



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS MEETING
THURSDAY, JULY 15, 2021 - 7:00 PM
WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Approval of June 17, 2021 meeting minutes.
3. **Case No. 21-15: 559 Chestnut Street – Bunny & Babe:** Sign Permit to allow installation of two window signs on the storefront at 559 Chestnut Street.
4. **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.
5. **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.
6. **Case No. 21-19: 804 Elm Street – Christian Science Reading Room:** Certificate of Appropriateness to allow hardscape improvements to the outdoor courtyard of the property at 804 Elm Street along Chestnut Court.
7. **Case No. 21-20: 1140 Willow Road – Schmidt-Burnham Log House:** Sign Permit to allow installation of a freestanding bulletin board sign near the Log House at 1140 Willow Road.
8. ~~**Case No. 21-17: 455 Linden Street – New Multi Family Residential Building:** Certificate of Appropriateness to allow the construction of a new four-unit multi-family residential building at 455 Linden Street.~~ *At the request of the Applicant, this request has been continued to the August 19, 2021 meeting.*
9. Other Business.
 - a. August 19, 2021 Meeting - Quorum check.
10. Public Comment.
11. Adjournment

Note: Public comment is permitted on all agenda items.

Note: Public comment is permitted on all agenda items at that 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).

**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes
June 17, 2021**

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Paul Konstant
Maggie Meiners
Michael Ritter

Members Absent:

Brooke Kelly

Village Staff:

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

Introductory Remarks Regarding Conduct of Virtual Meeting.

Chairman Albinson read the Oral Declaration into the record.

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 6:02 p.m. Mr. Marx took roll call of the Board Members present.

Approval of May 20, 2021, meeting minutes.

Chairman Albinson asked for a motion to approve the May 20, 2021, meeting minutes. A motion was made by Mr. Konstant and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, Konstant, Meiners, Ritter

NAYS: None

Case No. 21-12: 14 Green Bay Road – Marco Roma Pizzeria: Certificate of Appropriateness to allow changes to the exterior façade and outdoor patio on the storefront at 14 Green Bay Road.

Mr. Marx identified the property's location and described the request which included shutter and awning removal and patio improvements. He noted the applicant stated the awning and shutters would be replaced with matching stucco material on the east façade and on the upper level. Mr. Marx then described the green roof area over the patio area and the changes would result in it having a pergola appearance. He referred to the line of trees parallel to the lot and walkway which is used for deliveries and stated the applicant would like to install a fence in that location that would not block sidewalk views. Mr. Marx described two poles to be installed which would hold string lighting and referred to product samples. He then asked if there were any questions.

Mr. Konstant asked if the Arbor Vitae would be removed and Mr. Marx confirmed they would remain. Ms. Meiners questioned the goose neck lighting and shutters. Mr. Marx confirmed the shutters would be removed and stated the applicant can explain further.

Ms. Kazenas allowed the applicant into the meeting. Robert Rud informed the Board the goal is to simplify the exterior and keep with the downtown aesthetic. He referred to a steel fence on top of the roof which would also be removed. Mr. Rud then stated the metal roof over the patio would be

1 removed. Mr. Konstant asked if nothing would be added above the windows. Mr. Rud confirmed that is
2 correct. He then added lights would be installed in order to illuminate the patio. Ms. Meiners
3 questioned whether the shutter removal would result in an unfinished look. Mr. Konstant commented
4 he is more concerned with the façade scale once the shutters are removed. Chairman Albinson referred
5 to a photo on page 4 which showed the distance between the top of the window and the lighting. He
6 stated it would not affect his decision to approve the application. Mr. Klaskin stated it appeared as if the
7 goose neck lighting shined down on the awning and agreed the awning should be removed. Mr. Rud
8 agreed with Mr. Klaskin's comments and stated it would result in two distinct entrances for both
9 businesses.

10
11 Chairman Albinson asked if there was public comment. Ms. Kazenas confirmed there is no public
12 comment. Chairman Albinson then asked if there were any other questions or a motion.

13
14 A motion to issue a Certificate of Appropriateness to approve the request as submitted was made by
15 Mr. Ritter and seconded by Mr. Klaskin. A vote was taken and the motion unanimously passed:

16 AYES: Albinson, Klaskin, Konstant, Meiners, Ritter

17 NAYS: None

18
19 **Case No. 21-14: 839-841 Elm Street – Berkshire Hathaway: Awning permit to allow installation of two**
20 **awnings on the storefront at 839-841 Elm Street.**

21 Mr. Marx identified the property's location and described plans to recover the existing awning frames.
22 He referred to the awning's text, size and features which would match the storefront awnings to the
23 right. Mr. Marx then asked if there were any questions. No questions were raised at this time.

24
25 Chairman Albinson asked if there was any public comment. Ms. Kazenas allowed the members of the
26 public into the meeting and confirmed there were no public comments.

27
28 Chairman Albinson then asked for a motion. A motion to approve the request as submitted was made by
29 Mr. Konstant and seconded by Mr. Ritter. A vote was taken and the motion unanimously passed:

30 AYES: Albinson, Klaskin, Konstant, Meiners, Ritter

31 NAYS: None

32
33 **Case No. 21-15-SU: 385 Winnetka Avenue – New Trier High School: Certificate of Appropriateness to**
34 **allow the construction of an addition and parking lot improvements on the east side of the school**
35 **building.**

36 Chairman Albinson first outlined how the application would be presented and asked if the application
37 represented part of a larger planned development project where the Board is to make a
38 recommendation to the Village Council. Ms. Klaassen confirmed it is not part of a planned development
39 and the Board is to make a recommendation to the Village Council on the certificate of appropriateness,
40 which is part of a special use permit. She then described the proposed improvements on the east side of
41 the building and amendment to the existing special use permit as well as zoning variations. Ms. Klaassen
42 noted the Zoning Board of Appeals unanimously recommended approval, and the Plan Commission
43 would consider the special use permit at their meeting next week. She described the buildings on the
44 site and the proposed improvement location along with the parking lot expansion. Ms. Klaassen also
45 described the proposed landscaping and site improvements as shown in Attachment A. She referred the
46 Board to the proposed elevations and described the materials to be used which are similar to those used
47 on the west side improvements. Ms. Klaassen noted one email was received and would be read into the

1 record. She then stated following public comment and Board discussion, a Board Member may make a
2 motion, a draft motion is provided on page 7 and asked if there were any questions.
3

4 Chairman Albinson asked for the applicant to comment. Ms. Kazenas allowed the applicant into the
5 meeting. Christopher Johnson, New Trier Associate Superintendent, stated the request is part of their
6 15-year facilities plan which included improvements to the campus's east side. He confirmed the
7 campus would not be used differently and would provide the same programs as before and they would
8 continue to work with the neighbors. Mr. Johnson identified the locations of the proposed
9 improvements on certain portions of the building with the goal of creating a unified and seamless
10 campus appearance. He also referred to interior photos of the building and noted the Pepper
11 Construction firm, architects and other professionals would be used which performed the work on the
12 campus's west side.
13

14 Kevin Havens, Executive Vice President of Wight Architects, provided the Board with a history of the
15 campus and illustrations of the campus's evolution. He then described how Gates Gym would be
16 replaced with the proposed addition and its features. Mr. Havens then referred the Board to an aerial
17 site view of the athletic complex as well as an illustration describing the proposed addition's various
18 levels. He also identified cross sections of the building's various levels and described the rooms on each
19 level. Mr. Havens went on to describe the proposed gym's interior features in detail and provided
20 photos of various views of the building's exterior noting the heights would be lower than those on the
21 west side. He also provided the Board with an illustration of the existing building in comparison to the
22 proposed elevations. Mr. Havens then referred to an illustration of the elevation's detail including brick
23 coursing, banding, glass, etc. as well as renderings of the proposed east elevation. He referred to the
24 landscaping noting that they planned to use landscaping which would serve as an additional buffer. He
25 also identified the parking space plan. Mr. Havens then identified the proposed materials and different
26 elements to be used in connection with the proposed addition as well as the front entrance tower
27 location and asked if there were any questions.
28

29 Chairman Albinson also asked if there were any questions. Mr. Konstant described the proposed
30 addition as handsome and well thought out. Mr. Ritter agreed with Mr. Konstant's comments. Mr.
31 Klaskin moved to approve the request as submitted.
32

33 Chairman Albinson asked the applicant if they considered light pollution on neighboring properties. Mr.
34 Johnson responded they considered external illumination and parking lot lighting and are working with a
35 lighting designer to ensure safety and allow minimal light to come out of the campus. Julia Heutel, the
36 lighting designer, explained how the lighting would be applied and distributed on the property. She
37 described the proposed fixtures in the building stairwells and other areas which would allow them to
38 control light levels during the day and at night. Ms. Heutel noted the lights would be on timers.
39 Chairman Albinson then asked if they considered site lighting and sources of light shining on neighboring
40 properties. Ms. Heutel described the LED luminaires which would allow them to have control over the
41 glare. She added the bollards would also provide low lighting levels and would not distribute glare.
42

43 Chairman Albinson asked if there were any other questions and asked for public comment. Ms. Klaassen
44 read an email from Peter and Emily Rose, 333 Sunset, into the record relating to ambient lighting and
45 construction traffic. She noted no additional public comment was received and no one from the public
46 was in Village Hall. Ms. Kazenas allowed members of the public into the meeting to comment. She
47 confirmed there was no public comment.
48

Chairman Albinson then called the matter in for discussion or asked for a motion. Mr. Konstant questioned if the roof over the gym would be PVC over metal. Brandon Spears described the PVC ribs to be used. Mr. Konstant reiterated it is a good project which was well thought out. Chairman Albinson agreed with Mr. Konstant's comments.

Mr. Konstant moved to recommend approval the application as presented and to issue a Certificate of Appropriateness as outlined on page 8 of the materials. Mr. Klaskin seconded the motion. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, Konstant, Meiners, Ritter

NAYS: None

Other Business:

Mr. Schoon informed the Board that in-person meetings would resume in July and the meetings would start at 7:00 pm. He then stated the Village Attorney was questioned as to whether individuals are allowed to hold multiple positions he described and stated after review, he referred to the Doctrine of Incompatibility and informed the Board that Mr. McLane decided to resign from the Board and would maintain his affiliation with the New Trier School Board. He asked the Board Members for suggestions to fill the vacant Board position.

Chairman Albinson thanked Mr. McLane for his involvement with the Board. Ms. Meiners asked if it is possible to add more than one member to ensure they have a quorum or if there is a way for applicants to bypass the Board in the event of a lack of quorum. Mr. Schoon explained how quorums relate to the number of Board Members and how an application can be alternatively reviewed administratively by staff in the event of a lack of a quorum. Chairman Albinson stated the Board would continue to discuss their options.

Chairman Albinson referred to the Board's previous discussion with regard to rewriting the Design Guidelines. He also stated it was suggested that the Board consider establishing a design review process for single family residential building applications with draft guidelines produced by a consultant hired by the Village. Chairman Albinson stated it would help in a positive way to try to avoid some of the negative spec building taking place in the Village. He indicated there may be a joint session of the Board with the Village Council for discussion. Chairman Albinson also asked the Board Members to consider how they themselves would be impacted. Mr. Klaskin stated they would have to be very careful discussing the pros and cons as to whether they would be involved in such an undertaking. He informed the Board there was previously a body which weighed in on architectural design which did not turn out well. Mr. Konstant agreed with Mr. Klaskin's comments. Chairman Albinson agreed he had concerns as well along with property rights being balanced with integrity. He stated they should think through ways in which it could work.

a. July 15, 2021 Meeting – Quorum check.

The Board Members discussed their availability.

Public Comment.

No public comments were made at this time.

Adjournment:

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

1 AYES: Albinson, Klaskin, Konstant, Meiners, Ritter
2 NAYS: None
3 The meeting was adjourned at 7:39 p.m.
4
5 Respectfully submitted,
6
7 Antionette Johnson
8 Recording Secretary

DRAFT



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JULY 9, 2021
SUBJECT: 559 CHESTNUT STREET - BUNNY & BABE - SIGN PERMIT (CASE NO. 21-15-DR)

INTRODUCTION

On July 15, 2021, the Design Review Board (DRB) is scheduled to consider an application submitted by Bunny & Babe (the “Applicant”) as a tenant of the commercial space 559 Chestnut Street (the “Subject Property”), to allow the installation of two window signs on the storefront windows of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Chestnut Street between Spruce Street and Elm Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Retail Overlay District. The Subject Property is one of four (4) storefronts within the one-story commercial building that includes tenants such as the Applicant’s existing business space in addition to *Doyle Optical* and *Bleachers Sports Music and Framing*. The Subject Property is currently vacant and was most recently occupied by *Marcus* boutique. The building has an older brick façade with some minor architectural accents along with windows and awnings along the other storefronts. Figures 1 through 3 below and later in this report identify the Subject Property.



Figure 1 – Subject Property – Entire street frontage of building on Subject Property (May 2021)

PREVIOUS APPROVALS

On June 19, 2019, the DRB approved a Certificate of Appropriateness to allow exterior alterations, window signs, and an awning at the Applicant’s current space at 555 Chestnut Street, the storefront that is located

two spaces south of the Subject Property. On May 20, 2021, the DRB approved an Awning Permit for the Subject Property that would match its space at 555 Chestnut Street.

CURRENT REQUEST

The Applicant is seeking approval of a sign permit for two window signs that would provide identification and promotion for the expanded space at the Subject Property. The Applicant is expanding her business space from the adjacent store at 555 Chestnut and plans to install two window signs in addition to an already approved awning. Each decal sign would be a white square with slanted corners and a 2.5-inch text that reads "BUNNY & BABE" in a modern, white sans serif font with empty space within the square that is transparent. The square would measure 2.29 inches in width and 2.3 feet in height for an area of approximately 5.27 square feet. The two window signs already exist as temporary signage that advertise the soon-to-open expanded space. According to the Applicant, the "more" and "coming soon!" portions of the existing decals that are visible in Figure 2 would be removed once the expanded space opens. The Applicant has provided details of the proposed sign 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. A sign may not exceed 10% of the overall window area. The proposed signs would each measure 5.27 square feet and occupy approximately 7.9% of their respective window areas which makes them compliant with the 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 window signage. They recommend that window sign 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 signs would take up less than 10% of the window area with a 2.5-inch text, although they would be in the center portion of the window space. 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 by 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 – New storefront space along 559 Chestnut Street (June 2021)



Figure 3 – Subject Property – Existing storefront space along 555 Chestnut Street with similar window signage (June 2021)

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Bunny and Babe	Primary contact name Peyton Merrill	Phone No. 	
Street Address 559 Chestnut Street			
City Winnetka	State IL	Zip Code 60093	Email peyton@bunnyandbabe.com

Sign Company

Name of Sign Company Fast Signs	Primary contact name Craig Hackl	Phone No. 8474233456	
Street Address			
City Skokie	State IL	Zip Code	Email fastsigns.2130@fastsigns.com

Property Owner

Name of Company Sherinut LLC	Primary contact name Todd Stephens	Phone No. 	
Street Address: 833 Elm Street			
City Winnetka	State IL	Zip Code 60093	Email

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

☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign

☐ projecting sign ☐ other _____

Additional description of sign type and materials Nylon decal appliques for window glass(as seen at our other location- 555 Chestnut)

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

CONDITIONS OF APPROVAL: _____

27.50 in

27.54 in

BUNNY

&

BABE



ATTACHMENT B



Area of Left Storefront Window: 8.08 feet x 8.25 feet = 66.66 square feet

Area of Left Window Sign: 2.29 feet x 2.3 feet = 5.27 square feet

Maximum Permitted Window Sign Area Coverage: 6.66 square feet **(10%)**

Proposed Window Sign Area Coverage: 5.27 square feet **(7.9%)**

Area of Right Storefront Window: 8.08 feet x 8.25 feet = 66.66 square feet

Area of Right Window Sign: 2.29 feet x 2.3 feet = 5.27 square feet

Maximum Permitted Window Sign Area Coverage: 6.66 square feet **(10%)**

Proposed Window Sign Area Coverage: 5.27 square feet **(7.9%)**

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: JULY 9, 2021
SUBJECT: 913 GREEN BAY ROAD - ARCH GLOW, LLC - SIGN PERMIT (CASE NO. 21-16-DR)

INTRODUCTION

On July 15, 2021, the Design Review Board (DRB) is scheduled to consider an application submitted by Arch Glow, LLC (the "Applicant") as a tenant of commercial space in the building located at 913 Green Bay Road (the "Subject Property"), to allow the installation of two window signs on the storefront windows 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 two-story building with traditional architectural elements and commercial space on the first and second floors that includes neighboring businesses such as *Munder-Skiles Furniture Design* and *Towne and Oak Cafe*. The Applicant's space on the Subject Property is currently vacant and was most recently occupied by *Adamczyk Fine Homes & Interiors*. Figures 1 below identifies the Subject Property.



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

CURRENT REQUEST

The Applicant is seeking approval of a sign permit for two window signs that would provide identification and promotion for a new retail business. The signs would be identical gold-colored decals measuring 1.92 feet in height and 1.67 feet in length for an area of 3.21 square feet with an orbital shaped logo in the center and the word “ARCH” in a thick, capitalized 2-inch font. Each sign would be placed in the center of their respective windowpanes. The Applicant indicates that the existing decal signs that are visible in Figure 1 will be removed. The Applicant has provided details of the proposed sign 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. A sign may not exceed 10% of the overall window area. The proposed sign would measure 3.21 square feet and occupy approximately 7.78% of the window area which makes it compliant with the 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 window signage. They recommend that window sign 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 signs would take up less than 10% of the window area with a 2-inch text, although they would be in the center portion of the window space. 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 by 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
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

RECEIVED
JUN 23 2021
BY:

Tenant/Lessee

Name of Business <i>Arch Glow, LLC</i>		Primary contact name <i>Laura White</i>		Phone No. [REDACTED]
Street Address <i>913 Greenbay Road</i>				
City <i>Hubbard Woods</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email <i>laura@archglow.com</i>	

Sign Company

Name of Sign Company <i>IC Sign and Graphics</i>		Primary contact name <i>John</i>		Phone No. [REDACTED]
Street Address <i>417 Sheridan Rd</i>				
City <i>Highwood</i>	State <i>IL</i>	Zip Code <i>60040</i>	Email	

Property Owner

Name of Company		Primary contact name <i>Susan Schwartz</i>		Phone No. [REDACTED]
Street Address: <i>913 Greenbay Road</i>				
City <i>Hubbard Woods</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email	

Sign type(s): ☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign
(check all that apply)

☐ projecting sign ☐ other _____

Additional description of sign type and materials: *We have an existing sign on our windows from Pop-up. The Fletcher + Fork sign will come down and we will put same Arch sign centered in windows but printed in Gold.*

SBC2021-676 \$55⁰⁰ review fee

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

CONDITIONS OF APPROVAL: _____



23"



20"

ATTACHMENT B



Area of Left Storefront Window: 10 feet x 5.5 feet = 55 square feet

Area of Right Storefront Window: 5 feet x 5.5 feet = 27.5 square feet

Total Storefront Sign Area = 55 square feet + 27.5 square feet = 82.5 square feet

Area of Proposed Window Sign: 1.92 feet x 1.67 feet = 3.21 square feet (*per sign, 2 signs total*)

Maximum Permitted Window Sign Area Coverage: 8.25 square feet **(10%)**

Proposed Window Sign Area Coverage: 6.42 square feet **(7.78%)**

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: JULY 9, 2021
SUBJECT: 574 LINCOLN AVENUE - MANDARINE, INC - SIGN AND AWNING PERMITS AND SIGN CODE VARIATION FOR PROJECTING SIGN (CASE NO. 21-18-DR)

INTRODUCTION

On July 15, 2021, the Design Review Board (DRB) is scheduled to consider applications submitted by Mandarin, Inc. (the "Applicant") as the tenant of the first-floor commercial space in the building located at 574 Lincoln Avenue (the "Subject Property"). The Applicant has submitted applications seeking the following approvals:

1. Sign Permit to allow the installation of three window signs, one projecting sign, and one wall sign;
2. 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; and
3. Awning Permit to allow the installation of an awning along the storefront of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is generally located on the west side of Lincoln Avenue between Elm Street and Pine Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial; however, it is not located within the Commercial Overlay District. The Subject Property contains a two-story commercial building, which will include the applicant's retail business on the first floor. The first-floor space the Applicant will occupy has been vacant for a number of years and was most recently occupied by the temporary pop-up shop *The Cashmere Store*. Figures 1 through 3 later in this report identify the Subject Property.

CURRENT REQUEST

The Applicant is seeking approval of signage for a new retail business. The proposed signage includes the following:

Wall Sign. A horizontal wooden wall sign would be installed along the upper sign band area of the store frontage measuring 10 feet in length and 1.17 feet in height (11.7 square feet). The sign would read "mandarine" "HOME" in orange and navy-blue lettering with matching blue-and-orange accent borders around the sign.

Window Signs. Three orange window decal signs would be installed vertically on the glass door of the storefront window area. The top sign would contain the building address "574" and measure 0.5 feet in height and 0.67 feet in length. The middle sign would contain a circular logo of the business that would

also read “mandarine” “HOME”, with a height and width of 2 feet. The bottom sign would contain the business hours with a height and width of 1.25 feet. The total area of the proposed window signs is 5.89 square feet.

Projecting Blade Sign. An elliptical shaped wooden projecting sign would be installed on the upper right area of the store frontage with a length of 3 feet and height of 2 feet. The sign would read “mandarine” “HOME” in an orange font with decorative orange accents and the company logo along with a navy-blue accent border. The sign would have a clearance of 9 feet over the sidewalk and be mounted to the building wall with a fixed black metal bracket.

Awning. An awning would be installed along the store frontage with a fixed, black steel frame and orange Tempotest fabric that contains a scalloped valance ribbon with white trim. The awning would measure 17.33 feet in length, 2.67 feet in height, and project 3 feet from the building wall while having a clearance of 9 feet above the sidewalk. The proposed awning would contain no signage.

The Applicant has provided details of the proposed signs and awning, which are included in the application materials in Attachment A.



Figure 1 – Subject Property – Store frontage along Lincoln Avenue



Figure 2 – Subject Property – Store frontage along Lincoln Avenue looking south



Figure 3 – Subject Property – Store frontage and adjacent businesses

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The awning would be permanently fixed, fabricated of metal, project at least 8 feet above the sidewalk, and not extend more than three-fourths of the width of the sidewalk, as required by code. The proposed awning complies with Awning Code requirements.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for commercial signs in the Village. The Sign Code requirements include:

1. A window sign may not exceed 10% of the overall window area. The combined area of the proposed window signs would measure 5.89 square feet for a coverage of 3.8% which would make it compliant with Sign Code.
2. A wall sign may not exceed 70 square feet in area and may only contain information relating to the business name or a three-word description of the types of products or services offered. The proposed wall sign would measure 11.7 square feet in area and contain only the business name, making it compliant with Sign Code.
3. The combined area of any wall signs, window signs, and awning signs may not exceed 15% of the Subject Property's street frontage. The proposed wall sign and window signs would total 17.59 square feet in area, consisting of 7.12% of the street frontage. The proposed wall and window signs would be compliant with this aspect of Sign Code.
4. A projecting blade sign is not allowed to extend more than 2 feet from the building wall or be more than 3 feet high. The proposed projecting sign would be 2 feet in height and 3 feet in width and mounted to the building wall with a fixed metal bracket, which increases the extension of the sign from the building wall by approximately 12 inches.

A staff analysis of the sign area with calculations is included as Attachment B.

SIGN CODE VARIATION REQUEST

The Applicant has also applied for a Sign Code variation from Section 15.60.120 [Commercial Signs] to allow the following:

1. A projecting sign that would project more than 2 feet from the wall of the building. The proposed sign's extension from the building wall would be approximately 4 feet with an overall sign area of 6 square feet.

The Design Review Board (also sitting as the Sign Board of Appeals) may grant relief from the Sign Code if it determines that the following standards set out in Section 15.60.250 [Variations] are met:

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

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of commercial signage.

Window Signs. The Design Guidelines recommend that window sign 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 signs would take up less than 10% of the

window area with a text that is less than 6 inches, although they would be in the center portion of the window.

Projecting blade signs. The guidelines suggest projecting blade signs be round, square or vertical and mounted at the second-floor level between the windows while being oriented towards the pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The Guidelines also indicate suggested dimensions of 3 feet in height and 2 feet in length with a maximum sign area of 6 square feet. The proposed projecting blade sign would be a round shape, measure 6 square feet in area, and mounted to the wall on fixed hardware.

Wall signs. The Design Guidelines specify that wall signs be fabricated of wood or metal while being located near the storefront's sign band and be no more than 14 inches in height. The proposed sign would be wood fabricated while being located on the frontage's sign band and 14 inches in height.

Awnings. The Design Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors and secondary colors. The orange color of the proposed awning covers would match the business's color branding and provide distinctiveness among the neighboring businesses along Lincoln Avenue in the Elm Street Business District.

Excerpts of the Design Guidelines pertaining to signs and awnings are included as Attachment C.

SUMMARY

The Applicant requests that the DRB/Sign Board of Appeals find the proposed signage and awning as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB/Sign Board of Appeals approve the sign permit and awning permit, and grant the necessary Sign Code variation, the Applicant would first need to receive the approved permits from the Community Development Department prior to installation.

ATTACHMENTS

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

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Mandarine, Inc.		Primary contact name Lori Waller		Phone No. [REDACTED]
Street Address 574 Lincoln Ave				
City Winnetka	State IL	Zip Code 60093	Email info@mandarinehome.com	

Sign Company

Name of Sign Company Fast Signs		Primary contact name Robert Hodges		Phone No. [REDACTED]
Street Address 7911 Golf Road				
City Morton Grove	State IL	Zip Code 60053	Email fastsigns29@fastsigns.com	

Property Owner

Name of Company 574 Lincoln Ave LLC		Primary contact name Doug Sharfstein		Phone No. [REDACTED]
Street Address: 574 Lincoln Ave				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

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

Additional description of sign type and materials

wood wall mounted sign,
window decals, wood and metal projecting
sign.

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business	Primary contact name	Phone No.
Mandarine, Inc	Lori Walter	
Street Address		
574 Lincoln Avenue		
City	State	Zip Code
Winnetka	IL	60093
Email		
info@mandarinehome.com		

Awning Company

Name of Awning Company	Primary contact name	Phone No.
Evanston Awning Co	George Schaefer	847-864-4520
Street Address		
2901 Central Street		
City	State	Zip Code
Evanston	IL	60201
Email		
awnings@evanstonawnings.com		

Property Owner

Name of Company	Primary contact name	Phone No.
574 Lincoln Ave LLC	Doug Sharfstein	
Street Address:		
574 Lincoln Ave Suite 100		
City	State	Zip Code
Winnetka	IL	60093
Email		

Awning is ☐ retractable or ☒ rigid
☒ new awning or ☐ recovering of existing frame

Description of fabric type and color (attach samples) Orange Tempest
banding trim in white

Description of awning sign material, method of application and color: stationary
with free hanging valances and end wings. Welded 1" square
1/2 inch round galvanized steel silver tubing, printed black

Height of awning logo/copy: N/A inches

Awning Dimensions: Width 17' 4" Height 30" Projection from Building Face 36"

OFFICE USE ONLY: PERMIT FEE (\$70 each) _____

CONDITIONS OF APPROVAL: _____



VILLAGE OF ~~BY~~ WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN CODE VARIATION APPLICATION

Property Information

Site Address: 574 Lincoln Avenue, Winnetka

Name of Business: Mandarine

Parcel Identification Number(s) (PIN): _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) 15.60.030
of Chapter 15.60 Signs of the Village Code for the following work: Projection sign

Attach a separate written document which explains in detail how the requested variation complies with all of the following standards:

1. The requested variation is in harmony with the general purpose and intent of the Sign Code;
2. The plight of the petitioner is due to unusual circumstances;
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of the Sign Code (i.e. compliance would result in a clearly demonstrable hardship that is unique to the applicant or property);
4. The variation will not alter the essential character of the locality. (In that the Village has adopted Design Guidelines which are intended to preserve the character of the Village, it is important that the applicant establish that the request is consistent with the intent and purpose of the Design Guidelines.

Property Owner Information

Legal Name: 574 Lincoln Avenue LLC

Primary Contact: Dong Shorfstein

Address: 574 Lincoln Ave, Suite 100

City, State, Zip: Winnetka, IL 60093

Phone

Email: _____

Owner Signature: _____

Applicant Information

Legal Name: Mandarine Inc

Primary Contact: Lori Waller

Address: 1820 Glenview Road

City, State, Zip: Glenview, IL 60025

Phone No. _____

Email: info@mandarinehome.com

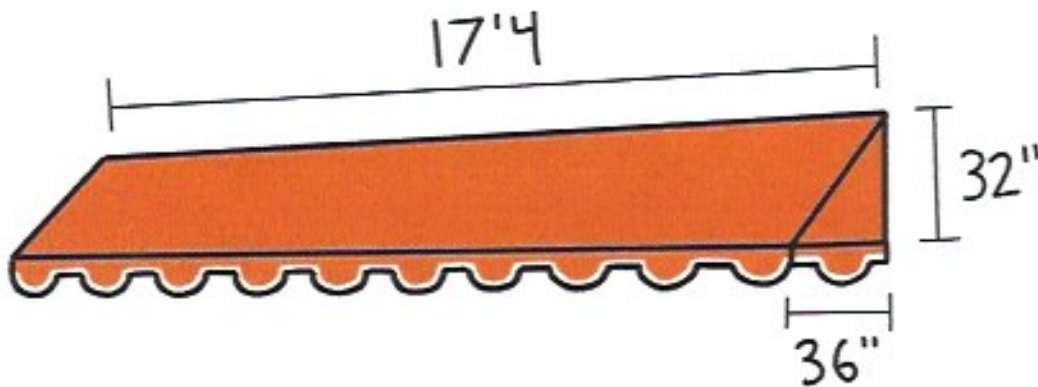
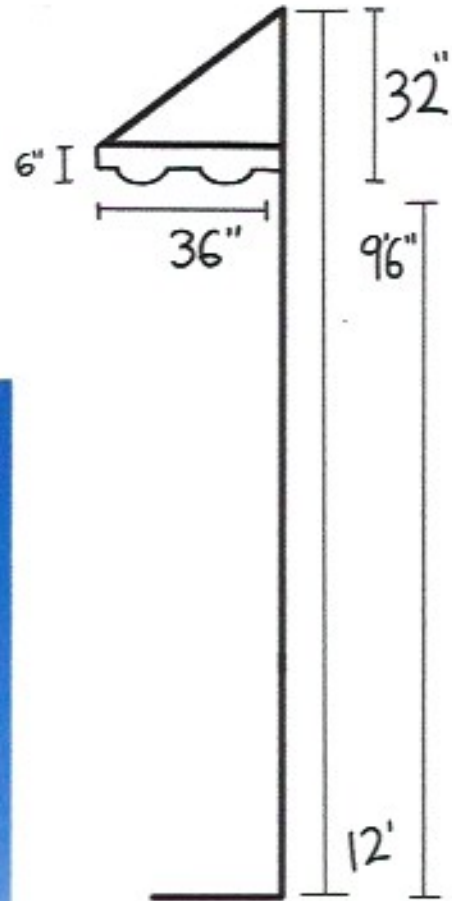
Applicant Signature: _____

Mandarine, Inc
Sign Code Variation Application
514 Lincoln Ave
Winnetka

- 1 - All of the other projection signs on the block are a similar size and shape that we are proposing.
- 2 - We are coming into an established block and need to conform with the existing aesthetic.
- 3 - As the code states, the sign would only be roughly 1' wide x 2 1/2' high which doesn't allow for a good representation/orientation of our name and logo, and would be too small to read.
- 4 - Given the sign would be a different shape and size as the others, it could detract from the overall aesthetic and because it would be so small, would be hard for drivers to see and may cause traffic issues.

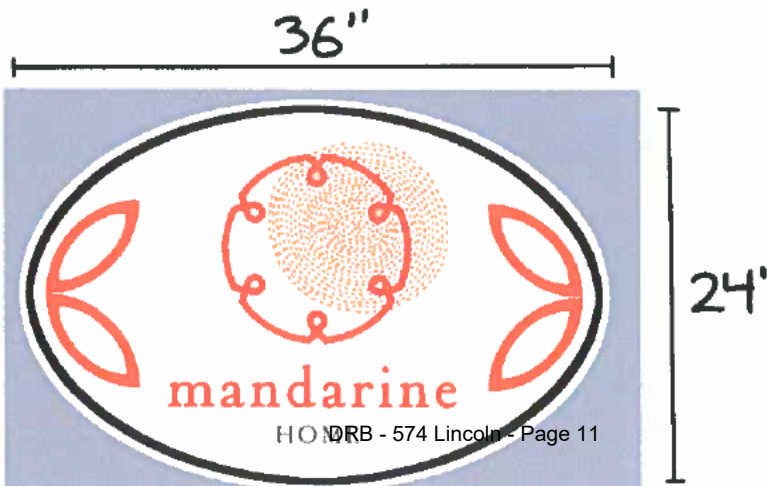
Mandarine
574 Lincoln Avenue
Winnetka

Awning Permit Application
June 24, 2021

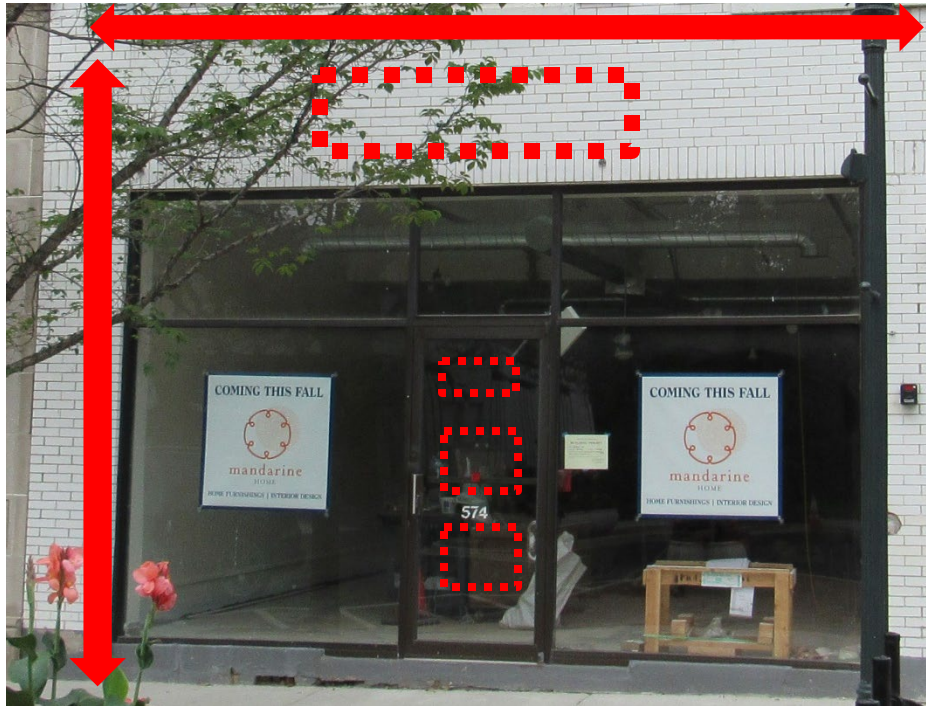


Mandarine
574 Lincoln Avenue
Winnetka, IL 60093

Sign Permit Application
June 24, 2021



Attachment B – Staff Analysis of Sign Area



Area of Windows: 16.17 feet x 9.58 feet = 154.9 square feet

Area of Proposed Top Window Sign: 0.67 feet x 0.5 feet = 0.33 square feet

Area of Proposed Middle Window Sign: 2 feet x 2 feet = 4 square feet

Area of Proposed Bottom Window Sign: 1.25 feet x 1.25 square feet = 1.56 square feet

Area of Combined Proposed Window Signs: 0.33 square feet + 4 square feet + 1.56 square feet = 5.89 square feet

Maximum Permitted Window Sign Area Coverage: **15.49 square feet (10%)**

Proposed Window Sign Area Coverage: **5.89 square feet (3.8%)**

Area of Storefront: 19 feet x 13 feet = 247 square feet

Area of Proposed Wall Sign: 10 feet x 1.17 feet = 11.7 square feet

Area of Combined Proposed Window Signs: 5.89 square feet

Maximum Permitted Storefront Sign Area Coverage: **37.05 square feet (15%)**

Proposed Storefront Sign Area Coverage: **17.59 square feet (7.12%)**

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

e. Awnings and Banners

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JULY 9, 2021
SUBJECT: 804 ELM STREET – CHRISTIAN SCIENCE READING ROOM –
CERTIFICATE OF APPROPRIATENESS (CASE NO. 21-19-DR)

INTRODUCTION

On July 15, 2021, the Design Review Board (DRB) is scheduled to consider an application submitted by the Christian Science Reading Room (the “Applicant”) as the owner of the building at 804 Elm Street (the “Subject Property”) for approval of a Certificate of Appropriateness to allow hardscape improvements in the courtyard of the Subject Property along Chestnut Court.

PROPERTY DESCRIPTION

The Subject Property is located on the south side of Elm Street between Chestnut Street and Green Bay Road. In addition to having street frontage on Elm Street, the Subject Property has street frontage on Chestnut Court along the south property line. The Subject Property is located in the Elm Street Business District and is zoned C-2 General Retail Commercial while being located in the Commercial Overlay District. The Subject Property contains a two-story building used by the Christian Science Reading Room for its study activities and liturgical purposes. Figures 1 through 5 at the end of this report identify the Subject Property.

PREVIOUS APPROVALS

In September 2019, the DRB approved a Certificate of Appropriateness to allow exterior improvements to both front façades of the building. The improvements along the Chestnut Court street frontage included re-staining the wood deck and stairs, repainting the brick veneer façade, and repainting the wooden trim with colors to match the existing appearance.

CURRENT REQUEST

The Applicant is seeking approval of a Certificate of Appropriateness to allow hardscape improvements to the outer courtyard area. The courtyard is located behind the building but is accessible and visible from Chestnut Court. The proposed changes to the courtyard would be maintaining its general form while providing improvements in the longevity of the materials. The concrete paver walkway, beginning at Chestnut Court, would be removed and replaced with an improved bluestone stepper path in the same general alignment as the concrete pavers. The sitting area would be expanded with the existing gravel being removed and a new bluestone chip gravel being poured in its place. Additionally, the timber retaining wall and wooden seat-wall near the building edge would be removed and replaced with a bluestone laid wall of approximately 18 inches in height that would curve from the building to the middle of the courtyard and walking path. The overgrown shrubs in the courtyard would be removed except for the large honey locust tree in the center. There would also be some bluestone coping installed between

the building and the sitting area to contain the gravel. The Applicant has provided a site plan, construction specifications, and visual examples of the proposed materials as part of the submitted application materials provided as Attachment A.

VILLAGE CODE ANALYSIS

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

"(1) whether the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;"

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

"(3) whether the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and"

"(4) the probable effect of the proposed external architectural features on the integrity of the immediate vicinity."

The proposed alterations are intended to maintain and improve the outdoor courtyard area of the Christian Science Reading Room. The alterations would present minimal changes to the built environment of the Subject Property and surrounding area.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the appearance of outdoor spaces in commercial districts. The Guidelines call for the use of occasional first-floor courtyards as an alternative to uninterrupted commercial space. Additionally, the Guidelines strongly encourage masonry and stucco materials which the proposed changes would provide. An excerpt of the Design Guidelines pertaining to the proposed alterations is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed alterations as appropriate and compatible with the Design Guidelines and Village Code requirements for a Certificate of Appropriateness and approve the application as proposed. Should the DRB find the proposed alterations as appropriate, the Applicant would first need to receive an issued Certificate of Appropriateness and approved Building Permit by the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Subject Property – Street frontage along Chestnut Court (July 2021)



Figure 2 – Subject Property – Outdoor sitting area towards end of walking path (July 2021)



Figure 3 – Subject Property – Gravel sitting area at rear building entrance (July 2021)



Figure 4 – Subject Property – Left side of gravel sitting area near rear building entrance (July 2021)



Figure 5 – Subject Property – Right side of gravel sitting area near rear building entrance (July 2021)

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 804 Elm St

COA2021-1021

Name of Business(es): Christian Science Reading Room

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

- ☐ Sign Sign Permit Application attached? ☒
☐ Awning Awning Permit Application attached? ☐
☒ Other (general description): Landscaping

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.):

Expand gravel sitting area; lift and re-lay stepping stone walkway; replace wooden post wall and install new dry laid wall

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

SIGNED

PRINTED NAME(S)

William H. Parke

ADDRESS

804 Elm St. Winnetka, IL

PHONE NO.

EMAIL

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA issued (date): _____

PRIMARY DESIGN FIRM

Nature's Perspective Landscaping

CONTACT NAME

Steve Stratton

ADDRESS

2000 Greenleaf StEvanston, IL 60202

PHONE NO.

8474757917

EMAIL

sstratton@naturesperspective.com

NATURE'S PERSPECTIVE LANDSCAPING, INC.

2000 Greenleaf Street, Evanston, Illinois 60202
 847-475-7917 Fax # 847-475-7975
 www.naturesperspective.com

Proposal # NPL8622
Cust # 11909
Sales Rep. BH

Proposal/Contract
10/13/2020

**Proposal submitted to:**

Christian Science Reading Room
 Attn. William Parke
 804 Elm St
 Winnetka, IL 60093

**Work to be performed at:**

CHRISTIAN SCIENCE READING
 ROOM
 804 Elm St
 Winnetka, IL 60093

(312) 296-1574

wh.parke@gmail.com

NATURE'S PERSPECTIVE LANDSCAPING, INC., the "Contractor", hereby proposes to furnish all the material and perform all the labor necessary for the completion of the following described work:

Qty	U/M	Description	Price Each	Total
		2020 - COURTYARD HARDSCAPE		
		REMOVALS & SITE PREPARATION		
29	mh	Labor to Remove Hardgoods	75.00	2,175.00
		- Remove crushed gravel.		
		- Remove wooden seat wall and concrete coping.		
		- Remove timber retaining wall.		
		***Allowance, will bill actual.		
14	cy	Debris Disposal - Hardscape Materials	138.00	1,932.00
		***Allowance, will bill actual.		
52	sf	Concrete Removal and Disposal - 4"	7.15	371.80
		- Addtl. charges apply if rebar is present.		
		- Addtl. charges apply if concrete is deeper than 4".		
6	mh	Labor to Remove Plant Material	67.00	402.00
		- Remove yews in raised bed north of honey locust.		
6	cy	Debris Disposal - Landscape Materials	68.00	408.00
		***Allowance, will bill actual.		
		GRAVEL		
2	mh	Labor to Excavate	75.00	150.00
		- Excavate soil to extend gravel walk.		
2	cy	Debris Disposal - Excavated Soil, (cy)	77.00	154.00
3	cy	Gravel, Limestone #8, Compacted - for base 4"	198.90	596.70
		- Add gravel to level base.		
475	sf	Landscape Fabric	0.35	166.25
5	cy	Gravel, Bluestone Chip	459.00	2,295.00
		- Chipped bluestone sized 3/8"		

Above prices include all labor, taxes and delivery unless otherwise noted. Any deletions, additions or other charges to your proposal and/or plan may affect pricing and will need to be re-quoted. A minimum restocking fee of 25% will be charged for all items ordered, or for items brought to the job site and not used due to customer initiated changes. If items are custom made or special ordered for the job and not used, customer will be charged at 100%. Above prices are based on complete proposal. For paving work, customers must select paver type, color, pattern and edge detail prior to final pricing and scheduling.

NOTE: This Proposal may be withdrawn by us if not accepted within 15 days.

Client Initials _____
 (Please initial each page)

NATURE'S PERSPECTIVE LANDSCAPING, INC.

2000 Greenleaf Street, Evanston, Illinois 60202

847-475-7917 Fax # 847-475-7975

www.naturesperspective.com

Proposal # NPL8622**Cust #** 11909**Sales Rep.** BH**Proposal/Contract****10/13/2020****Proposal submitted to:**

Christian Science Reading Room

Attn. William Parke

804 Elm St

Winnetka, IL 60093

Work to be performed at:

CHRISTIAN SCIENCE READING

ROOM

804 Elm St

Winnetka, IL 60093

(312) 296-1574

wh.parke@gmail.com

NATURE'S PERSPECTIVE LANDSCAPING, INC., the "Contractor", hereby proposes to furnish all the material and perform all the labor necessary for the completion of the following described work:

Qty	U/M	Description	Price Each	Total
3	ea	Edging - Steel 1/8" x 4" x 16'	188.70	566.10
100	ff	WALL Walls, Bluestone dry laid, 2-6" Thick, Curved - Install dry laid wall, approx. 18" tall.	69.40	6,940.00
34	sf	Coping - Bluestone 2" thick, Thermal Top & Sides - Install 12 lf of coping along north portion of wall. - Install 22 lf of coping west of new serviceberry.	75.00	2,550.00
2	ff	Walls, Brussels Dimensional, Straight - Color: Limestone - Install between gate and concrete wall to retain gravel.	58.00	116.00
1	ea	Design Retainer Credit	-500.00	-500.00

Total: \$18,322.85

Above prices include all labor, taxes and delivery unless otherwise noted. Any deletions, additions or other charges to your proposal and/or plan may affect pricing and will need to be re-quoted. A minimum restocking fee of 25% will be charged for all items ordered, or for items brought to the job site and not used due to customer initiated changes. If items are custom made or special ordered for the job and not used, customer will be charged at 100%. Above prices are based on complete proposal. For paving work, customers must select paver type, color, pattern and edge detail prior to final pricing and scheduling.

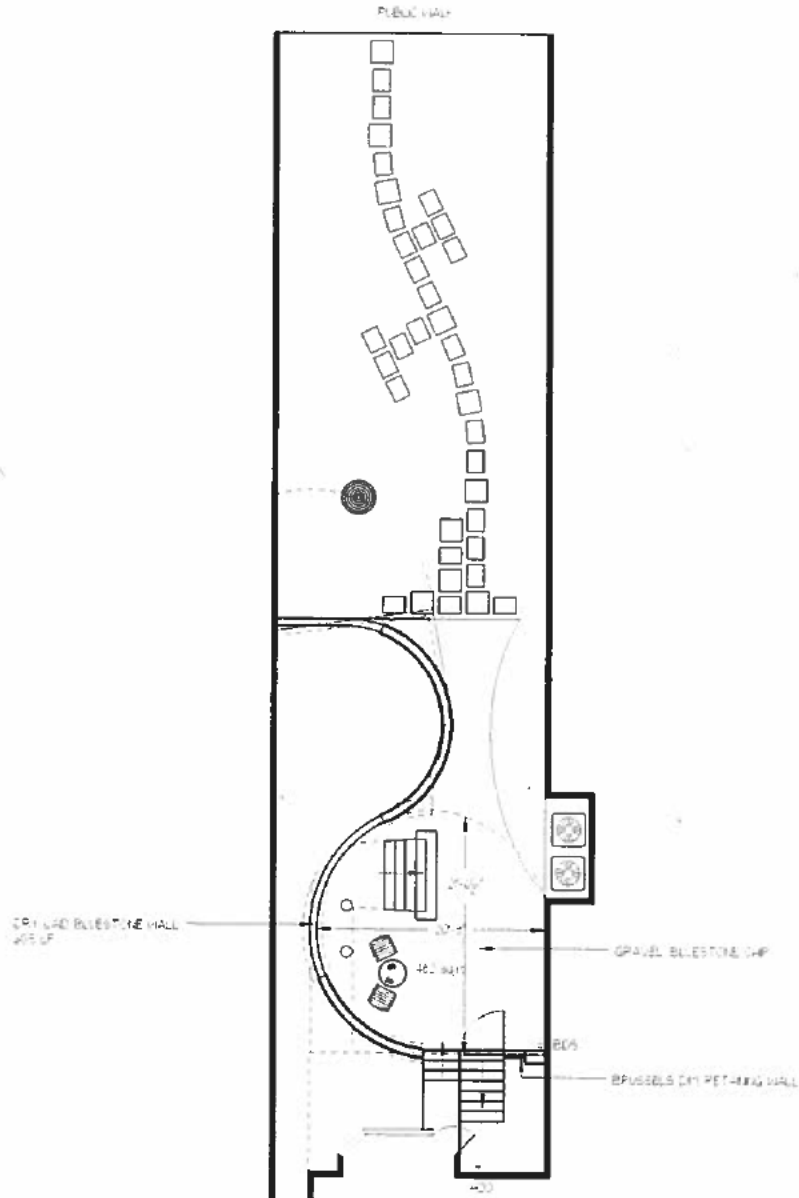
NOTE: This Proposal may be withdrawn by us if not accepted within 15 days.

All material is guaranteed to be as specified, and to be performed in accordance with the drawings submitted for above work and completed in a workmanlike manner. Payments to be made as follows: 50% on acceptance, remainder on completion, 30 days net. Any alteration or deviation from above involving extra costs will be executed upon verbal or written orders, and will become an extra charge over and above the quoted price. The General Conditions, as attached, are expressly incorporated into this agreement.

The above prices and conditions are satisfactory and are hereby accepted. I accept the attached general conditions of this contract. You are authorized to do the work as specified. My acceptance of the proposal constitutes this as a valid and binding agreement.

Respectfully Submitted by:**Date:** 10-13-20**Owner/Client Signature:****Date:** 5-5-21**Client Initials**

(Please initial each page)



PLAT OF SURVEY

...OF...The North 146.0 feet of the East half of Lot 3 in WILSON and DALE'S SUBDIVISION of the North half of Block 26 in The Village of Winnetka, in the East half of the Northeast quarter of Section 20, Township 42 North, Range 13, East of the Third Principal Meridian, in Cook County, Illinois.

Commonly known as # 804 Elm Street, Winnetka, Illinois.



ELM

STREET

Asphalt Pavement

Brick and Concrete Walk



10.00

0.9 North

6.3

2nd Story Frame Overhang

126.0

Building Corner is 0.07 West

25.0

25.00

Entry

Building Corner at Lot Corner

West Face of Building is On Line

2 Story Brick Commercial and Apartment Building

2 Story Brick Building No. 804

Building Corner is 0.02 East

Basement Entry

22.22

Bay Window

2nd Story Open Frame Porch

8.0

Conc. Steps

Concrete Bench on Conc. Footing

Staircase

4.04

4.01

146.00

63.5

25.00

146.00

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East Line of CHESTNUT STREET

West Line of Lot 3



Concrete Block Walk

Concrete Walk

10.20

CHESTNUT

COURT

Asphalt Pavement



PREPARED FOR: CHRISTIAN SCIENCE READING ROOM

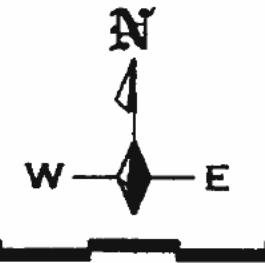
PURPOSE: BUILDING PERMIT

FIELD DATE: 05-7-12

DELIVERY DATE: 05-14-12

FORMATS: BOND

Information herein is not sufficient nor guaranteed for new construction, unless property corners noted. Distances and angles may not be assumed by scaling. Distances noted between are in feet and decimals.



State of Illinois / County of Cook / SS

WE, North Shore Survey, Ltd., do hereby certify that we have surveyed the land as described in the above caption in accordance with official records and/or previous surveys and that the plat hereon drawn is a correct representation of said survey.



Design Guidelines

Building and Architecture

I. Contextual Design

Commercial, mixed-use, institutional and multiple-family development projects should reflect an understanding of the immediate site surroundings and the village-wide character. Contextual design reflects existing features including massing, height, setbacks, proportions, scale, roof forms, materials, articulation, lighting, signs and awnings while creating appropriate architectural design.

The prevalence of the English Tudor style throughout the Village dictates smaller structural bays and massing, limited building heights, variety in roof forms, mix of materials and special attention to detailing and fenestration proportions and patterns. It is not the intent of these guidelines to recreate traditional architectural styles that do not allow for contemporary architectural designs or materials, but to provide a framework within which good design can flourish in context and enhance the existing Village character.

II. Uses

The three districts have a mix of uses that includes commercial, mixed-use, institutional and multiple-family facilities.

Exclusively commercial buildings make up a small percentage of the structures within the districts. They are typically single-story buildings that house a single retailer with on street frontage and a large expanse of storefront. These buildings are strongly horizontal with large sign bands and varying stylistic detailing.

Most buildings in the commercial districts are mixed-use. The architectural designs are based on a traditional two-part structure with retail on the ground floor and offices or residences above. The facades clearly separate the two uses through changes in materials and wall plane as well as changes in fenestration, with large glass storefronts on the street level and punched windows above creating a hierarchy of public versus private spaces. In select locations, where large or awkward site geometry suggest, alternatives to the existing mixed-uses may encourage the use of first floor courtyards or pedestrian ways instead of uninterrupted commercial space.

Institutional buildings include a wide variety of building types and uses such as civic buildings (Village Hall), schools, libraries, churches, recreational facilities and utilitarian public works facilities. Most institutional structures located within the Elm Street District are designed in the Classical Revival, Contemporary or Georgian styles. Most schools and churches are located within residential neighborhoods. Typically, institutional structures are freestanding and larger in scale as they represent unique aspects of community life: governmental, religious and educational. The design of institutional buildings, whether new or an alteration to an existing building, should reflect the context of their immediate surroundings and respect the existing neighborhood while identifying their function.

2. Screening

For at-grade equipment screening, see Sections IX.a (p.26), X.c.9 (p. 33), and XI.d.5 (p.57).

Mechanical equipment located at grade should be screened from view with a fence or wall that is constructed of the same materials as the adjacent building. Rooftop equipment that cannot be located out of view should be screened by walls constructed of materials sympathetic to those of the primary facade.

VIII. Materials

Building materials throughout the districts consist primarily of masonry and stucco. The existing buildings currently have a good palette of colors, textures and material mixes from which new materials should be selected. The masonry palette consists of wirecut, smooth and textured modular brick and rough-face and dressed limestone veneer. Rough-faced limestone should be limited to accent or base pieces only. The brick color palette should be restricted to those present in the district but can vary in color from reds to yellows and have varying levels of iron spotting. Pink or orange brick is not allowed.

English Tudor buildings obtain some of their character from the mix of materials used in the upper floors. Creative use of material combinations is encouraged to break up the massing. The number of facade colors should be minimized to maintain unified districts – white and cream stucco with reds and browns, emphasizing earth tones and eliminating saturated colors.

Commercial and Mixed Use: **Acceptable materials include modular brick, rough-faced or dressed limestone and exterior grade stucco with wood trim.** Wood, aluminum or vinyl siding, metals, rough/random lannon stone, concrete block (split face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher and the finish and articulation are acceptable. The finish of the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Institutional: Institutional buildings are encouraged to have monochromatic material selection such as modular brick, or rough-faced or dressed stone. Wood, aluminum or vinyl siding, metals, rough/random lannon stone, concrete block (split-face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher on secondary facades only and the finish and articulation are acceptable. The finish of the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

Multiple-Family Residential: Acceptable material for multiple-family structures includes modular brick, limited areas of dressed limestone, and exterior grade stucco with wood trim. Wood siding is allowed on secondary facades on upper floors only. Aluminum or vinyl siding, metals, rough/ random lannon stone, concrete block (split face or smooth) and glassblock are not acceptable materials. EIFS may be allowed if the location is limited to the second floor facades or higher and the finish and articulation are acceptable. The finish of



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: JULY 9, 2021
SUBJECT: 1140 WILLOW ROAD – SCHMIDT-BURNHAM LOG HOUSE – SIGN PERMIT (CASE NO. 21-20-DR)

INTRODUCTION

On July 15, 2021, the Design Review Board (DRB) is scheduled to consider an application submitted by the Winnetka Historical Society (the “Applicant”) as the owner of the Schmidt-Burnham Log House located at Crow Island Woods Park on 1140 Willow Road (the “Subject Property”), to allow the installation of a freestanding bulletin board sign adjacent to the Log House. The Subject Property is owned by the Winnetka Park District.

PROPERTY DESCRIPTION

The Subject Property is located on the south side of Willow Road between Euclid Avenue and Glendale Avenue in the northern portion of Crow Island Woods Park. It is zoned R-2 Single Family Residential and contains the Schmidt-Burnham Log House, a locally designated landmark, along with a picnic hut, walking paths, parking areas, tree coverage, and generous amounts of open space. Figure 1 below and Figures 2 and 3 later in this report identify the Subject Property.



Figure 1 – Subject Property – West façade of Log House

CURRENT REQUEST

The Applicant is seeking approval of a sign permit that would allow the installation of a freestanding bulletin board sign adjacent to the Log House. The sign would be located along a nearby walking path and is intended to provide professionally designed graphics and text that communicate the history of the Log House. The sign would contain a bronze-colored aluminum enclosed locking case of 3 feet in height and 2.5 feet in width that would be attached to black aluminum posts for a total height of 6.33 feet from the ground. The case would be capable of having changeable sign messages with a top-arched panel that would read “Schmidt-Burnham Log House” in white vinyl lettering. The Applicant states that a bulletin board sign format was chosen because it would allow for easier updates or replacement of the sign message panel. The Applicant has provided details of the proposed sign that are available in the application materials as part of Attachment A. An aerial map that shows the approximate location of the sign relative to the Subject Property is included as Attachment B. Figure 2 below represents the Subject Property and the location of the proposed sign.

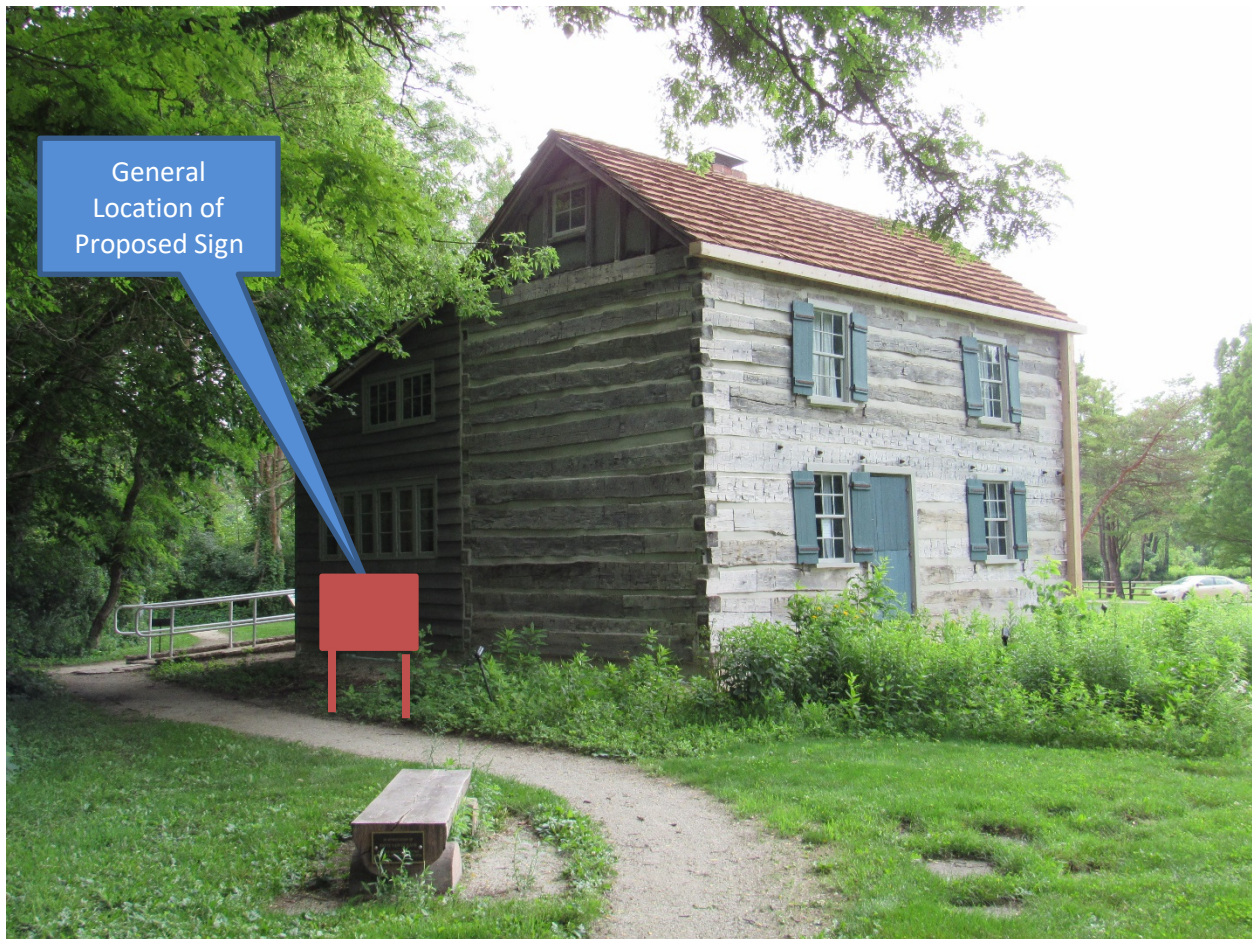


Figure 2 – Subject Property – North façade of log house and site of proposed sign

SIGN CODE ANALYSIS

Section 15.60.110 of the Village Sign Code establishes standards for signs of religious, charitable, educational, and other specified organizations such as the Winnetka Historical Society. A bulletin board or changeable copy sign is permitted if the sign area does not exceed 30 square feet. The proposed sign is compliant with the Sign Code.

DESIGN GUIDELINES ANALYSIS

The proposed freestanding sign would be made of dark metal materials in bronze and black coloring with minimal accents outside of the lettering and sign message portion. The Village's Design Guidelines provide guidance on appropriate size, color, and location of signs; an excerpt of the Design Guidelines is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed sign as appropriate and compatible with the Design Guidelines and approve the sign as proposed. Should the DRB find the proposed sign as appropriate, the Applicant would first need to receive the approved Sign Permit by the Community Development Department prior to installation of the sign.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: GIS Aerial Map – Site Plan

Attachment C: Design Guidelines Excerpt



Figure 3 – Subject Property – South façade of log house and site of proposed sign

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business		Primary contact name		Phone No.	
Street Address					
City	State	Zip Code	Email		

Sign Company

Name of Sign Company		Primary contact name		Phone No.	
Street Address					
City	State	Zip Code	Email		

Property Owner

Name of Company		Primary contact name		Phone No.	
Street Address:					
City	State	Zip Code	Email		

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

☐ window graphics ☐ wall-mounted sign ☐ ground-mounted sign

☐ projecting sign ☐ other _____

Additional description of sign type and materials _____

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

CONDITIONS OF APPROVAL: _____

Winnetka Historical Society: Schmidt-Burnham Log House Signage Proposal

Winnetka Design Review Board for Meeting July 15, 2021

Submitted by: Mary Trieschmann, Executive Director, Winnetka Historical Society

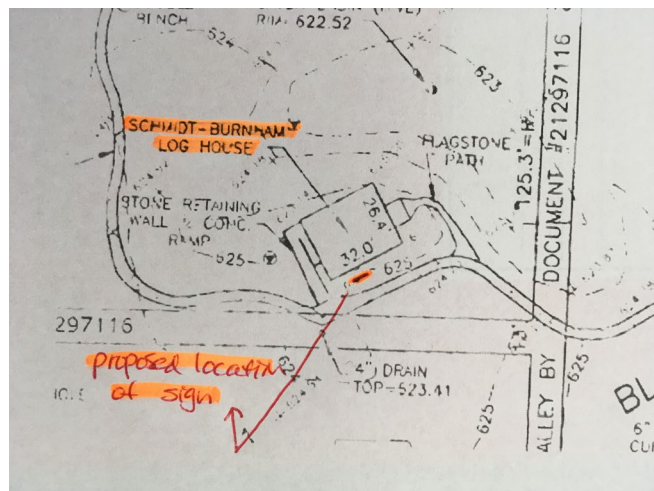
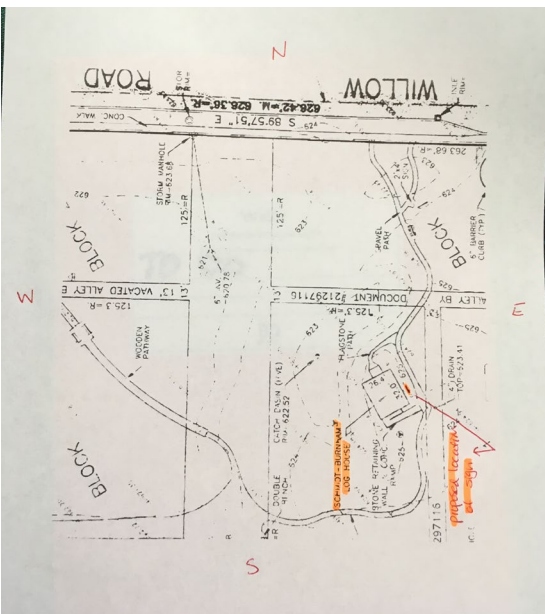
Log House Provenance

The Schmidt-Burnham Log House was built in the 1830s and is named for the Schmidt family, who emigrated from Germany in 1839 and lived in the historic house, and also for the Burnham family, who called it home from 1917 to 2001. Research indicates that the Schmidt-Burnham Log House is the oldest log structure in Cook County still in use. The Winnetka Historical Society inherited the home in 2001 and relocated it to Crow Island Woods at 1140 Willow Road to save it from demolition. Listed on the National Register of Historic Places it has been open to the public since 2006 and is one of Winnetka's most unique historic treasures.

Rationale for Signage

- The Log House currently has no exterior signage close to the structure to communicate its history to the public.
- We would like the sign to be located adjacent to a gravel walking-path from the Crow Island Parking Lot to Willow Road. We would like to install this sign to accommodate professionally designed graphic panel/panels along the path at Pedestrian height to share its story with the community.
- We have selected a changeable message center to replace the contents of the sign as needed.

Location: 1140 Willow Road



Location cont...



Location Preference (East side of Log House) Sign approximate - not to scale.

Sign Specifications (1 sided)

- 30" x 36" enclosed locking case in architectural bronze color
- Fluted Aluminum posts – with 24 inches in ground, 6.33 ft high (for Pedestrian viewing), 37" width post to post
- Piano hinged shatter-resistant acrylic locking door
- Vinyl self-healing push pin board (bulletin board)
- Black powder-coated aluminum posts, ball finials, and cross arm supports on back
- Moisture vent holes, rubber gasket
- Top Arched Panel with Vinyl Lettering (*Schmidt-Burnham Log House*)

Photographs / Cut Sheets



Outdoor Message Center

\$1,795.00

High Quality and Built to Last

Choose Your Optional Features:

EXTENDED POST

POST HEIGHT – Our standard posts are 7' with typically about 2' of that cemented into the ground. This viewing is ideal for "vehicle viewing". However, we recommend our extended length (8-1/3') posts for "pedestrian walk-up viewing" so people do not need to stoop over and to allow clearance from the weather overhang.

☒ **OPTIONAL EXTENDED LENGTH POSTS – 8-1/3' (for Pedestrian Walk up) (\$200.00)**

TOP PANEL

This optional panel is for more permanent lettering such as a Community Name or a Website. For Logo option, you must provide AI or EPS file or ask us about converting your JPG logo for a charge.

The TOP PANEL is Arched for a distinctive look and can accommodate an optional logo or an optional border. The TOP PANEL is our most popular option.

You can specify panel wording or other instructions in the next step after "add to cart". You will be provided a proof before any panels are produced.

TOP PANEL with LOGO (\$250.00) ▾

(Note: A professionally design interior graphic will take up the total sign area – we will not be posting these types of paper notices)



ATTACHMENT B



0 200 400
ft

Disclaimer: The GIS Consortium and MGP Inc. are not liable for any use, misuse, modification or disclosure of any map provided under applicable law. This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.

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.