



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS VIRTUAL MEETING AGENDA

THURSDAY, FEBRUARY 18, 2021 - 6:00 PM

In accordance with social distancing requirements and Governor Pritzker's Executive Order 2021-04 and Senate Bill 2135, the Winnetka Design Review Board/Sign Board of Appeals meeting on Thursday, February 18, 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: 9974 785 5891 (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: 9974 785 5891; Webinar Password: DRB021821

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, FEBRUARY 18, 2021 - 6:00 PM**

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Introductory Remarks Regarding Conduct of Virtual Meeting.
3. Approval of December 17, 2020 meeting minutes.
4. Approval of January 21, 2021 meeting minutes.
5. **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.
6. **Case No. 19-39-DR: Internally Illuminated Signs.** Discussion of proposed amendments to the sign regulations regarding internally illuminated signs.
7. Other Business.
 - a. March 18, 2021 Meeting - Quorum check.
8. Public Comment.
9. 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
December 17, 2020**

Members Present:

Kirk Albinson, Chairman
Michael Klaskin
Maggie Meiners
Michael Ritter

Members Absent:

Brooke Kelly
Brad McLane
Paul Konstant

Village Staff:

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

Call to Order:

Chairman Albinson called the meeting to order at 7:00 p.m.

Introductory Remarks Regarding Conduct of Virtual Meeting.

Chairman Albinson read the Oral Declaration into the record.

Roll Call:

Mr. Marx took roll call of the Board Members present. He informed the Board the previous meeting's minutes are not yet available for approval.

Case No. 20-17: 901-905 Green Bay Road – Rebel House, LLC – Sign Permit. Sign permit to allow the installation of window signs at 901-905 Green Bay Road.

Mr. Marx identified the property location in the Hubbard Woods' business district and applicant who is requesting a series of windows signs on the frontage. He identified the signs' proposed location on the building as identified on Attachments A and B. Mr. Marx described the sign's font and color with the Village staff verifying the proposal is compliant with the requirements. He then asked if there were any questions.

Chairman Albinson also asked if there were any questions or for the applicant to make their presentation. No comments were made at this time. Chairman Albinson then asked for a motion. A motion was made by Mr. Ritter and seconded by Mr. Klaskin. A vote was taken, and the motion unanimously passed:

AYES: Albinson, Klaskin, Meiners, Ritter

NAYS: None

Case No. 20-18: 749 Elm Street – Hometown Coffee – Certificate of Appropriateness and Awning Permit: Certificate of Appropriateness to allow replacement of windows and awning permit to allow new awning installations at 749 Elm Street.

Mr. Marx stated the application is for a Certificate of Appropriateness for external changes to install glazing changes, an operable storefront system and several outdoor heating units as well as awning replacement of seven awnings with lettering. He identified the elevation rendering and wording which the Village staff verified met the sign code. Mr. Marx also stated the awning height complied with the 8-foot requirement. He noted the aluminum storefront system would match the adjacent windows and described the awning materials and color. Mr. Marx also identified the location of the heaters for the accommodation of their outdoor patrons and added this is their second location in addition to Glencoe. Mr. Marx asked if there were any questions.

Chairman Albinson questioned the location of the heating elements and Mr. Marx responded they would be located under several awnings. Chairman Albinson then asked if retractable windows would only be on the west

1 elevation. Mr. Norkus stated Lou Rubin and Ed Lynn, the architect, are available to answer questions. Chairman
2 Albinson first asked if there were any questions from the Board. No additional questions were raised at this time.

3
4 Mr. Norkus allowed the applicant into the meeting. Ed Lynn informed the Board the heaters would be located
5 under every window bay with operable windows only on the west side. Lou Rubin informed the Board they
6 planned to open in the spring.

7
8 Chairman Albinson then asked for a motion. Mr. Klaskin moved to issue a Certificate of Appropriateness to
9 approve the application as submitted. The motion was seconded by Mr. Ritter. A vote was taken, and the motion
10 unanimously passed:

11 AYES: Albinson, Klaskin, Meiners, Ritter

12 NAYS: None
13

14 **Case No. 19-39-DR: Internally Illuminated Signs. Study Session to discuss potential amendment to the Sign Code**
15 **to allow internally illuminated signs.**

16 Mr. Schoon stated because of the pandemic, they have been focused on helping businesses and are now able to
17 return to the illuminated sign code discussion. He stated the request began when they identified a few businesses
18 with internally illuminated signs with one of those businesses subsequently asking the Village to consider an
19 amendment. Mr. Schoon stated the Board then discussed various aspects of internally illuminated signs. He
20 informed the Board he studied other area communities' sign regulations as well as other communities from across
21 the country that The Lakota Group, the Comprehensive Plan consultant, had identified as comparable communities
22 to Winnetka. Mr. Schoon stated he discovered that sign regulations vary greatly from community to community.
23 He identified three general approaches to regulating internally illuminated signs: (1) allowing by variation, (2)
24 allowing only internally illuminated cabinets signs provided the illuminated elements are limited to letters & logos,
25 and (3) broadly allowing internally illuminated signs.

26
27 Mr. Schoon then described other communities' regulations regarding internally illuminated signs and referred to
28 examples in the report. He also stated other broadly allowed internally illuminated signs would require a code
29 amendment and design guidelines amendment. Mr. Schoon described an example of internally illuminated signage
30 from Barrington. He noted another issue related to such signage related to mechanical elements to limit their
31 visibility from the public view. Mr. Schoon then stated halo and backlit signage should be more clearly defined to
32 clarify that that type of illumination is allowed, as it is currently interrupted to be allowed.

33
34 Mr. Schoon stated regarding neon signs, they can consider limiting its use such as in Highland Park (limited to only
35 allowing "open" signs no larger than 54 square inches) or take a broader use as is done in Oak Park with neon
36 lighting to be used as an accent. He stated they also discussed allowing electronic signs and that Oak Park defined
37 two types, the first being an electronic display screen like a TV screen noting Oak Park did not allow electronic
38 message signs, which are signs with changing lights to form the message. Mr. Schoon also identified the limitations
39 on the use of such signs such as size, message limitations, light spillage, etc. He stated the design guidelines would
40 have to be reviewed in terms of the approach they would like to take and described the types of internally
41 illuminated signs they may choose to allow. Mr. Schoon then stated regarding neon signs, they previously
42 specifically discussed whether to allow those and the Board should make a recommendation to the Village Council
43 as to what would be good for the community. He then asked if there were any questions.

44
45 Chairman Albinson asked Mr. Schoon what the initial request was that prompted the conversation. Mr. Schoon
46 responded it was due to Beat Street's request whether internally illuminated signs should be allowed. He added
47 the recent amendment to allow cabinet display signs was amended by the council to only allow restaurants and
48 food service establishments to have such signs. Chairman Albinson asked if the illuminated sign code apply to
49 cabinet signs and Mr. Schoon responded confirmed it could and currently, they are only allowed to be externally
50 illuminated which was specific in the recent adopted amendment.

51
52 Ms. Meiners stated her biggest concerns related to box and electronic signs which are not within the Village's
53 character and suggested they be brought to the Board as a variance request. She then commented in connection

1 with backlit illuminated signs, they are consistent with what is happening within the design and retail world.
2 Chairman Albinson agreed with Ms. Meiners' comment relating to box signs. He questioned how and where it
3 would be applied in the Village. Ms. Meiners referred to Beat Street's and Adelheid's "open" signs and suggested
4 there be regulations on them. She suggested offering backlit illuminated signage would be a good step for now
5 with others requiring a variation. Chairman Albinson commented the use of neon signs could be abused and
6 suggested differentiating between open signs versus the primary sign of the business. He also agreed with Ms.
7 Meiners' suggestion and stated they do not want to make a decision which would have a negative effect on the
8 business districts although they need to be progressive in terms of looking at the design standards. Chairman
9 Albinson commented backlit pin letter signage would be appropriate and is more modern and suggested allowing
10 internally illuminated signs with a very narrow definition. He also suggested they revisit the issue within 12-24
11 months after considering future requests and feedback from the Village Council and community.
12

13 Mr. Ritter stated he would be against box signs and electronic signs and while neon signs would be appropriate in
14 some instances, the Winnetka business districts are not the appropriate location for them, and they are not
15 consistent with the Village's character. He then stated he would be fine with backlit letters or logos and they
16 should be restrictive in terms of the amount of illumination and its size. Mr. Ritter also suggested limiting the hours
17 of use. He added he did not see the need for the use of "Open" signs since most businesses have the similar
18 operating hours. Mr. Schoon noted the code allowed backlit signs and in connection with box signs, he referred to
19 the Andy's Frozen Custard and the Panera Bread signs and asked if they would not allow them. The Board
20 Members agreed they would not allow those. Ms. Meiners described locations which did not require box signs
21 such as the gas station. She then stated while they do not want to be restrictive in not allowing open signs, she
22 suggested they review the signs on a case-by-case basis.
23

24 Chairman Albinson asked regarding halo pin lit signs, those are allowed but have not been explicitly described in
25 the code. Mr. Schoon confirmed that is correct and referred to the Shade Store's and Core Power Yoga's halo lit
26 sign approvals. Halo signs have been interpreted to be a type of externally illuminated sign. Mr. Klaskin stated the
27 conversation arose due to Beat Street and he agreed with Mr. Ritter's comment relating to limiting hours.
28

29 Chairman Albinson suggested the Board simplify and categorize the various types of signs and then get feedback
30 on each category. Then determine the areas where there is general support for approving amendments to the sign
31 code. They need to be very prescriptive in terms of whether a specific type of sign is allowed. He noted they are
32 all not in favor of box signs. He then stated for illuminated open signs that are not relevant for the business name,
33 for those to be their own category.
34

35 Mr. Schoon asked if the Board is agreeing that backlit and open signage is preferred and for unlit cabinet signs to
36 be allowed. Chairman Albinson stated Mr. Schoon provided the Board with three different recommendations
37 including to review them as a variance, revert to what they have had before or to be open and see how it goes
38 which is not the direction they want to go. He then stated for any open illuminated signs which are relevant for the
39 business name, they would have their own category. Chairman Albinson stated once remarks and feedback are
40 obtained, they could have consensus in terms of the recommended direction.
41

42 Mr. Schoon referred to what was done in Barrington in connection with their guidelines. In that instance backlit
43 and externally illuminated signs were noted as preferred with cabinets signs being preferred similar to that at
44 Panera but not to Andy's Frozen Custard. Chairman Albinson confirmed them being open to see where it goes is
45 not the direction the Board would prefer. He stated technology has changed and suggested making
46 recommendations on things the Board feels are things they do recommend from a design standpoint which fit
47 aesthetically within the business districts and to provide comments in connection with other items where they are
48 on the fence. Mr. Schoon confirmed the Board is not interested in illuminated box signs and asked if everyone
49 liked halo backlit signage with pin mounted letters. The Board Members confirmed that is correct. Mr. Schoon then
50 referred to signage with individual channel letters where the face of the sign is illuminated. Chairman Albinson
51 referred to backlit individual pin mounted lettering left on all night which he described as a nuisance and
52 suggested the hours be limited.
53

Mr. Ritter stated if they prefer backlit illuminated signage, why are they encouraging the use of other types of signs. Ms. Meiners responded it would depend on the business. She suggested the best approach would be to consider size and illumination with the alternative being to ask for a variance. Mr. Ritter suggested they codify backlit individual lettering with other requests being considered by variation. Ms. Meiners agreed. Chairman Albinson stated that alternative would open them up to many different suggestions and recommended they only consider individual back panel lettering. He referred to applicants which have specific lit branding such as Sprint. Chairman Albinson then stated the Board is in agreement in terms of halo pin mounted lettering but not to make a recommendation to codify the Village ordinance to allow any other internally illuminated signage at this time. Mr. Ritter added they also need to consider the appropriate amount of illumination.

Mr. Schoon stated the intent of the study session was to gauge the Board's comments on different approaches and they would then notify those interested in this issue that the Board would discuss the issue at a future meeting. The Board Members agreed with Mr. Schoon's suggestion. Mr. Schoon then stated a summary of tonight's meeting would be provided to the Board at a future meeting and at that time they would make a formal recommendation to the Village Council.

Chairman Albinson asked if there were any comments. No additional comments were made at this time.

Other Business:

a. Discussion of meeting start time.

Mr. Schoon stated the Board previously discussed starting the meetings at 6pm and the Village Manager and Village President were fine with 6pm for virtual meetings with the start time to resume at 7pm for in-person meetings. He stated while the meeting times could vary, they would need to post the start time at 7pm as a special meeting. Mr. Klaskin asked if there is a concern of fallout if the meeting time did not change and it has been 7pm for many years and suggested the meeting times be kept at 7pm. Ms. Meiners agreed with Mr. Klaskin. Chairman Albinson commented he preferred an earlier start time for virtual meetings and suggested they try it for a couple of meetings. Mr. Ritter stated if it is difficult for Mr. Klaskin to make 6pm, 7pm is fine. The Board Members agreed to try a 6pm start time for a while.

b. January 21, 2021 – quorum check.

The Board Members discussed their availability to meet at 6pm.

Public Comment.

Mr. Norkus confirmed there are no members of the public to comment.

Adjournment:

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

AYES: Albinson, Klaskin, Meiners, Ritter

NAYS: None

The meeting was adjourned at 8:25 p.m.

Respectfully submitted,

Antionette Johnson
Recording Secretary

**Winnetka Design Review Board/Sign Board of Appeals
Special Virtual Meeting Minutes
January 21, 2021**

Members Present:

Kirk Albinson, Chairman
Brooke Kelly
Michael Klaskin
Paul Konstant
Brad McLane
Maggie Meiners
Michael Ritter

Members Absent:

None

Village Staff:

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

Call to Order:

Chairman Albinson called the meeting to order at 6:00 p.m.

Introductory Remarks Regarding Conduct of Virtual Meeting.

Note: Chairman Albinson did not read the Oral Declaration into the record.

Approval of November 18, 2020 meeting minutes.

Chairman Albinson asked if there were any comments or for a motion to approve the November 18, 2020 meeting minutes. A motion was made and seconded by Mr. McLane to approve the November 18, 2020 meeting minutes. A vote was taken and the motion unanimously passed:

AYES: Albinson, McLane, Kelly, Klaskin, Konstant, Meiners, Ritter

NAYS: None

Chairman Albinson then went over how the meeting would proceed.

Case No. 21-01: 844 Spruce Street – Pomeroy Bistro – Certificate of Appropriateness and Awning Permit: Certificate of Appropriateness to allow new awnings, replacement of windows and the front doorway and patio installation at 844 Spruce Street.

Mr. Marx noted an addendum to the application packet was sent to the Board containing the applicant's changes. He then referred to the home's photos and its zoning classification and explained the request. Mr. Marx stated the brick façade would be maintained and new windows would be added with a new door stop as well as an awning containing signage. He also stated the main doorway was changed from the original proposal from a revolving door to a push door and described its materials. Mr. Marx then stated a patio terrace would be installed in the front to allow outdoor dining which would contain gates, dividers and planters. He identified changes to the patio terrace from the original proposal noting it would comply with setback requirements for snow removal. Mr. Marx identified the awning's coloring, valance and lettering as well as the floor plan. He noted the wall sign in the original proposal has been removed and asked if there were any questions.

Chairman Albinson asked where the address numbering would go and Mr. Marx responded the applicant can respond noting additional changes would require another Certificate of Appropriateness. No additional questions were raised at this time.

Kristen Kazenas stated technical difficulties required the Board to take a 10 minute recess and asked for a motion to adjourn the meeting until 6:30 pm. She asked for the meeting to be restarted at 6:30 with Mr. Schoon alerting the Board Members to rejoin.

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

AYES: Albinson, McLane, Kelly, Klaskin, Konstant, Meiners, Ritter

NAYS: None

Chairman Albinson called the meeting to order at 6:30 p.m. Mr. Marx took roll call of the Board Members present.

Mr. Norkus allowed the applicants into the meeting. Ryan Odonnell introduced himself and Glen Kiefer as project principals along with Stephen Prassas, the landscape architect and Steven Weiss, the architect. Mr. Odonnell explained the front door was changed since they were not allowed to have a revolving door and the wall signage was removed from the request with the lettering being placed on the awning instead. He confirmed the window frames are wood and would be stained walnut similar to the door. Mr. Odonnell described the locations of the brass elements and Douglas fir wood elements. He also stated the address would be incorporated above the entry door on the canopy.

Mr. McLane stated he had no concerns with regard to the request which complied with all the regulations. Ms. Kelly, Mr. Konstant and Mr. Klaskin agreed with Mr. McLane's comments. Chairman Albinson referred to the planters, fencing and pavers and questioned the materials. Mr. Odonnell stated the roof planters would be maintained via a rear stairwell. Stephen Prassas described how water irrigation for the roof planters would work as well as provided descriptions of the ground planters. Mr. Prassas also described the fencing, retaining wall system and walkway system. Mr. Odonnell then described the outdoor lighting system to the Board. Chairman Albinson informed the applicant the Village recently amended the provision to allow menu signs.

Chairman Albinson asked if there were any other questions. Mr. Klaskin moved to approve the Certificate of Appropriateness for the request as presented. Mr. Norkus allowed members of the public into the meeting for comment. No comments were made from the public or the Board. Mr. McLane seconded the motion. A vote was taken and the motion unanimously passed:

AYES: Albinson, McLane, Kelly, Klaskin, Konstant, Meiners, Ritter

NAYS: None

Case No. 19-15-SD: 688-694 Green Bay Road – The Walden – Preliminary Planned Development Review: An amended application for a Certificate of Appropriateness to allow the construction of a new five-unit multi-family building as part of a planned development.

Chairman Albinson stated the request is an amendment of a previously approved application. Mr. Schoon stated there are significant enough changes to impact the Board's overall consideration with all aspects being up for the Board's review. He stated the Board reviewed the request twice in 2020 with members of the public expressing a number of concerns. Mr. Schoon stated the Board asked for additional information with regard to the fourth story element height which the applicant provided in August 2020. He stated additional public comments were made and the Board recommended approval with the condition for height to be reduced 1.7 feet to the 35 foot maximum height limit. He stated the request went to the Planned Development Commission where a revised plan was presented reducing the parapet wall height to 35 feet. Mr. Schoon referred to the additional comments made by the neighbors and noted the PDC ultimately recommended denial identifying the building size and impermeable lot exceptions as too significant. He then referred to comments made by those in support of the project.

Mr. Schoon referred to photos of neighboring properties and identified its size, current and previous plans. He noted the new plans have the same building footprint and rotated the building 180 degrees and moved the building to the south with pedestrian access from the north and vehicular access off Green Bay Road with a steep slope driveway into the lower level. Mr. Schoon stated two visitor parking spaces would be provided in the front yard along with a 4 foot retaining wall to create a berm with Norway spruce as screening. He also stated Arbor Vitae would be planted at the base of the retaining wall. Mr. Schoon then stated the storm water vault would be located under the berm and drain to Green Bay Road. He also stated the building would now measure three stories instead of four and would have five units instead of six with 10 parking spaces on the lower level. Mr. Schoon

1 stated the previous parking spaces would be replaced with storage units and the condominium units would
2 measure 2,200-2,400 square feet with 10 foot ceilings. He noted the west elevation would have two stories with a
3 roof deck and garden space. Mr. Schoon then stated three storage units would be on the third level. He also
4 referred to the north and south elevations and identified them from Green Bay Road. Mr. Schoon then identified
5 the variations being requested noting the PDC would review the requested zoning relief at the February 3, 2021
6 meeting. He informed the Board of their purview and next steps IN the process and asked if there were any
7 questions. No questions were raised at this time.

8
9 Mr. Norkus allowed the applicant into the meeting. Rick Swanson stated he prepared a PowerPoint presentation
10 for the Board. He began by describing the process they went through in terms of project approval noting the PDC's
11 recommendation to consider the neighbors' concerns and to refine the project to reduce GFA, height perception
12 and impervious floor area. Mr. Swanson referred to the project's proposed design change previously identified by
13 Mr. Schoon. He also referred to various site photos of the property as well as the previously proposed site plan.
14 Mr. Swanson then identified the new proposed site plan illustrations along with new east and west elevation
15 renderings and described how the improvements to the building and neighboring properties related to each of
16 those elevations. He also described the retaining wall and screening elements. He then identified the previous and
17 current north elevations and described the elements which changed with the new proposal. Mr. Swanson
18 identified the previously approved and proposed south elevations noting the revised proposal would allow for
19 landscaping on that side. He referred to an illustration of buildings on the street to show how the building would
20 relate to the existing buildings as well as cross section illustrations of the building and artist renderings. Mr.
21 Swanson noted the same materials would be used as were proposed before and asked if there were any questions.

22
23 Chairman Albinson also asked if there were any questions. He referred to the decorative element removed from
24 the parapet wall and asked if consideration was given to doing soldier coursing. Mr. Swanson responded they
25 could entertain that alternative as well as brick staggering noting the element that was removed from the parapet
26 wall was a costly element. No additional comments were made at this time.

27
28 Mr. Norkus allowed members of the public into the meeting. John Madden had no comment. Ruud Coster stated
29 his objection to the revised proposal is building height and concern with regard to light and air on his side of the
30 building together with privacy concerns since the main entrance is on their side. He stated he would reserve
31 additional zoning comments for the PDC meeting and added the building design is fine. Mr. Frieberger had no
32 comment. Mr. Norkus noted that concluded public comment.

33
34 Chairman Albinson called the matter in for discussion. Mr. McLane stated he appreciated Mr. Swanson's ability in
35 working with the Village and listening to the neighbors' comments and issues raised. He then stated the building is
36 purposeful and elegant with the result being an improved product. Mr. Ritter agreed it is an attractive building and
37 appreciated the significant changes made to address the neighbors' concerns. Mr. Konstant agreed with the
38 comments made and noted his only concern related to the steep driveway pitch. Mr. Swanson informed the Board
39 the two parking spaces met ADA requirements and the driveway pitch while considering pedestrian traffic.
40 Chairman Albinson commented the proposed massing and height would be a nice transition with the neighboring
41 buildings and he appreciated the work done. Mr. Swanson informed the Board if the building was built the way the
42 neighbors want, it would have no effect on light and air with the proposal having a better result. He also stated
43 they are allowed to build to code and was less in those amounts in several areas noting with regard to the building
44 shift to the south, the additional 10 feet they picked up resulted in a significant change to the amount of light, air
45 and access that can be provided.

46
47 Chairman Albinson asked if there were any comments. No additional were made at this time. He then asked for a
48 motion. Mr. McLane moved to recommend approval of the Certificate of Appropriateness for the design of the
49 building, hardscape and landscape for the proposed five unit multi-family building on the subject property with no
50 other conditions. Mr. Klaskin seconded the motion. A vote was taken and the motion unanimously passed:

51 AYES: Albinson, McLane, Kelly, Klaskin, Konstant, Meiners, Ritter

52 NAYS: None

53

1 **Other Business:**

- 2 a. February 18, 2021 - Quorum check.
3 The Board Members discussed their availability.
4

5 Mr. Schoon informed the Board in connection with One Winnetka, the lender received approval to solicit proposals
6 to purchase and redevelop the site and received 10 proposals. He stated an offer was selected for a Hoffman Real
7 Estate entity and in the federal court foreclosure case, the court authorized the lender to be allowed to proceed
8 with the sale to Hoffman which may be finalized in the next 30-60 days. Mr. Schoon confirmed the lender is
9 working with Hoffman on the sale.
10

11 **Public Comment.**

12 Mr. Norkus confirmed there was no additional comment from members of the public.
13

14 **Adjournment:**

15 Mr. Ritter moved to adjourn the meeting and the motion was seconded by Mr. McLane. A vote was taken and the
16 motion unanimously passed:

17 AYES: Albinson, McLane, Kelly, Klaskin, Meiners, Ritter

18 NAYS: None
19

20 The meeting was adjourned at 7:49 p.m.
21

22 Respectfully submitted,
23

24 Antionette Johnson
25 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 11, 2021
SUBJECT: 818 ELM STREET - BLISS SALON OF WINNETKA- CONSIDERATION OF SIGN PERMIT AND SIGN CODE VARIATION FOR WINDOW SIGNS (CASE NO. 21-03-DR)

INTRODUCTION

On February 18, 2021, the Design Review Board (DRB) is scheduled to conduct a virtual public hearing, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Bliss Salon of Winnetka (the "Applicant") as the lessee of the leased commercial space at 818 Elm Street (the "Subject Property"). The Applicant has submitted applications seeking the following approvals:

1. Sign Permit to allow the two existing window signs; and
2. Sign Code Variation to allow two existing window signs that occupy 28.98% and 20.62% of their respective window area, whereas a maximum of 10% is permitted.

PROPERTY DESCRIPTION

The Subject Property is located on the southeast corner of the intersection of Elm Street and Chestnut Street and is zoned C-2 General Retail Commercial in the West Elm Street Business District. The Subject Property contains a two-story building with the Applicant's hair salon and other tenants. Figures 1 through 3 at the end of this memo identify the Subject Property.

PREVIOUS APPROVALS

The Subject Property received prior approvals from the DRB for an Awning Permit in October 2018 and a Certificate of Appropriateness in November 2018 to permit exterior lighting. Both applications involved exterior changes to the store frontage along the Applicant's commercial space.

CURRENT REQUEST

The Applicant is seeking approval of a sign permit for two window signs that were installed without a permit. The signs are almost identical in appearance with each appearing on the main storefront windows of the Elm Street and Chestnut Street frontages. Each sign has text that reads "Bliss" in a large cursive white font with "SALON OF WINNETKA" below it in a smaller and more traditional sans serif font. The sign on the northern Elm Street frontage window is 24.82 square feet and takes up 28.98% of the window area. The sign on the western Chestnut Street frontage is 11.09 square feet in area and takes up 20.62% of the window area. The Applicant has provided measurements and sign renderings that depict the signs in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code establishes standards for window signs in the commercial districts. The total area of each existing window sign exceeds the maximum permitted area of 10% of each window pane, with respective coverages of 28.98% and 20.62%. Additionally, the Sign Code states that for each street exposure the total area of all awning, wall, and window signs may not exceed 15% of the total area of street exposure. The existing window signs, in addition to an existing awning sign, occupy only 4.65% of the existing street exposure. A staff analysis of sign area with calculations is included in Attachment B.

SIGN CODE VARIATION REQUEST

The Applicant has also applied for a Sign Code Variation because a window sign may not exceed 10% of the window area. The Applicant has submitted an application for a Sign Code Variation from Section 15.60.120 [Commercial Signs] to allow the following:

1. Two existing window signs that occupy 28.98% and 20.62% of their respective window area, whereas a maximum of 10% is permitted.

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

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

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of window signage. The Guidelines recommend that:

- Window sign decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane.
- Window signs should be limited to 6 inches in height and should harmonize with the building and reflect the character of the building style. Generally, the 6-inch limitation is intended for text, not a business logo.

The Applicant has installed window decals that have lettering taller than 6 inches, center-placement in the window panes, and coverage areas of more than 10%. The decal color of white is traditionally neutral and more easily harmonious with the surrounding landscape. An excerpt of the Design Guidelines pertaining to signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the existing window signs as appropriate and compatible with the Design Guidelines and approve the Sign Permit and Sign Code Variation. If the DRB finds the proposed signs appropriate, the Applicant would still need to be issued an approved sign permit by the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Staff Analysis of Sign Area

Attachment C: Design Guidelines Excerpt



Figure 1 – Subject Property – Chestnut and Elm Street intersection, north and west facades (February 2021)



Figure 2 – Subject Property – North façade along Elm Street (February 2021)



Figure 3 – Subject Property –West façade along Chestnut Street (February 2021)

ATTACHMENT A

Village of Winnetka
SIGN CODE VARIATION APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN CODE VARIATION APPLICATION



Property Information

Site Address: 818 Elm Street
Name of Business: Bliss Salon of Winnetka LLC
Parcel Identification Number(s) (PIN): _____

Application is hereby made to the Village of Winnetka for a variation from Section(s) _____
of Chapter 15.60 Signs of the Village Code for the following work: new Logo on front window

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

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

Property Owner Information

Legal Name: Hoffman Properties
Primary Contact: JENN EPSTEIN
Address: _____
City, State, Zip: _____
Phone No. 847-828-3340
Email: j.epstein@hoffmanville.com
Owner Signature: _____

Applicant Information

Legal Name: Bliss Salon of Winnetka
Primary Contact: Penny Halonen
Address: 818 Elm St
City, State, Zip: Winnetka IL 60093
Phone No. [REDACTED]
Email: [REDACTED]
Applicant Signature: [REDACTED]

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business Bliss Salon of Winnetka		Primary contact name Penny Halonen		Phone No. [REDACTED]
Street Address 818 Elm Street				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Sign Company

Name of Sign Company Printwell		Primary contact name David Kohn		Phone No. 312-404-0431
Street Address 1717 Chestnut Ave				
City Glenview	State IL	Zip Code 60025	Email david@printwellnow.com	

Property Owner

Name of Company Properties Hoffman		Primary contact name JENN Epstein		Phone No. 847-828-3340
Street Address:				
City Wilmette	State IL	Zip Code 60091	Email jepstein@hoffmanncre.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 _____

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

CONDITIONS OF APPROVAL: _____

SBC 2021-049
Review fee \$55⁰⁰



From: [Penny Halonen](#)
To: [Christopher Marx](#)
Subject: Bliss Sign Dimensions
Date: Friday, January 29, 2021 4:28:50 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Front window Elm St. height 90" width 137"

Sign height 38" width 94"

Side Window Chestnut St. height 90" width 86"

Sign height 64" width 25"

If you have any questions please call Penny Halonen [REDACTED]

Thank you

Attachment B – Staff Analysis of Sign Area



Area of Elm Street Window: 7.5 feet x 11.42 feet = 85.65 square feet
Area of Existing Window Sign: 3.17 feet x 7.83 feet = 24.82 square feet
Maximum Permitted Window Sign Area: **8.565 square feet (10%)**
Existing Window Sign Area: **24.82 square feet (28.98%)**



Area of Chestnut Street Window: 7.5 feet x 7.17 feet = 53.78 square feet
Area of Existing Window Sign: 5.33 feet x 2.08 = 11.09 square feet
Maximum Permitted Window Sign Area: **5.378 square feet (10%)**
Existing Window Sign Area: **11.09 square feet (20.62%)**



Street Frontage Length: 64.9 feet (Chestnut Street, Front Entrance, and Elm Street)

First Floor Height: 12 feet

Total Frontage Area: 778.8 square feet

Elm Street Sign: 24.82 square feet

Chestnut Street Sign: 11.09 square feet

Awning Sign: 0.29 square feet

Total Signage Area: 36.2 square feet

Maximum Permitted Total Street Exposure: **116.82 (15%)**

Existing Total Street Exposure: **36.2 (4.65%)**

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: DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR
DATE: FEBRUARY 11, 2021
SUBJECT: SIGN CODE AMENDMENT - INTERNALLY ILLUMINATED SIGNS

INTRODUCTION

On February 18, 2021, the Design Review Board is scheduled to further consider proposed amendments to the sign regulations regarding internally illuminated signs.

At its December 17, 2020, meeting, the DRB held a study session to discuss this issue (see Attachment A2 for the materials from that meeting. Also a copy of the minutes from that meeting are in Board's February 18 packet for adoption). At that meeting, staff shared information regarding internally illuminated signs from area communities as well as other communities from across the country that The Lakota Group, the Comprehensive Plan consultant, had identified as comparable communities to Winnetka. Based upon this research, it was discovered that sign regulations vary greatly from community to community; however, communities' approaches to allowing internally illuminated signs can be summarized into the following three general categories:

1. Allow them by variation.
2. Allow them in a manner similar to how the Village used to allow them, which was to allow internally illuminated cabinet signs provided only the letter and logos of signs to be internally illuminated.
3. Broadly allow them with additional illumination standards and design guidelines.

Information was also reviewed regarding the following specific types of illuminated signs:

- "Traditional" internally illuminated signs of various types, including illuminated "box" signs, channel letters, and other common types which are currently not permitted in the Village;
- Backlit (halo) signs (which have been interpreted by staff as consistent with current sign regulations);
- Neon signs (or signs, such as LED signs, that look like neon signs) which are expressly prohibited under the current sign code;
- Electronic signs, such as electronic display screen signs or electronic message signs, which were not common when the sign code was last revised and which are currently not allowed.
- Gasoline station electronic fuel signs, a specific category of electronic signs which have become increasingly commonplace and which are currently not allowed.

After discussing the various types of "internally illuminated" signs, and the ways by which they could be allowed, the Board members discussed the issue. Board members expressed strong reservations regarding allowing electronic signs and internally illuminated box signs, finding that they were not in keeping with the character of the community. Board members had mixed reactions regarding neon or neon-like signs. In the end, Board members concluded that the Sign Code should be amended to clearly state that backlit (halo)

signs are allowed as Board members felt that such signs were in keeping with the character of the community. Also, Board members were still not convinced that it was necessary to allow internally illuminated open signs.

BACKLIT (HALO) SIGN CODE AMENDMENT

As requested by the Board, staff has prepared code amendments to clarify that backlit (halo) signs are allowed by the sign regulations.

The amendments would amend Section 15.060.040, Definitions, of the Sign Code. The first amendment would add a definition for “backlit illumination”.

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

The second amendment would add that a sign that is illuminated by backlit illumination is considered an externally illuminated sign.

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

As a reminder, illuminated signs must also meet the following illumination standards.

B. Illumination.

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

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

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

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

Staff would not recommend any amendments to the illumination requirements at this time.

OPEN SIGNS

As the Board may remember, the original request for the Village to consider allowing internally illuminated signs came from a business wanting to keep their existing neon-like (exposed bulb) “open” sign. Given this, staff thought it would be important to once again review this issue.

As currently written, the Sign Code allows a business to install an “incidental sign”, which includes “open” signs without a permit. However, the sign cannot be internally illuminated and can be no more than one square foot in area.

As reported at the December 17 study session, very few communities have specific regulations regarding “open” signs. The City of Highland Park does have a specific regulation regarding the illumination of “open” signs, but it’s in relationship to when neon may be used. In fact, it is the only time the Highland Park Sign Code mentions neon.

“The use of exposed neon shall be permitted only as a window sign that is intended to identify that a business is open for operation. Such signs shall not exceed a sign area of 54 square inches (6” x 9”) in the downtown zoning districts.” (Highland Park)

If the Board is interested with making a recommendation to allow neon or other types of neon-like exposed bulb signs, staff would propose the following amendments:

Section 15.60.050 Definitions.

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

“Open sign” is a type of incidental sign that is displayed in a window intended to identify that a business is open for operation. Such a sign shall not exceed one square foot in sign area and may be lighted by neon or neon-like exposed bulbs.

Section 15.60.060 Prohibited signs.

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

B. Internally illuminated signs, except for “open” signs lighted by neon or neon-like exposed bulbs;

Section 15.60.080 Signs allowed without a permit.

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

I. Incidental signs that do not exceed one square foot in area, including “open” signs lighted by neon or neon-like exposed bulbs.

Section 15.60.200 Nonconforming signs.

B. Ordinary repair and maintenance may be made to any nonconforming sign except a sign that is prohibited by Section 15.60.060 of this chapter. For purposes of this provision, the rewiring or change of any electrical element of an internally illuminated sign or the replacement of any neon tubing shall

not be considered ordinary repair and maintenance, except the replacement of the neon tubing or neon-like exposed bulbs for an open sign.

SUMMARY

Given the Board's previous directions to staff during the Board's study session discussion at the December 17 meeting and the Board's further discussion at the February 18 meeting, is the Board ready to make a recommendation to the Village Council? If so, is the Board interested in recommending the following:

1. The Village Council amend the Village Sign Code to clearly state that backlit (halo) signs are an allowed type of externally illuminated sign?
2. In addition, the Village Council amend the Village Sign Code to allow "open" signs no larger than one square foot and lighted by neon or neon-like exposed bulbs.

ATTACHMENTS

Attachment A2: December 18, 2020 Design Review Committee Staff Report Regarding Internally Illuminated Signs



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR
DATE: DECEMBER 11, 2020
SUBJECT: SIGN CODE AMENDMENT - INTERNALLY ILLUMINATED SIGNS

INTRODUCTION

On December 17, 2020, the Design Review Board is scheduled hold a study session to further discuss amendments to the sign regulations to allow internally illuminated signs. The Board is considering such amendments in response to the owner of Beat Street Toys & Gifts on Lincoln Avenue requesting the Council consider allowing businesses to display internally illuminated signs. At the December 17 meeting, staff is looking for further guidance from the Board prior to presenting a specific set of amendments for the Board to consider.

PREVIOUS DESIGN REVIEW BOARD DISCUSSION

At the December 19, 2019, Design Review Board meeting, the Board considered the Council's request that the Board provide its initial thoughts regarding whether or not to amend the Village's sign regulations to allow internally illuminated signs (Attachment A1 – December 19, 2019 Minutes and Staff Report).

After hearing a presentation from staff and comments from the owner of Beat Street, of the five Design Review Board members present, all concurred that they would be open to allowing businesses to have internally illuminated signs. However, the Board added that the Village will need to give careful thought in terms of the appropriate regulations and design guidelines to ensure that internally illuminated signs of a quality design would be installed. In response to the Beat Street owners request to allow "Open" signs made of neon or other similar exposed bulbs, Board members had mixed reactions. Some members thought such signs, when appropriately designed, would be appropriate. Others did not, and other members thought such signs would not be necessary if a business was allowed to have an internally illuminated sign with its name and business logo.

COUNCIL REVIEW OF DRB'S INITIAL THOUGHTS

On February 4, 2020, the Village Council reviewed the DRB's initial thoughts regarding allowing internally illuminated signs. (Attachment B1 – February 4, 2020 Minutes and Staff Executive Summary). The Council asked the Board to prepare for the Council's consideration sign ordinance amendments that would allow internally illuminated signs.

To complete the preparation of a draft ordinance, staff would like further direction from the Board regarding a few items related to allowing internally illuminated signs. But before we discuss these issues, we want to remind you of the existing Code definitions regarding illumination. We should also note that the Village has received one written comment since the last time the Design Review Board discussed this issue (See Attachment C1).

CURRENT VILLAGE SIGN REGULATIONS AND GUIDELINES REGARDING ILLUMINATION OF SIGNS.

Attachment B included in Attachment A1, contains a copy of Chapter 15.60 - Signs of the Village Code. In the document, we have highlighted terms related to signs and their illumination (e.g. light, illumination, etc.). The Village sign regulations distinguish between externally illuminated signs and internally illuminated signs:

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

"Internally illuminated sign" means a sign that is illuminated by a source of artificial light that directs the light through one or more translucent surfaces of the sign from within or behind it, rather than at the face of the sign. Internally illuminated signs include neon signs and similar illuminated gaseous tube signs with exposed lighting components. (Section 15.60.050 Definitions)

Externally illuminated signs are allowed. Internally illuminated signs, as well as animated signs, are prohibited by the sign regulations. The definition of an animated sign is:

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

A television screen or video monitor would be considered an animated sign.

Given the internally illuminated signs in question have been window signs, it is important to note that a window sign is defined as follows:

"Window sign" means a sign, picture, symbol, or combination, applied or attached to the exterior or interior of a window, or located within five feet of the interior side of a window and displayed so that it is visible from the exterior of the window. For purposes of this code, displayed merchandise or products shall not be considered a window sign. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.05)

If a "sign, picture, symbol, or combination" is located more than five feet from the interior side of a window, it is not considered a window sign by the Village's sign ordinance, and is not regulated by the Village's sign regulations. A business can visibly display an internally illuminated sign or an animated sign if either is more than five feet from the interior side of a window.

Attachment C included in Attachment A1 contains sign and awning design guidelines from the Village's Design Guidelines for the Village's Elm Street, Hubbard Woods, and Indian Hill districts. Staff has once again highlighted terms related to signs and their illumination (e.g. light, illumination, etc.). We have also highlighted terms related to recommended materials given internally illuminated signs require translucent materials.

POTENTIAL AMENDMENTS TO ALLOW INTERNALLY ILLUMINATED SIGNS FOR COMMERCIAL USES

To complete preparing amendments to the sign regulations, staff needs further input from the Board regarding how to allow internally illuminated signs for commercial uses (Sign Code – Section 15.60.120). Staff has reviewed sign lighting regulations and guidelines from (a) nearby communities, (b) communities the Comprehensive Plan consultant has identified as comparable communities, (c) communities highlighted for their sign regulations and sign design guidelines by the DePaul University Chaddick Institute – Municipal Design Review Network, and (d) a few other communities from across the country. Attachment D1

contains excerpts and snippets from what we reviewed, which we found may be most applicable to the task at hand.

When reviewing these communities' regulations and guidelines, we paid particular attention to internally illuminated signs, neon signs, and electronic signs. We provide you with the following ideas regarding how the Village could potentially amend the sign regulations to allow these types of signs.

Three Approaches to Allowing Internally Illuminated Commercial Signs

1. **Allow Internally Illuminated Signs by Variation.** Currently "internally illuminated signs" are prohibited signs. The Code does not allow variations of prohibited signs. We could amend the code to allow variations of the internally illuminated sign prohibition. The amendments would look something like the following
 - E. Notwithstanding the provisions of this section, the Sign Board shall not have the power to:
 1. Permit signs that are prohibited in Section 15.60.060, except the Sign Board may grant variations to allow internally illuminated signs;
 2. Waive permit requirements;
 3. Permit signs which violate the safety and maintenance provisions of Section 15.60.130 (Note: This section includes a subsection on Illumination);
 4. Vary the nonconforming sign provisions of Section 15.60.150 as applied to any given sign.

To grant a variation the Sign Board must find:

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

If we decide to take this approach to allow internally illuminated signs, this approach does not provide applicants with much guidance in terms of what the Board may approve. Also, if we wish to go this route, we may want to consider establishing a different set of variation standards.

2. **Revert to Previous Method of Allowing Internally Illuminated Signs.** The Village could revert to what the Village previously allowed as "internally illuminated signs", which allowed only the letter and logos of signs to be internally illuminated. If we did that, we would want to determine what structural types of signs would we allow to be internally illuminated (e.g. projecting, window, wall, or ground signs). The following are examples of allowing internally illuminated signs in such a manner.
 - a. If internally illuminated box signs are used, it is recommended the sign panels be opaque so that only the text is illuminated, not the background. (Deerfield Sign Design Guidelines)
 - b. If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated. (Barrington Sign Design Guidelines. Note: internally illuminated wall cabinet signs are prohibited.)

- c. An internally illuminated sign may have no transparent surfaces and may display only letters, trademarks, or logos. (Northfield Sign Regulations)
3. **Broadly Allow Internally Illuminated Signs.** We could amend the Sign Code to allow internally illuminated signs more broadly for projecting, wall, windows, and ground signs. Internally illuminated commercial signs could be allowed with additional illumination standards and design guidelines.

Existing Sign Illumination Standards

The following are existing standards with some potential changes to the standards noted.

Section 15.60.130 General standards

B. Illumination.

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

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

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

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

5. In no case may the lighting intensity of any sign, whether from internal illumination or external illumination, exceed seventy-five (75) foot candles when measured with a standard light meter perpendicular to the face of the sign at a distance equal to the narrowest dimension of the sign. (Wilmette)

6. No sign may be illuminated between the hours of twelve o'clock (12:00) a.m. and six o'clock (6:00) a.m. unless the activity displaying the sign is open for business during those hours. The Zoning Administrator is authorized to grant an exemption from this provision to provide for the security and safety of the use on the property. (Wilmette)

Potential Design Guideline Regulations

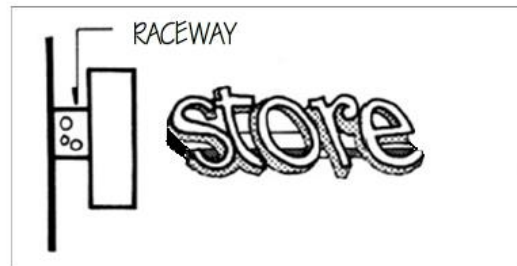
Sign Lighting

- a. Signs that are illuminated by an external source of light are encouraged.
- b. The use of backlit, individual letter signs (reverse channel letter signs) is encouraged.

- c. Internally illuminated cabinet signs tend to stand out and do not appear integrated with the building's façade. If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated.
- d. Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed raceway should be finished to match the background wall and should never extend beyond the area of the sign's lettering or graphics.
- e. All exposed conduit and junction boxes should be appropriately concealed from public view.
- f. Arrange any external lighting such that the light source is directed away from passersby, adjacent properties, and motorists. (Barrington Sign Design Guidelines with edits.)



Gooseneck lighting is encouraged.



Backlit letter signs are encouraged.



Raceway does not extend beyond sign face.

Staff would like some feedback from the Commission regarding which of the three approaches would be the most appropriate for Winnetka.

Backlit (Halo) Signs

Whether or not the Village amends the Code to allow internally illuminated signs, it would be helpful to clarify the allowance of backlit (halo) signs. We could amend the code by adding a definition of backlit illumination and include backlit illumination in our definition of externally illuminated signs.

“Backlit Illumination” means a method of illumination which the sign is illuminated from within and light is projected back onto the support surface to create a halo effect around the sign copy. Also commonly known as “halo” illumination. (Naperville)

"Externally illuminated sign" means a sign that is illuminated by directing a source of artificial light at the face of the sign **or that is illuminated by backlit illumination.** (Amendment to Winnetka's existing definition.)

Neon Sign Regulations – Commercial signs

If the Commission is interested in allowing the use of neon signs (or signs, such as LED signs, that look like neon signs), we could amend the code to allow the limited use of such signs or to allow the use of them more broadly.

Limited Use

- F) *Exposed Neon.* The use of exposed neon shall be permitted only as a window sign that is intended to identify that a business is open for operation. Such signs shall not exceed a sign area of 54 square inches (6" x 9"). (Highland Park)

Broader Use

1. The use of neon lighting as an accent is permitted for projecting, window, and wall **commercial** signs, subject to the following (Oak Park Sign Regulations – Edited for Winnetka):
 - a. Neon lighting shall be used as an accent material on projecting and wall signs, such as for letters, logos and/or sign details. No projecting, window or wall sign may be entirely illuminated with neon.
 - b. Neon lighting on projecting and wall signs shall not be illuminated during the daylight hours. When lit, neon lighting must be continuously illuminated. Flashing neon is prohibited.
 - c. Neon lighting on projecting and wall signs shall not be combined with any reflective materials (e.g., mirrors, polished metal, highly glazed tiles, or other similar materials) that would cause glare and increase the spread of light.
2. Neon lighting to outline buildings or building elements, such as doors and windows, is prohibited.



Illustration of neon as a lighting accent for wall and projecting signs

Electronic Signs

Some Board members expressed an interest with allowing electronic signs. The following is an example from Oak Park.

ELECTRONIC SIGN: Signs whose alphabetic, pictographic, or symbolic informational content can be changed or altered on a fixed display screen composed of electrically illuminated segments. For the purposes of this Code, electronic signs within ground or wall signs are regulated as one (1) of the two (2) following types:

A. **Electronic Display Screen.** A sign, or portion of a sign, that displays an electronic image or video, which may or may not include text. This definition includes television screens, plasma screens, digital screens, flat screens, LED screens, video boards and holographic displays.

B. **Electronic Message Sign.** Any sign, or portion of a sign, that uses changing lights to form a sign message or messages in text form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. "Time and Temperature Devices" are not considered electronic message signs.

7-7-16: ELECTRONIC SIGN CONSTRUCTION AND DESIGN STANDARDS – COMMERCIAL SIGNS:

Commercial signs are permitted to be electronic display screens. Commercial signs are prohibited from being electronic message signs. Electronic display screens must comply with the following:

1. Electronic display screens are limited to six (6) square feet.
2. Electronic display screens must be mounted such that the highest portion of the sign is no higher than seven (7) feet above grade and shall not cover prominent architectural features. Electronic display screens that are mounted on, in front of, or inside transparent window areas shall be included in the calculation of window sign area.
3. Electronic display screens are permitted as wall or window signs only.
 - a. When an electronic display screen is used as a window sign, the electronic display screen shall be included in the twenty-five percent (25%) window sign area maximum for permanent window signs. (This would need to be edited to reflect Winnetka's maximum window sign area limitation of 10%.)
 - b. When an electronic display screen is used as a wall sign, the electronic display screen shall be included in the maximum permitted amount of wall sign area.
4. Only one (1) electronic display screen is permitted per zoning lot.
5. No electronic display screen shall display messages or images of off-premises advertising.
6. Each message or image displayed on an electronic display screen must be static or depicted for a minimum of eight (8) seconds. Animation, streaming video, and images which move or give the appearance of movement are prohibited. No text message may blink, flash or mimic strobe-lighting effects.
7. No illumination from any electronic display screen may glare into any residential premises or interfere with the safe movement of motor vehicles on public thoroughfares.
8. No electronic display screens may have audio speakers or any audio component.
9. Electronic display screens must comply with the light trespass requirements of Section 7.7.9.D.2. (This section states – "No sign illumination shall exceed one (1) foot candle of illumination at the property line")

Staff should note that during the Village Council's discussion regarding the Sign Code text amendment to allow display case signs, a Village Trustee raised the idea of allowing such signs to be electronic display

screen signs. The other trustees had a very mixed reaction to the idea. In the end, the Code was not amended to allow display case signs to be electronic display screen signs.

Gasoline Stations Fuel Signs – Electronic Signs

More and more gas stations use electronic signs to display fuel prices. In the recent past, the BP station in Hubbard Woods inquired about such a sign. Currently such signs are not allowed in the Village. If the Board is not interested in allowing electronic signs in general, the Board may want to consider recommending that the Sign Code be amended to allow such signs.

SUMMARY

As previously noted, the Village Council has asked the Design Review Board to provide a recommendation regarding how the Village should allow businesses to have internally illuminated signs. Staff requests further direction from the Board regarding the approach to take to allow internally illuminated signs.

Staff suggests that the Board consider the following questions as it discusses the issues and provides guidance to staff:

1. Which approach should be taken to allowing internally illuminated signs? Only by variation? By how the Village previously allowed them? Or more broadly allow them?
2. As we consider allowing internally illuminated signs:
 - a. Should only certain structural types of signs (e.g., window signs, wall signs, free standing signs, projecting signs, awnings signs, etc.) be allowed to be internally illuminated?
 - b. Should only certain functional types of signs (e.g. business sign, changeable copy sign, directional sign, incidental sign, etc.) be allowed to be internally illuminated?
 - c. Should only certain types of internally illuminated signs be allowed (e. box signs, individual channel letter signs, neon signs, etc.)?
 - d. Should there be other limitations for internally illuminated signs (e.g., size of sign, height of sign on the building wall, level of illumination, time limitation on illumination, etc.).
3. Should neon signs be allowed? If so, for only specific purposes (e.g., “Open” signs) or more broadly? And if more broadly, in what manner?
4. Does the Board wish to continue to explore allowing electronic signs? If not for all commercial business, at least for gasoline service stations?

ATTACHMENTS

Attachment A1: December 19, 2019, DRB Minutes and Internally Illuminated Sign Staff Report

Attachment B1: February 4, 2020, Village Council Minutes and Staff Executive Summary

Attachment C1: Public Comments Received Since December 19, 2019 DRB Meeting

Attachment D1: Winnetka & Examples of Other Communities’ Code Language Regarding Illuminated Signs

**Winnetka Design Review Board/Sign Board of Appeals
December 19, 2019**

Members Present:

Kirk Albinson, Chairman
Brooke Kelly
Michael Klaskin
Brad McLane
Maggie Meiners

Members Absent:

Paul Konstant
Michael Ritter

Village Staff:

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

Case No. 19-39-DR: Internally Illuminated Signs. Discussion of potential amendments to sign regulations to allow internally illuminated signs.

Mr. Schoon informed the Board the Village Council had a meeting with a local business owner who asked for internally illuminated signage in the Village. He stated in the fall, they received two complaints regarding internally illuminated signs which he identified. Mr. Schoon stated the businesses were informed that the signs were not in compliance. He noted three of the businesses are now in compliance and two businesses still have their signs up. He stated the Village Council asked for the Board's initial input in terms of whether the Village should consider allowing internally illuminated signs and general parameters if they are allowed, such as what should be considered in allowing them.

Mr. Schoon stated the Board was provided with information in the packet with regard to current regulations for internally and externally illuminated signs. He noted externally illuminated signage is allowed and definitions are included in the materials. Mr. Schoon then stated when Beat Street approached the Village Council, the owner mentioned there are some businesses on Lincoln which have televisions near their front windows which would be a form of an illuminated (and animated) sign and given they are in the window, if they are within 5 feet of the window, it is considered a window sign and must comply with the Village's sign regulations. He indicated it is a fairly common definition for a window sign. He stated the signs shown to the Board are considered window signs.

Mr. Schoon then stated prior to 1988, the Village allowed internally illuminated cabinet signs provided the illuminated element was limited to the letters or logo and referred to an example. He stated after 1988, the Village decided to prohibit illuminated signs. Mr. Schoon then stated the Village has sign regulations and excerpts from the design guidelines in terms of the current regulations and stated if they do allow internally illuminated signs, the design guidelines should provide guidance to applicants in terms of what they are looking for from a design perspective. He reviewed examples of internally illuminated signs from Evanston which were included in the staff report materials. They included examples of box signs as well as individual channel letter signs either on the wall surface, a raceway, or a panel. The examples also included halo illuminated signs, which are different than internally illuminated signs and which are allowed in Winnetka. Mr. Schoon stated the Board was also provided with excerpts from other communities' sign regulations regarding internally illuminates signs.

Mr. Schoon then stated the Village Council has asked for the Board's input and initial feedback as to whether or not they should allow internally illuminated signs. If the Board is interested in allowing

1 internally illuminated signs, Mr. Schoon reviewed a list of questions from the staff report regarding what
2 types of signs should be allowed to be internally illuminated. Mr. Schoon then asked if there were any
3 questions.

4
5 Chairman Albinson asked if there was any comment from the audience.

6
7 Julie Windsor introduced herself as the owner of Beat Street, 552 Lincoln Avenue and a 20-year Village
8 resident. She stated she spoke with the Village Council regarding illuminated signs and noted she was
9 not looking to have the store name in lights but only a small sign identifying that the business was open.
10 Ms. Windsor stated the lighting inside the store is somewhat dull and people cannot tell if they are
11 open. She stated in order to save retail, they need to consider a small "Open" sign located above the
12 level of vehicles parking so customers will know she is open.

13
14 Ms. Windsor then stated in 2007 everyone started carrying and looking at lighted devices and all of a
15 sudden they are less sensitive to signs that are not lit and they did not realize their whole life would
16 change in that they are staring at lights all the time. She commented without lights, businesses do not
17 look like they are open and she is looking for a subtle sign indicating the business is open. Ms. Windsor
18 then referred to the number of retail stores being lost.

19
20 Mr. Klaskin asked if she wanted a logo sign or only a generic sign or if she would consider a sign with a
21 logo on it. Ms. Windsor responded she wanted a generic sign and she had a large internally illuminated
22 business sign in the hallway which is prohibited by the Village. Ms. Meiners asked Ms. Windsor if she
23 currently had an "Open" sign and Ms. Windsor responded she did and she wanted a larger sign for more
24 visibility located in the upper corner of the window.

25
26 Ms. Kelly commented it is difficult and there are a lot of stores with those types of signs when it is dark
27 inside the stores and asked Ms. Windsor if it would help. Ms. Windsor confirmed it would help and
28 referred to the number of customer comments indicating the store looked dark when they are in the
29 store. Chairman Albinson asked if there were any other comments. Ms. Windsor noted exit signs are
30 internally illuminated where they were not in the past. Mr. Klaskin indicated that may be a fire code
31 requirement and they cannot be seen from the outside.

32
33 Chairman Albinson asked if there were any other comments. He then stated in terms of ground rules for
34 the discussion, the Board would not be making a specific formal recommendation and are only being
35 asked to provide their initial thoughts. Mr. Schoon confirmed that is correct. Chairman Albinson also
36 stated the topic is internally illuminated signs as the focus for the Board and that meant signs with a
37 light source located internally. Mr. Schoon confirmed that is correct.

38
39 Mr. McLane stated it would be more helpful to have the sorting charts provided by Mr. Schoon and
40 questioned whether they wanted to look more like Kenilworth or Glencoe. He then stated while they
41 want to bring the commercial districts to life he preferred any form of lighting whether it is internal or
42 external. Mr. McLane stated it is very restrictive and commented Glencoe looks charming and he would
43 rather have that look compared to Kenilworth.

44
45 Chairman Albinson stated his reaction in term of the years he has been on the Board and the requests
46 he has seen, he liked internally illuminated signs when they are done properly such as the examples
47 shown to the Board. He also stated they can be much better than non-illuminated signs and his general
48 recommendation is that the Village should strongly consider a change in this regard noting it has to be

1 quality. Chairman Albinson stated they have to be careful not to make it a free-for-all and he did not like
2 the idea of lots of different signage in the window such as at a gas station. He suggested it be limited
3 and a proposed code limiting the signage to the business itself or its logo. Ms. Meiners referred to the
4 ice cream store which is vastly different and commented Beat Street's sign would be nice and in this
5 particular aesthetic, it would go with what they are doing. Chairman Albinson then stated if they do not
6 define what is allowed and suggested if there was an illuminated Beat Street's sign in the window, there
7 would not be a need for an "Open" sign.
8

9 Mr. Klaskin suggested the caveat be that the sign correlate to their brand. He then stated they cannot
10 place too many restrictions on a store's brand and agreed with Ms. Windsor's comment that retail is
11 suffering. Chairman Albinson stated with regard to the examples Mr. Schoon presented, it can get very
12 technical. He also stated his reaction is to keep the option open for internally illuminated signs but they
13 would be dependent on the quality of the decision and to ensure good taste. Chairman Albinson also
14 stated they have to make sure the outcome enhances the Village and the experience.
15

16 A woman in the audience stated the applicant is talking about a toy store. Chairman Albinson responded
17 the Board is not discussing a specific application but only general ideas relating to internally illuminated
18 signs. Ms. Meiners stated they have discussed making retail easier for businesses in Winnetka and it
19 would still have to be subject to the Board's approval. Mr. Klaskin agreed and added the Board can make
20 recommendations. Ms. Meiners then stated for turnover of the Board Members, they may not be
21 subject to the same opinions this Board has. Ms. Meiners suggested they allow certain illuminated signs
22 with others being subject to Board approval. Mr. Klaskin stated the Board has made concessions for
23 other sign applicants in the past.
24

25 Chairman Albinson stated there is a Village code, and then there are design guidelines which are not
26 hard and fast rules to be followed which may be one way to address the issue. He suggested they
27 forward their initial thought to be to allow internally illuminated signs but adopt the recommendations
28 as part of a guideline and not a hard Village code, which approach would allow fluidity to encourage
29 creativity. Mr. McLane stated he would like for the Village staff to write the code for internally
30 illuminated signs. Mr. Schoon noted the Council would appreciate some direction from the Board. Mr.
31 Klaskin stated there is no way to come up with a one size fits all solution. Mr. Schoon then stated if the
32 Board did not want the total front of the sign to be illuminated, then they would send that thought on to
33 the Village Council. Ms. Meiners stated internally lit signs would be fine and it would be easier to say
34 what is not allowed.
35

36 Chairman Albinson then asked the Board Members if anyone is opposed to internally illuminated signs in
37 order to forward initial thoughts to the Village Council. He also stated instead of the Board defining it, to
38 have the Village staff or a consultant advise them on how to craft it. Chairman Albinson then stated he
39 would like for it to be permissible by code but for the guidelines to provide the framework. Ms. Kelly
40 commented it is better for an applicant to ask for an exception as opposed to coming to the Board
41 saying they allow it since it is in the code. Chairman Albinson also suggested providing more creativity
42 and fluidity, to adopt it as part of the guidelines. Ms. Kelly referred to applicants who have done things
43 without approval. Chairman Albinson stated enforceability is not the Board's responsibility. Mr. Klaskin
44 suggested they allow internally illuminated signs subject to the Board's approval.
45

46 Chairman Albinson stated the issue also related to the broader Comprehensive Plan and President
47 Rintz's request that the Board look at everything they use and whether they should redo the design
48 guidelines and commented this should be part of it as well. He then stated the takeaway is that it should

1 definitely be explored for the Board to allow internally illuminated signs with there being a lot more
2 groundwork which needed to be covered. Ms. Kelly agreed they are all in favor of allowing internally
3 illuminated signs. Chairman Albinson also stated it would help improve the marketability of downtown
4 retail.

5
6 Mr. Schoon stated guidelines are guidelines and the enforceability of guidelines is more difficult than
7 code requirements. He then stated if the Board denied a request and it is challenged, that would be
8 difficult to defend if they have not consistently applied that guideline. Mr. Schoon stated if the Board
9 would never approve a sign similar to Andy's in Evanston, if there is some way to define that, it should
10 be done in the code. Chairman Albinson stated this is one of many other issues to come up during the
11 year where they are asked to re-evaluate all of the tools they use to do their jobs. Mr. Schoon
12 mentioned at the Village Council, there is other work which needed to be done with the sign regulations
13 and in going through the Comprehensive Plan process to get input as to what people feel about the
14 character of the community and then work on sign regulations and zoning ordinance regulations.

15
16 Chairman Albinson asked if there were any other comments. No additional comments were made at this
17 time. Chairman Albinson summarized the Board's discussion that the message should be sent to the
18 Village Council that the Board is open to consider allowing internally illuminated signs, and that in
19 considering to allow such signs, the Village will need to give careful thought in terms of the regulations
20 and design guidelines to ensure that internally illuminated signs be of an appropriate design.
21



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR
DATE: DECEMBER 12, 2019
SUBJECT: POTENTIAL CODE AMENDMENT - INTERNALLY ILLUMINATED SIGNS

INTRODUCTION

On December 19, 2019, the Design Review Board is scheduled to consider the Council's request that the Board provide its initial thoughts regarding whether or not to amend the Village's sign regulations to allow internally illuminated signs. At the November 19 Council meeting, the owner of Beat Streets Toys & Gifts on Lincoln Avenue requested that the Council consider allowing businesses to display internally illuminated signs.

BACKGROUND

This fall Village staff received complaints regarding internally illuminated window signs at the following Winnetka businesses:

1. 7/Eleven, 88 Green Bay Rd – "ATM" and Lottery window signs
2. Winnetka Cleaners, 86 Green Bay Rd – Image of Shirt and "Organic Cleaning" window signs
3. Winnetka BP, 1025 Tower Rd – Lottery window sign
4. Adelheidi's Ice Cream & Gelato, 552 Lincoln Ave – "Open" sign
5. Beat Street Toys & Gifts, 552 Lincoln Ave – "Open" sign

Photographs of the signs are included in Attachment A. Following receipt of the complaints, Village code enforcement staff contacted the owners of each business to explain the Village's prohibition on internally illuminated signs. Since then, the first three businesses have removed the internally illuminated signs from their windows.

When the owner of Beat Streets Toys & Gifts addressed the Council she also raised the issue of other businesses along Lincoln Avenue that have televisions in their windows, which she stated are a form of illuminated signs.

It should be noted until 1998, the Village did allow internally illuminated signs, subject to certain limitations. Prior to 1998, the Sign Code prohibited neon and similar "gaseous tube" signs, but allowed internally illuminated "cabinet" signs, provided that illuminated elements were limited to letters and/or logos (background areas of such signs were required to be opaque so as not illuminate the sign's background panel area).

CURRENT SIGN REGULATIONS REGARDING ILLUMINATION OF SIGNS

Attachment B contains a copy of Chapter 15.60 - Signs of the Village Code. In the document, we have highlighted terms related to signs and their illumination (e.g. light, illumination, etc.). The Village sign regulations distinguish between externally illuminated signs and internally illuminated signs:

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

"Internally illuminated sign" means a sign that is illuminated by a source of artificial light that directs the light through one or more translucent surfaces of the sign from within or behind it, rather than at the face of the sign. Internally illuminated signs include neon signs and similar illuminated gaseous tube signs with exposed lighting components. (Section 15.60.050 Definitions)

Externally illuminated signs are allowed. Internally illuminated signs, as well as animated signs, are prohibited by the sign regulations. The definition of an animated sign is:

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

A television screen or video monitor would be considered an animated sign.

Given the internally illuminated signs in question have been windows signs, it is important to note that a window sign is defined as follows:

"Window sign" means a sign, picture, symbol, or combination, applied or attached to the exterior or interior of a window, or located within five feet of the interior side of a window and displayed so that it is visible from the exterior of the window. For purposes of this code, displayed merchandise or products shall not be considered a window sign. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.05)

If a "sign, picture, symbol, or combination" is located more than five feet from the interior side of a window, it is not considered a window sign by the Village's sign ordinance, and is not regulated by the Village's sign regulations. A business is able to visibly display an internally illuminated sign more five feet from the interior side of a window.

Attachment C contains sign and awning design guidelines from the Village's Design Guidelines for the Village's Elm Street, Hubbard Woods, and Indian Hill districts. Staff has once again highlighted terms related to signs and their illumination (e.g. light, illumination, etc.). We have also highlighted terms related to recommended materials given internally illuminated signs require translucent materials.

INTERNALLY ILLUMINATED SIGNS

As the Board considers the issue of allowing internally illuminated signs, staff has provided in Attachment D photographs of examples of illuminated signs. These photographs were taken in downtown Evanston. (It should be noted, given the challenges of taking pictures of lighted signs at night with an automatic camera, none of the signs are an exact representation of what the human eye captures. That's why in a couple of instance, there are two pictures of the same sign.)

As you can see in the examples there are different types of internally illuminated signs: (a) Neon signs or neon-like LED signs; (b) box signs; (b) individual letter channel signs either mounted on a panel, on a raceway, or directly on a wall. The attached internally illuminated sign examples are either window signs or walls signs, but they can come also come in the form of other structures, such as ground signs, projecting signs, and even awning signs.

We should also note that the photographs include a “halo” illuminated sign, which is a sign where the light is placed behind the back of an opaque sign to create a glow effect onto the wall or backing panel that the sign is mounted to. A halo illuminated sign is technically not an externally illuminated sign or an internally illuminated sign by definition; however, a few years ago, the Village made an interpretation that a halo illuminated sign is an allowed externally illuminated sign.

For your information, we have also provided Attachment E, which includes sign illumination standards excerpts from sign regulations from the adjacent communities of Glencoe, Kenilworth, and Northfield. And we also included similar information from Highland Park and Wilmette.

SUMMARY

As previously noted, The Design Review Board has been requested to provide initial thoughts regarding whether or not the Village should allow internally illuminated signs. And if the Board thinks the Village should consider allowing such signs, the Board may also wish to provide some initial thoughts regarding the types of internally illuminated signs the Village should allow. Staff suggests that the Board consider the following questions as it discusses the issues and prepares some thoughts regarding the issue:

1. Does the Board have sufficient information to provide some initial thoughts regarding the issue of whether or not to allow internally illuminated signs? If not what additional information would you like to receive?
2. Should the Village further study allowing internally illuminated signs? If so,
 - a. Should commercial uses only be allowed to display internally illuminated signs? Or should multi-family uses and institutional uses also be allowed to display internally illuminated signs?
 - b. Should only certain structural types of signs (e.g. window signs, wall signs, free standing signs, projecting signs, awnings signs, etc.) be allowed to be internally illuminated?
 - c. Should only certain functional types of signs (e.g. business sign, changeable copy sign, directional sign, incidental sign, etc.) be allowed to be internally illuminated?
 - d. Should only certain types of internally illuminated signs be allowed (e. box signs, individual channel letter signs, neon signs, etc.)?
 - e. Should there be other limitations for internally illuminated signs (e.g. size of sign, height of sign on the building wall, level of illumination, time limitation on illumination when adjacent to residential area, etc.).

At the December 19 meeting, staff will review the Council’s request with the Board and answer any questions you may have.

ATTACHMENTS

Attachment A: Internally Illuminated Signs – Recent Violations

Attachment B: Winnetka Sign Regulations

Attachment C: Winnetka Design Review Guidelines Excerpts Regarding Signage

Attachment D: Internally Illuminated Sign Examples

Attachment E: Sign Illumination Standards Excerpts from Nearby Communities

Internally Illuminated Sign Violations – Fall 2020



“ATM” and lottery signs observed at 7/Eleven, 88 Green Bay Rd. Winnetka, IL 60093, on 10/16/2019 at 4:00 PM.

Internally Illuminated Sign Violations – Fall 2020



Shirt graphic and "Organic Cleaning" signs observed at Winnetka Cleaners, 86 Green Bay Rd. Winnetka, IL 60093, on 10/16/2019 at 4:00 PM.

Internally Illuminated Sign Violations – Fall 2020



"Open" sign observed at Adelheidi's Organics, 552 Lincoln Ave. Winnetka, IL 60093, on 7/29/2019 at 3:45 PM.

Internally Illuminated Sign Violations – Fall 2020



"Open" sign observed at Beat Street, 552 Lincoln Ave. Winnetka, IL 60093, on 7/16/2019 at 11:06 AM.

Internally Illuminated Sign Violations – Fall 2020



Lottery sign observed at Winnetka BP, 1025 Tower Rd. Winnetka, IL 60093 on 10/10/2019 at 1:23 PM.

Chapter 15.60

SIGNS*

Sections:

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

Illumination references in the code are highlighted.

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

Section 15.60.010 Title.

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

Section 15.60.020 Scope.

This chapter governs and controls the erection, enlargement, expansion, alteration, operation, maintenance, relocation, and removal of all signs within the Village that are visible from any street, sidewalk, or public or private common open space. This chapter relates to the location, type, materials and size of signs within the various zoning districts established by Title 17 of this code (the Winnetka Zoning Ordinance), and is in addition to the provisions of Title 15 of this code (the Winnetka Building Code) that apply to the location, construction, installation, operation, maintenance, and electrical wiring of signs and their sources of illumination. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.02)

Section 15.60.030 Intent.

This chapter is intended to reduce visual confusion; to restrict signs that overload the public's capacity to receive information or that distract attention, obstruct vision or otherwise increase the risk of accidents, personal injury or property damage; to enable the public to locate goods, services and facilities in the Village without difficulty or confusion; to encourage a high quality of development and excellence in the design of signs throughout the Village; and to promote the use of signs that are appropriate to the type of activity to which they pertain as well as expressive of the identity of the proprietors of the premises on which they are located. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.03)

Section 15.60.040 Rules of construction.

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

B. Words used in the singular shall include the plural and words used in the plural shall include the singular. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.04)

Section 15.60.050 Definitions.

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

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

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

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

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

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

"Board" means the Winnetka Design Review Board.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(Amended MC-7-2002 § 2, 08/06/02)

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

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

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

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

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

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

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

Section 15.60.060 Prohibited signs.

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

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

B. Internally illuminated signs;

C. Translucent awnings and signs placed on translucent awnings;

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

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

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

G. (Repealed.)

H. Signs that advertise or direct attention to a business, commodity, service or entertainment conducted or offered for sale at a place other than the premises on which the sign is located. This prohibition shall not

apply to signs that are located inside a building and direct attention to noncommercial events or organizations;

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

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

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

Section 15.60.070 Exempt signs.

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

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

Section 15.60.080 Signs allowed without a permit.

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

A. Permitted, nonilluminated temporary signs, as provided in Section 15.60.090;

B. Permitted, nonilluminated signs on single and two-family dwellings, as provided in Section 15.60.100(A);

C. Permitted, nonilluminated signs of organizations, as provided in Section 15.60.110; provided, the area of any such sign does not exceed eight (8) square feet;

D. (Repealed.)

E. Memorial plaques, building markers, cornerstones, historical plaques and similar designations displayed for noncommercial purposes; provided that, the area of any such signs does not exceed six (6) square feet;

F. Signs and pavement markings required by the police, fire or other governmental departments for the safety and convenience of the public;

G. Street or house number signs not exceeding one and one-half square feet in area;

H. Nonilluminated directional signs that do not contain a commercial message, logo or illustration, and that do not exceed three square feet in area;

I. Incidental signs that do not exceed one square foot in area.

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

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

1. The signs shall be no more than 24 inches wide and 36 inches high, including support elements.

2. No restaurant or food service establishment shall be allowed more than one such sign.

3. The signs may be displayed only during the hours that the business is open to the public.

4. The signs may be placed on a public sidewalk, provided they do not extend more than two feet from the face of the building.

5. The signs may only be displayed between May 1 and November 30 of each year.

6. The proposed location of a sign for a restaurant with outdoor seating shall be depicted on the site plan submitted with the application for the outdoor seating permit and the sign shall be placed only in the location specified on the approved outdoor seating plan.

7. Notwithstanding the foregoing, the Village reserves the right to order the relocation or removal of any menu board sign if the Director determines that the sign poses a safety hazard for pedestrian or vehicular traffic.

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

L. Subject to the approval of the Village Council, banners displayed on any utility pole, street light or lamp post in the Hubbard Woods or Elm Street business districts, provided the Village Council determines

Section 15.60.090 Permitted temporary signs.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

a. **No such sign may be illuminated,**

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

c. No such sign shall be displayed for more than thirty (30) days;

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

a. No such sign shall be more than eight square feet in area,

b. No more than one such sign shall be permitted on the lot or premises, except that on corner lots one such sign may face each street,

c. No such signs shall be displayed for more than seventy-two (72) hours.

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

B. Removal of Signs. All signs permitted by this section shall be removed by the person displaying it. The director is authorized to remove any such sign that has not been removed within the time limits established

by this section whenever such removal can be accomplished without entering a nonpublic portion of any building. In addition to any other penalty provided by this code, the person responsible for the posting or displaying of such sign shall pay the Village for the removal, such fee to be established by resolution of the Village Council. (MC-7-2012 § 3, Amended 10/16/12; 10/16/12; Ord. MC-1-2011, 2/8/2011; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.09)

Section 15.60.100 Signs on residential properties.

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

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

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

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

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

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

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

C. Off-Premises Directional Signs. No more than two off-premises directional signs, neither of which shall have an area of more than four square feet, shall be permitted for each such institution; provided, the size, location, placement, design and color of such signs is approved by the Board. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.11)

Section 15.60.120 Commercial signs.

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

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

1. Wall Signs and Window Signs.

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

b. No wall sign or window sign shall exceed seventy (70) square feet in area.

c. Wall signs shall be placed substantially parallel to the surface of the wall.

d. Window signs may be displayed on the street exposure or nonstreet exposure windows of an occupant; provided that, the total area of window signs in any single window pane or any single section of

window shall not exceed ten (10) percent of the area of the single window pane or single section of window on which it is located.

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

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

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

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

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

2. Projecting Signs.

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

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

c. No projecting sign shall contain information other than the name of the occupant or business, a maximum of three words containing a generic description of the types of products or services, and the occupant's logo or trademark. (Amended MC-3-2003, 03/04/03)

3. Freestanding Signs.

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

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

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

4. Awning Signs.

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

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

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

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

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

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

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

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

b. Signs containing information required by state or federal law regarding the operation of automobile service stations or pump islands; provided that, the size of each such required sign shall be related to the state mandated letter size and shall be approved by the Board. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.12)

Section 15.60.130 General standards.

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

A. Sign Measurement.

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

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

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

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

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

B. Illumination.

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

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

3. Externally Illuminated Signs Adjacent to Residential Zoning Districts. No externally illuminated sign shall be located within, or within one hundred (100) feet of the boundary of, any residential zoning district, if

an illuminated face of such sign is parallel with or at an angle of less than forty-five (45) degrees from the residential zoning district boundary or otherwise has an adverse visual impact on adjacent residential properties; provided that, this restriction shall not apply if the property is in a multifamily zoning district and is not used for residential purposes.

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

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

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

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

G. Sign Maintenance. In addition to complying with all other applicable provisions of this code, all signs and awnings shall be kept and maintained in a safe, neat and orderly condition and appearance. The owner of a sign shall be responsible for providing such maintenance for freestanding signs. Maintenance shall also require that the ground area, for a distance of not less than ten (10) feet in all directions, be kept free and clean of weeds, trash and other debris. In the event that a sign is not maintained in a safe, neat and orderly condition by the owner, the sign shall be subject to removal.

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

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

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

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

3. Such signs shall be no more than thirty-two (32) square feet in area and no more than twelve (12) feet in height. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.13)

Section 15.60.140 Sign permit procedures.

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

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

1. Name, address and telephone number of the owner of the property;
2. Name, address and telephone number of the applicant (owner of the sign);
3. Name, address and telephone number of the sign contractor, and where applicable, the name, address and telephone number of the electrical contractor;
4. Address or location of building, structure or lot to which, or upon which, the sign is to be attached or erected;
5. Application for certificate of appropriateness and, where applicable, application for building permit;
6. Illustrated calculations of the aggregate size of all signs existing on the premises at the time of making such application;

7. Such other information as the Director or the Board shall require to show full compliance with this chapter;

8. Ten (10) copies of the following materials or information:

a. Drawings showing the position of a proposed sign in relation to adjacent signs, buildings and structures,

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

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

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

D. Issuance of Permit. Except as provided in Section 15.60.150(D) of this chapter, no sign permit shall be issued by the Director prior to the granting of a certificate of appropriateness by the Board, or on appeal by the Village Council as provided for in Section 15.60.150(E) of this chapter. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.14)

Section 15.60.150 Certificate of appropriateness.

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

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

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

D. Issuance of Certificate.

1. A certificate of appropriateness shall be issued by the Board upon the concurring vote of a majority of the members present. However, if fewer than two-thirds of the members present vote to grant the certificate of appropriateness, the certificate shall not be issued until the time for the notice of appeal provided in subsection E of this section has lapsed, or if an appeal has been taken, until a final decision on the appeal has been reached by the Village Council.

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

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

E. Appeal to Council. If a certificate of appropriateness is granted or denied by a concurring vote of fewer than two-thirds of those Board members present, the applicant or any person affected by the Board's decision may take a written appeal to the council within thirty (30) days from the date of such granting or denial. No

appeal may be taken unless written notice of intent to file such appeal is made to the Director within seven days of the board's decision denying or granting the certificate. The Village Council shall render its decision within thirty (30) days from the date of such written appeal and its decision shall be final.

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

1. The sign area shall not exceed the maximum permitted area and shall be in proportion and scale to the building or to other buildings or signs in the surrounding area;
2. Projects which include a number of signs and graphics shall have an overall plan;
3. The amount of information contained in or on any sign or group of signs shall be limited so that it results in a clear and readable design;
4. Signs and graphics shall have a harmonious relationship with nearby signs, buildings and the neighborhood, and shall be designed so as not to adversely affect adjacent structures. In this respect the sign shall be related to its building, structure and neighborhood in terms of size, shape, material, color, texture, lettering, location, arrangement, lighting, and the like;
5. Colors shall be used with restraint and excessive brightness shall be avoided;
6. External lighting shall be arranged so that the light source is screened from view;
7. The additional provisions of this chapter, as specified in this chapter, shall be part of the criteria of the design review process. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.15)

Section 15.60.160 Amendment to permit work.

It is unlawful to alter or in any way modify or deviate from the permit work. If the owner desires to deviate from the approved construction documents during the progress of permit work, the owner shall submit to the Director a certified description of the changes and complete revised construction documents which clearly show all revisions. Prior to proceeding with the work, any amendments to the original permits and approved construction documents shall be approved by the Director or other building officers in accordance with this code. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.16)

Section 15.60.170 Expiration and revival of permits.

If, after the date that any permit is approved, the permit work has not begun within three months, or substantial progress is not made on the permit work within six months, or the permit work is not completed within fifteen (15) months, or the permit work is suspended or abandoned for a period of three months after it has commenced, then the permit shall lapse. Upon lapse of any permit, all retained fees and deposits shall be forfeited and any permit bonds shall be subject to forfeiture upon approval of the Village Council. No work shall be done under a lapsed permit and no further inspections shall be performed on the work that was the subject of the lapsed permit unless the permit is first revived pursuant to this section. Any request to revive a permit after it has lapsed pursuant to this section shall be considered a new permit application and shall be subject to all fees, costs, deposits and approvals applicable to a new permit application for such work. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.17)

Section 15.60.180 Failure to complete work.

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

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

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

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

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

Section 15.60.190 Review of existing permanent signs.

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

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

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

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

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

Section 15.60.200 Nonconforming signs.

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

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

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

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

E. If a nonconforming sign is damaged by fire or other casualty to the extent of fifty (50) percent or more of the value of the entire sign (measured in terms of replacement cost for the sign as a whole, and as determined by the Director) it shall not be restored unless the entire sign is made to conform to the provisions of this chapter. (Amended during 1999 codification; Ord. MC-209-98 § 2 (part), 1998: prior code § 27.20)

Section 15.60.210 Unlawful display deemed nuisance.

It is unlawful to display any sign in violation of the provisions of this chapter. Any sign displayed in violation of this chapter shall be deemed a public nuisance. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.21)

Section 15.60.220 Enforcement, penalties and revocation of permit.

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

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

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

D. Enforcement Actions. Any Building Officer is authorized to exercise the police power of the Village in order to secure compliance with the provisions of this chapter. Enforcement actions shall include, but not be

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

E. Penalties--Fines.

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

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

3. Separate Offenses. Each act of violation and each day upon which a violation occurs shall constitute a separate offense. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.22)

Section 15.60.230 Violation of regulations.

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

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

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

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

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

F. Any permit shall be a license to proceed with the permit work and shall not be construed as authority to violate, cancel or set aside any provision of this code or any other applicable law. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.23)

Section 15.60.240 Appeals.

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

proceedings in furtherance of the action appealed from until a final decision by the Sign Board.

B. All final decisions of the Sign Board under this section shall be subject to judicial review pursuant to the provisions of the Administrative Review Act approved May 8, 1945 and all amendments and modifications (735 ILCS 5/3-101, et seq.). (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.24)

Section 15.60.250 Variations.

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

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

C. Variations shall be permitted only if:

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

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

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

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

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

Section 15.60.260 Liability for damages.

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

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

The Village of

Winnetka

Design Guidelines



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.

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.



VILLAGE OF WINNETKA

Attachment D

1

INTERNALLY ILLUMINATED SIGN EXAMPLES FROM DOWNTOWN EVANSTON





NEON/NEON-LIKE SIGNS

2





BOX SIGNS

3





BOX SIGNS

4





INDIVIDUAL CHANNEL LETTERS MOUNTED ON PANEL

5





INDIVIDUAL CHANNEL LETTER SIGN MOUNTED ON WALL

6





INDIVIDUAL LETTER CHANNEL SIGN MOUNTED ON RACEWAY

7





HALO ILLUMINATED SIGNS

8





INTERNALLY & HALO ILLUMINATED SIGNS

9



Nearby Communities Regulation of Externally and Internally Illuminated Signs

Glencoe

Glencoe allows externally illuminated signs and certain internally illuminated signs.

The following are Glencoe's sign illumination standards:

1. Illumination.

(a) Location and Design of Light Source. Whenever an external artificial light source is used for a sign, such source shall be located, shielded, and directed so as not to be directly visible from any dwelling or public street. No receptacle or device housing a permitted light source for a sign shall protrude more than 12 inches from the face of the sign or building to which it is attached.

(b) Level of Illumination. In no event shall the illumination of any sign, resulting from any internal or external artificial light source, exceed 75 foot candles when measured with a standard light meter held perpendicular to the sign face at a distance equal to the narrowest dimension of such sign face. All artificial illumination shall be so designed, located, shielded, and directed as to illuminate only the sign face or faces and to prevent the casting of glare or direct light upon adjacent property or streets.

(c) Signs Adjacent to Residential Areas. Any illuminated sign located within 120 feet of a residential district shall not be illuminated between the hours of 11:00 p.m. and 7:00 a.m. except that such sign may remain illuminated during such time as the activity to which the sign pertains is open for business so long as such sign is not a public or private nuisance.

(d) Flashing Lights Prohibited. Except for public service signs when expressly permitted by this Section, no flashing, blinking, or intermittent lights shall be permitted.

(e) Floodlights or Spotlights. No sign in the B-1 or B-2 Districts shall be illuminated by a floodlight or spotlight.

(f) Materials. No temporary sign shall utilized fluorescent, radiating, or glowing paint, ink, or material in its construction.

In business zoning districts, the following signs may not be illuminated:

- Awning signs
- Window signs

In business zoning districts, the following signs may not be internally illuminated

- Projecting signs

Highlighted text refers to internally illuminated sign standards.

Nearby Communities Regulation of Externally and Internally Illuminated Signs

Highland Park

Highland Park allows externally illuminated signs and internally illuminated signs in certain zoning districts. They do not allow internally illuminated signs in their commercial districts.

The following are Highland Park's sign illumination standards:

Sec. 150.2007. - Illumination.

(A) Location and Design of Light Source.

- (1) Whenever an external artificial light source is used for a Sign, that source shall be located, shielded, and directed so as to (a) restrict the extent of the lit area to the Sign face, and (b) not be directly visible from any public street or private residence.*
- (2) No unshielded light or string or string of lights shall be permitted.*
- (3) No Sign shall be internally illuminated, except that: (a) Signs in the B3 Highway Commercial District, HC Health Care District, and I Light Industrial District may be internally illuminated, provided that only the lettering or logo, or both, on the Sign is internally illuminated; (b) Ground Signs serving a motor vehicle salesroom or a new or used motor vehicle sales facility located in the B3 or I Districts may be fully internally illuminated; (c) the lettering, logo, and pictorial representations of the prices and products displayed on Menu Board Signs serving a Drive-Through Facility that is accessory to a Restaurant may be internally illuminated; and (d) electronic message boards or LED screens incorporated into City-owned Governmental Signs may be internally illuminated.*
- (4) Ground-mounted light fixtures shall: (a) be no higher than 16 inches; (b) have a finish color of non-contrasting black, gray, brown, or other color which minimizes the visibility of the fixture; and (c) screened year-round by landscape plantings so as to not be directly visible from street rights-of-way or residential uses.*

(B) Level of Illumination. All artificial illumination shall be designed, located, shielded, and directed to illuminate only the Sign Face or Faces and to prevent the casting of glare or direct light upon adjacent property or streets. No artificial illumination shall exceed one-half foot candle at any residential Lot line.

(C) Restriction on Hours of Illumination. Signs that are located (i) in the B2, B4-4, B4-5, B4-6, and B5 Districts, and (ii) on, adjacent, or contiguous to Broadview Avenue, Deerfield Road, Judson Avenue, Laurel Avenue, or that portion of Elm Place located east of St. Johns Avenue may be illuminated only until (i) 11:00 p.m. or (ii) the time that the activity to which the Sign pertains has closed for business, whichever is later

(D) Flashing Lights Prohibited. Except for electronic message boards or LED screens incorporated into City-owned Governmental Signs, no flashing, blinking, or intermittent lights, nor any illumination that has a change in light intensity, shall be permitted.

(E) Illumination of Temporary Signs Prohibited. No Temporary Sign shall be illuminated.

Highlighted text refers to internally illuminated sign standards.

Nearby Communities Regulation of Externally and Internally Illuminated Signs

Kenilworth

Prohibits the following three types of illuminated signs in all zoning districts:

INTERIOR ILLUMINATED SIGN. A sign located inside a building illuminated by a light source and clearly visible from the exterior of the building through a window or a door.

INTERNALLY-ILLUMINATED SIGN. A sign illuminated by a light source that is enclosed by the sign face or located within the sign.

NEON ILLUMINATED SIGN. A sign which incorporates lighted neon tubes or other fluorescing gas.

The following are Kenilworth's general sign illumination standards:

(J) Sign illumination. In all zoning districts, sign illumination is limited to allowed exterior illuminated signs. All other illuminated signs are prohibited signs.

(1) Location and design of light source. The lights for exterior illuminated signs shall be located, shielded and directed in such a manner that the light source is not directly visible from any surrounding public or private property. The use of unshielded lights, including incandescent bulbs on poles or strung on poles, wires or any other type of support to illuminate a sign is not allowed. All receptacles or devices used to provide external illumination for wall signs shall not protrude more than nine inches from the face of the sign except for ground lighting.

(2) Hours of illumination. Illumination for an exterior illuminated sign is allowed from 7:00 a.m. to 10:00 p.m., except that an exterior illuminated sign may remain illuminated during such time as the business is open to the general public, so long as such sign is not a public or private nuisance and in no case later than 11:00 p.m.

(3) Level of illumination. The lighting intensity of an exterior illuminated sign shall not exceed, and shall be maintained at or less than ten foot candles when measured with a standard light meter at four feet from the center of the face of the sign.

Highlighted text refers to internally illuminated sign standards.

Nearby Communities Regulation of Externally and Internally Illuminated Signs

Northfield

ILLUMINATED SIGN (EXTERNAL). A sign characterized as having its source of artificial light located on or outside the perimeter of such sign.

ILLUMINATED SIGN (**INTERNAL**). A sign characterized as having its source of artificial light located within the perimeter of such sign.

The following are Northfield's general sign illumination standards:

(9) An **internally** illuminated sign may have no transparent surfaces and may display only letters, trademarks or logos.

(10) Any illuminated sign shall be extinguished between the hours of eleven o'clock (11:00) P.M. and seven o'clock (7:00) A.M., except that such sign may remain illuminated during such times as the activity to which the sign pertains is open for business during eleven o'clock (11:00) P.M. and seven o'clock (7:00) A.M.

(11) The sign must be constructed and used so as to maintain the architectural integrity of the building to which it relates. For **internally** illuminated signs, only the copy, display and logo shall be of translucent materials, the background of such signs shall be of opaque materials.

Prohibited Illuminated Signs:

(13) **Neon** or similar gaseous tube illuminated signs, except where the neon is used as a backlight and the lamp/bulb is not visible. (Ord. 95-845, 5-22-1995)

(18) Signs consisting of a string, cluster or series of lights, with the exception of "seasonal or holiday decorations" as defined in this chapter.

And a variety of temporary signs.

Highlighted text refers to internally illuminated sign standards.

Nearby Communities Regulation of Externally and Internally Illuminated Signs

Wilmette

Wilmette allows internally and externally illuminated signs.

The following are Wilmette's general sign illumination standards:

(f) Illumination.

- (1) All sign illumination must be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent publicly dedicated roadways and surrounding properties.*
- (2) In no case may the lighting intensity of any sign, whether from internal illumination or external illumination, exceed seventy-five (75) footcandles when measured with a standard light meter perpendicular to the face of the sign at a distance equal to the narrowest dimension of the sign.*
- (3) No sign may be illuminated between the hours of twelve o'clock (12:00) a.m. and six o'clock (6:00) a.m. unless the activity displaying the sign is open for business during those hours. The Zoning Administrator is authorized to grant an exemption from this provision to provide for the security and safety of the use on the property.*
- (4) Goose-neck reflectors and lights are permitted provided that they concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property. Any device used to provide external illumination for a sign may project no more than eighteen (18) inches from the face of the sign.*

Additional illumination standards (code excerpts):

- (5) A ground sign may be internally or externally illuminated in all non-residential districts, except the OR District. A ground sign may be externally illuminated in all residential zoning districts or the OR district.*
- (6) An awning sign may be externally illuminated.*
- (11) A changeable copy sign affixed or illuminated directly upon the vertical hanging fascia of the marquee is permitted.*
- (5) A permitted projecting sign may only be externally illuminated.*
- (C) Illumination of sidewalk signs is prohibited.*
- (6) A permitted wall sign may be externally or internally illuminated, except that a non-conforming use in a residential zoning district may not be internally illuminated.*

Wilmette's code does not explicitly state if window signs may be externally or internally illuminated or not.

Highlighted text refers to internally illuminated sign standards.

Nearby Communities Regulation of Externally and Internally Illuminated Signs

- (F) **Exposed Neon.** *The use of exposed neon shall be permitted only as a Window Sign that is intended to identify that a business is open for operation. Such signs shall not exceed a Sign Area of 2 square feet in the B3 and I zoning districts and 54 square inches in all other zoning districts.*

Additional illumination standards (code excerpts):

- (b) *A Memorial Sign shall be a Wall or Ground Sign, shall be made of durable materials such as bronze, stone, or concrete, and shall not be illuminated. No Memorial Sign that is a Ground Sign shall be closer than six feet to any Lot line.*
- (k) *Temporary Window Signs shall not block any window area required for light, ventilation, or emergency exit by any applicable code. No Temporary Window Sign shall be illuminated. A Temporary Window Sign shall be maintained on a Lot for a period not to exceed 30 days.*

Highlighted text refers to internally illuminated sign standards.

February 4, 2020

MINUTES WINNETKA VILLAGE COUNCIL REGULAR MEETING - EXCERPTS

February 4, 2020

(Approved: February 18, 2020)

A record of a legally convened regular meeting of the Council of the Village of Winnetka, which was held in the Village Hall Council Chambers on Tuesday, February 4, 2020, at 7:00p.m.

1) Call to Order.

President Rintz called the meeting to order at 7:04 p.m. Present: Trustees Jack Coladarci, Andrew Cripe, Robert Dearborn, and John Swierk. Absent: Trustee Penny Lanphier. Also present: Village Manager Robert Bahan, Village Attorney Peter Friedman, Community Development Director David Schoon, Human Resources Generalist Ann Eriksson, and approximately five persons in the audience.

10) New Business.

a) Design Review Board Comments: Internally Illuminated Sign Regulations. Mr.Schoon explained that the Design Review Board (DRB) had reviewed the Council's request to consider amending its sign regulations to allow internally illuminated signs. After a presentation, public comment, and discussion, the DRB concluded that it would be open to allowing such signs; however, careful consideration must be given to ensure appropriate design. The DRB is awaiting direction from the Council before doing further study with the aim of making a formal recommendation.

After the Council briefly discussed the issue, President Rintz called for public comment. Theresa Lucas, proprietor of Good Grapes. Ms. Lucas asked the Council to expand the scope of the DRB's study to include display cases that are affixed to the outside wall of a business. She noted that display cases are more professional looking and can be used year-round, unlike sandwich boards, which can look tacky and tend to blow around.

The Council agreed to add display cases to the DRB's study of the sign code.

President Rintz requested that an email to the Council from former Village President Jessica Tucker about illuminated signs be shared with the DRB.

Recording Secretary



Agenda Item Executive Summary

Title:

Presenter:

Agenda Date:

Ordinance

Resolution

Bid Authorization/Award

Policy Direction

Informational Only

Consent:

YES

NO

Item History:

Executive Summary:

Recommendation:

Attachments:

David Schoon

From: John Kalmar
Sent: Tuesday, February 4, 2020 1:16 PM
To: David Schoon
Subject: FW: External: Agenda Item 10 (a): DRB Comments: Internally Illuminated Signage

FYI – I assume that you saw this email?

From: Jessica Tucker [<mailto:JTucker@trmlaw.com>]
Sent: Monday, February 03, 2020 1:33 PM
To: ContactCouncil
Subject: External: Agenda Item 10 (a): DRB Comments: Internally Illuminated Signage

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Village President Rintz and Trustees,

Winnetka is defined by its compact, attractive small-town character. Our guidelines speak of the pedestrian-oriented feel of the business districts, created in a variety of ways: "The buildings have significant architectural consistency and scale that create an inviting outdoor "room" for pedestrians. Storefronts contain large retail windows and attractive displays, which encourage strolling and window shopping. Sidewalks provide ample room for pedestrian flow and streetscape features include furniture and landscaping."

Our guidelines also speak of concerns for the proliferation of signage, calling for strictly enforcing the Village's sign regulations and minimizing the number of regulatory signs, as well as reducing and controlling light pollution, preserving property rights for natural light, and controlling the use and location of artificial lighting. We are not aware of a recommendation to encourage more window advertising signage, lit-up or otherwise, as a way to enhance our lovely business districts.

There has been a proliferation of prohibited neon-lit window advertising signage in the gas station/fast-food/convenience stores for such items as lottery information, ATM cash, and dry cleaning services. The neon-lit "open" sign we see so often in Chicago and other cities, is creeping into our lovely community.

Please consider the slippery slope when opening the door to certain lighting throughout our business districts. Currently there is a consistent look, character and feel, with an understated elegance and ambiance in keeping with Winnetka's overall charm and character. A proliferation of signage and advertising lighting only detracts from, not enhances, this elegant ambiance.

I encourage you to continue to support public policy that balances the desire to advertise with the need to maintain our village character.

Thank you for your consideration,

Jessica

Jessica Tucker
850 Locust Street

WINNETKA AND EXAMPLES OF OTHER COMMUNITIES' CODE LANGUAGE REGARDING ILLUMINATED SIGNS

Staff reviewed sign lighting regulations and sign lighting design guidelines from the following communities.

Nearby Communities

- Glencoe – Sign Regulations
- Highland Park – Sign Regulations
- Kenilworth – Sign Regulations
- Northfield – Sign Regulations
- Wilmette – Sign Regulations

DePaul University's Chaddick institute – Municipal Design Review Network Resource Database

- Arlington Heights Sign Code Kit
- Barrington Sign Code
- Deerfield Appearance Code: Signs
- Glenview Design Guidelines – Downtown Signs
- Highland Park Sign Code
- Lake Forest Design Guidelines for Signage and Awnings
- Oak Park Sign Codes
- Naperville Sign Code
- Schaumburg Sign Code

Comparable Communities Identified by The Lakota Group for the Comprehensive Plan Planning Process (Identified from a broader planning perspective, not specifically regarding sign regulations.)

- Cherry Hills Village, CO - Sign Regulations
- Greenwich, CT – Sign Regulations
- Mission Hills, KS - Sign Regulations
- Piedmont CA – Sign Regulations
- Radnor, PA – Sign Regulations & Design Guidelines
- Scarsdale, NY – Sign Regulations & Design Guidelines for City Center
- Wellesley, MA – Sign Regulations & Design Guideline Handbook

Other Communities

- Pasadena, CA
- Santa Barbara, CA

On the following pages are excerpts from the Village's sign code and design guidelines regarding sign illumination. Following that are excerpts from the above communities' sign codes or design guidelines regarding sign illumination that staff found to be the most potentially applicable to Winnetka (starting on page 6).

Since the DRB's last discussion regarding this issue, staff has had further conversations with community

development staff from nearby communities. The following tables summarizes what we currently understand in terms of the types of structural signs that are allowed to be internally illuminated in these communities' core commercial districts.

Internally Illuminated Signs Allowed in Core Commercial (Downtown) Districts

	Glencoe	Highland Park(e)	Kenilworth	Northfield (a)	Wilmette	Winnetka
Awning Signs				(b)		
Ground Signs	Allowed			Allowed	Allowed	
Neon or Similar Gaseous Tube Signs	Allowed (c)				Allowed (d)	
Projecting Signs				(b)		
Wall Signs	Allowed			Allowed	Allowed	
Window Signs				(b)	Allowed	

- (a) Northfield - For internally illuminated signs, only the copy, display and logo shall be of translucent materials, the background of such signs shall be of opaque materials.
- (b) Northfield – Awning, projecting, and windows signs cannot be illuminated, either externally or internally.
- (c) Glencoe - Neon signs allowed on case by case basis with approval of Plan Commission
- (d) Wilmette – Neon signs allowed, but not within 66 feet of a residential district.
- (e) Highland Park – A variation may be granted by the Design Review Commission to vary from the sign illumination restrictions, which does not allow signs in the neighborhood and downtown zoning districts to be internally illuminated.

WINNEKA

Sign Regulations

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

"Internally illuminated sign" means a sign that is illuminated by a source of artificial light that directs the light through one or more translucent surfaces of the sign from within or behind it, rather than at the face of the sign. Internally illuminated signs include neon signs and similar illuminated gaseous tube signs with exposed lighting components. (Section 15.60.050 Definitions)

Externally illuminated signs are allowed. Internally illuminated signs, as well as animated signs, are prohibited by the sign regulations. The definition of an animated sign is:

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

An animated sign is different from a changeable copy sign:

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

A television screen or video monitor would be considered an internally illuminated sign. Also it would

be considered an animated sign if its message changes more than eight times per day.

Given the internally illuminated signs in question have been windows signs, it is important to note that a window sign is defined as follows:

"Window sign" means a sign, picture, symbol, or combination, applied or attached to the exterior or interior of a window, or located within five feet of the interior side of a window and displayed so that it is visible from the exterior of the window. For purposes of this code, displayed merchandise or products shall not be considered a window sign. (Ord. MC-209-98 § 2 (part), 1998: prior code § 27.05)

If a "sign, picture, symbol, or combination" is located more than five feet from the interior side of a window, it is not considered a window sign by the Village's sign ordinance, and is not regulated by the Village's sign regulations. A business is able to visibly display an internally illuminated sign or an animated sign if either is more than five feet from the interior side of a window.

Section 15.60.130 General standards

B. Illumination.

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

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

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

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

Winnetka Design Guidelines

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 [NOTE: Would need to amend for internally illuminated signs]. 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. [NOTE: Would need to amend for internally illuminated signs]. 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. [NOTE: Would need to amend for internally illuminated signs]. 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)

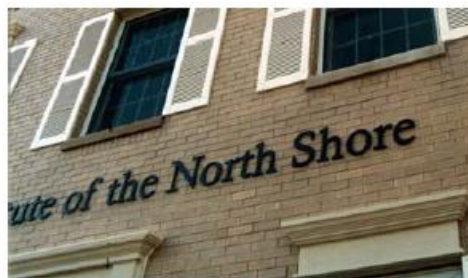


Figure 38

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. [NOTE: Would need to amend for internally illuminated signs]. This sign must adhere to the size limitations of the decal signs. (See figure 39)

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 41

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. [NOTE: Would need to amend for internally illuminated signs].
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.

NAPERVILLE – SIGN REGULATIONS

Backlit Illumination - A method of internal illumination which the sign is illuminated from within and light is projected back onto the supporting surface to create a halo effect around the sign copy. Also commonly known as “halo illumination”.

BACKLIT ILLUMINATION:



Bare Bulb Illumination - Exposed or uncovered lighting elements used for illumination of a sign, including but not limited to exposed light bulbs.

BARE BULB ILLUMINATION:



Downtown Central Business District

Wall, Awning & Canopy Signs

4.1.4 Illumination: External illumination and internally illuminated individual channel letter signage is permitted. Internally illuminated box signs shall only be permitted when accessory to a primary sign and letters/sign copy must be dimensional, unless otherwise approved by the Zoning Administrator.

Window Signs – Does not say whether or not they can be illuminated. Assume they cannot.
Blade (Projecting) Signs - 4.5.4 Illumination: Shall be limited to external illumination only.

6-15-8: - ILLUMINATION: Internally or externally illuminated signs shall be permitted, per the regulations of this Chapter, provided they meet the following requirements:

1. Signs shall be illuminated only by steady, stationary, shielded or shaded light sources directed solely at the sign or internal to it so that the light intensity or brightness does not create either a nuisance to adjacent property or a traffic hazard for motorists or pedestrians.
 2. Individual letters or logos may be internally illuminated. All other portions of the sign shall be opaque.
 3. No exposed reflective type bulb and no strobe light shall be used.
 4. Illuminated signs shall produce no more than thirty (30) foot-candles of illumination, four (4) feet from the sign.
 5. Whenever external illumination is used to illuminate a sign, the source of light shall be located, shielded, and directed in such a manner that the light source is not visible from a public street or private residence.
-

OAK PARK

Section 7-7-9 – General Construction & Design Standards

D. Illumination:

1. Any sign illumination, including gooseneck reflectors and internally illuminated signs, and all electronic signs must be designed, located, shielded and directed to prevent the casting of glare or direct light upon roadways and surrounding properties, or the distraction of motor vehicle operators or pedestrians in the public right-of-way. In the case of internally illuminated signs, the sign face must function as a filter for any illumination.
2. No sign illumination shall exceed one (1) footcandle of illumination at the property line.
3. The use of neon lighting as an accent is permitted for projecting, window and wall signs in the Downtown, Neighborhood Commercial and Corridor Commercial Sign Overlay Districts, subject to the following:
 - a. Neon lighting shall be used as an accent material on projecting and wall signs, such as for letters, logos and/or sign details. No projecting, window or wall sign may be entirely illuminated with neon.
 - b. Neon lighting on projecting and wall signs shall not be illuminated during the daylight hours. When lit, neon lighting must be continuously illuminated. Flashing neon is prohibited.
 - c. Neon lighting on projecting and wall signs shall not be combined with any reflective materials (e.g., mirrors, polished metal, highly-glazed tiles, or other similar materials) that would cause glare and increase the spread of light.
4. Neon lighting to outline buildings or building elements, such as doors and windows, is prohibited.



Illustration of neon as a lighting accent for wall and projecting signs

Projecting Sign – Additional Illumination Standards

External illumination, such as goose-neck type lighting, is permitted on projecting signs provided that illumination is concentrated on the area of the sign face only. Projecting signs may be internally illuminated in the Downtown and Corridor Commercial Sign Overlay Districts only, provided internally illuminated signs are constructed with an opaque background with only letters, logos and/or details as translucent features.

Window Signs – Additional Illumination Standards

3. Neon window signs are considered a window sign and must be included in the twenty-five percent (25%) limitation. However, no more than fifteen percent (15%) of total window area may be comprised of neon window signs. Neon window sign area is measured by the height and width of the sign. Neon window signs are prohibited in all Residential Sign Overlay Districts.

Awnings – Additional Illumination Standards

4. Awnings and canopies shall be constructed out of canvas or canvas-like material treated for fire resistance. Back-lit and metal awnings and canopies are prohibited.

ELECTRONIC SIGN: Signs whose alphabetic, pictographic or symbolic informational content can be changed or altered on a fixed display screen composed of electrically illuminated segments. For the purposes of this Code, electronic signs within ground or wall signs are regulated as one (1) of the two (2) following types:

A. **Electronic Display Screen.** A sign, or portion of a sign, that displays an electronic image or video, which may or may not include text. This definition includes television screens, plasma screens, digital screens, flat screens, LED screens, video boards and holographic displays.

B. **Electronic Message Sign.** Any sign, or portion of a sign, that uses changing lights to form a sign message or messages in text form wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. “Time and Temperature Devices” are not considered electronic message signs.

7-7-16: ELECTRONIC SIGN CONSTRUCTION AND DESIGN STANDARDS:

Electronic display screens are permitted in the Downtown and Neighborhood Commercial Sign Overlay Districts only. Electronic message signs are prohibited. Electronic display screens must comply with the following:

1. Electronic display screens are limited to six (6) square feet.

2. Electronic display screens must be mounted such that the highest portion of the sign is no higher than seven (7) feet above grade and shall not cover prominent architectural features. Electronic display screens that are mounted on, in front of, or inside transparent window areas shall be included in the calculation of window sign area.
 3. Electronic display screens are permitted as wall or window signs only.
 - a. When an electronic display screen is used as a window sign, the electronic display screen shall be included in the twenty-five percent (25%) window sign area maximum for permanent window signs.
 - b. When an electronic display screen is used as a wall sign, the electronic display screen shall be included in the maximum permitted amount of wall sign area.
 4. Only one (1) electronic display screen is permitted per zoning lot.
 5. No electronic display screen shall display messages or images of off-premises advertising.
 6. Each message or image displayed on an electronic display screen must be static or depicted for a minimum of eight (8) seconds. Animation, streaming video and images which move or give the appearance of movement are prohibited. No text message may blink, flash or mimic strobe-lighting effects.
 7. No illumination from any electronic display screen may glare into any residential premises or interfere with the safe movement of motor vehicles on public thoroughfares.
 8. No electronic display screens may have audio speakers or any audio component.
 9. Electronic display screens must comply with the light trespass requirements of Section 7.7.9.D.2.
-

DEERFIELD APPEARANCE CODE

Internally illuminated box signs generally do not integrate well into a building's façade and are discouraged.

If internally illuminated box signs are used, it is recommended the sign panels be opaque so that only the text is illuminated, not the background.

The sign's light source must be fixed and concealed, (Zoning Ordinance 9.01—D,1), including but not limited to prohibiting exposed neon and exposed LED signs.

BARRINGTON SIGN DESIGN GUIDELINES

Sign Lighting

- a. Signs that are illuminated by an external source of light are encouraged.
- b. Internally illuminated cabinet signs tend to stand out and do not appear integrated with the building's façade
- c. Arrange any external lighting such that the light source is directed away from passersby, adjacent properties and motorists.
- d. The use of backlit , individual letter signs (reverse channel letter signs) is encouraged.
- e. If internally illuminated cabinet signs are use, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated.
- f. Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed raceway should be

finished to match the background wall and should never extend beyond the area of the sign's lettering or graphics.

- g. All exposed conduit and junction boxes should be appropriately concealed from public view.
- h. Blinking, rotating, flashing, changing, or reflecting lights are prohibited.

Additional Regulations

- Internal illumination of projecting signs is prohibited.
- Internally illuminated wall cabinet signs are prohibited.



Gooseneck lighting is encouraged.



Raceway does not extend beyond sign face.



Backlit letter signs are encouraged.

LAKE FORREST – DESIGN GUIDELINES FOR SIGNAGE & AWNINGS IN THE OFFICE & CENTRAL BUSINESS DISTRICTS

Market Square

- Signs within Market Square may not be illuminated.

HIGHLAND PARK SIGN REGULATIONS

Sec. 150.2007. - Illumination.

(A) *Location and Design of Light Source.*

- (1) Whenever an external artificial light source is used for a Sign, that source shall be located, shielded, and directed so as to (a) restrict the extent of the lit area to the Sign face, and (b) not be directly visible from any public street or private residence.
 - (2) No unshielded light or string or string of lights shall be permitted.
 - (3) **No Sign shall be internally illuminated, except that:** (a) Signs in the B3 (Highway Commercial), HC (Healthcare Commercial), and I (Industrial) Districts may be internally illuminated, provided that only the lettering or logo, or both, on the Sign is internally illuminated; (b) Ground Signs serving a motor vehicle salesroom or a new or used motor vehicle sales facility located in the B3 or I Districts may be fully internally illuminated; (c) the lettering, logo, and pictorial representations of the prices and products displayed on Menu Board Signs serving a Drive-Through Facility that is accessory to a Restaurant may be internally illuminated; and (d) electronic message boards or LED screens incorporated into City-owned Governmental Signs may be internally illuminated.
 - (4) Ground-mounted light fixtures shall: (a) be no higher than 16 inches; (b) have a finish color of non-contrasting black, gray, brown, or other color which minimizes the visibility of the fixture; and (c) screened year-round by landscape plantings so as to not be directly visible from street rights-of-way or residential uses.
- (B) *Level of Illumination.* All artificial illumination shall be designed, located, shielded, and directed to illuminate only the Sign Face or Faces and to prevent the casting of glare or direct light upon adjacent property or streets. No artificial illumination shall exceed one-half foot candle at any residential Lot line.
- (C) *Restriction on Hours of Illumination.* Signs that are located (i) in the B2, B4-4, B4-5, B4-6, and B5 Districts, and (ii) on, adjacent, or contiguous to Broadview Avenue, Deerfield Road, Judson Avenue, Laurel Avenue, or that portion of Elm Place located east of St. Johns Avenue may be illuminated only until (i) 11:00 p.m. or (ii) the time that the activity to which the Sign pertains has closed for business, whichever is later
- (D) *Flashing Lights Prohibited.* Except for electronic message boards or LED screens incorporated into City-owned Governmental Signs, no flashing, blinking, or intermittent lights, nor any illumination that has a change in light intensity, shall be permitted.
- (E) *Illumination of Temporary Signs Prohibited.* No Temporary Sign shall be illuminated.
- (F) *Exposed Neon.* The use of exposed neon shall be permitted only as a Window Sign that is intended to identify that a business is open for operation. Such signs shall not exceed a Sign Area of 2 square feet in the B3 and I zoning districts and 54 square inches in all other zoning districts.

Sec. 150.2031. - Variances.

(C) *Specific Authorized Variances.*

- (1) *Plan and Design Commission.* The Plan and Design Commission shall have the right to grant or deny a variance for the following specific purposes, but only in accordance with the standards and procedures set forth in this Section 150.2031. Except as specifically authorized pursuant to Section 150.2031(C)(1)(k) of this Article, this Section 150.2031(C)(1) shall not apply to Temporary Signs

- (f) To permit a variance from the Sign illumination restrictions contained in Section 150.2007 of this Chapter.

NORTHFIELD SIGN REGULATIONS

- (9) An internally illuminated sign may have no transparent surfaces and may display only letters, trademarks or logos.
- (10) Any illuminated sign shall be extinguished between the hours of eleven o'clock (11:00) P.M. and seven o'clock (7:00) A.M., except that such sign may remain illuminated during such times as the activity to which the sign pertains is open for business during eleven o'clock (11:00) P.M. and seven o'clock (7:00) A.M.
-

WILMETTE SIGN REGULATIONS

Sec. 30-16.6. - General sign standards.

(f) *Illumination.*

- (1) All sign illumination must be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent publicly dedicated roadways and surrounding properties.
 - (2) In no case may the lighting intensity of any sign, whether from internal illumination or external illumination, exceed seventy-five (75) footcandles when measured with a standard light meter perpendicular to the face of the sign at a distance equal to the narrowest dimension of the sign.
 - (3) No sign may be illuminated between the hours of twelve o'clock (12:00) a.m. and six o'clock (6:00) a.m. unless the activity displaying the sign is open for business during those hours. The Zoning Administrator is authorized to grant an exemption from this provision to provide for the security and safety of the use on the property.
 - (4) Goose-neck reflectors and lights are permitted provided that they concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property. Any device used to provide external illumination for a sign may project no more than eighteen (18) inches from the face of the sign.
-

PASADENA, CA

General Lighting Guidelines

5. Sign illumination.

a. Use illumination only if necessary. Like color, illumination can provide more effective visual communication, or it can confuse the sign's message. Consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. This is particularly true if good window displays and graphics are used.

b. Use a projected light source. If the sign can be illuminated by a projected light (e.g., spotlight), this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign cast light on the sign and generally a portion of the building's face as well. Projected lighting emphasizes the continuity of the structure's surface and signs become an integral part of the facade. This is not the case with internal illumination.

c. Use small light fixtures. The use of small, unobtrusive fixtures for external (projection) lighting is encouraged. Avoid the use of oversized fixtures that are out of scale with the sign and structure.

d. Internal illumination. Individually illuminated letters, either internally illuminated or back-lighted solid letters (reverse channel) are a preferred alternative to internally illuminated plastic cabinet (can) signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.

d. Cabinet signs. The use of internally illuminated cabinet signs is not allowed, except as projecting signs. When such signs are proposed, the background field is required to be opaque so that only the lettering appears illuminated (e.g., routed or push-through lettering/graphics). When the background is not opaque, the entire sign face becomes bright and the sign becomes visually separated from the building. As a result, this type of sign can disrupt the continuity of the facade.

e. Shield the light source. Whenever projection lighting is used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.

f. Electrical raceways and conduits.

(1) Electrical transformer boxes and raceways are required to be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall, or integrated into the overall design of the sign.

(2) If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.

(3) All exposed conduit and junction boxes should also be concealed from public view.

Central Business District Sign Illumination Guidelines

b. Illumination.

(1) Internally illuminated cabinet (box construction) signs are allowed as projecting signs only. Such signs are required to have nonilluminated (opaque) face panels so that, only letters and/or logos appear to be back-lighted. Internally illuminated letters (routed/stenciled/embossed) may be plastic, however, the background area of the sign panel should *not* have a glossy reflective surface. Stenciled panels with push-through graphics are strongly encouraged.

(2) External lighting fixtures that project are the preferred method of lighting signs in the CD zoning district. Light fixtures supported on the front of the building cast light on the sign and usually a portion of the face of the building as well. External lighting emphasizes the continuity of the building's surface and signs appear to be more of an integral part of the building's facade.

(3) Light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance and size. Fixtures should not obscure the graphics of the sign.

(4) Neon back-lighted signs with opaque, reverse channel letters, neon backlit signs with dimensional Plexiglas letters, and signs with illuminated openface, channel letters are appropriate forms of illuminated signs. Exposed neon tubing script is also an appropriate alternative.

c. Electrical raceways and conduits.

(1) Electrical transformer boxes and raceways are required to be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall, or integrated into the overall design of the sign.

(2) If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.

(3) All exposed conduit and junction boxes should also be concealed from public view.

Freestanding Signs

e. Freestanding signs may be internally illuminated; however, the sign copy is the only portion that is allowed to be illuminated. The sign background or field shall be opaque. Signs with individual letters, or stenciled panels with push-through graphics are encouraged.

SANTA BARBARA, CA (ADOPTED 2017)

Neon or LED signs should be for business identification only;

Projecting internally illuminated signs detract from the architecture and are thus unacceptable;

Preference for use of dark background in internally illuminated cabinets (ground signage);

Historic District - In general, lettering over ten inches (10") in height, the use of plastic, or internally illuminated signs are not allowed;

6. Lighting:

a. If lighting plans are not submitted with the sign application, it will be assumed that the sign is not to be illuminated. Any lighting installed subsequently will be illegal;

b. Generally, sign lighting should reflect a traditional approach and should be subservient to the signage itself. It is inconsistent with the ambiance of Santa Barbara to utilize lasers, moving or blinking lights, or optically projected images. Lighted signs shall be designed so that they are not unnecessarily bright.

Lighting plans shall include product literature from the manufacturer for any new light fixture(s) to be used and should be consistent with the following guideline specifications:

- (1) Externally illuminated ground signs should generally be lit with linear or compact fluorescent lamps, Light Emitting Diode (LED), or low wattage halogen. Fixtures that accept screw-in floodlights are not allowed, except for shielded fixtures that are only capable of accepting a PAR-16 or PAR-20 halogen lamp. Fixtures should be located and aimed to confine light to the sign and should be shielded from view by use of landscaping or architectural elements.
- (2) Internally illuminated ground signs and wall-mounted cabinet signs with illuminated faces are discouraged due to their inconsistency with the ambiance of Santa Barbara. When used, dark backgrounds with lighter graphics are preferred. When a dark background is not proposed, it is especially important that the background be rendered opaque, allowing light to come through the graphics only. The depth of sign cabinets shall be kept to the minimum necessary. This sign type is not allowed in El Pueblo Viejo.
- (3) Halo-lit or back-lit signs, also known as “reverse pan channel” letters, have opaque faces and sides, and are preferred over face-lit or “pan channel” letters. Letters are internally illuminated with neon or Light Emitting Diode (LED), and should be the least depth feasible for the light source used. White illumination is preferred, and should be a warm white and the minimum intensity necessary. Excessive illumination can tend to “bleed” around letters and make them less legible. Dimmers for adjusting the intensity of LEDs are not acceptable, as there is no means of controlling future upward adjustments. Letters should be individually mounted to the building and are not permitted to be installed on an electrical “raceway” channel or cabinet unless it can be aesthetically incorporated into the sign as a design element.
- (4) Face-lit channel letters or “pan channel” letters have translucent faces and opaque sides. Letters are internally illuminated with neon or Light Emitting Diode (LED), and should be the least depth feasible for the light source used. Illumination should be the minimum intensity necessary. Excessively bright face-lit letters tend to visually “vibrate” and contribute to glare and skyglow. Letters should be individually mounted to the building and are not permitted to be installed on an electrical “raceway” channel or cabinet unless it can be aesthetically incorporated into the sign as a design element. This sign type is not allowed in El Pueblo Viejo.
- (5) Externally illuminated wall signs and hanging signs should generally be lit with compact fluorescent lamps, Light Emitting Diode (LED), or with low-wattage halogen. Fixtures that accept screw-in floodlights are not allowed, except for shielded fixtures that are only capable of accepting a PAR-16 or PAR-20 halogen lamp. Fixtures should be located and aimed to confine light to the sign and to minimize glare from the vantage point of pedestrians or vehicles. Wherever possible, fixtures should be integrated into, or concealed by, architectural elements. Exposed conduits on walls are not allowed.
- (6) Ambient light from existing lighting on the building and from nearby streetlights should be considered in the review of wall signs and hanging signs, as there may already be sufficient illumination. Especially in El Pueblo Viejo, use of traditional lanterns is encouraged to provide illumination.

(7) Fluorescent and Light Emitting Diode (LED) lamps should be warm to neutral color temperature (2700K to 3500K). Fluorescent lamps in internally illuminated cabinets may be 4100K. Fluorescent lamps should not be of the High Output (HO) or Very High Output (VHO) type.

(8) Mounting of light fixtures on roofs to illuminate wall signs above a roof is not allowed.

c. Exposed spot lights and electrical conduits are not acceptable. Spot lights shall be shielded and/or screened from public view by architectural details or plantings.

d. The use of lanterns and other forms of decorative lighting is encouraged.