



Village of Winnetka

Design Review Board/Sign Board of Appeals

Regular Meeting

October 20, 2022 at 7:00 PM
Village Hall - 510 Green Bay Road

AGENDA

1. **Call to Order**
2. **Public Comments**
3. **Continued Applications**
 - a. **Case No. 22-13-DR - 93 Green Bay Road - Streetscape/Site Improvements**
(Continued from the October 3, 2022, special meeting): Certificate of Appropriateness for streetscape/site improvements at 93 Green Bay Road. **Staff requests this item be continued until the November 17, 2022, meeting.**
4. **New Applications**
 - a. **Case No. 22-23-DR - 554 Lincoln Avenue - Brittany's Butters & Gourmet Bakery:** Sign permit to allow installation of a wall sign and window signs on the storefront of the property located at 554 Lincoln Avenue.
 - b. **Case No. 22-24-DR - 907 Green Bay Road: Bella Bleu Bridal:** Sign permit to allow installation of window signs on the storefront of the property located at 907 Green Bay Road.
5. **Other Business**
 - a. November 17, 2022, Meeting - Quorum Check
6. **Adjournment**

NOTICE

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

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: OCTOBER 13, 2022
SUBJECT: 544 LINCOLN AVENUE – BRITTANY’S BUTTERS AND GOURMET BAKERY – SIGN PERMIT (CASE NO. 22-23-DR)

INTRODUCTION

On October 20, 2022, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Brittany’s Butters and Gourmet Bakery (the “Applicant”), as the lessee of the commercial space located at 544 Lincoln Avenue (the “Subject Property”), to allow installation of a wall sign and window sign on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Lincoln Avenue between Pine and Elm Streets in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building with a limestone façade, mansard roof, and traditional architectural elements with commercial space on the first and second floors. Tenants of the building include the Applicant’s business in addition to *Delos Strength Therapy*, *Strong Nail City*, and *Balloons and Paper*. The Applicant’s space was previously occupied by *Bake Homemade Pizza*. Figure 1 below identifies the Subject Property. Figures 2 and 3 on the following page identify the entire building and corresponding signage between the other business tenants.



Figure 1 – Subject Property – Store Frontage along Lincoln Avenue



Figure 2 – Subject Property – Store Frontage and Neighboring Business

PREVIOUS APPROVALS

The DRB approved a pin-mounted wall sign and awning sign for the previous business, *Bake Homemade Pizza*, in 2006. Portions of the signage from the previous business are still visible above in Figure 1.

On December 16, 2021, the DRB approved the existing pin-mounted wall sign for *Delos Strength Therapy*, a neighboring tenant in the same building. The sign can be seen in Figure 2 above. On October 22, 2021, the DRB approved the existing pin-mounted wall sign and window sign for *Balloons and Paper* (see Figure 3 below).



Figure 3 – Subject Property – Neighboring businesses

CURRENT REQUEST

The Applicant is seeking approval of a wall sign and window sign for the new bakery business. The wall sign would be located along the traditional sign band of the building with black pin-mounted acrylic letters that say "BRITTANY'S BUTTERS & GOURMET BAKERY" in a basic 9.25-inch font that stretches across the storefront. The storefront window would receive a square vinyl application on the exterior in the center that would say "Brittany's Butters and Gourmet Bakery" in a gold-highlighted brown cursive font around the business logo with the website address and phone number below it in varying font sizes up to 3.5 inches. The awning sign on the existing awning is from the previous business and will be removed when the awning is cleaned. The Applicant has provided renderings and illustrations of the proposed signs that are available in the application materials included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for wall signs and window signs in the commercial districts. Window signs may occupy no more than 10% of the window area. The proposed window sign would take up approximately 9.92% of the window area. Wall signs may only contain the business name, a three-word generic description of the types of products or services, and the occupant's logo or trademark. The area of a wall sign shall not exceed 70 square feet. The proposed sign would be less than 70 square feet and only contain the business name. Additionally, the sign code states that for each street exposure, the total area of all wall signs, window signs, and awning signs other than exempt signs, and permitted directional and incidental signs, shall not exceed 15% of the street exposure. In total, the area of the proposed wall and window signs would occupy 6.98% of the street exposure. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of wall signs and window signs. The Guidelines state that signs should harmonize with the building and reflect the character of the building style. Sign materials are limited to painted wood, canvas, architectural glass, and metal. The sign color must harmonize with the building upon which it is mounted and adjacent structures. Additionally, wall signs should be located a minimum of 8 feet above grade, but no more than 15 feet above grade, with a height measurement of no more than 14 inches. The Guidelines recommend that signs be externally illuminated or highlighted where possible. The proposed wall sign would be made of acrylic materials while being between 8 feet and 15 feet above grade with a font height of 9.25 inches. The proposed wall sign would not be illuminated. There are existing wall sconces on the exterior of the building that would remain.

For window signs, the Guidelines recommend that decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed window sign would be in the center with a font height measuring 3.5 inches and a window coverage of less than 10%. An excerpt of the Design Guidelines pertaining to signs is included as Attachment C.

SUMMARY

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

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Staff Sign Code Analysis

Attachment C: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business <i>BRITTANY'S BUTTERS & GOURMET BAKERY</i>		Primary contact name <i>DON REILLY</i>		Phone No. <i>224-255-6643</i>
Street Address <i>544 LINCOLN AVE</i>				
City <i>WINNETKA</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email <i>info@brittanysbutters.com</i>	

Sign Company

Name of Sign Company <i>FASTSIGNS</i>		Primary contact name <i>KIM HACKL</i>		Phone No. <i>847-423-3456</i>
Street Address <i>3437 DEMPSTER ST.</i>				
City <i>SKOKIE</i>	State <i>IL</i>	Zip Code <i>60076</i>	Email <i>kim.hackl@fastsigns.com</i>	

Property Owner

Name of Company <i>HOFFMAN COM. REAL ESTATE</i>		Primary contact name <i>JEN EPSTEIN</i>		Phone No. <i>847-512-3191</i>
Street Address: <i>825 GREEN BAY ROAD</i>				
City <i>WILMETTE</i>	State <i>IL</i>	Zip Code <i>60091</i>	Email <i>jepstein@hoffmancre.com</i>	

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

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

Additional description of sign type and materials _____

LETTERING ABOVE WINDOWS IS 8" HIGH X .50" THICK BLACK
PVC STUD MOUNTED LETTERING. WINDOW LOGO IS FULL
COLOR VINYL CUT 40" TALL X 34" WIDE

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

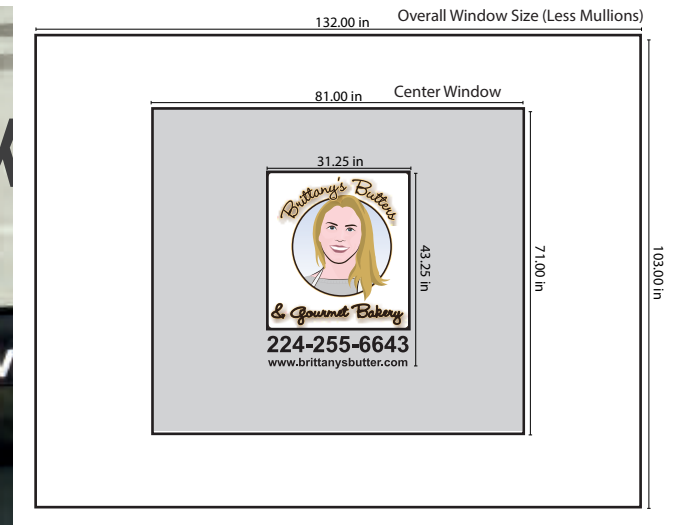
CONDITIONS OF APPROVAL: _____

3437 Dempster
Call or Text: (847)423-3456



MATERIAL: Acrylic
PAINT: Black
(Semi- Gloss/ Powder Coated)
INSTALLATION: Pin-Mounted





ALLOWABLE

$132" \times 103" = 13,596"$
 $13,596" = 94.42'$
 $94.42' \times 10\% = \mathbf{9.44'}$

GRAPHIC

$31.25" \times 43.25" = 1,351.56"$
 $1,351.56" = \mathbf{9.38'}$

Attachment B – Staff Analysis of Sign Area



Area of Wall: 12.5 feet x 21.75 feet = 271.875 square feet

Area of Proposed Wall Sign: 0.77 feet x 12.51 feet = 9.63 square feet

Area of Storefront Window: 8.58 feet x 11 feet = 94.38 square feet

Area of Proposed Storefront Window Sign: 3.6 feet x 2.6 feet = 9.36 square feet

Maximum Permitted Window Sign Area Coverage: **9.44 square feet (10%)**

Proposed Sign Area Coverage of Window: **9.36 square feet (9.92%)**

Combined Area of Proposed Wall and Window Signs: 9.63 square feet + 9.36 square feet = 18.99 square feet

Maximum Permitted Sign Area on Street Exposure: **40.78 square feet (15%)**

Total Proposed Sign Area: **18.99 square feet (6.98%)**

d. Building Signage

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

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

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



Figure 38

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

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

Figure 39*Figure 40*

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

*Figure 41*

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: OCTOBER 13, 2022
SUBJECT: 907 GREEN BAY ROAD – BELLA BLEU BRIDAL – SIGN PERMIT (CASE NO. 22-24-DR)

INTRODUCTION

On October 20, 2022, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Bella Bleu Bridal (the “Applicant”), as the lessee of the commercial space located at 907 Green Bay Road (the “Subject Property”), to allow installation of window signs on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a three-story building with traditional Tudor architectural elements. The Applicant is the tenant of the first floor commercial space which was previously occupied by *Skandal* clothing boutique. Figure 1 below identifies the Applicant’s space and Figure 2 at the end of this report further identifies the Subject Property as a whole.



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

CURRENT REQUEST

The Applicant is seeking approval of four window decals on the doors and windows of her new business space. The two main storefront windows each have a center-placed die-cut decal applied on the exterior that says "BELLA BLEU BRIDAL" in a contemporary white font measuring 6 inches and 5.5 inches in height, respectively, with "WWW.BELLABLEUBRIDAL.COM" below it in a smaller white font directly below it. The center-entry doors have a semi-opaque frost application with a white decal on each door that features a stylized B in the center of a vertical ovate ring with a smaller white script that says "BELLA BLEU BRIDAL – UNIQUE BRIDAL COLLECTIONS TO FALL IN LOVE WITH" around the perimeter in a sans-serif font. As seen in Figures 1 and 2, the proposed signage was installed by the Applicant prior to consideration by the DRB. The Applicant has provided renderings and illustrations of the signs that are available in the application materials included in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs in the commercial districts. Window signs are limited to 10% of the overall window area; the left decal sign complies with a window coverage of 8.3% while the right decal sign also complies with a window coverage of 7.97%. A staff analysis of sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of window signs. The Guidelines recommend that decals be placed in the lower section of the storefront window area with text that is no more than 6 inches in height. They also state that signs should harmonize with the building while reflecting the character of the building style. The storefront window signs are located in the middle of their respective windows with a font height that is 6 inches or less. Signs located on doors should be less than 50% of the door area. The signs on the doors occupy less than 26% of their respective areas. An excerpt of the Design Guidelines pertaining to window signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the existing signs as appropriate and compatible with the Design Guidelines and approve the application as submitted. Should the DRB find the existing signs as appropriate, the Applicant needs to receive the approved sign permit from the Community Development Department.

ATTACHMENTS

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



Figure 2 – Subject Property – Store frontage and main entrance along Lincoln Avenue

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATIONVILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Bella Bleu Bridal		Primary contact name Viviana Marin		Phone No. 224-277-1039
Street Address 907 Green Bay Rd.				
City Winnetka	State IL	Zip Code 60093	Email viviana@bellableubridal.com	

Sign Company

Name of Sign Company Meyer Signs		Primary contact name Mark Hernandez		Phone No. 847-844-9880
Street Address 341 Sola Dr.				
City Gilberts	State IL	Zip Code 60136	Email mhernandez@meyersigns.com	

Property Owner

Name of Company Schermernhorn + Co.		Primary contact name Daniel Schermernhorn		Phone No. 847-869-4200
Street Address: 2737 Central St				
City Evanston	State IL	Zip Code 60201	Email dan@schermernhorn-realestate.com	

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

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

Additional description of sign type and materials

Vinyl lettering in white. No lighting

SBC 2622-1007 \$115.00

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

CONDITIONS OF APPROVAL: _____

- All WHITE
- Windows LESS THAN 10% OF TOTAL AREA
- Doors LESS THAN 50% OF AREA



DOOR SIGN: DOOR SIGN:
25" x 15.5" 25" x 15.5"

BELLA BLEU BRIDAL
907 GREEN BAY RD.

BELLA BLEU BRIDAL

WWW.BELLABLEUBRIDAL.COM



BY APPOINTMENT ONLY

Attachment B – Staff Analysis of Sign Area



Area of Left Storefront Window: 8.33 feet x 9.08 feet = 75.64 square feet

Area of Proposed Left Storefront Window Sign: 0.92 feet x 6.83 square feet = 6.28 square feet

Maximum Permitted Sign Area of Left Storefront Window: **7.56 square feet (10%)**

Proposed Sign Area of Left Storefront Window: **6.28 square feet (8.3%)**

Area of Right Storefront Window: 8.5 feet x 7.75 feet = 65.875 square feet

Area of Proposed Right Storefront Window Sign: 0.83 feet x 6.33 feet = 5.25 square feet

Maximum Permitted Sign Area of Left Storefront Window: **6.59 square feet (10%)**

Proposed Sign Area of Left Storefront Window: **5.25 square feet (7.97%)**

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.