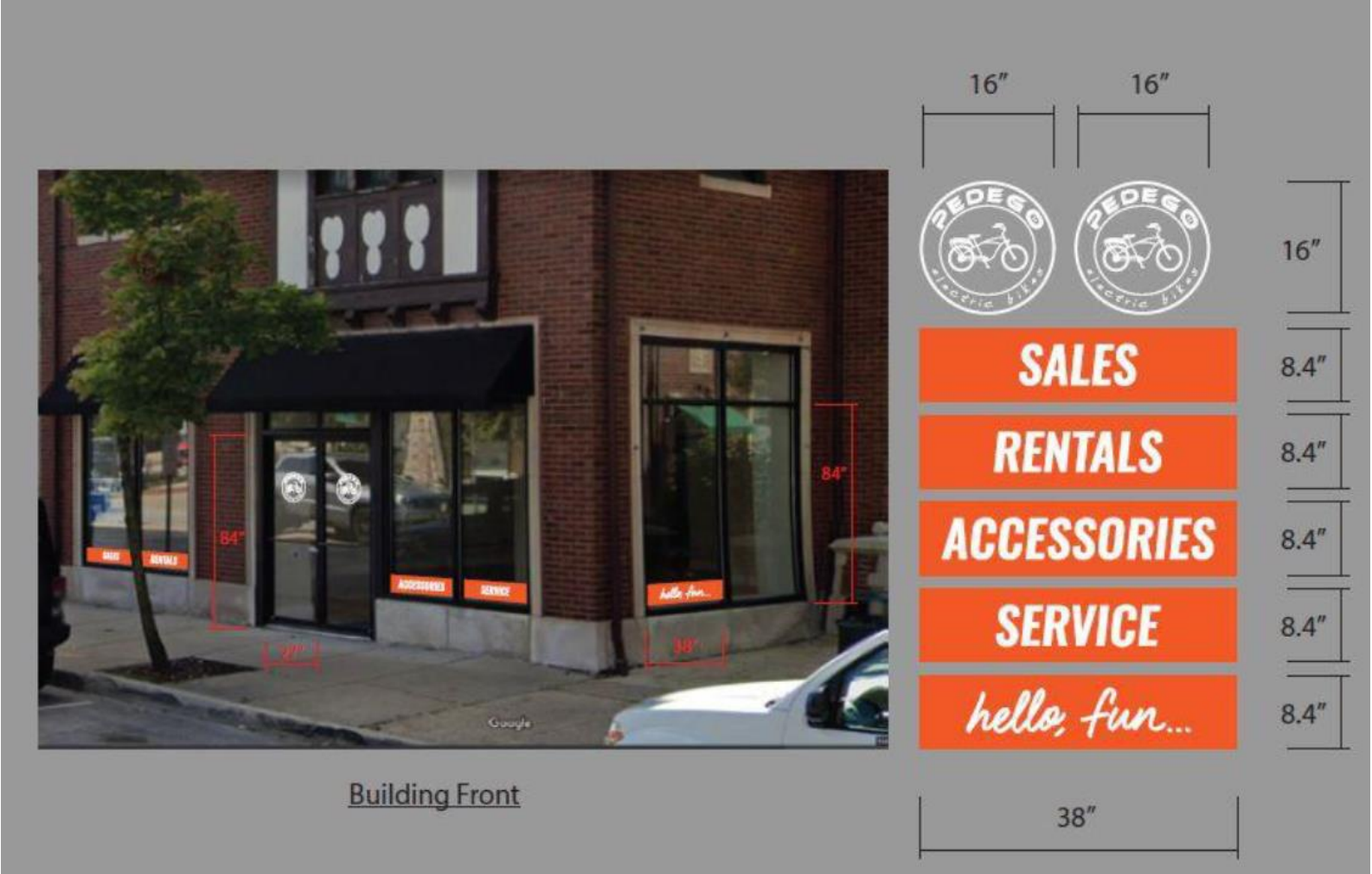
Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
894	Green Bay	Pedago - Each Sign	2.22	10.00%	8.4"	Bottom	Awning
890	Green Bay	State Farm	4.67	8.41%	6"	Lower Section	Wall





PEDEGO GRAPHIC – 16"

15



**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes Excerpts
May 19, 2022**

Members Present:

Kirk Albinson, Chairman
Paul Konstant
Maggie Meiners
Katie Moor
Heather Niehoff

Members Absent:

Michael Klaskin
Michael Ritter

Village Staff:

David Schoon, Director of Community Development
Ann Klaassen, Senior Planner

Call to Order & Roll Call:

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

Discussion of Sign Code Requirements and Design Guidelines for Window Signs.

Mr. Schoon provided the Board with a recap of the Board's discussion from their last meeting relating to changing the window sign regulations. He stated an outline of ideas for administrative approval is included in the agenda packet which he then described for the Board. Mr. Schoon identified the items being considered for administrative approval as the sign area, sign colors, text and logo size, etc. He spoke about text and logo size ranging from existing guideline to possibly changing it to not being larger than 8 inches with possible exceptions for larger logos and language similar to that used in Lake Forest relating to sign height and width requirements in conjunction with the 10% window area limitation. He then provided several examples to the Board for their review.

Mr. Schoon stated materials and colors were also discussed at the last meeting and identified the specifics where administrative approval would be allowed for sign approval to include one or two colors. Ms. Meiners and Ms. Niehoff referred to examples of preferred signs and others which appear as stickers. Ms. Niehoff suggested administrative approval be allowed for signs with no more than two colors with the preference/requirement for die-cut. Chairman Albinson clarified for administrative approval, it would include items that are two colors and die-cut and referred to the wording shown on page 2 which would eliminate label signs.

Mr. Schoon went on to note internally illuminated signs are not allowed and referred to sign placement in the window, which the Board previously discussed. He then referred to the administrative approval language for the location of window signs and referred to an example on which the Board provided their preferences. Chairman Albinson referred to the three options for the Board to consider. Ms. Meiners suggested administrative approval be allowed for Option B. Ms. Niehoff then suggested a diagram be provided to provide clarity. Mr. Schoon explained how signs are measured which do not have a background and used the Bliss sign as a reference. He then drew on the illustration to explain the area included in the sign area regulations. Mr. Konstant stated a limit of 8 inches with Option B would be fine. The Board Members agreed more flexible options should require Board review as opposed to administrative review. Mr. Schoon provided the Board with a sign example with 8 inch lettering. The Board Members suggested the height limitations in Option B be combined with the height and width limitation standard related to a proportion of the window area of Option C. Mr. Schoon confirmed if a proposed sign

1 did not meet those requirements, it would have to come before the Board. The Board Members confirmed
2 an opaque background should never be allowed and for any sign over 10% to require a variance with the
3 remaining items on the list of guidelines to remain.
4

5 Mr. Schoon then stated with regard to sign variations, he referred to the proposed language relating to
6 the plight of unique circumstances for applicants in terms of when the Board would consider varying from
7 the standards. The Board Members agreed with the language. Mr. Schoon then stated variances cannot
8 be granted for prohibited signs and provided the Board with the list of prohibited signs. Chairman Albinson
9 suggested the matter be studied at a future date and agreed the language is fine. Mr. Schoon
10 recommended deleting the sign measurements as indicated in item 4. He then stated with regard to
11 temporary window signs, he identified the current regulations which would result in a 20% limitation for
12 temporary and window signs together. The Board Members agreed with that suggestion. Mr. Schoon then
13 stated the business community should be given the opportunity to provide their thoughts to the Board.
14 He confirmed signs which did not go through the appropriate approval process would then be revisited in
15 terms of compliance once the sign code is updated. Chairman Albinson confirmed the awning discussion
16 would be deferred to the next meeting.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: APRIL 15, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the April 21, 2022, Design Review Board meeting, the Board will continue its review of the Village's current window sign code requirements and design guidelines. The Board will also continue its discussion regarding any changes the Village should consider to our window sign code regulations and guidelines.

As was mentioned at the March meeting, staff has identified several businesses that have installed signs without a permit. Some of the signs appear to be compliant, while others do not. Prior to us reaching out to those businesses to discuss compliance, we first wanted to review the Village window sign requirements and guidelines to see if the Board would find it appropriate to amend our codes and guidelines. Then based upon any amended sign regulations, staff would reach out to businesses regarding compliance.

At the March 17, 2022, Board meeting, staff reviewed with the Board (1) a summary of the Village's window sign requirements and guidelines, (2) images of window signs that the DRB has approved since 2000, and (3) images of windows sign that had been installed without a sign permit. Due to the late hour, the Board continued discussion of potential code amendments to its next meeting. Attachment A is a copy of the March 17 presentation. Also attached is a copy of the Village's sign regulations as well as a copy of excerpts from the Village's Design Guidelines related to signs (Attachment B).

At the April meeting, staff will briefly rereview the existing window sign regulations and design guidelines and then present some ideas regarding how the Board may wish to consider amending the window sign regulations.

ATTACHMENTS

- Attachment A Presentation from the March 17, 2022, DRB Meeting, which summarizes the Village wall sign regulations and guidelines, includes images of Recently approved window signs, images of window signs recently installed without sign permits, and ideas for potential window sign code amendments
- Attachment B A Copy of the Village Sign Regulations and Excerpts form the Village Design Guidelines

For items struck through, please see
March 17, 2022, DRB meeting materials.



SIGNS RECENTLY INSTALLED WITHOUT A SIGN PERMIT





SARAH DIPPOLD HOME – 906 GREEN BAY

24



**Window sign installed without a permit, business opened in Summer 2019.
Likely compliant**





KMK LUXURY CONSIGNMENT – 930 GREEN BAY

25



- Window sign installed without permit, possibly exceeds 10% of window area.
- Moved to current location in January of 2021.





NORTH SHORE BARBERSHOP – 1083 GAGE

26



- Window sign installed without sign permit and possibly exceeds 10% of window area.
- Business opened in 2019, expanded space in late 2021.





ONCE UPON A BAGEL - 1050 GAGE

27



- Frequent ancillary signage and take-out window signage installed in 2021 without permit.
- Total signage area may exceed 15% of overall storefront area.





EXCELLENT CLEANERS – 1046 GAGE



- Window sign installed without permit and possibly exceeds 10% of window area.
- Signage installed as early as September of 2016.





ALCHEMY AND CLOTHE – 897 GREEN BAY

29



- Window sign was installed without permit in December of 2020.
- Applicant was made aware of sign permit process during walk-through.
- Likely compliant





BLISS SALON – 818 ELM

30



- Variation for window sign exceeding 10% area was not approved by DRB, areas of 28.98% and 20.62%, respectively.
- DRB offered until February of 2022 to update signage to compliance.





MICHELLE'S CLEANER – 805 ELM

31



Projecting sign was installed without permit and possibly exceeds sign code standards.





1920, THE TRAVEL STORE – 807 ELM



Signage was installed without permit and possibly exceeds sign code standards.





CHESTNUT STREET FLOWERS – 547 CHESTNUT

33



- Window sign was installed without permit and might exceed 10% of window area.
- Sign installed sometime after September of 2018.





CLASSIC KIDS PHOTOGRAPHY – 566 CHESTNUT

34



- Window sign was installed without permit, as early as September of 2016.
- Signage includes excess ancillary signage.





MAISON DU PRINCE – 566 CHESTNUT

35



- Window sign was installed without permit in early 2020.
- Business informed by DRB of sign compliance by February of 2022.
- Signs exceed 10% window area by 26.5%, 12.4%, 26.5%, and 12.4% respectively.



SOUPECUREAN – 566 CHESTNUT



- Window sign was installed in July of 2020 without permit, excessively exceeds 10% of window area.
- Business informed by DRB of sign compliance by February of 2022.





JEWELBOX DRESS COMPANY – 723 ELM

37



Window sign was installed without permit in November of 2020, possibly exceeds 10% of window area.





BLOWDRY BOUTIQUE – 717 ELM



Window sign was installed without permit in November of 2020 and likely exceeds 10% of window area.





THE 60'S BEAUTY LASH – 572 LINCOLN

39



Window sign deviates from approved permit specifications in 2014, likely exceeds 10% of window area.





WINDOW SIGN GUIDELINE IDEAS

- Height of sign limited to 1/3rd height of glass area; Width of sign limited to 90% glass width **(Lake Forest)**
- Sign shall not extend over or through architectural features, including but not limited to window muntins **(Barrington)**
- Should be limited to individual letters and logos. **(Barrington)**





ADMINISTRATIVE REVIEW OR ALLOWED WITHOUT A PERMIT

50

Are there certain window signs that should be allowed without a permit or administratively reviewed? Potential examples:

1. Window signs that meet the following **do not require sign permits**:
 1. Consist of individual letters and logos;
 2. Meet sign area requirements,
 3. Located in the lower one-third of the window, **and**
 4. Meet all other identified guidelines (e.g., letter size, color, etc.)
2. Window signs that comply with the following **can be administratively approved**:
 1. Meet sign area requirements,
 2. Located in the lower 50% of the window, **and**
 3. Meet all other identified guidelines (e.g., letter size, color, etc.)



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

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Heather Niehoff
Michael Ritter

Members Absent:

Paul Konstant
Maggie Meiners
Katie Moor

Village Staff:

David Schoon, Director of Community Development
Christopher Marx, Associate Planner

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 7:01 p.m. Mr. Marx took roll call of the Commission Members present.

Discussion of the Sign Code Requirements and Design Guidelines for Window Signs.

Mr. Schoon referred to a copy of the presentation materials and stated at the previous meeting, the Board discussed basic window sign requirements and they conducted a review of approved signs and signs that has been installed without a permit in the Village. He stated staff is looking for direction from the Board as to whether they would be open to considering changes in the code requirements before they began enforcement. Mr. Schoon then stated the Board deemed to be open to making changes to the code and process as well as for allowing administrative approval of certain types of window signs.

Mr. Schoon then went through the requirements and guidelines with regard to window signs, window displays and instances where window displays become signs. He also referred to incidental signs which are allowed in windows and identified examples. Mr. Schoon then discussed regulations relating to doors with windows and transom areas as well as windows with dividers. He also referred to general design guidelines for all signs and preferences in terms of materials, background materials, etc. as well as lighting guidelines, floating signs, lettering size limitations, etc. Mr. Schoon then identified allowed signage for building and wall facades and sign size limitations as well as the allowance of temporary business signs and their size limitations.

Mr. Schoon referred to comments made at the last meeting and the Board's preference for simpler window signs without a background and identified examples. He also identified examples for window signs which exceeded size area limitations and the Board's preferences and concerns. He identified two of the four standards which may be difficult to meet including unique circumstances and hardship. Mr. Schoon referred to suggested language for the variation standards in order to provide the Board with more flexibility. He discussed whether the Board would be open to granting approval of a variation for a prohibited sign and referred to the former Texaco gas station which had a sign above the roof as an example. Mr. Schoon then referred to examples of sign requirements and guidelines used in other communities.

Mr. Schoon stated based on previous Board's comments regarding administrative review, staff drafted language for the Board to consider regarding when staff could approve window signage

1 administratively. In response to one potential administrative review requirement limiting signage to
2 one color, Mr. Klaskin referred to instances where applicants want signage which represented their
3 brand color. Mr. Schoon then continued his review of potential language for window sign administrative
4 review. He stated for any sign which did not meet these standards/guidelines, they would be presented
5 to the Board for review and approval. Mr. Schoon then asked if there were any questions.
6

7 Ms. Niehoff stated in light of being pro-business, she referred to signs which can be approved
8 administratively which would not require applicants waiting to come before the Board. Mr. Ritter
9 referred to the amount of noncompliant signs and questioned how regulations are to be imposed on
10 new applicants. Chairman Albinson stated that is the purpose of this this process. Mr. Schoon noted
11 enforcement is the responsibility of the Village staff with the goal being compliance and they want to
12 hear from the Board as to which process applicants should go through. He explained how businesses are
13 advised of the sign approval process before occupancy certificates are issued or special use permits are
14 granted..
15

16 Chairman Albinson asked if there are simpler ways to calculate window sign area limitations, and Mr.
17 Schoon explained the rationale for the calculations. Chairman Albinson then questioned whether
18 technology is available for use by applicants to calculate window sign area limitations with the current
19 methodology being subjective. Mr. Marx provided the Board with a further explanation of how the
20 calculations are performed. Chairman Albinson then referred to the proposed administrative review
21 language regarding size limitations for letters and logos and location in the lower 1/3 of the window and
22 suggested it be changed to the lower half or the center. He also referred to businesses which did not
23 have wall signs in conjunction with window signs which received administrative approval. Mr. Schoon
24 confirmed the applicant would have to come before the Board to install a wall sign together with
25 window signage. The Board Members discussed the differences between allowances for wall signs and
26 awnings. Ms. Niehoff referred to decal signs and questioned whether color should be considered or
27 should administrative approval only be for white letters and graphics. The Board Members discussed
28 whether bright colors which are an applicant's brand should be approved. Mr. Ritter referred to other
29 sign materials which are prohibited such as neon signs. Mr. Schoon responded certain signs are
30 prohibited while other sign materials are preferences in the guidelines.
31

32 Mr. Klaskin stated any signage which fit the 10% size limitation would be fine for administrative review.
33 Mr. Ritter stated an exception should be allowed for taller letters which are part of an applicant's logo.
34 The Board Members discussed instances where lettering taller than the height requirement should be
35 allowed. Chairman Albinson suggested applicants provide a digital sketch for administrative review. Mr.
36 Klaskin added applicants should be required to be present to address the Board's questions or
37 comments. Mr. Schoon informed the Board applicants are encouraged to be present. Chairman Albinson
38 stated that staff will continue to work on the parameters of an administrative review and present them
39 at a future meeting. No additional comments were made at this time.
40



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, DIRECTOR
DATE: MARCH 10, 2022
SUBJECT: WINDOW SIGN REGULATIONS & DESIGN GUIDELINES

At the March 17, 2022, Design Review Board meeting, the Board will have a study session to review the Village's current window sign code requirements and design guidelines. We would like to discuss with the Board if there are any changes the Village should consider to our sign code regulations and guidelines.

As some Board members may remember, in early 2020, the Board considered a sign permit and variation application for Bliss salon for window signs it had installed without a permit. The signs that were installed exceeded the maximum allowed window sign area thus also requiring a sign variation. At that time, the Board seem reluctant to grant the variations; however, given the impacts of pandemic on this and other businesses, the Board deferred consideration of the request to this year. At that time, staff informed the Board that a couple of other businesses had also installed windows signs without a permit, and that those businesses would be before the Board for approval in 2020. Given the pandemic, the Board also requested that consideration of those signs be deferred to 2021.

Since that time, staff has discovered a few other businesses that have installed signs without a permit, some of which appear to be compliant, while others do not. Prior to us reaching out to those business to discuss compliance, we first want to review the Village window sign requirements and guidelines to see if the Board would find it appropriate to amend our codes and guidelines.

Attached is a document summarizing the Village's window sign requirements and guidelines, images of approved window signs, and potential code amendments based upon ideas from other communities (Attachment A). Also attached is a copy of the Village's sign regulations as well as a copy of excerpts from the Village's Design Guidelines related to signs (Attachment B). We will review this material with the Board at the March meeting. Also, at the March meeting we will share images of other window signs that have been installed without a permit.

ATTACHMENTS

- Attachment A Summary of Village Wall Sign Regulations and Guidelines with Images of Recently Approved Window Signs
- Attachment B A Copy of the Village Sign Regulations and Excerpts form the Village Design Guidelines



VILLAGE OF WINNETKA

WINDOW SIGN REGULATIONS & GUIDELINES REVIEW

Community Development Department





WHAT IS A WINDOW SIGN?

"Window sign" means a sign, picture, symbol, or combination, applied or attached to the ***exterior or interior*** of a window, or located ***within five feet of the interior side of a window*** and displayed so that it is visible from the exterior of the window.

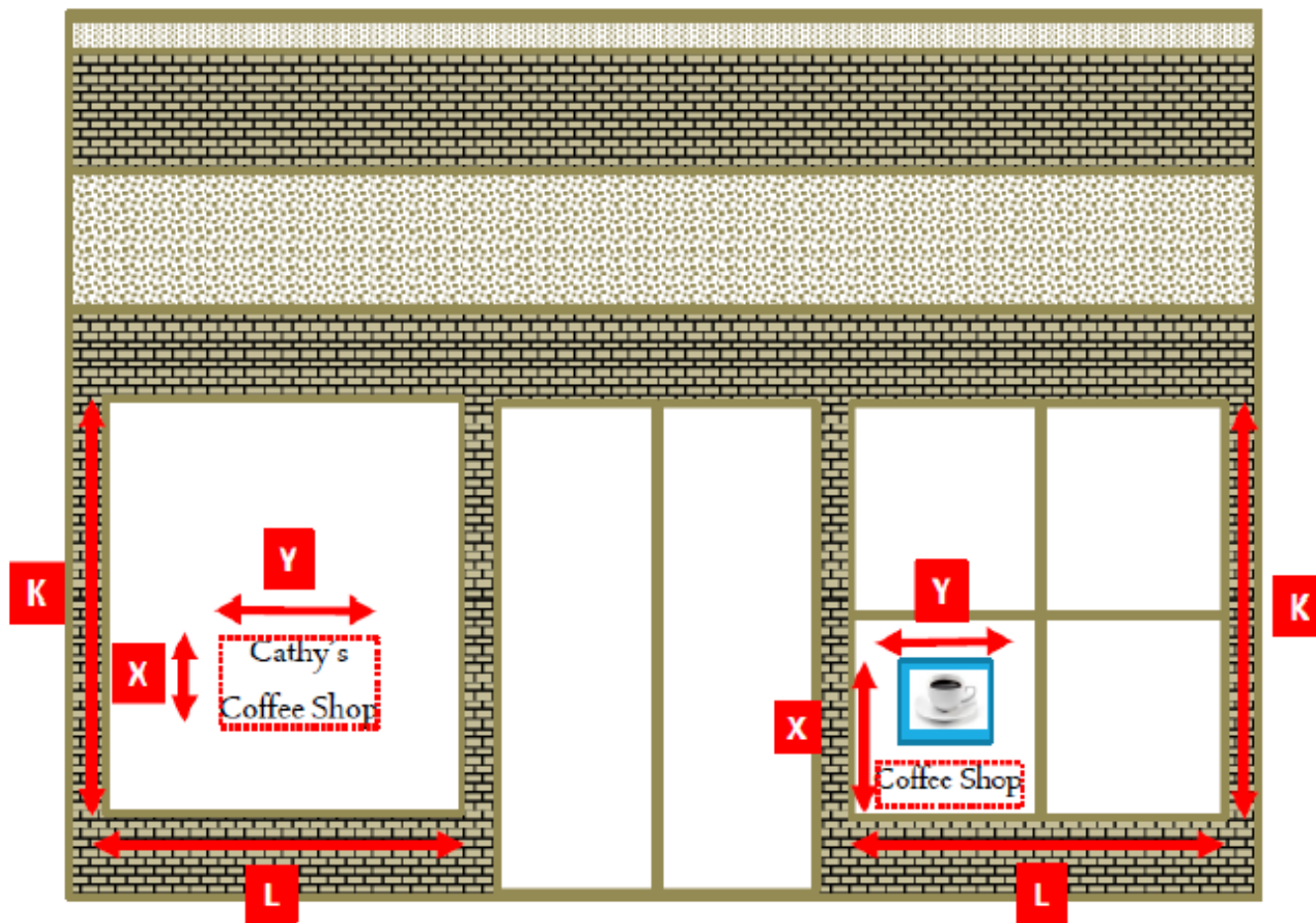
For purposes of this code, displayed merchandise or products shall not be considered a window sign.

Winnetka Sign Code Definition





WINDOW SIGN – SIGN CODE REQUIREMENTS



- May occupy no more than 10% of a window opening
$$\text{Sign Area/Window Area} = (X * Y) \div (K * L) \leq 10\%$$
- Shall not exceed 70 sf in area
- Internally illuminated signs are prohibited.





WINDOW SIGN – SIGN CODE INTERPRETATIONS



- A window sign may occupy no more than 50% of a doorway's glass area.
- Single windowpane/single section of window includes total window area between masonry columns or other building structural elements.





SIGN DESIGN GUIDELINES – GENERAL FOR ALL SIGNS



- Colors
 - Must harmonize with building.
 - Background colors limited to earth tones and primary colors (pastel, neon & secondary colors not allowed)
- Materials
 - Preferred materials – metal, plaque, brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron.
 - Materials not permitted – high reflective metallic





SIGN DESIGN GUIDELINES – GENERAL FOR ALL SIGNS

- Lighting
 - Should be lit by marquee or spot lighting (independent source)
 - Source of lighting not visible from street, sidewalk or dwelling.
 - Industrial fixture not permitted





SIGN DESIGN GUIDELINES – WINDOW SPECIFIC



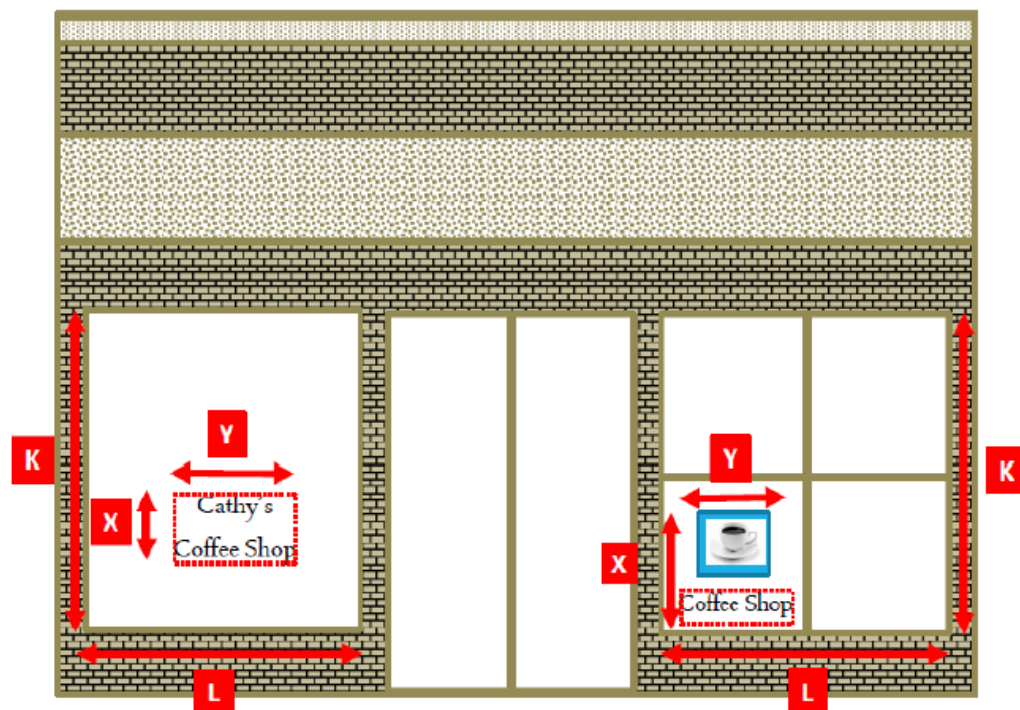
- Floating Signs
 - Behind glass at transom or sill of the store front.
 - Lit from separate source
- Decal Signs
 - Painted or vinyl letters and numbers.
 - Within transom or lower section of storefront window so as not to interfere with merchandising
 - 50% of transom area
 - 10% of window area
 - Text size
 - Store hours – 2"
 - All Other - 6"





WINDOW SIGN DESIGN GUIDELINES – INTERPRETATIONS

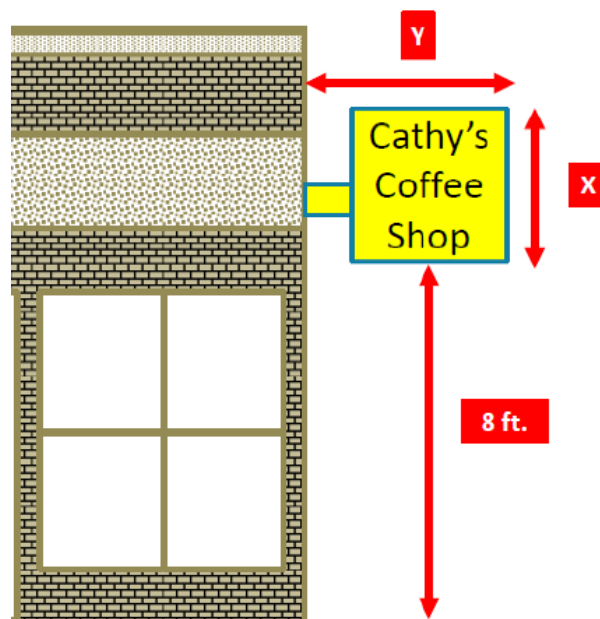
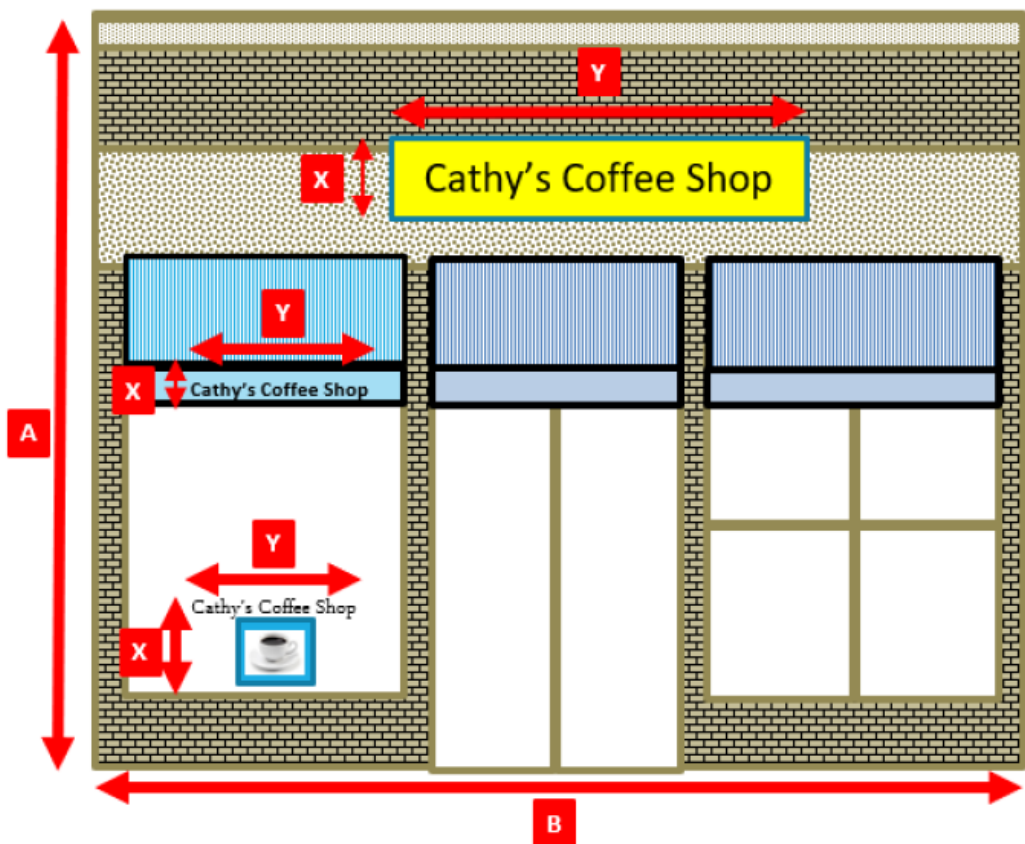
- Window graphics should be applied as “second surface” graphics (e.g., mounted on interior of window glass.)





A BUSINESS MAY HAVE THE FOLLOWING TYPES OF PERMANENT BUILDING SIGNS

9



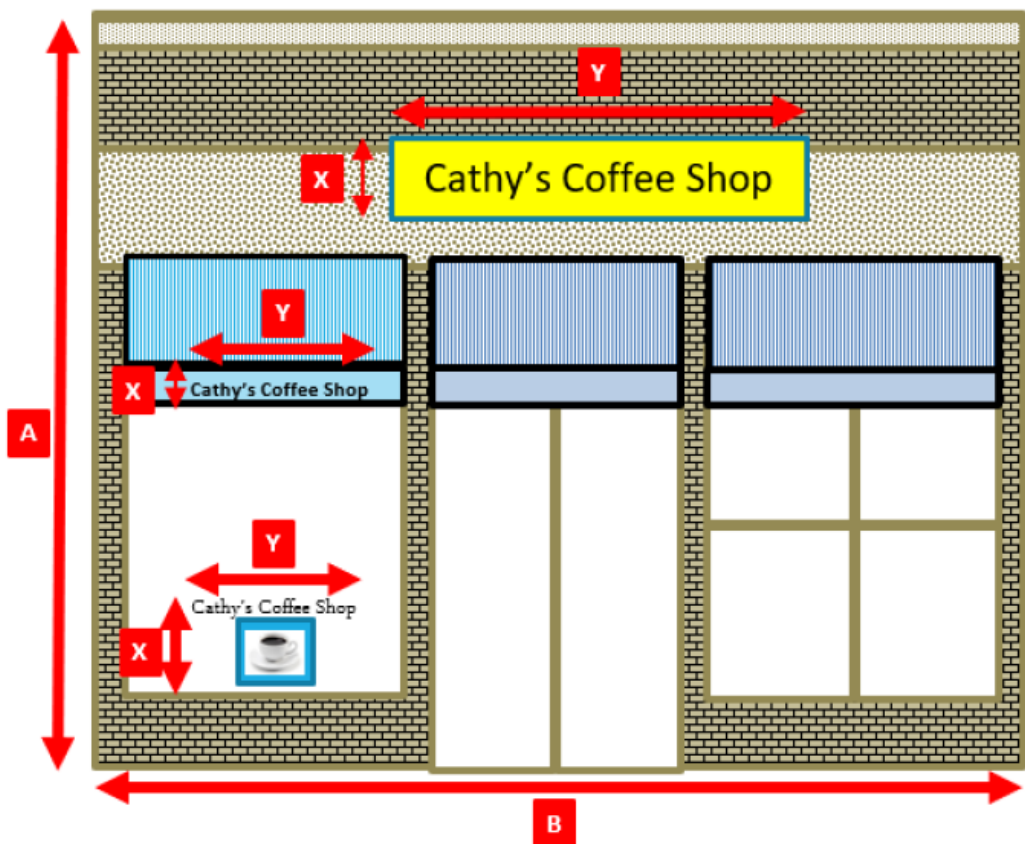
- Window
- Wall
- Awning
- Projecting





BUILDING SIGNS – TOTAL SIGN AREA LIMITATIONS

10



The total area of all **wall signs**, **window signs**, and **awning signs** may be no more than 15% of the area of street exposure

$$\text{Total Street Exposure} = A * B$$

(Wall Sign Area + Window Sign Area + Awning Sign Area) $\leq$ 15% of Total Street Exposure





TEMPORARY BUSINESS WINDOW SIGNS ALLOWED WITHOUT A PERMIT

11

- Are allowed to advertise special sales of merchandise or special commercial events
- May not be illuminated
- Shall be no more than 8 square feet in area and the total area of all window signs, both temporary and permanent, shall not exceed 10% of window area
- Shall not be displayed for more than 30 days.

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

Interpretation - Temporary window signs for community events are allowed without permits and do not count toward 10% rule.





SIGNS REVIEWED BY DRB AND SINCE INSTALLED (2020 TO TODAY)





EAST ELM

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
552	Lincoln	Mitch's Cookies	7.50	7.13%	8"	Center	Projecting
561	Lincoln	Kaleidoscope Floral	7.50	6.73%	6"	Center	Awning





EAST ELM

14

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
574	Lincoln	Mandarine Home	5.89	3.80%	< 6"	Center	Wall & Projecting
550	Lincoln	Balloons & Paper	3.60	6.13%	8'	Center	Wall





EAST ELM

Street #	Street Name	Business Name	Sign Area Square Feet Approved	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
561	Lincoln	Kaleidoscope Floral	7.50	6.73%	6"	Center	Awning



Approved



Installed





WEST ELM

16

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
556	Chestnut	La Taquiza - Window 1	6.59	7.77%		Center	None
556	Chestnut	La Taquiza - Window 2	6.59	7.77%	1.82	Center	None
556	Chestnut	La Taquiza - Window 3	6.59	17.00%	1.82	Lower Section	None
556	Chestnut	La Taquiza - Window 4	2.99	10.90%	1.58	Lower Section	None





WEST ELM

17

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
566	Chestnut	Fizz & Pop - Window 1	2.00	5.73%	3.75"	Lower Section	None
566	Chestnut	Fizz & Pop - Window 2	6.00	8.60%	5"	Lower Section	None
559	Chestnut	Bunny & Babe	5.27	7.90%	2.5"	Center	Awning





WEST ELM

18

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
818	Elm Street	Bliss (Elm side)	24.82	28.98%	38"	Center	None
818	Elm Street	Bliss (Chestnut side)	11.09	20.62%	25"	Center	None





HUBBARD WOODS

19

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
913	Green Bay	Arch Glow	3.21	7.78%	2"	Center	None
911	Green Bay	Munder Skiles	3.65	6.65%	5"	Lower Section	None





HUBBARD WOODS

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
901	Green Bay	Rebel House - Window 1	3.30	5.90%	1.3'	Center	None
901	Green Bay	Rebel House - Window 2	3.30	5.90%	1.3'	Center	None
901	Green Bay	Rebel House - Window 3	1.29	6.08%		Center	None





HUBBARD WOODS

21

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
874	Green Bay	Kameo Vintage	6.76	7.95%		Upper Section	None
874	Green Bay	Ciao Bella Sewing - Window 1	4.00	9.22%	6"	Center	None
874	Green Bay	Ciao Bella Sewing - Window 2	4.00	6.10%	6"	Center	None



Not included
with Sign Permit





HUBBARD WOODS

22

Street #	Street Name	Business Name	Sign Area Square Feet	% of Window (Requirement - Max 10%)	Text Height (Guideline - Max 6")	Location on Window (Guideline - Lower Section)	Other Signs
894	Green Bay	Pedago - Each Sign	2.22	10.00%	8.4"	Bottom	Awning
890	Green Bay	State Farm	4.67	8.41%	6"	Lower Section	Wall





SIGN VARIATIONS





SIGN VARIATION STANDARDS (SEC. 15.60.250)

C. Variations shall be permitted only if:

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





SIGN VARIATIONS (SEC. 15.60.250)

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

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





PROHIBITED SIGNS

- A. Animated signs & signs and displays consisting of a string, cluster or series of lights
- B. Internally illuminated signs;
- C. Translucent awnings signs;
- D. Changeable copy signs, other than gasoline price signs, incidental signs, portable menu board signs, display case signs;
- E. Building roof signs (e.g., attached to, located upon, or located above the roof eave line);
- F. Signs painted directly on the wall of a building, fence, or similar structure;
- G. Off-premises sign
- H. Any sign not specifically permitted by the provisions of this chapter is prohibited.





POTENTIAL WALL SIGN REQUIREMENT/ GUIDELINE AMENDMENTS





SIGN ~~VARIATION~~ EXCEPTION STANDARDS – POTENTIAL AMENDMENTS

45

- C. ~~Variations~~ Exceptions shall be permitted only if:
1. They are in harmony with the general purpose and intent of this chapter; and
 2. ~~The plight of the petitioner is due to unusual circumstances;~~ **Given the design of the building and its elements or the design of site on which the building is located, the character of the community would be more appropriately served by granting an exception to the sign regulations,** and
 3. ~~There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter;~~ **The design of the sign better complements the design of the building's architectural elements or better allows the viewing of store products or services than the standard sign code requirements would allow,** and
 4. The ~~variation~~ exception will not alter the essential character of the locality.





SIGN VARIATIONS

- POTENTIAL AMENDMENTS

46

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

1. Permit signs that are prohibited, unless it can be demonstrated the exception would allow such a type of sign that historically had been used on the subject site;
2. Waive permit requirements;
3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130;
4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.





SIGN DEFINITION

- “....within 5 feet of interior side of window...and visible from exterior (Winnetka)
- “...within 12” of window surface & visible from street” (Oak Park)
- “...placed within 18 inches of glass” (Lake Forest)
- “... within 3 feet of window & plainly visible from exterior...” (Glencoe)





SIGN AREA MAXIMUMS

- **Permanent & Temporary – 10% of glass area (Winnetka)**
- Permanent – 10% of window area, if no wall or awning signs, permitted up to 20%
(Limit one)
Temporary – 15% of window area, limited to 8 weeks
Temporary & Permanent – 20% of window area **(Wilmette)**
- Permanent – 10% of total area of all windows or 6 SF
Temporary – 20% of all windows on ground floor, 30-day limit
(Highland Park)
- Permanent – 20 % of glass area
Permanent & Temporary – 40% of glass area
(Arlington Heights)





WINDOW SIGN GUIDELINE IDEAS

- Height of sign limited to 1/3rd height of glass area; Width of sign limited to 90% glass width (**Lake Forest**)
- Sign shall not extend over or through architectural features, including but not limited to window muntins (**Barrington**)
- Should be limited to individual letters and logos. (**Barrington**)





ADMINISTRATIVE REVIEW OR ALLOWED WITHOUT A PERMIT

50

Are there certain window signs that should be allowed without a permit or administratively reviewed? Potential examples:

1. Window signs consisting of individual letters and logos that meet the sign area requirements, are located in the lower one-third of the window, and meet all other identified guidelines (e.g., letter size, color, etc.) do not require a permit.
2. Window signs that meet the sign area requirements, located in the lower 50% of the window, and meet all other identified guidelines (e.g., letter size, color, etc.) can be administratively approved by staff.





VILLAGE OF WINNETKA

WINDOW SIGN REGULATIONS & GUIDELINES REVIEW

Community Development Department



Chapter 15.60 - SIGNS

Sections:

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

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

Section 15.60.010 Title.

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

Section 15.60.020 Scope.

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

Chapter 15.60 - SIGNS

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

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

Section 15.60.030 Intent.

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

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

Section 15.60.040 Rules of construction.

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

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

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

Section 15.60.050 Definitions.

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

"Board" means the Winnetka Design Review Board.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

(Amended MC-7-2002 § 2, 08/06/02)

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

Section 15.60.060 Prohibited signs.

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

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

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

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

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

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

G. (Repealed.)

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

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

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

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

Section 15.60.070 Exempt signs.

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

Chapter 15.60 - SIGNS

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

Section 15.60.080 Signs allowed without a permit.

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

Section 15.60.090 Permitted temporary signs.

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

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

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

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

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

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

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

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

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

Section 15.60.100 Signs on residential properties.

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

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

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

Section 15.60.120 Commercial signs.

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

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

2. Projecting Signs.

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

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

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

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

3. Freestanding Signs.

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

Chapter 15.60 - SIGNS

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

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

4. Awning Signs.

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

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

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

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

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

Section 15.60.130 General standards.

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

A. Sign Measurement.

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

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

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

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

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

Chapter 15.60 - SIGNS

B. Illumination.

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

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

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

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

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

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

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

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

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

Section 15.60.140 Sign permit procedures.

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

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

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

Chapter 15.60 - SIGNS

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

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

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

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

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

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

Section 15.60.150 Certificate of appropriateness.

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

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

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

D. Issuance of Certificate.

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

Chapter 15.60 - SIGNS

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

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

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

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

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

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

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

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

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

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

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

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

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

Section 15.60.160 Amendment to permit work.

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

Chapter 15.60 - SIGNS

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

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

Section 15.60.170 Expiration and revival of permits.

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

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

Section 15.60.180 Failure to complete work.

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

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

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

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

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

Section 15.60.190 Review of existing permanent signs.

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

Chapter 15.60 - SIGNS

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

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

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

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

Section 15.60.200 Nonconforming signs.

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

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

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

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

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

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

Section 15.60.210 Unlawful display deemed nuisance.

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

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

Section 15.60.220 Enforcement, penalties and revocation of permit.

Chapter 15.60 - SIGNS

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

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

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

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

E. Penalties--Fines.

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

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

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

Chapter 15.60 - SIGNS

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

Section 15.60.230 Violation of regulations.

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

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

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

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

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

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

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

Section 15.60.240 Appeals.

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

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

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

Section 15.60.250 Variations.

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

Chapter 15.60 - SIGNS

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

C. Variations shall be permitted only if:

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

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

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

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

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

Section 15.60.260 Liability for damages.

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

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

The Village of

Winnetka

Design Guidelines

Signage Excerpts



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.

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes Excerpts
March 17, 2022**

Members Present:

Kirk Albinson, Chairman
Maggie Mainers
Katie Moor
Heather Niehoff

Members Absent:

Michael Klaskin
Paul Konstant
Michael Ritter

Village Staff:

David Schroon, Director of Community Development
Christopher Marx, Associate Planner

Discussion of the Sign Code Requirements and Design Guidelines for Window Sign.

Mr. Schoon stated the Board is being asked to consider thinking about the issue and not to make recommendations yet. He also stated they are focusing on window signs first, which represent a majority of the issues and referred to businesses which installed signs which did not meet code requirements. Mr. Schoon referred to the window sign definition and instances where signs became merchandise displays. He then referred to window sign requirements in terms of size limits, etc. noting internally illuminated signs are prohibited.

Mr. Schoon stated in addition to specific regulations/standards the Village also has design guidelines for all signs which he identified as well as preferred materials. He explained the difference between window sign guidelines and regulations as well as size limits and location. Mr. Schoon then described different types of signs including awning signs, projecting signs, wall signs, etc. which the total sign area for awning, window, and wall signs cannot exceed 15% of the street exposure or what would commonly be thought of as the business facade. He also referred to temporary signs and their limitations. Mr. Schoon informed the Board businesses are allowed to put up community event signs in their windows.

Mr. Schoon then stated the Village staff then identified wall sign permits approved by the Design Review Board since 2000 and took pictures of such signs. Mr. Schoon began by reviewing such signs on Lincoln Avenue. Ms. Mainers referred to instances where a business installed a sign which was different than what was approved. Mr. Schoon responded enforcement is necessary, but they first wanted to ask the Board members for their feedback regarding which window signs they found to be compatible within the business districts. He then referred to signs on Chestnut Street which were recently approved and referred to their visual appearance as well as several Hubbard Woods signs which were approved.

Mr. Schoon stated Mr. Marx identified businesses that had installed windows signs without submitting a sign permit and receiving DRB approval even though many of those businesses had gone through the preoccupancy review process, through the special use process, or both. During both process they are informed of the need to apply for sign permits. He then identified several examples of unapproved window signs Ms. Niehoff stated the Board should consider current procedures and trends in neighboring communities and supporting retail and the community aesthetic which may have changed over the years. Mr. Schoon responded sign regulations represent one of the most challenging set of regulations to develop. He referred to sign regulation examples used by other communities such as Highland Park, Wilmette, and Glencoe. He described it as a balance between helping businesses and

Adopted on April 21, 2022

1 maintaining commercial area character. Chairman Albinson added they should also make a decision as
2 to whether complaint signs can be approved administratively.

3
4 Mr. Schoon stated compliance is the Village's ultimate goal. The Village can issue tickets, but if someone
5 does not comply, it requires going to court to get the business to comply. Some board members
6 expressed preference of windows signs without backgrounds and a single color. Some members
7 thought that a window sign with a larger sign area than what is currently allowed is appropriate, if the
8 sign doesn't have a background, so that a significant part of the sign area is transparent.

9
10 Mr. Schoon stated the Board may want to consider sign variation standards and limits as well as to
11 consider what other communities are doing to discuss at the next meeting.