



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS MEETING
THURSDAY, AUGUST 19, 2021 - 7:00 PM
WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Approval of Minutes - July 15, 2021.
3. **Case No. 21-17: 455 Linden Street – New Multi-Family Residential Building (Continued from the July 15, 2021, meeting):** Certificate of Appropriateness to allow the construction of a new four-unit multi-family residential building at 455 Linden Street. *This item is not ready for this meeting. Notices will be sent when the item is ready for consideration by the Design Review Board at a future meeting.*
4. **Case No. 21-21-DR: 540 Lincoln Avenue – Little Honeycomb:** Sign Permit to allow installation of a wall sign and three awning signs on the storefront at 540 Lincoln Avenue.
5. **Case No. 21-22-DR: 548 Lincoln Avenue – Strong Nail City:** Sign Permit to allow installation of a wall sign and a window sign on the storefront at 548 Lincoln Avenue.
6. Other Business.
 - a. September 23, 2021, Meeting - Quorum check.
7. Public Comment.
8. Adjournment

Note: 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 Rd, Winnetka, IL 60093.

NOTICE

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3543; T.D.D. (847) 501-6041). **Also, in accordance with the CDC guidance, the Village is requiring everyone to wear a face covering upon entering any Village facility, including the Village Hall.** If you are unable to safely wear a face covering due to a medical condition or disability, please contact the Village ADA Coordinator by 3:00 p.m. the date of the meeting to request reasonable accommodations.

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes
July 15, 2021**

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Maggie Meiners
Michael Ritter

Members Absent:

Brooke Kelly
Paul Konstant

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.

Approval of June 17, 2021 meeting minutes.

Chairman Albinson asked for a motion to approve the June 17, 2021 meeting minutes. A motion was made and seconded by Mr. Klaskin to approve the June 17, 2021 meeting minutes. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, Meiners, Ritter
NAYS: None

Public Comment.

No comments were made at this time.

Case No. 21-15: 559 Chestnut Street – Bunny and Babe: Sign permit to allow installation of two window signs on the storefront at 559 Chestnut Street.

Mr. Marx described the request previously approved and stated the applicant would like to install window signs similar to the temporary signs up now. He also stated the request complied with the sign code and asked if there were any questions. Mr. Marx then confirmed the text which would be included on the sign.

Chairman Albinson stated the request is fine and asked for a motion. A motion to approve the request as presented was made by Mr. Ritter and seconded by Mr. Klaskin. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, Meiners, Ritter
NAYS: None

Case No. 21-16: 913 Green Bay Road – Arch Glow, LLC: Sign permit to allow installation of two window signs on the storefront at 913 Green Bay Road.

Laura White introduced herself as the owner and stated she currently has a pop-up store and signed a lease for the space. She described the signage and logo to be located on the center of the windows. Ms. White also stated she would like a sign for the door containing the hours of operation and asked if there were any questions.

Chairman Albinson also asked for any comments or a motion. A motion to approve the request as presented was made by Ms. Kelly and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, Meiners, Ritter
NAYS: None

Case No. 21-18: 574 Lincoln Avenue – Mandarin Home: Awning permit to allow the installation of one awning. Sign permit to allow the installation of three window signs, one projecting blade sign and one wall sign and a Sign Code variation to allow the installation of a projecting blade sign that would extend more than two feet from the wall of the building on the storefront at 574 Lincoln Avenue.

1 Courtney Chessen identified their other two locations for their interior design business. She then stated they would
2 like to keep the existing awnings and install signage above it along with a projecting sign. Mr. Marx described the
3 need for the variation since the proposed sign would extend further from the building than allowed in order to match
4 similar signs which for which variations were allowed. He noted the other blade signs to the south are extended
5 further than 2 feet. Ms. Jessen commented it would look better for the signs to be consistent. Mr. Marx noted the
6 request is compliant in terms of the window and wall signage.

7
8 Chairman Albinson asked if there were any questions or for a motion. A motion to approve the request as presented
9 was made by Mr. Ritter and seconded by Ms. Meiners. A vote was taken and the motion unanimously passed:

10 AYES: Albinson, Klaskin, Meiners, Ritter

11 NAYS: None
12

13 **Case No. 21-19: 804 Elm Street – Christian Science Reading Room: Certificate of Appropriateness to allow**
14 **hardscape improvements to the outdoor courtyard of the property at 804 Elm Street along Chestnut Court.**

15 Paul Klitzkie, General Manager of Nature's Perspective Landscaping introduced himself and Steve Stratton, the
16 permit coordinator, to the Board. Mr. Stratton described the proposed improvements which would keep with the
17 aesthetic. Paul stated their client would like to unify the area and make it more inviting as well as perform
18 landscaping work. He stated the area would be used for the applicant's customers. Paul then identified the materials
19 which would be removed and the stone to be installed.

20
21 Chairman Albinson asked for a motion. A motion to approve the request as presented was made by Ms. Meiners
22 and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed:

23 AYES: Albinson, Klaskin, Meiners, Ritter

24 NAYS: None
25

26 **Case No. 21-20: 1140 Willow Road – Schmidt-Burnham Log House: Sign permit to allow installation of a free**
27 **standing bulletin board sign near the Log House at 1140 Willow Road.**

28 Mary Treischmann, Executive Director of the Winnetka Historical Society, informed the Board there is currently no
29 signage adjacent to the Log House and described the proposed sign, its material and location.

30
31 Chairman Albinson asked if there were any questions, comments or for a motion. A motion to approve the request
32 as presented was made by Mr. Ritter and seconded by Ms. Meiners. A vote was taken and the motion unanimously
33 passed:

34 AYES: Albinson, Klaskin, Meiners, Ritter

35 NAYS: None
36

37 **Pomeroy – 844 Spruce]**

38 Mr. Schoon stated they were informed by the Bonvoy owners of changes being made to the exterior design and
39 referred to previous approvals on the site which require Board approval. He noted notice was unable to be given
40 and the applicant asked to approach the Board with the request to hold a special meeting given the time schedule
41 to complete the project.

42
43 Glen Keefer described the applicant's request and referred to photos provided to the Board. He stated they planned
44 to cover an area with white stucco which would be similar to neighboring homes. Mr. Keefer further described the
45 request's details in terms of brick reinforcement and referred the Board to a rendering. He then stated they were
46 unaware that the exterior changes would require Board approval and they would like to get the notice out as soon
47 as possible in order to move forward and open soon.

48
49 Chairman Albinson asked if the entire building would be white stucco and Mr. Keefer responded it would be on the
50 front, side and back with the side facing east painted the same color. Ms. Meiners questioned the columns and Mr.
51 Keefer provided clarification. Mr. Keefer also stated the material over the front door would be copper. Chairman
52 Albinson questioned the process in terms of getting applications approved in connection with Covid related delays.
53 Mr. Schoon outlined the process required in that instance. The Board Members agreed. Chairman Albinson noted

1 he is concerned with regard to precedent. He then stated if the Board agreed to let the Village staff handle the issue
2 administratively, there would be no need for a motion.
3

4 **Other Business.**

5 a. August 19, 2021 meeting - Quorum Check.
6 The Board Members discussed their availability.
7

8 **Adjournment:**

9 A motion to adjourn was made by Mr. Klaskin and seconded by Mr. Ritter. A vote was taken and the motion
10 unanimously passed:

11 AYES: Albinson, Klaskin, Meiners, Ritter

12 NAYS: None
13

14 The meeting was adjourned at 7:34 p.m.
15

16 Respectfully submitted,
17

18 Antionette Johnson

19 Recording Secretary

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: AUGUST 13, 2021
SUBJECT: 540 LINCOLN AVENUE - LITTLE HONEYCOMB - SIGN PERMIT (CASE NO. 21-21-DR)

INTRODUCTION

On August 19, 2021, the Design Review Board (DRB) is scheduled to consider an application submitted by Little Honeycomb Restaurant (the "Applicant") as a tenant of commercial space in the building located at 540 Lincoln Avenue (the "Subject Property"), to allow the installation of a wall sign and awning signs on the street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the northwest corner of the intersection of Lincoln Avenue and Elm Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building with traditional architectural elements and minor Tudoresque accents with commercial space on the first and second floors that includes the Applicant's business in addition to *Dr. Roma Franzia Pediatric Practice*. The Applicant's space on the Subject Property is awaiting the opening of the new restaurant and was most recently occupied by *Little Ricky's* restaurant. Figure 1 below and Figures 2 and 3 at the end of this report identify the Subject Property.



Figure 1 – Subject Property – Store frontage at corner of Elm Street and Lincoln Avenue

CURRENT REQUEST

The Applicant is seeking approval of a wall sign and awning sign that would provide identification and promotion for the new restaurant. The wall sign would be approximately 13.96 square feet and located above the main entrance along Lincoln Avenue with six-inch white aluminum letters in a traditional capitalized serif font that reads "LITTLE HONEYCOMB" with an orange honeycomb logo between the words. Additionally, the three existing retractable awnings, one on Lincoln Avenue and two on Elm Street, would receive new awning signs on the existing valances in three-inch white lettering that is meant to match the wall sign of the main entrance. Each awning sign would measure approximately 2.35 square feet and include the orange honeycomb logo in-between the sign words. The Applicant has provided elevation 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 awning signs in the commercial districts. For wall signs, they may not exceed 70 square feet in area and contain only the name of the business with a logo or trademark. The proposed wall sign would be 13.96 square feet and contain only the business name and logo. For awning signs, the text is limited to the business name and may be no taller than 6 inches for which the proposed awnings would be compliant. Also, each street exposure is limited to a combined coverage of 15% from all wall signs, awning signs, and windows signs located along that individual frontage. The proposed signage would have coverages of approximately 16.31 square feet (4.29%) and 4.7 square feet (1.42%) along their respective street frontages, representing compliance with Sign Code. 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 awning 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. 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. They also suggest that pin mounted letters be made of metal and not exceed 14 inches or 75% of the height of the sign band on the store frontage. The proposed wall sign would be located no more than 10 feet above grade with a traditionally styled sign fabricated from aluminum that is 12.25 inches in height.

For awning signs, the Guidelines recommend that any signs be located on the valance and be no taller than 6 inches in height, for which the proposed awning signs would comply. An excerpt of the Design Guidelines pertaining to signs and awnings is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed wall sign and awning 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



Figure 2 – Subject Property – Store frontage along Elm Street



Figure 3 – Subject Property – Store frontage along Lincoln Avenue

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business <u>Little Hengcomb</u>		Primary contact name <u>Indalecio Cruz</u>		Phone No. [REDACTED]
Street Address <u>540 Lincoln ave</u>				
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60093</u>	Email [REDACTED]	

Sign Company

Name of Sign Company <u>Fast Signs</u>		Primary contact name <u>Indalecio Cruz</u>		Phone No. <u>847 800 8652</u>
Street Address <u>540 Lincoln ave 3065 dandee rd</u>				
City <u>northbrook</u>	State <u>IL</u>	Zip Code <u>60062</u>	Email <u>fastsigns.138@fastsigns.com</u>	

Property Owner

Name of Company <u>Hoffmann</u>		Primary contact name <u>Dan</u>		Phone No. <u>(312) 286-4995</u>
Street Address: <u>825 green bay rd</u>				
City <u>Winnetka</u>	State <u>IL</u>	Zip Code <u>60091</u>	Email <u>dburns@ospreycapital.com</u>	

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 wood material

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

CONDITIONS OF APPROVAL: _____

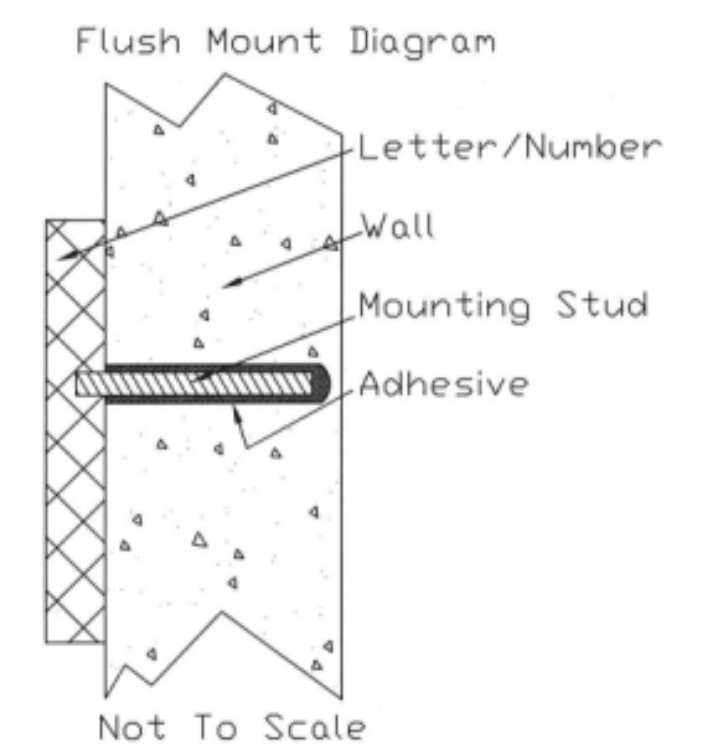
Project: 113388

Little Honeycomb
540 Lincoln Ave
Winnetka, IL 60093

6"H - 1/2" White Painted
Aluminum Letters & Symbol

12.25"H Honeycomb is 1/2"
Painted Aluminum w/Digital
Printed and Laminated Graphics
Applied.

Installed is standard stud
mounting flush onto the
recessed area of the facade.



Tenant Approval

Landlord Approval

Representative Phoebe Peterson

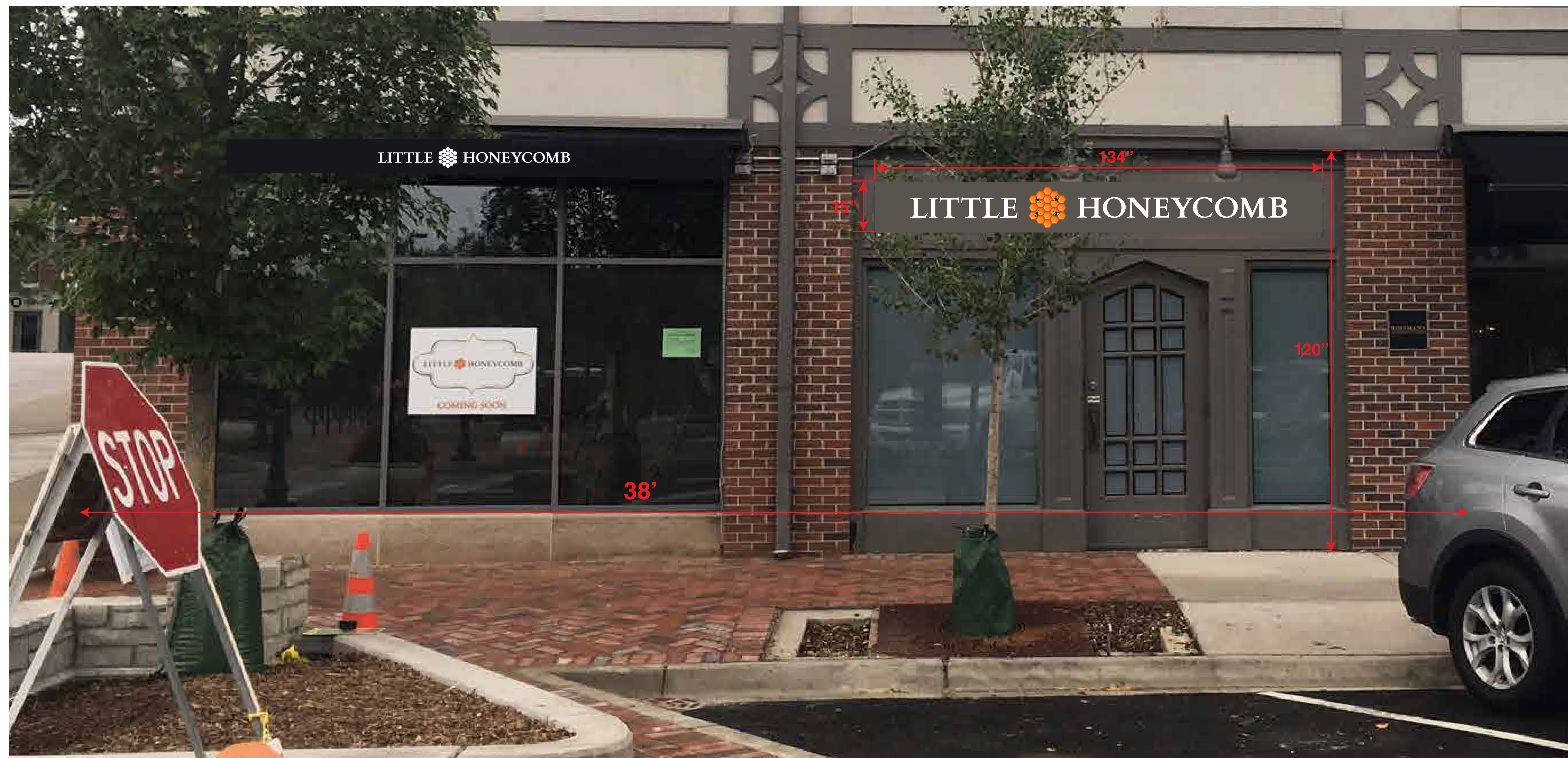
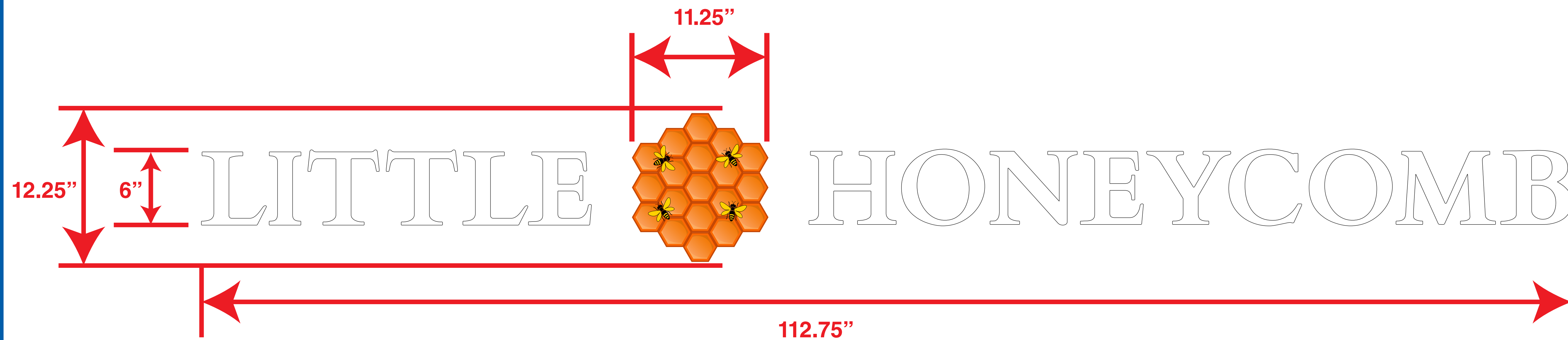
Drawn By Alfred Mulle

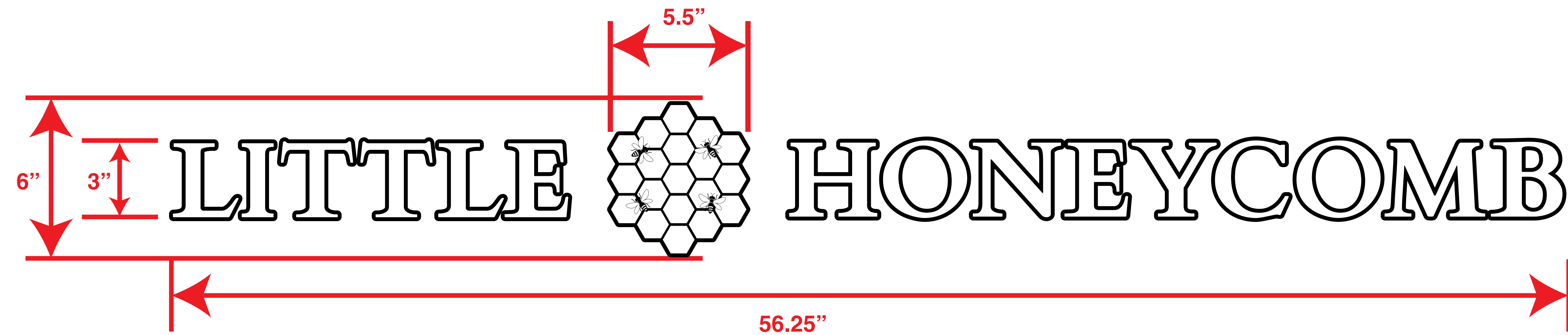
Date 07/20/2021

Scale NTS

Drawing No. 1A

FASTSIGNS
More than fast. More than signs.®
3065 Dundee Road Northbrook, IL 60062
(847) 291-7446 fax:(847) 291-7450
Email: 138@fastsigns.com





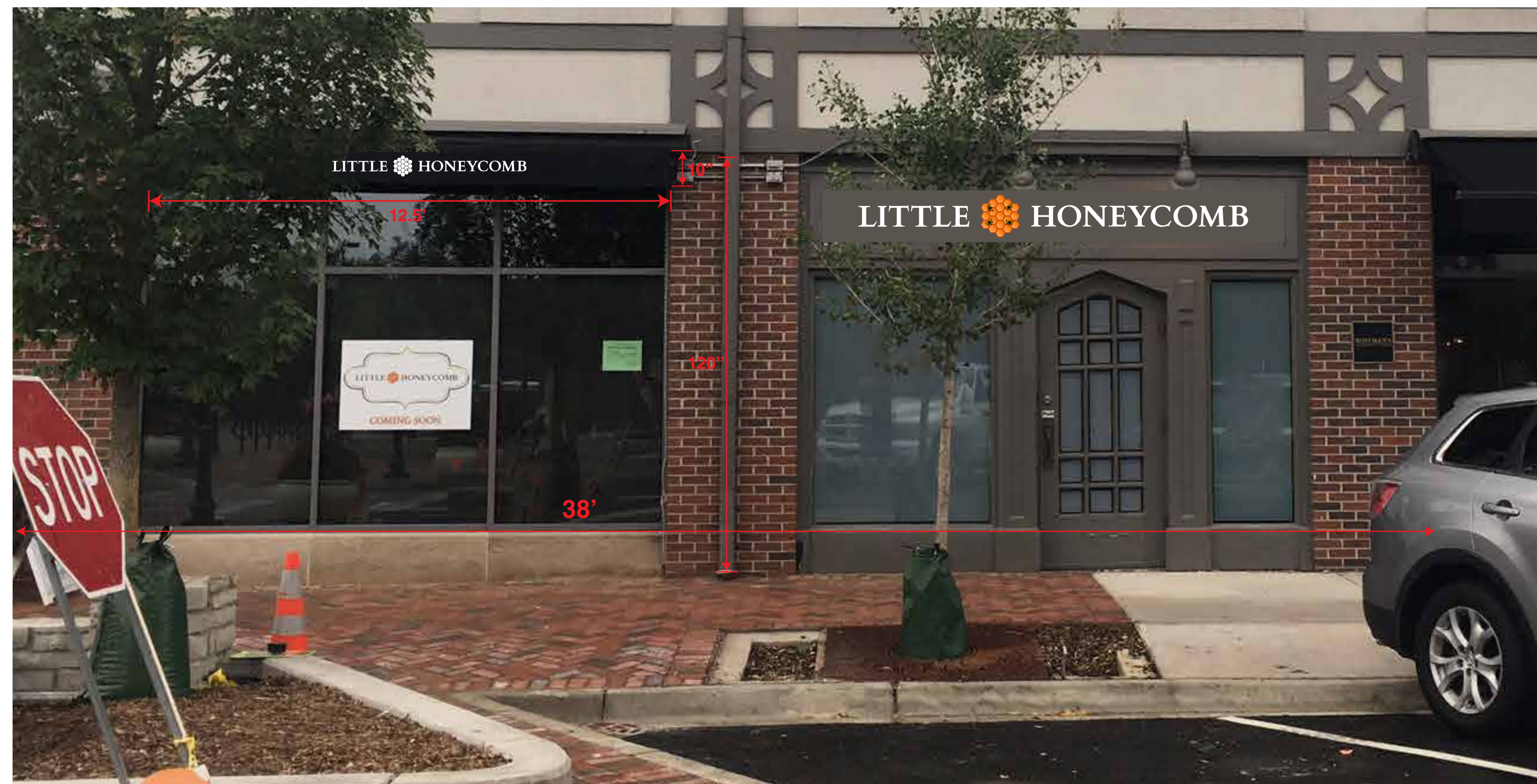
Project: 113388

Little Honeycomb
540 Lincoln Ave
Winnetka, IL 60093

10" Black Canvas
Draped Sunbrella Awning
with White Imprinted Logos

To match existing awning.

Qty. 3



Tenant Approval

Landlord Approval

Representative Phoebe Peterson

Drawn By Alfred Mulle

Date 07/20/2021

Scale NTS

Drawing No. 2A

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3065 Dundee Road Northbrook, IL 60062
(847) 291-7446 fax:(847) 291-7450
Email: 138@fastsigns.com

Attachment B – Staff Analysis of Sign Area



East Street Frontage (Lincoln Avenue):

Area of Wall: 38 feet x 10 feet = 380 square feet
Area of Wall Sign: 11.17 feet x 1.25 feet = 13.96 square feet
Area of Awning Sign: 4.69 feet x 0.5 feet = 2.35 square feet
Combined Area of Wall Sign and Awning Sign: 16.31 square feet
Maximum Permitted Sign Area Coverage of Wall: **57 square feet (15%)**
Proposed Sign Area Coverage of Wall: **16.31 square feet (4.29%)**

South Street Frontage (Elm Street):

Area of Wall: 33 feet x 10 feet = 330 square feet
Area of Awning Sign: 4.69 feet x 0.5 feet = 2.35 square feet
Area of Awning Sign: 4.69 feet x 0.5 feet = 2.35 square feet
Combined Area of Awnings Sign: 4.7 square feet
Maximum Permitted Wall Sign Area Coverage: **49.5 square feet (15%)**
Proposed Wall Sign Area Coverage: **4.7 square feet (1.42%)**

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.
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.



Figure 41



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: AUGUST 13, 2021
SUBJECT: 548 LINCOLN AVENUE – STRONG NAIL CITY – SIGN PERMIT (CASE NO. 21-22-DR)

INTRODUCTION

On August 19, 2021, the Design Review Board (DRB) is scheduled to consider an application submitted by Strong Nail City (the “Applicant”) as a tenant of commercial space in the building located at 548 Lincoln Avenue (the “Subject Property”), to allow the 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 Street and Elm Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building with a limestone façade, mansard roof, and traditional architectural elements with commercial space on the first and second floors. The tenants of the building include the Applicant’s business in addition to *Bake Homemade Pizza*, *Fitness Together*, and *Stretch Xperience*. The Applicant’s space was previously operated by a different nail salon. Figure 1 below identifies the Subject Property.



Figure 1 – Subject Property – Store frontage of business along Lincoln Avenue

PREVIOUS APPROVALS

The DRB approved the existing wall sign for the previous business of *Spa Nail City* in 2008. The sign can be seen in Figure 1.

CURRENT REQUEST

The Applicant is seeking approval of a wall sign and window sign that would provide identification and promotion for the existing business. The proposed wall sign is a minor update of the previous business' sign with similar characteristics of shape, color, and size. The sign would be approximately 1.91 square feet and centered above the storefront on the sign band reading "STRONG NAIL CITY" in a capitalized font fabricated of black acrylic pin-mounted letters. The window sign would be in the center of the storefront window with white vinyl letters measuring 4.15 inches in height that read "STRONG NAIL CITY – Non-Toxic Mani/Pedi | No Chip Manicure | Sculptured Gel Nail" with an area of 2.93 square feet. The window sign proposed in the application was already installed at the time of submission. The Applicant has provided elevation 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 wall signs and window signs in the commercial districts. For wall signs, they may not exceed 70 square feet in area and contain only the name of the business with a logo or trademark. The proposed wall sign would be 1.91 square feet and only contain the business name. For window signs, the graphic is limited to 10% of the window area and the existing sign complies with that requirement. The proposed and existing signs would have a combined storefront area coverage of 2.31% which is compliant with the sign code requirement of no more than 15%. 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. 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. They also suggest that pin mounted letters be made of metal and not exceed 14 inches or 75% of the height of the sign band on the store frontage. The proposed wall sign would be located no more than 12.5 feet above grade with a basic styled sign fabricated from acrylic, and measure 6 inches in height. 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 window sign in the application would be in center of the window with coverage of 8.39% and a font size of 4 inches and 1.75 inches for its text. An excerpt of the Design Guidelines pertaining to signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed wall sign and window sign 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

ATTACHMENT A

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business STRONG NAIL CITY		Primary contact name KEVIN DEER		Phone No. [REDACTED]
Street Address 548 LINCOLN AVE.				
City WINNETKA	State IL	Zip Code 60093	[REDACTED]	

Sign Company

Name of Sign Company FAST SIGNS OF SKOKIE		Primary contact name Kim Hackl		Phone No. 847-423-3456
Street Address 3431 DEMPSTER ST.				
City SKOKIE	State IL	Zip Code 60076	Email Kim.Hackl@FASTSIGNS.COM	

Property Owner

Name of Company HCRE		Primary contact name JENN EPSTEIN		Phone No. 847-512-3191
Street Address: 825 GREEN BAY RD.				
City WILMETTE	State IL	Zip Code 60091	Email JEPSTEIN@HFFMANNCRE.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 CUT BLACK .25" THICK P/C
MOUNTED ON STANDOFFS BEHIND LETTERS

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

CONDITIONS OF APPROVAL: _____



548 Lincoln Ave Winnetka, IL 60093

Existing Sign: SPA NAIL CITY
New Sign: STRONG NAIL CITY

45.75 in		MATERIAL: Acrylic
6.00 in	STRONG NAIL CITY	PAINT: Black
		(Semi- Gloss/ Powder Coated)
		INSTALLATION: Pin-Mounted

ch Xperience

STRONG NAIL CITY



150.00 in

70.50 in

CLOSED

STRONG NAIL CITY

Non-Toxic Mani/Pedi | No Chip Manicure | Sculptured Gel Nail

71.25 in

201.00 in

70.50 in

46.90 in

STRONG NAIL CITY

Non-Toxic Mani/Pedi | No Chip Manicure | Sculptured Gel Nail

9.00 in

71.25 in



FASTSIGNS | **SKOKIE**

DRB Agenda Packet - Strong Nail City - Page 6
3437 Dempster
Call or Text: (847) 423-3456

Attachment B – Staff Analysis of Sign Area



Area of Window: 5.88 feet x 5.94 feet = 34.93 square feet
Area of Window Sign: 3.91 feet x 0.75 feet = 2.93 square feet
Maximum Permitted Sign Area Coverage of Window: **3.49 square feet (10%)**
Proposed Sign Area Coverage of Window: **2.93 square feet (8.39%)**

Area of Wall: 12.5 feet x 16.75 feet = 209.38 square feet
Area of Wall Sign: 3.81 feet x 0.5 feet = 1.91 square feet
Combined Area of Wall Sign and Window Sign: 4.84 square feet
Maximum Permitted Sign Area Coverage of Wall: **31.4 square feet (15%)**
Proposed Sign Area Coverage of Wall: **4.84 square feet (2.31%)**

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.