



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS VIRTUAL MEETING AGENDA **THURSDAY, MAY 20, 2021 - 6:00 PM**

In accordance with social distancing requirements and Governor Pritzker's Executive Order 2021-09 and Senate Bill 2135, the Winnetka Design Review Board/Sign Board of Appeals meeting on Thursday, May 20, 2021 **will be held virtually**. The meeting **will be livestreamed via the Zoom platform**. In accordance, with Public Act 101-0640, at least one representative from the Village will be present at the Village Hall Council Chambers at 510 Green Bay Road, Winnetka, IL, and **the virtual meeting will be simulcast at Village Hall for members of the public who do not wish to view the virtual meeting from another location**. Pursuant to the Executive Order issued by the Governor, the number of people who may gather at Village Hall for the meeting is limited due to the mandated social distancing guidelines. **Accordingly, the opportunity to view the virtual meeting at Village Hall is available on a "first-come, first-served" basis.**

The public has the following two options **for virtually observing and participating during this virtual Design Review Board/Sign Board of Appeals meeting, including the ability to provide testimony or comments**. Persons wishing to participate are strongly encouraged (but not required) to complete the Sign-In form found at www.villageofwinnetka.org/meetingsignin.

- 1) **Telephone (audio only)**. Call: 312-626-6799; when prompted enter the Webinar ID: 958 7814 6247 (Please note there is no additional password or attendee ID required.)
- 2) **Livestream (both audio and video feed)**. Download the Zoom meetings app to your smart phone, tablet, or computer, and then join Webinar ID: 958 7814 6247; Webinar Password: DRB052021

If you wish to **provide testimony or comments prior to the meeting**, you may provide them one of three ways:

- 1) By sending an email to planning@winnetka.org;
- 2) By sending a letter to Community Development Department, Village of Winnetka, 510 Green Bay Road, Winnetka, IL 60093, or
- 3) By leaving a voice mail message at the phone number 847-716-3524. All voicemail messages will be transcribed into a written format.

All comments received prior to the posting of the agenda packet will be included in the agenda packet. All comments received after the agenda packet has been posted and received by 6:00 PM the day of the meeting will be read at the meeting by staff. Such public comment is limited to 200 words or less and should identify both (1) the subject of the comment being offered (such as property address or case number of the agenda item) and (2) the full name of the individual providing the comments. In addition, you may wish to include your street address, phone number, and the name of the organization or agency you represent, if applicable.

General comments for matters not on the agenda will be read at the end of the meeting under Public Comment. Comments specific to a particular agenda item will be read during the discussion of that agenda item.

All emails received will be acknowledged either during or after the meeting, depending on when they are received.

Persons seeking additional information concerning any of the applications, accessing the virtual meetings, or requesting alternative means to provide testimony or public comment are directed to email inquiries to planning@winnetka.org or by calling 847-716-3587.

**DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS SPECIAL VIRTUAL MEETING AGENDA
THURSDAY, MAY 20, 2021 - 6:00 PM**

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Introductory Remarks Regarding Conduct of Virtual Meeting.
3. Approval of February 18, 2021 meeting minutes.
4. **Case No. 21-05: 559 Chestnut Street – Bunny & Babe:** Awning Permit to allow installation of retractable awning on the storefront 559 Chestnut Street.
5. **Case No. 21-06: 950 Green Bay:** Awning Permit to allow installation of three awnings on the storefront at 950 Green Bay Road.
6. **Case No. 21-07: 894 Green Bay Road – Pedego Electric Bikes:** Awning Permit to allow installation of two awnings on the storefront at 894 Green Bay Road.
7. **Case No. 21-09: 552 Lincoln Avenue – Mitch’s Cookies:** Sign Permit to allow installation of signage at 552 Lincoln Avenue.
8. **Case No. 21-10: 561 Lincoln Avenue – Kaleidoscope Floral:** Sign Permit to allow installation of a window sign at 561 Lincoln Avenue.
9. **Case No. 21-11: 30 Green Bay – @properties:** Sign Permit to allow installation of wall signs at 30 Green bay Road.
10. Other Business.
 - a. June 17, 2021 Meeting - Quorum check.
11. Public Comment.
12. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

All agenda materials are available at www.villageofwinnetka.org/agendacenter.

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
February 18, 2021**

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Brad McLane
Maggie Meiners
Michael Ritter

Members Absent:

Brooke Kelly
Paul Konstant

Village Staff:

David Schoon, Director of Community Development
Brian Norkus, Assistant Director of Community Development
Christopher Marx, Associate Planner

Introductory Remarks Regarding Conduct of Virtual Meeting.

Chairman Albinson read the Oral Declaration into the record.

Call to Order:

Chairman Albinson called the meeting to order at 7:00 p.m. Mr. Marx took roll call of the Board Members present.

Approval of December 17, 2020 and January 21, 2021 Minutes

Chairman Albinson asked for a motion to approve to approve the December 17, 2020 and January 21, 2021 meeting minutes. Mr. McLane moved to approve both sets of meeting minutes as presented. The motion was seconded by Mr. Ritter. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

Case No. 21-03: 818 Elm – Bliss Salon of Winnetka – Sign Permit and Sign Code Variation: Sign Permit and Sign Code Variation to allow two existing window signs on the storefront windows at 818 Elm Street.

Mr. Marx informed the Board the Village staff has worked with businesses which installed signs without permits, one of which was Bliss Salon. He then identified building location photos and sign wording installed which is larger than permitted. Mr. Marx stated the applicant then asked for a sign code variation for both signs to exceed the required amounts. He then referred to the sign code relief standards and stated if the Board approved the sign code variation, the Community Development would need to issue a sign permit. Mr. Marx asked if there were any questions.

Mr. McLane questioned the method for measuring signs and Mr. Marx explained the manner in which it was calculated. Mr. McLane then questioned the process of asking for forgiveness as opposed to permission. Mr. Marx responded the Village initially sends letters to such applicants asking for the signs to be brought into compliance and giving them an opportunity to correct the situation before fines are issued. Mr. Schoon confirmed that is correct and added in order to impose a fine, they would have to go to court to enforce compliance. He noted the sign would have to be taken down if the Board denied the request. Ms. Meiners stated this situation has happened repeatedly and commented it is frustrating although she is not bothered by the sign. She questioned the need for requirements if they are repeatedly being violated. Chairman Albinson agreed with Ms. Meiners and stated precedent is being set with the question being if the request would have been approved if it was properly presented to the Board with the likelihood being it would be denied due to its size. He then stated the applicant should submit a compliant sign or an appropriate application. Mr. Klaskin agreed with Chairman Albinson's comments. Ms. Meiners stated it related to the integrity of the process. Mr. Klaskin agreed with the comments made and recommended the applicant install a conforming sign or apply for a larger sign.

1 Mr. Norkus stated while the applicant is not present, he first allowed members of the public into the meeting to
2 comment. Terry Dason indicated some businesses are not aware of the process and the Village should encourage
3 success for businesses in the Village, especially during the pandemic. Mr. McLane stated while he agreed with Ms.
4 Dason's comments and the fact the Board has allowed forgiveness in the past, he did not believe this is the case
5 where they should require compliance and he had no issue with the sign's appearance. He then suggested
6 businesses be advised of the process. Ms. Meiners agreed with Mr. McLane's comments and asked for the Village
7 to communicate with new businesses with regard to protocol. She also asked for the Chamber of Commerce to
8 help assist with communication with businesses. Mr. Marx confirmed pertinent information is provided to
9 applicants at the time of a new application. Mr. Ritter suggested a written list of Village approvals be given to new
10 applicants. Mr. Schoon confirmed that information is available online and is shared with applicants and then
11 identified examples of such communication. He informed the Board there will be other cases coming before the
12 Board which have signs that do not comply with the sign regulations. Mr. Ritter then stated since the sign is not
13 opaque, he would be more inclined to approve the request.

14
15 Chairman Albinson asked the Board if the sign justified the form of relief noted in the memo. Mr. McLane stated
16 he would be in support of the sign but not the process. Chairman Albinson stated according to the standards, the
17 sign did not meet the threshold to request relief although he did like the sign's appearance. He reiterated the
18 Board would not have approved the request for the sign as permitted if it had been applied for properly and asked
19 for a motion to reject the application. Mr. McLane referred to a section in the code and stated he would have
20 approved the request. Ms. Meiners agreed with Mr. McLane and commented if the Board approved this request,
21 they would have to approve subsequent similar requests knowing such requests are coming to the Board. Mr.
22 Klaskin agreed with Ms. Meiners' comments. Mr. Klaskin stated applicants should be required to be present at
23 these meetings.

24
25 Mr. McLane suggested the request be tabled to the next meeting to allow the applicant to be present. Chairman
26 Albinson stated that would not have changed his position since the request is non-compliant. Mr. McLane made a
27 motion to table the request to the next meeting. Mr. Ritter stated he did not agree with the motion and agreed
28 with Mr. Klaskin that the applicant should attend the meeting and he would not be in favor of the request.

29
30 Mr. Schoon informed the Board there may have been an issue with the applicant being notified of the 6pm
31 meeting time. Mr. Norkus confirmed he would attempt to get in touch with the applicant.

32
33 Chairman Albinson tabled this matter to the end of the meeting and stated the Board would move on to the next
34 agenda item.

35
36 **Case No. 19-39-DR: Internally Illuminated Signs. Discussion of proposed amendments to the sign regulations**
37 **regarding internally illuminated signs.**

38 Mr. Schoon stated at the December 2020 study session, the Board reviewed different approaches they could
39 consider in terms of allowing internally illuminated signs and were provided with several examples as well as
40 specific types of illuminated signs. He stated the Board then determined the only amendment they would support
41 would include amending the code to clarify that backlit/halo signs would be allowed. Mr. Schoon stated the Village
42 staff provided language for two amendments as shown on page nos. 2-4 of the agenda report noting the original
43 request came from a business which wanted an "Open" neon sign. He stated the Board is being asked to make a
44 recommendation to the Village Council to amend the code to allow backlit/halo signs and asked if there were any
45 questions.

46
47 Mr. McLane stated he would be in support of backlit and halo signage as indicated in the proposed language. He
48 added it would address the concerns raised by the applicant who requested they be allowed. Mr. Ritter stated he
49 would be in favor of backlit signs but not "Open" signs which do not fit the community character and which may
50 then end up proliferating the Village. He added most Village stores have similar hours of operation which did not
51 create a need for them. Mr. Klaskin agreed with Mr. Ritter's comments and noted the request only came from one
52 business owner. Ms. Meiners agreed with the comments made.

53

Chairman Albinson also agreed with the comments made and asked for a motion to approve the halo signage language.

Mr. Norkus first allowed members of the public into the meeting. Ms. Dason agreed with the Board's discussion relating to businesses being aware of the sign policy and not later asking for forgiveness as well as the requirement for applicants to be present at meetings. She questioned whether those types of "Open" signs in the Village are needed and added she is concerned with regard to the look. Mr. Marx read correspondence from Julie Windsor into the record in favor of the use of "Open" signs.

Chairman Albinson asked for a motion to approve backlit/halo signage as outlined in the memorandum. Mr. Ritter moved to approve the Village staff's proposed amendment language to the halo sign code. The motion was seconded. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

Chairman Albinson then asked for a motion to recommend the amendment to the Village code with regard to "Open" signs. Mr. Ritter seconded the motion. A vote was taken and the motion failed, 1 to 4:

AYES: McLane

NAYS: Albinson, Klaskin, Meiners, Ritter

Case No. 21-03: 818 Elm – Bliss Salon of Winnetka – Sign Permit and Sign Code Variation: Sign Permit and Sign Code Variation to allow two existing window signs on the storefront windows at 818 Elm Street.

Chairman Albinson stated the Board would now continue discussion of Bliss Salon's request. He noted the Board would not re-deliberate their discussion and asked for the applicant to present the application and informed the applicant of the Board's concern with regard to precedent and the process.

Mr. Norkus allowed the applicant, Penny Halonen, into the meeting. Ms. Halonen informed the Board they began their remodel during the pandemic and installed a sign they thought would be in keeping with the salon. She stated it did not occur to her she needed another sign application and it was not done on purpose. Chairman Albinson asked what did the sign cost and Ms. Halonen responded it was part of a package price and estimated the cost to be \$700. She noted they are struggling in terms of capacity limits and it would be a financial hardship to have to reconstruct the sign. Ms. Halonen then asked for suggestions and added she had not received negative feedback.

Chairman Albinson explained to Ms. Halonen the sign did not comply with sign guidelines although exceptions have been granted although it is an opaque sign. He stated while the Board understood her plight, the sign did not qualify in terms of relief. Chairman Albinson then stated the Board would now move back into deliberation.

Mr. McLane stated the Board is not in the business of imposing too many rules and described the request as de minimus due to the sign's opacity and the question is where do they draw the line. He suggested they consider the pandemic as a time of grace and err on the side of the business proprietor. Chairman Albinson commented the sign is elegant and stated if the sign was correctly presented to the Board, they would have asked for the sign's size to be reduced. He stated the sign as presented has to comply or meet the standards the Board has asked of past applicants and would recommend a new application which fit the sign guidelines or which met the relief standards. Mr. Klaskin stated they have to maintain a manner of continuity to Winnetka residents and approval of the request would create more uncertainty. Mr. Ritter commented the sign is attractive and agreed with the comments made that the sign did not comply with the guidelines. He stated if compliance is not required, it would create tremendous problems in connection with enforcement and would set a precedent. Mr. McLane noted they are guidelines and the Board is to exercise judgment.

Rachel Halonen, the applicant's daughter, stated the sign was installed during the pandemic and they did not realize there was an issue relating to its size. She noted it was a custom sign and they are operating at 50%

capacity and for them to have the sign redone, she stated it is frustrating and asked if an accommodation can be made since they are struggling financially.

Chairman Albinson suggested a temporary variance be allowed for 12 months. Mr. Klaskin agreed with Chairman Albinson's suggestion. Ms. Meiners asked if they needed permission from the landlord for the sign and Rachel Halonen responded they did not. Ms. Meiners noted the landlord is aware of the sign guidelines. Mr. Klaskin stated signage language should have been included in their lease.

Chairman Albinson asked if the request should be tabled to define a temporary time period and until the applicant submitted an application. Mr. Schoon confirmed that is correct and noted there would be no enforcement until that time. Mr. Marx reminded the Board the same situation would be coming before the Board within the next couple of months. Mr. Schoon stated the Board would need to move to consider the application at the February 2022 meeting with the understanding the sign regulations would not be enforced until that time.

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

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

Other Business:

Mr. Schoon reiterated the Board would be hearing similar applications and now that the Village staff has received direction from the Board, he suggested informing those applications that they have until the next year to resubmit. He informed the Board those applications represent the same situation. Chairman Albinson indicated it was helpful to hear from the applicant and encouraged the Village staff to reiterate to applicants the need to obtain approval prior to work being done. Mr. Ritter stated he would be in favor of granting the same relief to others in the same situation. Mr. Schoon confirmed applicants would be given the opportunity to wait until February 2022 to comply and they can still come before the Board before that time if they want. Chairman Albinson confirmed the approval did not apply to new signage requests.

a. March 18, 2021 Meeting – Quorum Check.

The Board Members discussed their availability.

Public Comment:

Mr. Norkus allowed remaining members of the public in the meeting to comment. Ms. Dason commented on the resolution the Board reached in terms of temporarily allowing the signage during the pandemic. Mr. Norkus confirmed there is no one else in attendance to comment.

Adjournment:

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

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

The meeting was adjourned at 8:30 p.m.

Respectfully submitted,

Antionette Johnson
Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: MAY 13, 2021
SUBJECT: 559 CHESTNUT STREET - BUNNY & BABE - AWNING PERMIT (CASE NO. 21-05-DR)

INTRODUCTION

On May 20, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Peyton Merrill of *Bunny & Babe* (the "Applicant") as the lessee of the property located at 559 Chestnut Street (the "Subject Property"), to allow the installation of a retractable awning on the front façade of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Chestnut Street between Spruce Street and Elm Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial 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 5 below and later in this report identify the Subject Property.

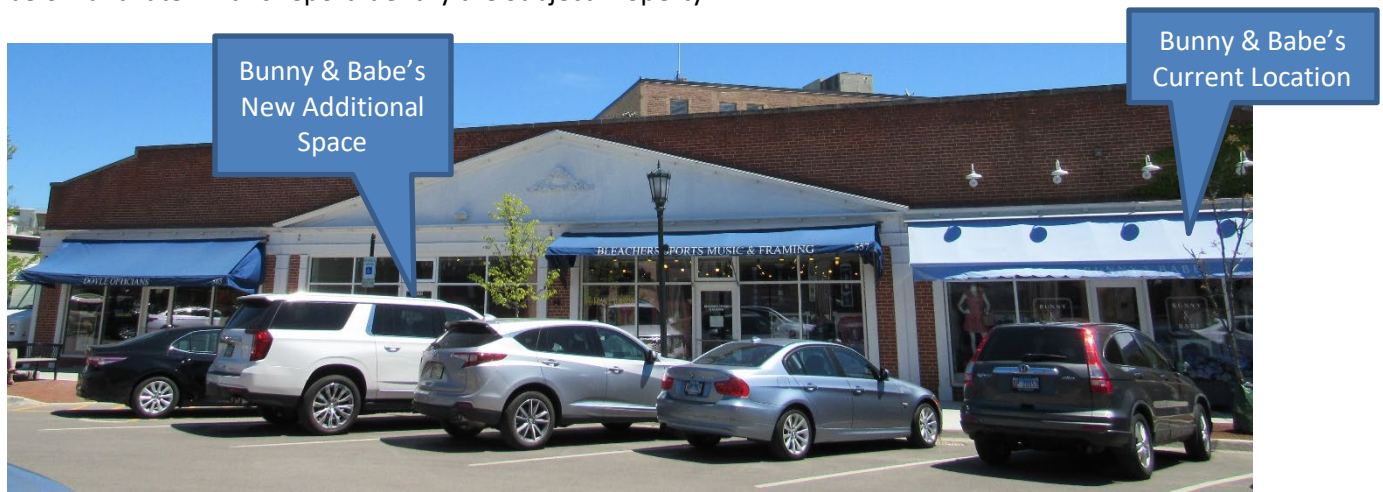


Figure 1 – Subject Property – Entire street frontage of building on Subject Property (May 2021)

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. The awning approved in 2019 was a retractable awning in "Mid Blue," with a scalloped valance with "BUNNY & BABE" in 6-inch white copy.

CURRENT REQUEST

The Applicant is seeking approval of a permit to allow the installation of a new retractable awning that would be located two storefronts north of their existing space at 555 Chestnut Street. Currently, the Applicant is located in a space on the southernmost end of the building. She will be expanding her business by opening another storefront located between *Doyle Opticians* and *Bleachers Sports Music* with the intention of installing an awning of similar style and appearance. The awning would span for most of the storefront and have dimensions of 3 feet in height, 21.17 feet in length, and project 3 feet from the building. The awning would also have a clearance of 8 feet above the sidewalk and a scalloped valance with copy that reads "BUNNY & BABE" in 6-inch white painted letters. The awning would have a metal frame with a "Mid Blue" fabric.

The Applicant has indicated that she also intends to install planters and window signs similar to those at *Bunny & Babe's* current location, which were previously approved by the DRB as noted earlier in this report. The Applicant is in the process of submitting the necessary permits for the additional window signs for consideration by the DRB at a future meeting.

The Applicant has provided dimensions and visual representations that depict the awning, which are included in the submitted application materials in Attachment A. For reference, a copy of the previously approved Awning Permit for the Applicant's current location is provided as Attachment C.

AWNING CODE ANALYSIS

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

Staff would note that the other two existing awnings in front of *Doyle Opticians* and *Bleachers Sports Music* are legally nonconforming as when they are fully extended they are 6'6" from grade. Should the frames of the nonconforming awnings ever need to be replaced, the new frames will need to provide the minimum 8-foot clearance requirement.

SIGN CODE ANALYSIS

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

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the installation of awnings. The Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awning's color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors and secondary colors. The proposed awning would match the aesthetic of the Applicant's existing storefront space while being similar in color to the other awnings of the neighboring storefronts. An excerpt of the Design Guidelines pertaining to awnings is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed awning as appropriate and compatible with the Design Guidelines and approve the awning as proposed. Should the DRB find the proposed awning appropriate, the Applicant would first need to receive the Awning Permit by the Community Development Department prior to installing the awning.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

Attachment C: Approved Awning Permit from DRB Meeting of June 19, 2019



Figure 2 – Subject Property – New storefront along Chestnut Street (May 2021)



Figure 3 – Subject Property – New storefront along Chestnut Street, facing south (May 2021)



Figure 4 – Subject Property – New storefront along Chestnut Street, facing north (May 2021)



Figure 5 – Subject Property – Storefront of Applicant's current business space on south end of building (May 2021)

ATTACHMENT A

Village of Winnetka
AWNING PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION



Tenant/Lessee

Name of Business Bunny & Babe		Primary contact name Peyton Merrill		Phone No. [REDACTED]
Street Address 99 Indian Hill Road 559 Chestnut				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Awning Company

Name of Awning Company Evanston Awning		Primary contact name Daryl		Phone No. Winnetka
Street Address 2801 Central Street				
City Evanston	State IL	Zip Code 60201	Email [REDACTED]	

Property Owner

Name of Company Jean Wright		Primary contact name Todd Stephens		Phone No. 847-446-3100 x1
Street Address: 833 Elm Street, Suite 205				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

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

Description of fabric type and color (attach samples) 0.027" 100% solution dyed polyester acrylic fiber canvas by Tonopacific with color to be supplied (1/11/21/3-12)

Description of awning sign material, method of application and color: Painted white lettering with silk-screen compatible paint

Height of awning logo/copy: 6 inches

Awning Dimensions: Width 21'-2" Height 3'-0" Projection from Building Face 3'-0"

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

CONDITIONS OF APPROVAL: _____

AB20001-380
\$55.-



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awnings@evanstonawnings.com
EVANSTONAWNINGS.COM

Sales: George Schaefer, CPP, Sales Mgr
Rendering by: Aaron Hunzinger



- (1) existing gear roller retractable awning, with free hanging valance, recovered and installed on existing framework.

- Awning size: 21'w x 3'-0"h x 3'-0"out (fully extended)

- Using Tempotest fabric #T17/15 Mid Blue.

- Signage to be white color, at 6"h, applied to front valance area only.

- PLEASE NOTE: AWNING IS ROUGHLY 8'-0" OFF GROUND WHEN FULLY EXTENDED.



JOB NAME	Bunny & Babe	PHONE	773-259-9822
CONTACT	Peyton/Lisa	FAX	
JOB ADDRESS	559 Chestnut	EMAIL	
CITY, STATE, ZIP	Winnetka, IL. 60093	MISC.	

This image belongs to Evanston Awning Co. and was produced to only represent awning design, fabric color and graphic placement, as recommended from discussion with customer. Changes can be made to any feature prior to production. Please indicate your approval of this image with your signature.

PARA

TEMPOTEST®

ITALIAN PERFORMANCE FABRICS

(L)

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

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

Product Details for Mid Blue

**Part #/Width**

T17/15-47 (47")

Weight8.8 oz/yd²**Repeat**

N/A

**T17/15 Mid Blue**

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.

ATTACHMENT C

Approved By
DRB
6.19.2019

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

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business: Bunny & Babe		Primary contact name: Peyton Merrill	Phone: (773) 259-9822
Street Address: 99 Indian Hill Rd.			Fax:
City Winnetka	State IL	Zip Code 60093	Email: peyton@bunnyandbabe.com

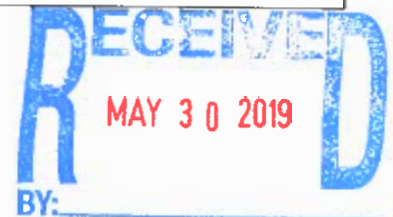
Awning Company

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

Property Owner

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

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



Description of fabric type and color (attach samples) .022" thick 100% solution dyed outdoor acrylic fiber canvas by Tempotest with color to be Mid-Blue (T/17/15-47)

Description of awning sign material, method of application and color Painted white lettering with silk-screen compatible paint

Height of awning logo/copy : 6 inches

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

ABC-2019-578

OFFICE USE ONLY	PERMIT FEE (\$70 each)
CONDITIONS OF APPROVAL:	



82



93



50+



0.15



2



2



48

MAINTENANCE

TECHNICAL

Composition

- 100% solution dyed "outdoor" acrylic fiber

Construction

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

Thickness

- 0.022"

Water Column

- > 38 cm

Roll Length

- 47' – 65 yards

CERTIFICATIONS

Awning & Marine Fabrics, contact:



(<http://www.miamicorp.com>) Miami Corporation – our exclusive distributor of Tempotest Awning and Marine

In stock and ready to ship from any of our locations:

Cincinnati, OH • Dallas, TX • Jacksonville, FL

Phone: 800-543-0448

Web: [miamicorp.com](http://www.miamicorp.com) (<http://www.miamicorp.com>)

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Home Fabrics, contact:

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

Phone: 972-512-3534

Fax: 972-512-3544



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(<http://www.para.it>)

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[Performance \(/Performance\)](#)
[Happenings \(/Happenings\)](#)
[Contact \(/Contact-Us\)](#)

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

Product Details for Mid Blue

**Part #/Width**

T17/15-47 (47")

Weight8.8 oz/yd²**Repeat**

N/A

**T17/15 Mid Blue****Coordinating Tempotest Home Fabrics**

DATE: 06/20/19
 SHEET: A2.0
 PROJECT: 555 CHESTNUT STREET
 EXTERIOR ELEVATIONS
 PARTIAL BUILDING SECTION

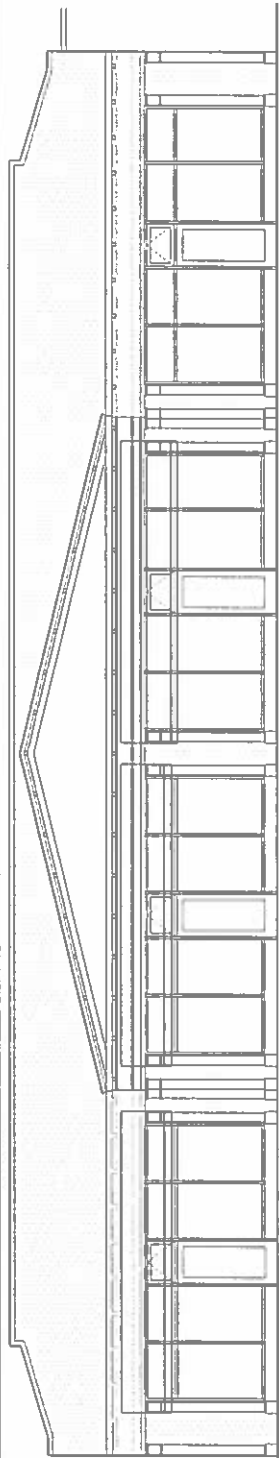
4. CERT. OF APPROVAL
 3. FOR BLDG. PERMIT
 2. FOR BLDG. PERMIT
 1. FOR INT. DESIGN

BUNNY & BABE
 555 CHESTNUT STREET
 WILMINGTON, DE 19801

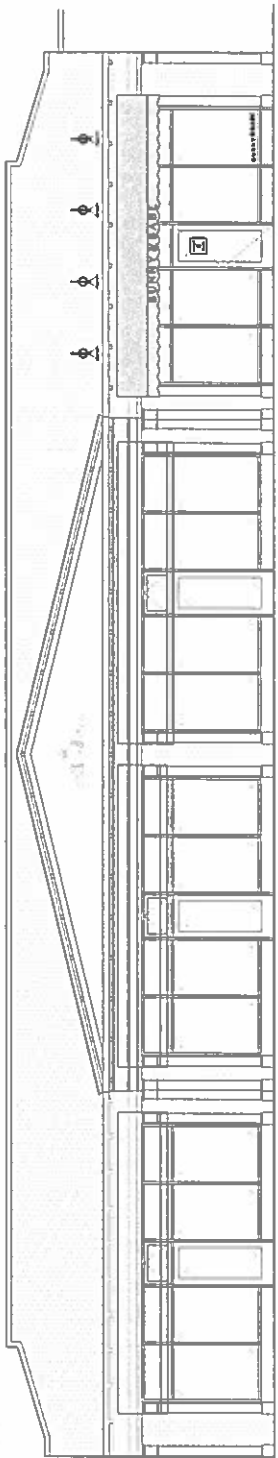


EXTERIOR ELEVATIONS

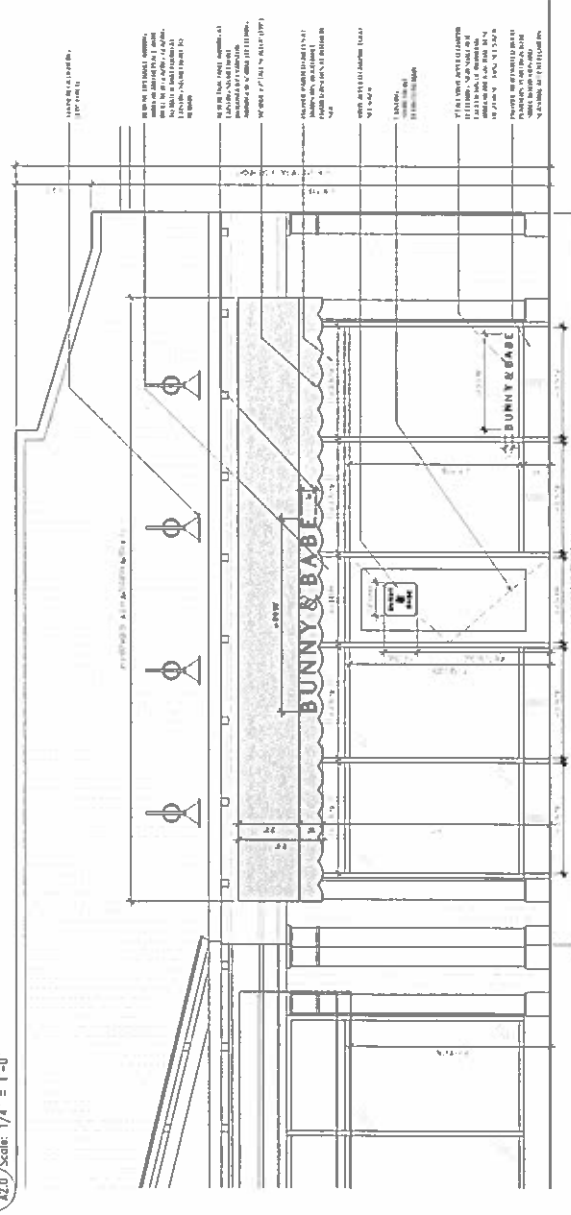
Sheet Number
 A2.0



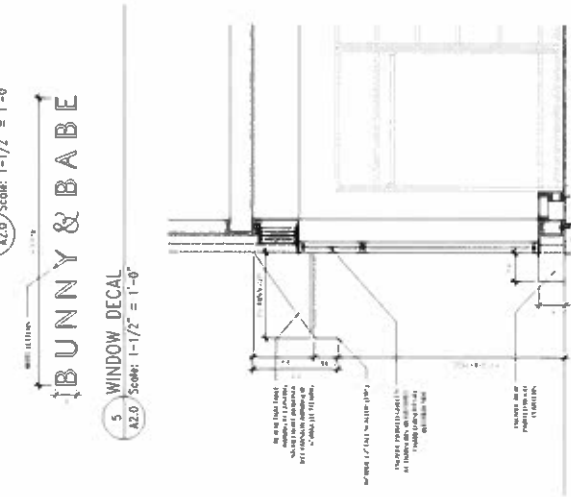
1. EXISTING FULL BUILDING ELEVATION
 A2.0 Scale: 1/2" = 1'-0"



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



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



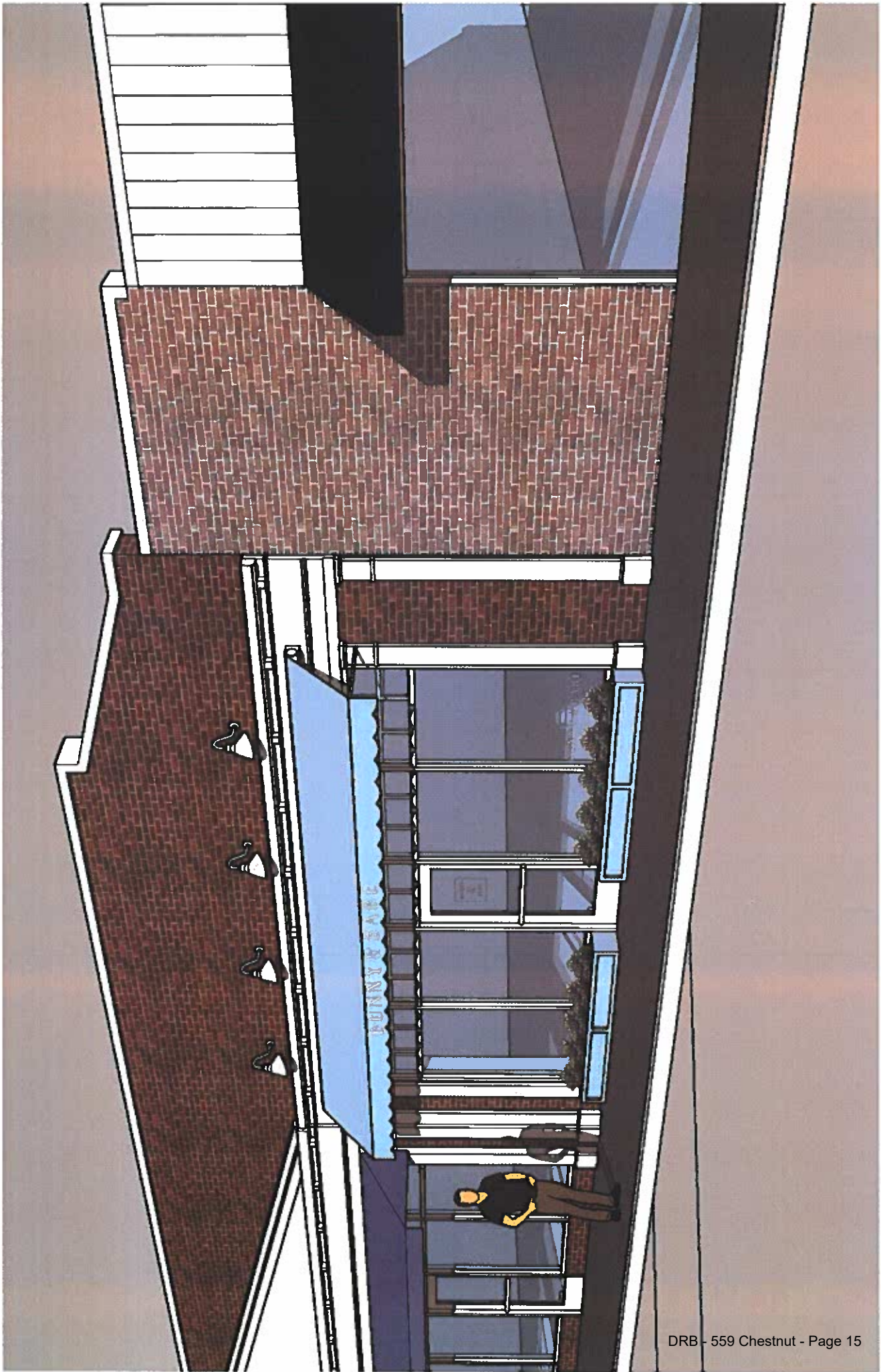
4. PARTIAL BUILDING SECTION (AWNINGS)
 A2.0 Scale: 1/2" = 1'-0"

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



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







BUNNY & BABE

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Robusta

RETRACTABLE AWNINGS
FOR WINDOWS

- Controls solar heat gain, light & glare
- Rolls open for partial coverage or flat for full coverage
- Elegant and stylish



THE ROBUSTA UTILIZES A UNIQUE ARM TENSIONED FABRIC TO PROVIDE SUN PROTECTION TO REDUCE HEAT GAIN. WHEN YOU PREFER TO LET THE LIGHT IN, SIMPLY RETRACT THE AWNING USING A HAND CRANK OR OPTIONAL ELECTRIC MOTOR.

- » Powder coated frame, your choice: White, Almond, Bronze, Sand or Black/Brown
- » Heavy duty construction for larger window applications
- » Adjustable from 0° to 160° for complete sun and shade control
- » Optional WeatherGuard™ protects the awning fabric roll
- » Several awnings may be connected together and be operated simultaneously with gear (manually) or motor
- » Available in 200+ fabric patterns and colors
- » The Robusta can be mounted on the wall or soffit
- » See nuimagepro.com for warranty details

Wall mounted assembly (including WeatherGuard™):	7 1/4" deep x 6" high
Projection:	2' to 5'
Maximum width:	26' with no fabric split
Coupled units:	Up to 46' wide with hand crank or motor



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OPTIONS & FEATURES
FOR BOTH
ROBUSTA & VIVISTA





MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: MAY 13, 2021
SUBJECT: 950 GREEN BAY ROAD -AWNING PERMIT (CASE NO. 21-06-DR)

INTRODUCTION

On May 20, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Leslie Stevens (the "Applicant") as the owner of the building located at 950 Green Bay Road (the "Subject Property"), to allow the installation of three awnings on the exterior façade of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Merrill Street and Gage Street. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property is a two-story commercial building with minimal contemporary architectural accents including a traditional looking limestone façade, large and modern windows with muntin divisions, and a subtly pitched roof with shingles. Current businesses within the building include *Allure Nails*, which is currently the only first floor tenant with a storefront on Green Bay Road, and *Hubbard Woods Dental Group*, and *Nusheen Skin Care* amongst other business tenants. The existing building is identified in Figure 1 below and Figure 2 later in this report.



Figure 1 – Subject Property – Street frontage along Green Bay Road (May 2021)

PREVIOUS APPROVALS

On July 18, 2019, the DRB approved a permit for signage on the awning valence of the *Allure Nails* store frontage of the Subject Property building. The awning can be seen in Figures 1 and 2.

CURRENT REQUEST

The Applicant is seeking approval of a permit to allow the installation of three awnings along the street frontage of the Subject Property for two existing businesses and one new business. The Applicant is preparing to open a new café, *Momsy's Café*, in the space previously occupied by *Reprise Coffee Roasters*. The proposed awnings would replace the three existing awnings on the Subject Property. The existing metal frames would remain. The left, or south, awning would measure 3.33 feet in height, 11.25 feet in length, and project three feet from the building with an alternating black-and-white striped Sunbrella fabric material. The existing black valence with signage that says "Allure Nails & Spray Tanning" would remain in place. The center awning would measure 3.33 feet in height, 6.58 feet in length, and project three feet from the building with a black Sunbrella fabric material. The existing black valence with signage that says "nusheen skin care" would remain in place. The right, or north, awning would measure 3.33 feet in height, 12.58 feet in length, and project three feet from the building with an alternating black-and-white striped Sunbrella fabric material. The valence would have six-inch letters that read "Momsy's Café" in a contemporary white font.

The Applicant states that existing signage for the previous business, as seen in Figures 1 and 2, will be removed. The Applicant has provided dimensions and visual representations that depict the awnings in the submitted application materials provided as Attachment A.

AWNING CODE ANALYSIS

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

SIGN CODE ANALYSIS

The Village's Sign Code limits copy on awning signs to the name of a business, street address numbers and logo, and is subject to a maximum height of six inches for sign lettering. The proposed new awning sign along the *Momsy's Café* store frontage would comply with Sign Code requirements.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the installation of awnings. The Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors and secondary colors. The center awning would be a traditional black with the left and right awnings having some minor variation with alternating black-and-white striping. The awning signage for the café would be a contemporary but elegant font. Overall, the proposed awnings would provide some continuity and uniformity with the entire building. An excerpt of the Design Guidelines pertaining to awnings is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed awnings as appropriate and compatible with the Design Guidelines and approve the awnings as proposed. Should the DRB find the proposed awnings as

appropriate, the Applicant would first need to receive the approved Awning Permit by the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 2 – Subject Property – Existing Awnings to be Replaced (May 2021)

ATTACHMENT A

Village of Winnetka
AWNING PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business Momsey's Cafe		Primary contact name Leslie Stevens		Phone No. [REDACTED]
Street Address 950 Green Bay Road, Suite 110				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Awning Company

Name of Awning Company Robert Brian Awning Company		Primary contact name Robert Lucius		Phone No. 847-679-1140
Street Address 8152 N. Lawndale				
City Skokie	State IL	Zip Code 60076	Email rbawning@gmail.com	

Property Owner

Name of Company 950 Green Bay Road Corp		Primary contact name Leslie Stevens		Phone No. [REDACTED]
Street Address: 950 Green Bay Road, Suite 205				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

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

Description of fabric type and color (attach samples) Sunbrella Awning / Marine 60" Black, Natural

Description of awning sign material, method of application and color: Sunbrella-Awning / Marine-60"
Natural 721752 and Black 721755.

Height of awning logo/copy: 6" inches

Awning Dimensions: Width 12'7" Height 3'4" Projection from Building Face 3'

APC2021-385

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business 950 Green Bay Road Corp		Primary contact name Leslie Stevens		Phone No. [REDACTED]
Street Address 950 Green Bay Road, Suite 205				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Awning Company

Name of Awning Company Robert Brian Awning Company		Primary contact name Robert Lucius		Phone No. 847-679-1140
Street Address 8152 N. Lawndale				
City Skokie	State IL	Zip Code 60076	Email rbawning@gmail.com	

Property Owner

Name of Company 950 Green Bay Road Corp		Primary contact name Leslie Stevens		Phone No. [REDACTED]
Street Address: 950 Green Bay Road, Suite 205				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

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

Description of fabric type and color (attach samples) Black Sunbrella 6008

Description of awning sign material, method of application and color: Black Sunbrella 6008

Height of awning logo/copy: 8" inches

Awning Dimensions: Width 6'7" Height 3' 4" Projection from Building Face 3'

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

CONDITIONS OF APPROVAL: _____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business Allure	Primary contact name Leslie Stevens	Phone No. [REDACTED]
Street Address 950 Green Bay Road, Suite 100		
City Winnetka	State IL	Zip Code 60093
Email [REDACTED]		

Awning Company

Name of Awning Company Robert Brian Awning Company	Primary contact name Robert Lucius	Phone No. 847-679-1140
Street Address 8152 N. Lawndale		
City Skokie	State IL	Zip Code 60076
Email rbawning@gmail.com		

Property Owner

Name of Company 950 Green Bay Road Corp	Primary contact name Leslie Stevens	Phone No. [REDACTED]
Street Address: 950 Green Bay Road, Suite 205		
City Winnetka	State IL	Zip Code 60093
Email [REDACTED]		

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

Description of fabric type and color (attach samples) Black Sunbrella 6008

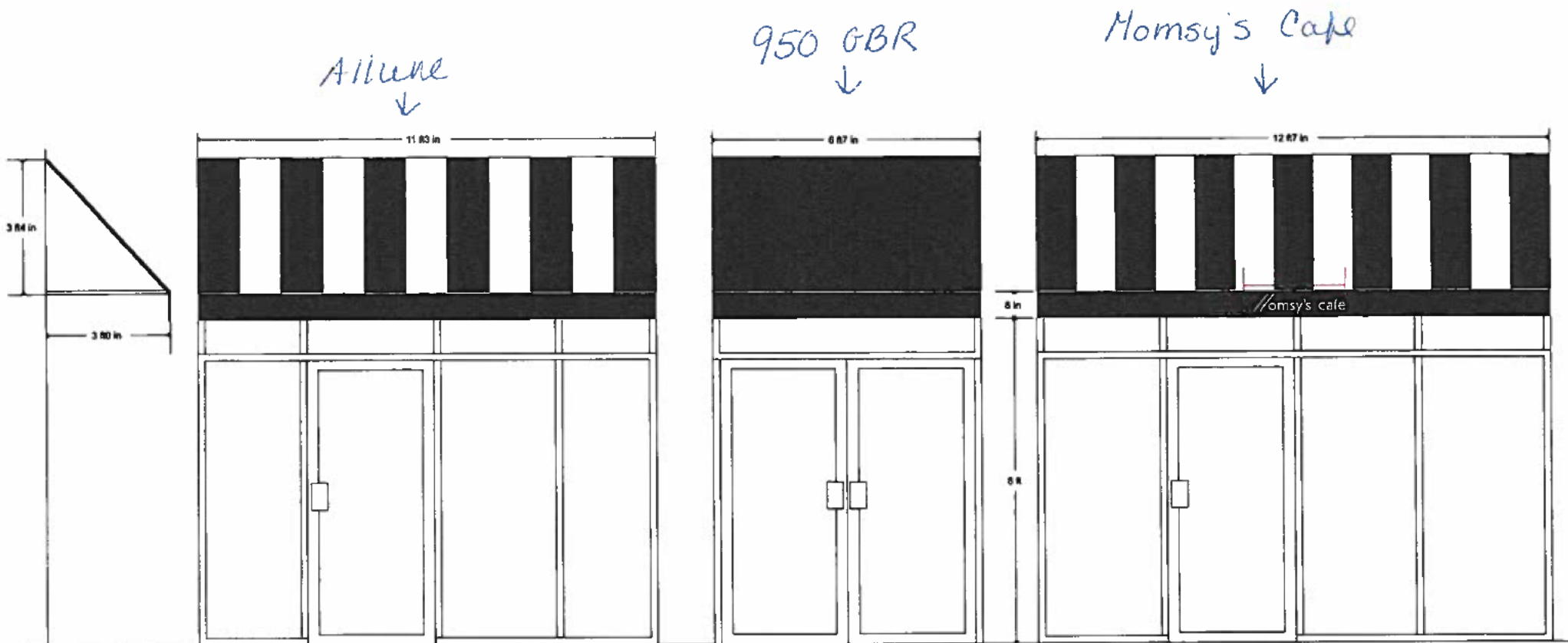
Description of awning sign material, method of application and color: Black Sunbrella 6008
with sewn white stripes.

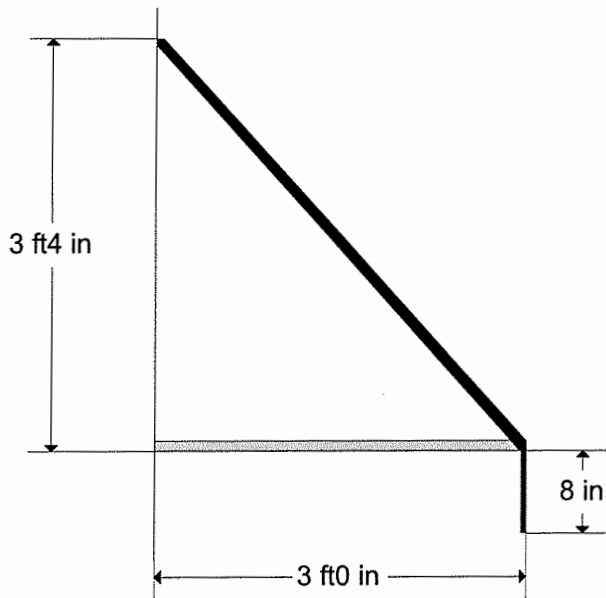
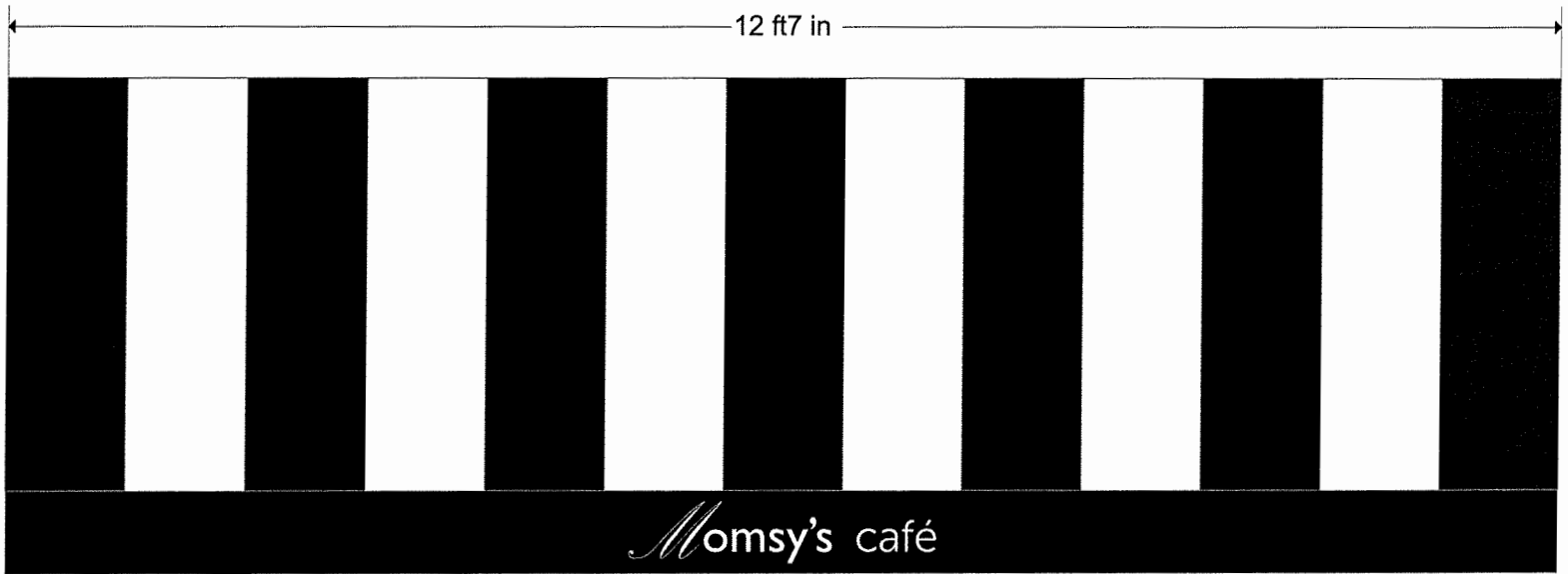
Height of awning logo/copy: 8" inches

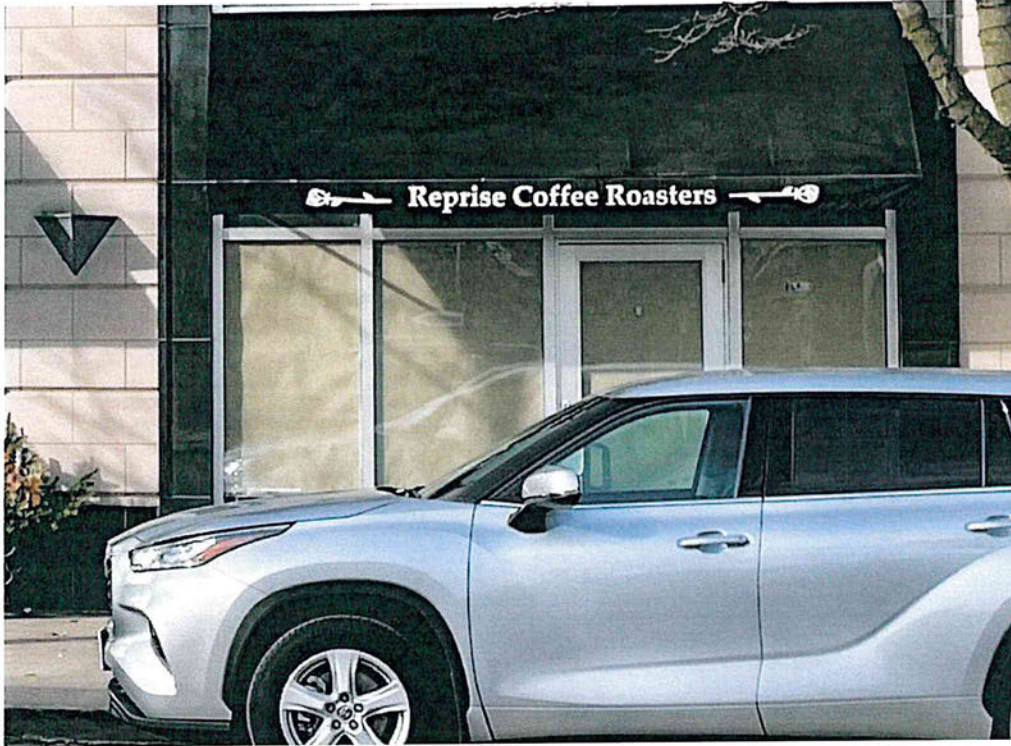
Awning Dimensions: Width 11'3" Height 3'4" Projection from Building Face 3'

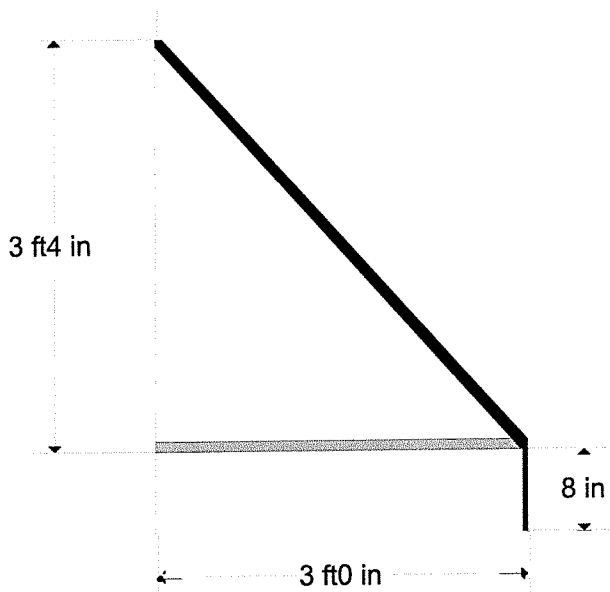
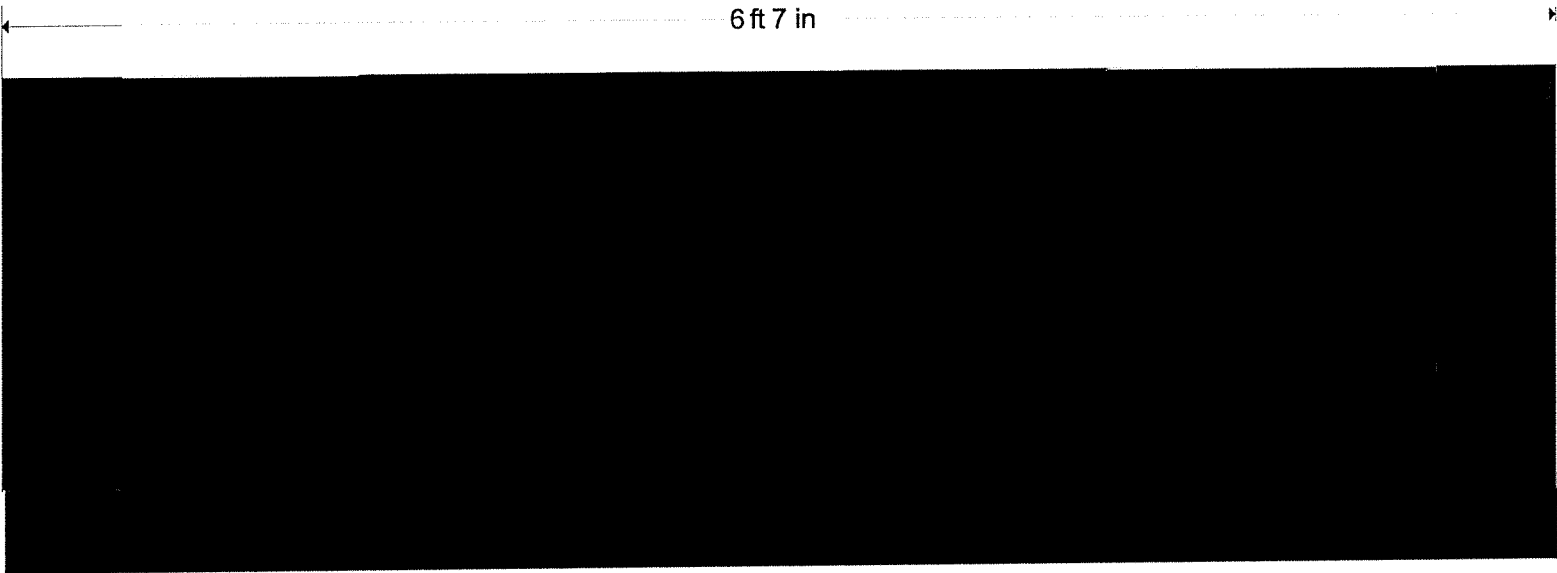
OFFICE USE ONLY: PERMIT FEE (\$70 each) _____

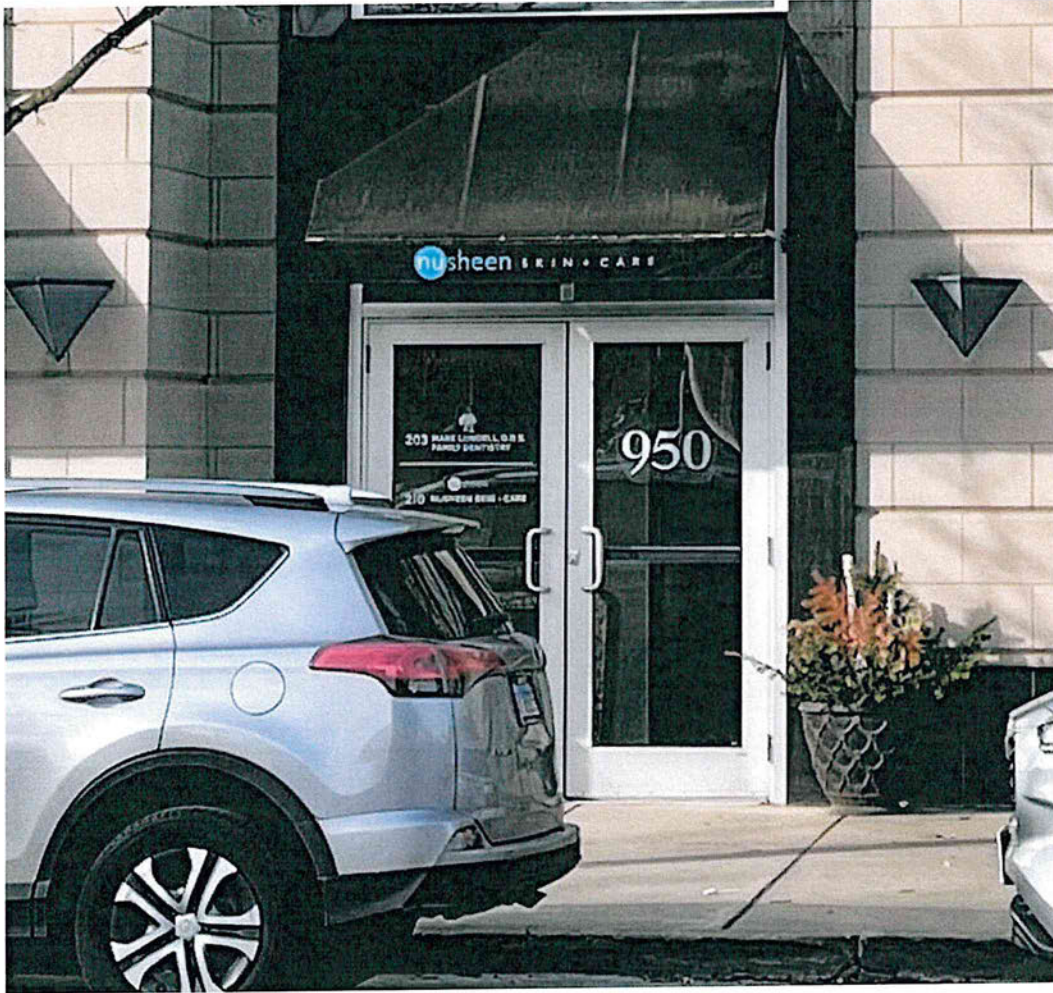
CONDITIONS OF APPROVAL: _____

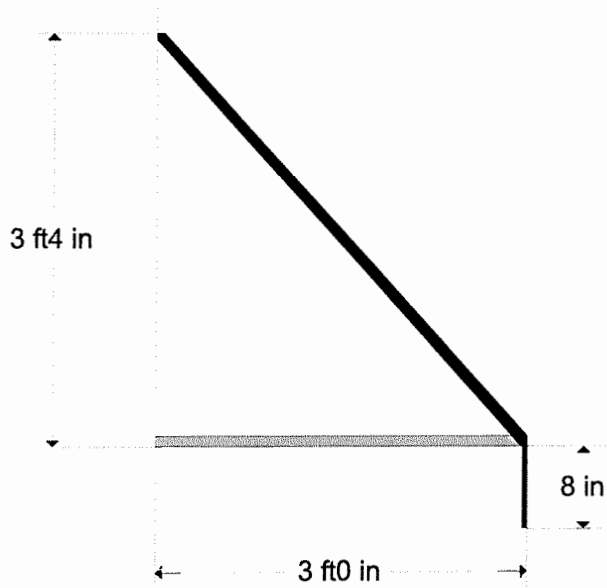
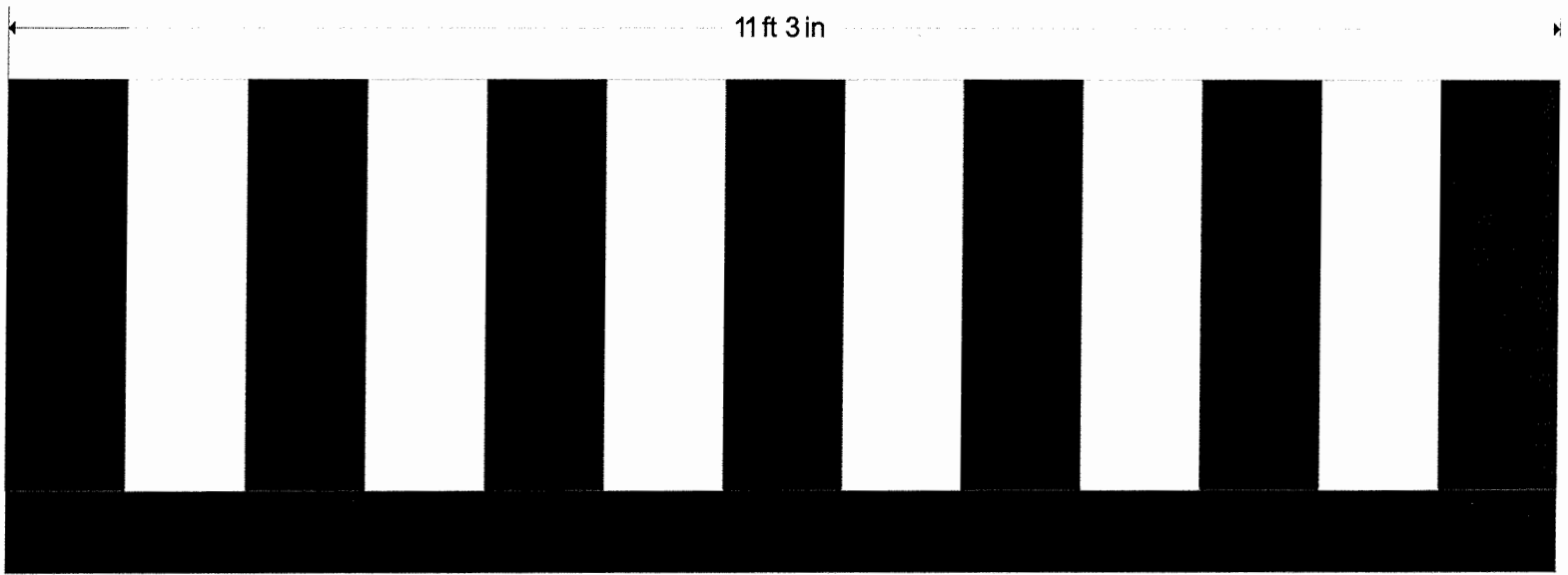














e. Awnings and Banners

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: MAY 13, 2021
SUBJECT: 894 GREEN BAY AVENUE – PEDEGO ELECTRIC BIKES – SIGN PERMIT
(CASE NO. 21-07-DR)

INTRODUCTION

On May 20, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker’s Executive Orders and Senate Bill 2135, to consider an application submitted by Pedego Electric Bikes (the “Applicant”), as the lessee of the first floor commercial space at 894 Green Bay Road (the “Subject Property”), for approval of an Awning Permit to allow the installation of awnings on the storefront street frontage of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a three-story Tudor Revival mixed-use building with residential units on the upper floors and commercial tenants on the first floor. The space is currently occupied by the Applicant. *Spa Dabin Nails* is located in the same building towards the north, while *State Farm Insurance*, *Rare Finds, Ltd.*, and *Casa Spazio* are neighboring businesses to the south. Figure 1 below identifies the Subject Property.



Figure 1 – Subject Property – Street frontage along Green Bay Road (May 2021)

PREVIOUS APPROVALS

On October 15, 2020, the DRB approved a Sign Permit to allow the installation of window signs on the Subject Property. The signs can be seen in Figure 1.

CURRENT REQUEST

The Applicant is seeking approval of a permit to allow the installation of two awnings to complement the business' signage along their Green Bay Road frontage. The proposed awnings would replace the two existing black awnings. The existing metal frames would remain and be recovered with an orange Sunbrella fabric. The left, or south, awning would measure 1.67 feet in height, 8.83 feet in length, and project 2 feet from the building with five-inch white text that would read "PEDEGO" in a stylized white sans-serif font. The right, or north, awning would measure 1.67 feet in height, 13.83 feet in length, and project 2 feet from the building with five-inch white text that would read "PEDEGO ELECTRIC BIKES" in a stylized white sans-serif font.

The Applicant has provided dimensions and visual representations that depict the awnings in the submitted application materials provided as Attachment A. For reference, a copy of the previously approved Sign Permit for the existing window signs is provided as Attachment C.

SIGN CODE ANALYSIS

The Village's Sign Code limits copy on awning signs to the name of a business, street address numbers and logo, and is subject to a maximum height of six inches for sign lettering. The Sign Code also limits the total area of all window signs, wall signs, and awning signs, other than exempt signs, and permitted directional signs and incidental signs, to 15% of the total area of street exposure. The proposed awning signs along with the existing window signs comply with Sign Code requirements.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the installation of awnings. The Guidelines recommend an awning be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors and secondary colors. As seen in Figure 2 on the following page, there are four existing green entryway awnings in the courtyard of the building. *Spa Dabin Nails*, which is located on the north side of the courtyard from the Applicant's space, has a black awning along its Green Bay Road frontage with a valance, that includes the business name and logo, as well as coverings on the ends. The awning proposed by the Applicant does not include covering on the ends. The proposed awning would provide a distinct but consistent aesthetic of the Applicant's existing storefront space. An excerpt of the Design Guidelines pertaining to awnings is included as Attachment B.

SUMMARY

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



Figure 2 – Courtyard of Subject Property

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Staff Sign Code Analysis

Attachment C: Design Guidelines Excerpt

ATTACHMENT A

Village of Winnetka
AWNING PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business Pedego Electric Bikes		Primary contact name Scott Radliff		Phone No. 224-505-5923
Street Address 894 Green Bay Road, STE 1				
City Winnetka	State IL	Zip Code 60093	Email scottr@pedegowinnetka.com	

Awning Company

Name of Awning Company ACME Awning		Primary contact name Peri Kepraios		Phone No. 8474460153
Street Address 1500 Old Deerfield Rd				
City Highland Park	State IL	Zip Code 60035	Email acmeawning@att.net	

Property Owner

Name of Company Green Bay Building LLC		Primary contact name Beal Properties		Phone No. (773) 862-5200
Street Address: 2320 North Damen Ave, STE 1D				
City Chicago	State IL	Zip Code 60647	Email britany@bealproperties.com	

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

Description of fabric type and color (attach samples) Sunbrella Orange (#4609)

Description of awning sign material, method of application and color: Stencil application method
 (white paint on sunbrella)

Height of awning logo/copy: 6" inches

2 Awnings

Awning Dimensions: Width 13'10" Height 32" Projection from Building Face 24"
2) Awnings AWN#2 → 8'10" 32" 24"

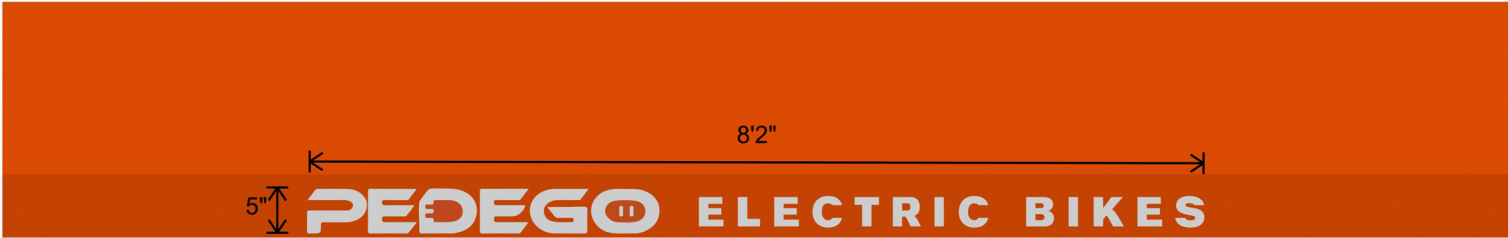
OFFICE USE ONLY: PERMIT FEE (\$70 each) _____

CONDITIONS OF APPROVAL: _____

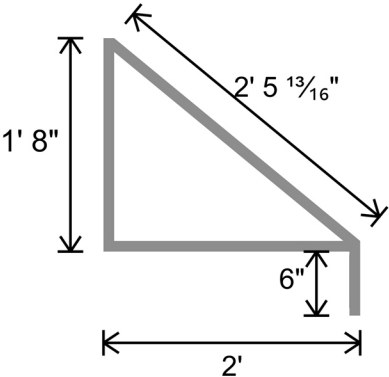
PROPOSAL FOR AWNING RE-COVER

894 Green Bay Rd, Suite 1
Winnetka, IL 60090

Sign Dimensions



Side View



Client Name and Project



Pending Villiage Approval

Install Date

Manufacturer Name



Structural Designer

Pre-existing Frames

Notes

Logo - Applied via stencil in opaque white

Material - Sunbrela Orange (#4609)

All awnings minimum 8ft above grade

Scene Rendering



Stock Photo/Current Awnings



Date

Sheet

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.

V I L L A G E O F W I N N E T K A , I L L I N O I S
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Pedego		Primary contact name Scott Radliff		Phone No. 312-504-3839
Street Address 894 Green Bay Rd.				
City Winnetka	State IL	Zip Code 60093	Email sradliff.pedego@gmail.com	

Sign Company

Name of Sign Company Apex Signs & Graphics		Primary contact name Zhuming Smith		Phone No. 847.604.4321
Street Address 37 Sherwood Terrace, Suite 124				
City Lake Bluff	State IL	Zip Code 60099	Email info@apexsignsandgraphics.com	

Property Owner

Name of Company Beal Properties		Primary contact name Sam		Phone No. 847-454-5591
Street Address: 2320 N DAMEN #1D				
City CHICAGO	State IL	Zip Code 60647	Email Sam@bealproperties.com	

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

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

☐ projecting sign ☐ other _____

Additional description of sign type and materials Window Decals according to Pedego branding guidelines

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

CONDITIONS OF APPROVAL: _____

Pedego Window Decals



Building Front



Description:

Printed and cut vinyl window decals according to Pedego branding guidelines

Dimensions:

Banner size:
38"W x 8.4"H

Logo Size:
16"W x 16"H

Colors:

● PMS 1665C

All artwork is copyrighted and cannot be reproduced without Apex Signs & Graphics permission. It is illegal to duplicate or reproduce copyrighted artwork without prior written consent.

PROJECT NUMBER

PROJECT MANAGER ZS

DESIGNER FG

This proof is for confirmation of content, placement, spelling, grammar and punctuation. Colors used for final production may not be exact match of colors shown here. Colors depicted on this drawing are simulations and are for visual illustrations of this design.

APEX SIGNS AND GRAPHICS, INC. RESERVES THE RIGHT TO BILL FOR UNRETURNED ARTWORK

UP TO 3 FREE PROOFS



CHANGES MADE AFTER 3rd PROOF
REQUIRE PROOF DESIGN FEE.

CHECK BOX TO PROCEED



SIGNATURE

DATE



37 Sherwood Terrace,
Suite 124

Lake Bluff, IL 60044

apexsignsandwraps.com

apexsignsandgraphics.com

847.604.4321

DRB - 894 Green Bay - Page 9



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: MAY 13, 2021
SUBJECT: 552 LINCOLN AVENUE - MITCH'S COOKIES - SIGN PERMIT (CASE NO. 21-09-DR)

INTRODUCTION

On May 20, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Dan Burns of *Mitch's Cookies* (the "Applicant") as a representative of the owner of the building located at 552 Lincoln Avenue (the "Subject Property"), to allow the installation of a window sign on the storefront window of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Lincoln Avenue between Elm Street and Prospect Avenue. It is located in the C-2 General Retail Commercial zoning district and is also located in the Commercial Overlay District. The Subject Property contains an existing two-story commercial building with first floor tenants that include *Games on Lincoln* and *Beat Street Toys*. The Applicant is opening *Mitch's Cookies Dessert Bar & Soda Fountain* in the space that was formerly *Adelheidi's Ice Cream + Gelato*. Figure 1 below identifies the Subject Property.



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

PREVIOUS APPROVALS

On June 20, 2019, the DRB approved a Sign Permit and Sign Code Variation to allow the installation of a projecting blade sign for *Adelheidi's*, along with the three other projecting blade signs on the Subject Property identifying *Beat Street*, *Games on Lincoln*, and *Hoffmann Commercial Real Estate*. The signs were granted a Sign Code Variation to permit a projection of three feet from the building rather than the maximum permitted projection of two feet for projecting signs.

CURRENT REQUEST

The Applicant is seeking approval of a sign permit that would identify the new business name and food offerings. The commercial space is being repurposed from the gelato store to offer more diversified offerings for desserts and sweets. The window sign would be located on the center-right portion of a two-paned storefront window and measure 7.5 feet in area while taking up approximately 7.13% of the window area. The sign would be black-and-white and read "Mitch's Cookies – DESSERT BAR & SODA FOUNTAIN – Naples, FL" in font ranging between six inches and 8 inches in an elegant and modern font. Though not included in the sign permit application materials submitted by the Applicant, the Applicant has requests approval of the refacing of the previous establishment's projecting sign, which sign was approved by the DRB in 2019 as noted above. The sign contains the exact same design elements as the window sign with the same dimensions and material of the previous business' sign. The Director has determined that the refaced projecting sign may be submitted for review under the condition that a proper Sign Permit application be submitted to the Community Development Department with specifications confirming that the refaced sign matches the previously approved design.

The Applicant indicates that the placement of the temporary sign seen in Figure 1 would represent the approximate location of the proposed sign. The hanging chalkboard sign that is also visible in Figure 1 has been removed from the window display. The Applicant has provided renderings and dimensions of the proposed sign, which are included in the application materials (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 7.5 square feet and take up approximately 7.13% 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 sign would take up less than 10% while a portion of the font text would be 8 inches while another portion would be 6 inches. The proposed window sign would not be located in the lower section of the window, rather it would be centered on the window. An excerpt of the Design Guidelines pertaining to signs 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: Staff Sign Code Analysis

Attachment C: Design Guidelines Excerpt



Figure 2 – Subject Property – Existing projecting sign of Subject Property along Lincoln Avenue



Figure 3 – Subject Property – Existing projecting signage of Subject Property and neighboring businesses

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business Mitch's Cookies		Primary contact name Dan Burns		Phone No. [REDACTED]
Street Address 552 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Sign Company

Name of Sign Company FastSigns		Primary contact name Kim Hackl		Phone No. 847-423-3456
Street Address 3437 Dempster Street				
City Skokie	State IL	Zip Code 60076	Email kim.hackl@fastsigns.com	

Property Owner

Name of Company 552 Lincoln Avenue, LLC		Primary contact name Dan Burns		Phone No. [REDACTED]
Street Address: 825 Green Bay Road, Suite 100				
City Wilmette	State IL	Zip Code 60091	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 Window decal to be placed on the interior of the window facing Lincoln Avenue.

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

CONDITIONS OF APPROVAL: _____

SBC 2201-345
#55 plan review

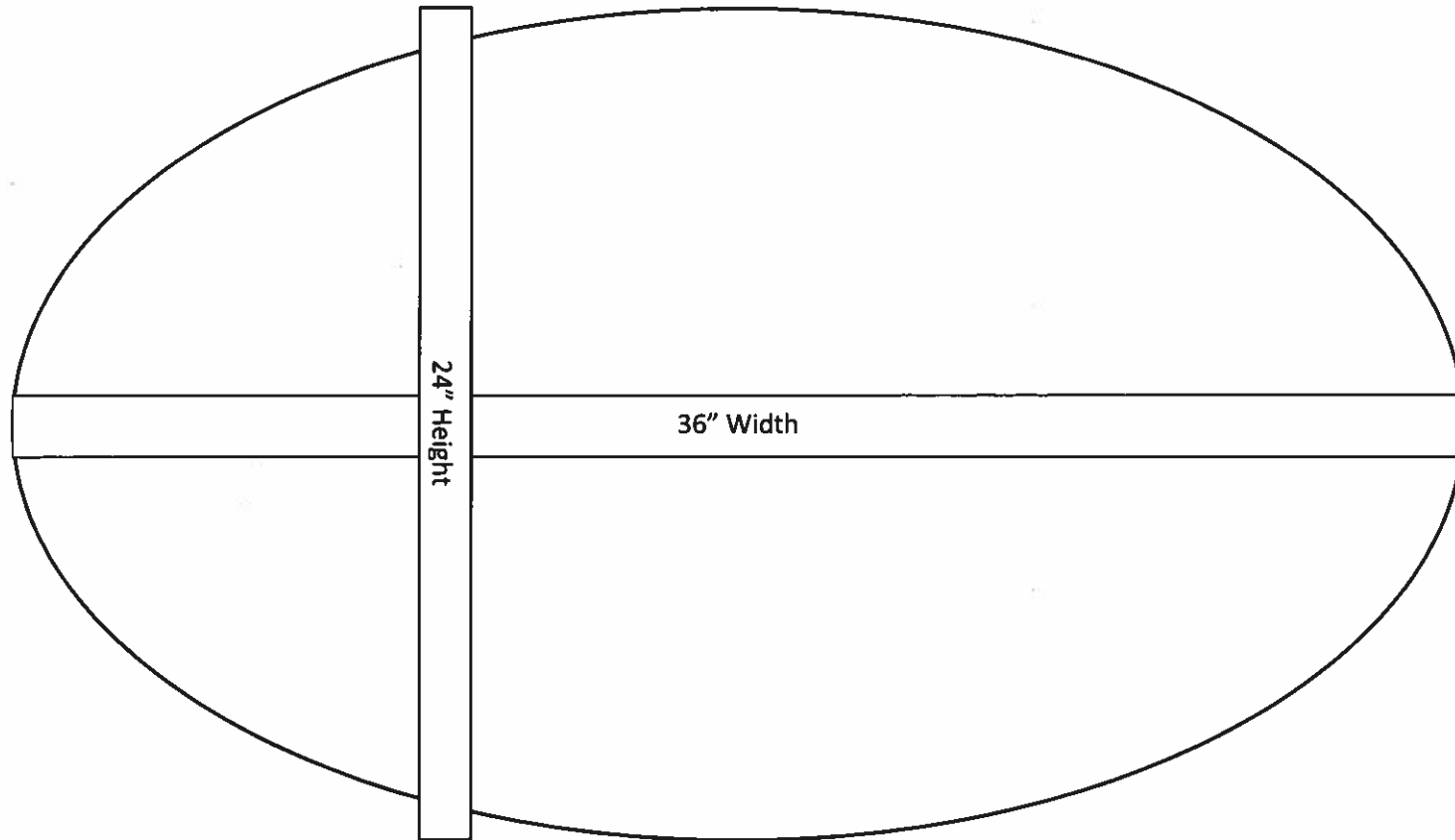




2'6"

3'

Dimensions of Projecting Sign
Previously Approved by the DRB in
2019 for Adelheidi's



RECEIVED
JUN - 4 2019
BY: _____

Attachment B – Staff Analysis of Sign Area



Area of Storefront Window: 8.417 feet x 12.5 feet = 105.21 square feet

Area of Proposed Window Sign: 3 feet x 2.5 feet = 7.5 feet

Maximum Permitted Window Sign Area Coverage: 10.52 square feet **(10%)**

Proposed Window Sign Area Coverage: 7.5 square feet **(7.13%)**

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: MAY 13, 2021
SUBJECT: 561 LINCOLN AVENUE – KALEIDOSCOPE FLORAL – SIGN PERMIT
(CASE NO. 21-10-DR)

INTRODUCTION

On May 20, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Dan Burns of *Kaleidoscope Floral* (the "Applicant") as a representative of the owner of the building located at 561 Lincoln Avenue (the "Subject Property"), to allow the installation of a window sign on the storefront window of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Lincoln Avenue between Elm Street and Prospect Avenue. It is located in the C-2 General Retail Commercial zoning district and is located in the Commercial Overlay District. The Subject Property contains an existing two-story commercial building with first floor tenants that include *Optique* and *Orrington Jewelers*. The Subject Property is currently vacant and was most recently occupied by *KMK Luxury Consignment*, which has relocated to the Hubbard Woods Business District. Figure 1 below identifies the Subject Property.



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

CURRENT REQUEST

The Applicant is seeking approval of a sign permit that would provide identification and promotion for a new floral business. The window sign would be located on the center-right portion of a two-paned storefront window and measure 7.5 feet in area while taking up approximately 6.73% of the window area. The sign would be black-and-white with a stylized letter “K” and 6-inch black lettering that reads “KALEIDOSCOPE FLORAL” in a modern sans-serif font. The Applicant indicates that the placement of the temporary sign visible in Figure 1 would represent the approximate location of the proposed sign. The Applicant indicates that the awning sign identifying the previous business will be removed and an Awning Permit application for new awning signage will be submitted for consideration by the DRB at a future DRB meeting. The Applicant has provided details of the proposed sign that are available in the application materials (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 7.5 square feet and occupy approximately 6.73% 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 sign would take up less than 10% while the font height would be six inches. The sign would generally be in the center-right portion of the window space. The proposed window sign would not be located in the lower section of the window, rather it would be centered on the window. An excerpt of the Design Guidelines pertaining to signs 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: 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
APR 28 2021

Tenant/Lessee

Name of Business Kaleidoscope Floral		Primary contact name Dan Burns		Phone No. [REDACTED]
Street Address 561 Lincoln Avenue				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Sign Company

Name of Sign Company FastSigns		Primary contact name Kim Hackl		Phone No. 847-423-3456
Street Address 3437 Dempster Street				
City Skokie	State IL	Zip Code 60076	Email kim.hackl@fastsigns.com	

Property Owner

Name of Company 543 Lincoln Avenue, LLC		Primary contact name Dan Burns		Phone No. [REDACTED]
Street Address: 825 Green Bay Road, Suite 100				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

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

☐ projecting sign ☐ other _____

Additional description of sign type and materials Window decal on the interior

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

CONDITIONS OF APPROVAL: _____

SPC 2021-396
\$55.00
per review



LUXURY KMK CONSIGNMENT

HOFFMANN
COMMERCIAL REAL ESTATE


KALEIDOSCOPE
FLORAL
COMING SOON

107"

75"

8,916

7.5
55.73

13,466

6.25



Attachment B – Staff Analysis of Sign Area



Area of Storefront Window: 8.917 feet x 12.5 feet = 111.46 square feet
Area of Proposed Window Sign: 3 feet x 2.5 feet = 7.5 feet
Maximum Permitted Window Sign Area Coverage: 11.146 square feet **(10%)**
Proposed Window Sign Area Coverage: 7.5 square feet **(6.73%)**

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: MAY 13, 2021
SUBJECT: 30 GREEN BAY ROAD - @PROPERTIES - SIGN PERMIT (CASE NO. 21-11-DR)

INTRODUCTION

On May 20, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Michael Golden of @properties (the "Applicant") as the owner of the property located at 30 Green Bay Road (the "Subject Property"), to allow the installation of four wall signs on the exterior façade of the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road, south of Winnetka Avenue, in the Indian Hill Business District. It is zoned C-1 Limited Commercial and is not located in the Commercial Overlay District. The Subject Property contains a one-story commercial building with a basic brick façade and traditional colonial-style wood trim and molding. The space is solely occupied by @properties. Figure 1 below, as well as Figures 2 and 3 later in this report, identify the Subject Property.



Figure 1 – Subject Property – Street frontage along Green Bay Road (May 2021)

CURRENT REQUEST

The Applicant is seeking approval of a permit to allow the installation of four wall signs to provide promotion and identification for their existing real estate office along Green Bay Road. The building's front façade trim color was recently changed from black to white, with administrative approval by the Community Development Department, and the Applicant would like to adjust the color of the wall signage to maintain visibility. The proposal involves removing three existing aluminum flat cut-out signs, painting them red and black, and then re-installing the signs in the same location. The signs were previously red and white.

There would be two frontage signs on the left and right sides of the frontage that would read "@properties" in red and black with measurements of 0.96 feet in height and 6.25 feet in length for an area of 6 square feet. The sign above the front entrance would read as "@" in red color with measurements of 1.17 feet in height and 1.18 feet in length for an area of 1.38 square feet.

One additional sign is also proposed on the north side building wall, while visible from the street it is not part of the building's main frontage. The proposed sign would be a flat aluminum wall sign that would read "love NORTH SHORE" in cursive and sanserif black font with "@properties" in a red and black traditional font. The term "love" is part of @properties current branding and marketing campaign. The sign would measure 3.25 feet in height and 6 feet in length for an area of 19.5 feet while being located 14 feet above the ground.

The combined exposure of all four wall signs would be 32.88 square feet and comprise 4.19% of the street exposure. The Applicant has provided dimensions and renderings that depict the signs in the submitted application materials provided as Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Code establishes standards for wall signs within the Village's commercial districts. The Sign Code limits the copy to the name of the business with a maximum of three words that provide a description of the occupant or business. The code also states that the total area for all signs shall not exceed 15% of the total area of street exposure. Additionally, the code states that non-street exposure wall signs be no higher than 14 feet above grade. The proposed signs would contain only the business name with less than three words of descriptors and be a cumulative 32.88 square feet, occupying 4.19% of the street exposure along Green Bay Road. The proposed wall sign on the building's north face would be 14 feet above grade. The proposed signs comply with the Sign Code. A staff analysis of the sign area is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines also provide guidance for signage on commercial buildings. The Guidelines state that signs should harmonize with the building and reflect the character of the building style. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors. Additionally, signs should be located a minimum of 8 feet above grade, but no more than 15 feet above grade. The proposed signs adhere to the Design Guidelines. An excerpt of the Design Guidelines pertaining to awnings is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed wall signs as appropriate and compatible with the Design Guidelines and approve the signs as proposed. Should the DRB find the proposed signs appropriate,

the Applicant would first need to receive the approved Sign Permit from the Community Development Department prior to installing the signs.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Staff Analysis of Sign Code

Attachment C: Design Guidelines Excerpt



Figure 2 – Subject Property – Street frontage along Green Bay Road facing south (May 2021)



Figure 3 – Subject Property – Street frontage along Green Bay Road facing north (May 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 At World Properties	Primary contact name Michael Golden	Phone No. (312) 254-0220	
Street Address 30 Green Bay Rd			
City Winnetka	State IL	Zip Code 60093	Email kinga@atproperties.com

Sign Company

Name of Sign Company South Water Signs	Primary contact name Frank Lambert	Phone No. (630) 841-7071	
Street Address 934 N Church Rd			
City Elmhurst	State IL	Zip Code 60126	Email flambert@southwatersigns.com

Property Owner

Name of Company 26-30 Green Bay LLC	Primary contact name Kinga Mrozek	Phone No. (773) 988-0660	
Street Address: 806 N Peoria St, Ste 100			
City Chicago	State IL	Zip Code 60642	Email kinga@atproperties.com

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

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

☐ projecting sign ☐ other _____

Additional description of sign type and materials _____

(2) sets of aluminum dimensional letters: 1'-2"h x 6'-3"w (@properties) 8 SQFT ea.

(1) aluminum panel: West Elevation - 3'-3"h x 6'-0"w (love NORTHSHORE) 19.5 SQFT

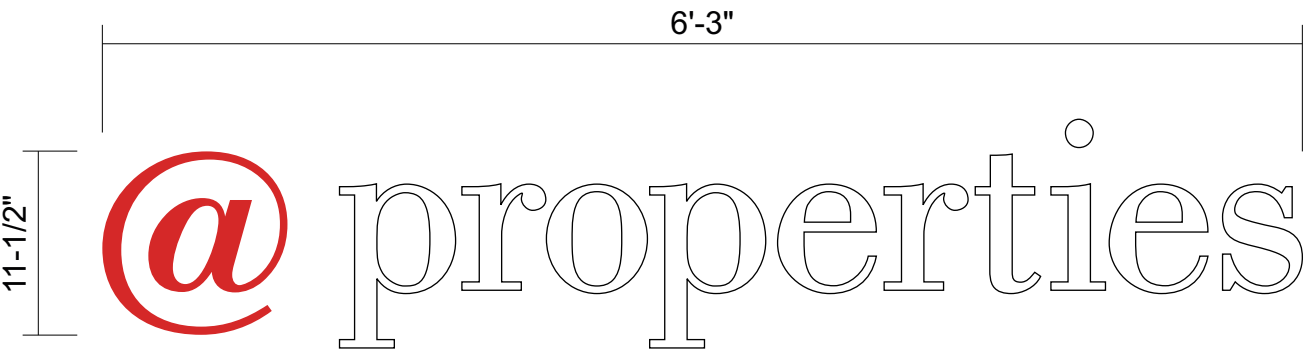
Colors: White, Black, PMS 1795 Red

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

CONDITIONS OF APPROVAL: _____

EXISTING FCOs

RE-PAINTED EXISTING FCOs



QTY: (2) REQ.

QTY: (1) REQ.



Flat Cutout Logos

Scale: 1"=1'-0"

Remove existing FCOs and bring back to the shop.
Re-paint "properties" to match black.

Re-install onto newly painted building facade,
in the exact same spots they were in.

Color Match

WHITE

PMS 1795 RED

BLACK



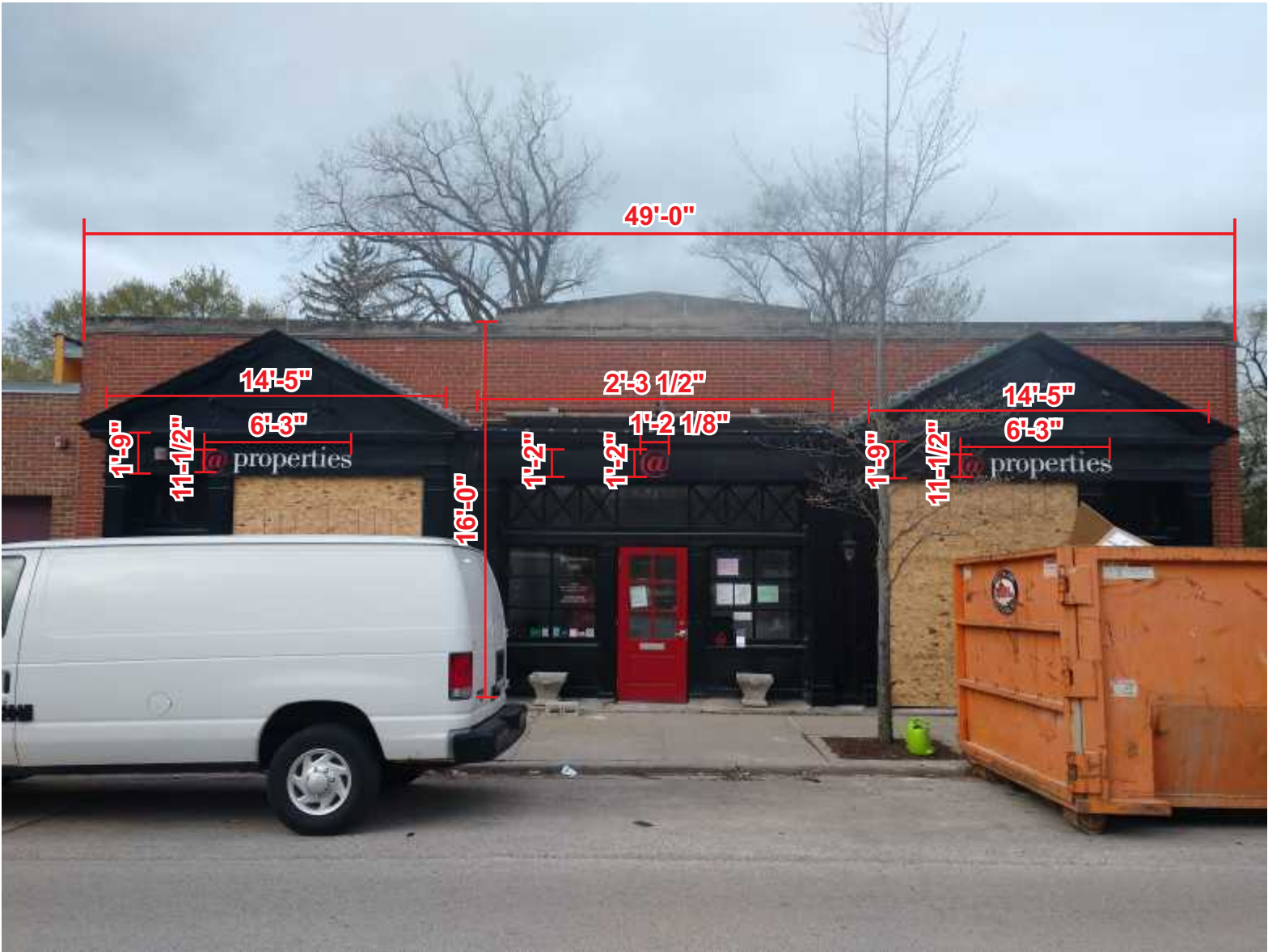
Location	30 Green Bay Rd, Winnetka IL
SWS Job Number	7044352
File Name	7044352_@properties_Winnetka, IL.cdr

Date	04.19.21
Drawn By	NKR

Revision Dates:	04.21.21 05.06.21
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934 N CHURCH RD.
ELMHURST, IL 60126
TEL: 630.333.4900
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EXISTING



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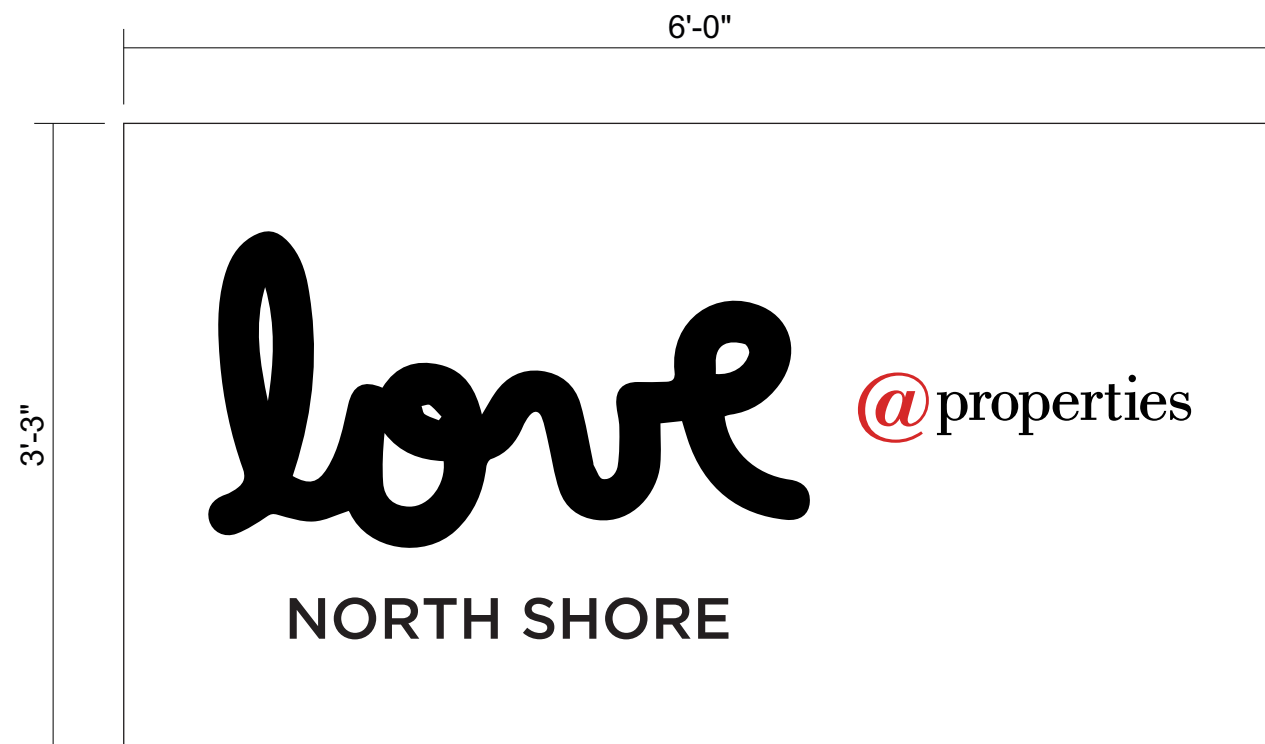


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Aluminum Panel

Scale: 1"=1'-0"

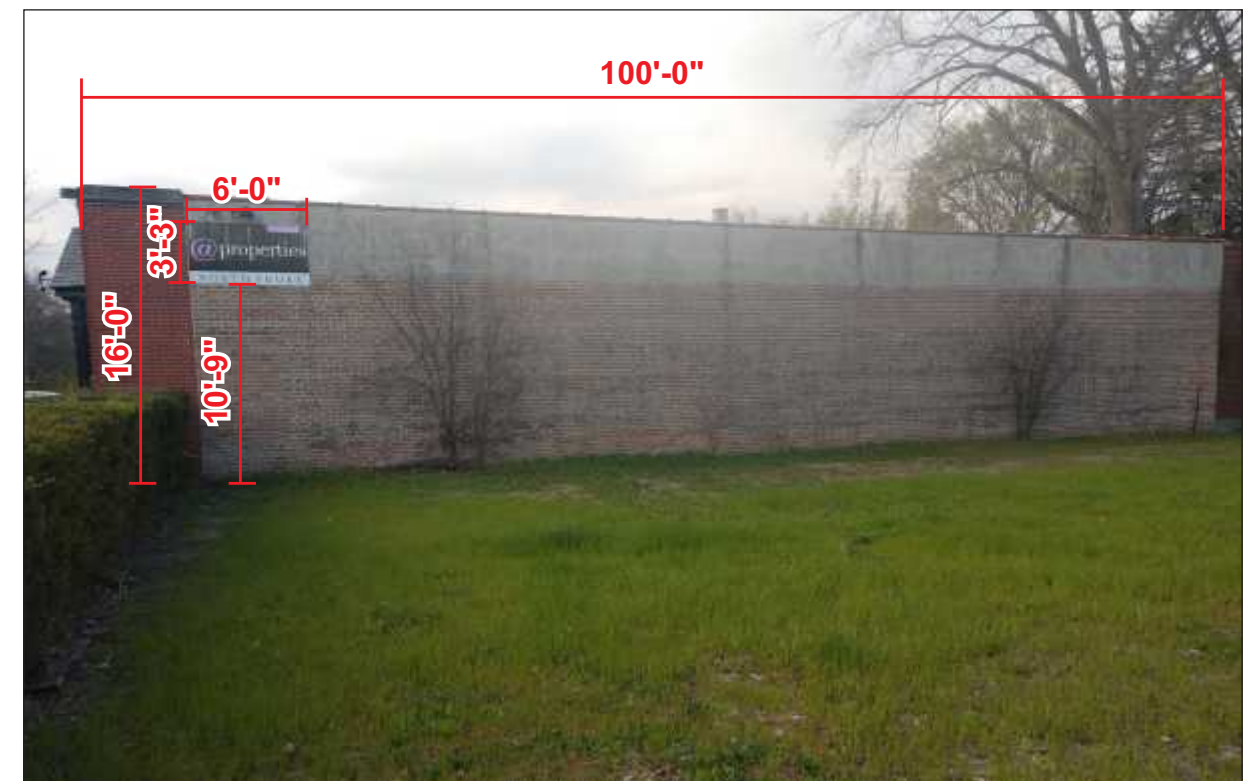
Qty:(1) Req.

Single-faced .090 aluminum panel, painted white, with first surface vinyl graphics applied.

Install using necessary bolts through face with necessary hardware.

Color Match

- | | |
|---|--------------|
|  | WHITE |
|  | PMS 1795 RED |
|  | BLACK |



EXISTING



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@properties

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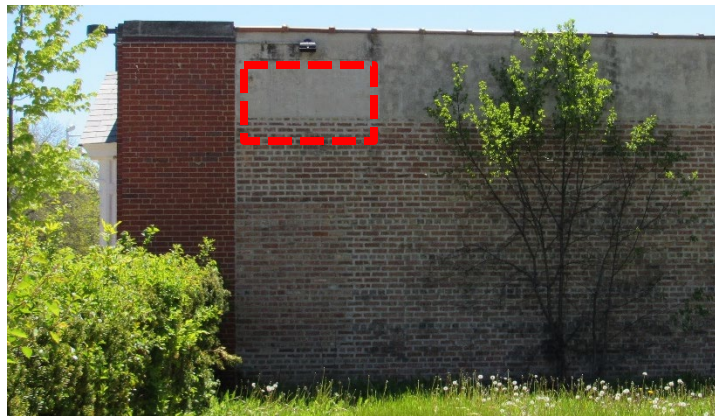
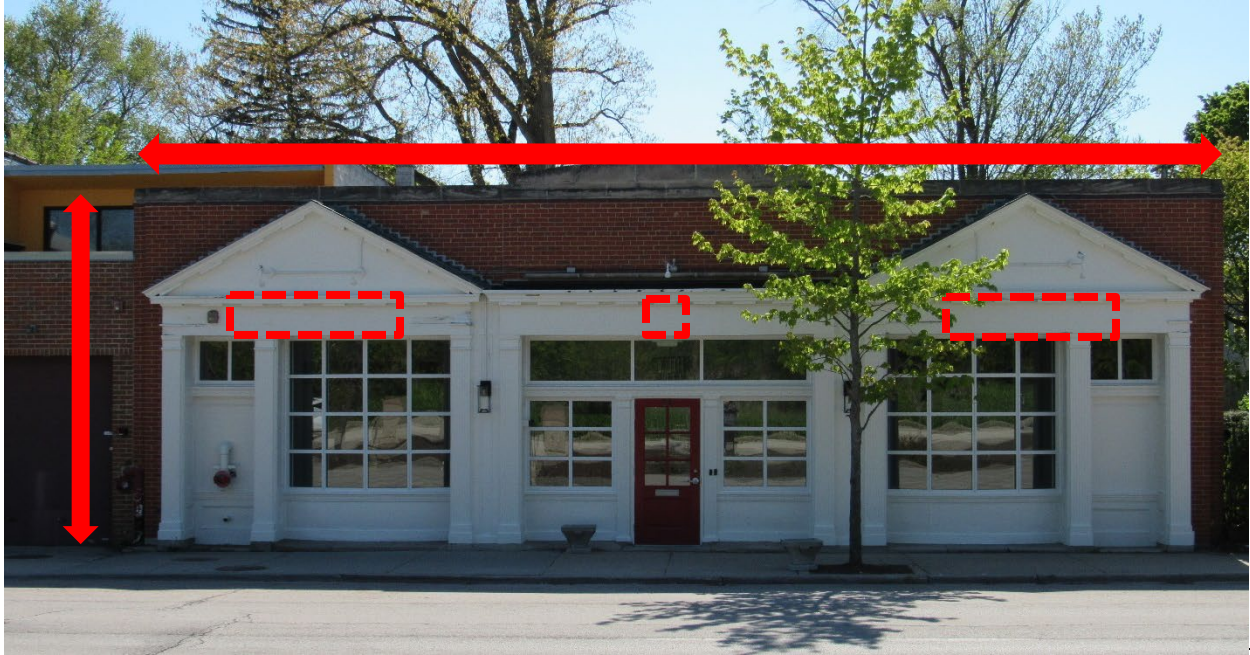
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Attachment B – Staff Analysis of Sign Area



Street Frontage Length: 49 feet
Building Height: 16 feet
Total Frontage Area: 784 square feet

Area of Left Frontage Wall Sign: 0.96 feet x 6.25 feet = 6 square feet
Area of Center Frontage Wall Sign: 1.17 feet x 1.177 feet = 1.38 square feet
Area of Right Frontage Wall Sign: 0.96 feet x 6.25 feet = 6 square feet
Area of North Wall Sign: 3.25 feet x 6 feet = 19.5 feet

Maximum Permitted Total Street Exposure: **117.6 square feet (15%)**
Proposed Total Street Exposure: **32.88 square feet (4.19%)**

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.