Village of
WINNETKA, IL

510 Green Bay Road · Winnetka, IL 60093 · 847.501.6000
contactus@villageofwinnetka.org · villageofwinnetka.org

DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS VIRTUAL MEETING AGENDA
THURSDAY, DECEMBER 17, 2020 - 7:00 PM

In accordance with social distancing requirements and Governor Pritzker's Executive Order 2020-71 and Senate Bill 2135, the Winnetka Design Review Board/Sign Board of Appeals special meeting on Thursday, December 17, 2020 **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 Meeting ID: 985 9586 5257 (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 Meeting ID: 985 9586 5257; Event Password: DRB121720

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, DECEMBER 17, 2020 - 7:00 PM

AGENDA ITEMS

1. Call to Order & Roll Call.

2. Introductory Remarks Regarding Conduct of Virtual Meeting.

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

4. **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.

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

6. Other Business.
    a. Discussion of meeting start time.
    b. January 21, 2021 Meeting - Quorum check.

7. Public Comment.

8. 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).

MEMORANDUM
VILLAGE OF WINNETKA
COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD

FROM: CHRISTOPHER MARX, ASSOCIATE PLANNER

DATE: DECEMBER 11, 2020

SUBJECT: 901-905 GREEN BAY ROAD – REBEL HOUSE, LLC – WINDOW SIGN (CASE NO. 20-17-DR)

INTRODUCTION

On December 17, 2020, the Design Review Board is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by Rebel House, LLC (the "Applicant"), as the lessee of the first-floor commercial space at 901-905 Green Bay Road (the "Subject Property"), for approval of a Sign Permit to allow the installation of seven window signs on their storefront façade.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story commercial building with the Applicant currently occupying the first-floor commercial space with an interior design business and *Engel & Völkers*, a real estate office, occupying the upper floor. The building is a traditional Tudor Revival with Tudor accents and a brick façade and retractable green awnings on the first floor. Figures 1 and 2 later in this report identify the Subject Property.

CURRENT REQUEST

The Applicant is proposing to install a series of decal signs along their storefront windows for identification and advertisement of their design studio and business. The signs would be located on the main storefront windows and left glass door of the front entry along Green Bay Road. Figure 1 on the following page represents the proposed location of the signs. The proposed signs are as follows:

1. **Front Door Signs** - The left-side glass door of the front entry would have two white decal stickers:
    a. Sign 1 reads "REBEL HOUSE – INTERIOR DESIGN" in a simple white text.
    b. Sign 2 reads "BY APPOINTMENT – REBELHOUSEDESIGN.COM" in a simple white text

2. **Atelier Window** - The large window on the far-left side of the façade would have two white decal signs:
    a. Sign 1 would be the business' logo in the window center.
    b. Sign 2 would read "@REBELHOUSEDESIGN | RESIDENTIAL + HOSPITALITY DESIGN | REBELHOUSEDESIGN.COM" in a ribbon of white text located towards the bottom of window.

3. **Studio Window** - The large window on the center-right side of the storefront façade would feature the same two decal signs described for the Atelier Window.
4. **Library Window** - The large window on the far-right side of the façade would have a white decal sticker that features the business logo and text to its right that reads "EVERY FIGURE WHO HAS SHOWN THE WORLD THE WAY TO BEAUTY, TO TRUE CULTURE, HAS BEEN A REBEL".

Figure 1 – Subject Property – Proposed Sign Locations

The Applicant has provided the proposed window graphics, which are included 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 the window signs may not exceed 10% of any single window pane or window section. As described above, the proposed signs would comply with the Sign Code.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of signage and 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 proposed window signs appear to be generally consistent with the Design Guidelines. An excerpt of the Design Guidelines pertaining to signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed signs as appropriate and compatible with the Design Guidelines and approve as proposed. Should the DRB approve the proposed signs, the Applicant would first need to receive a Sign Permit from the Community Development Department.

ATTACHMENTS

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

Figure 2 – Subject Property – Street frontage along Green Bay Road

V I L L A G E O F W I N N E T K A, I L L I N O I S

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business		Primary contact name	Phone No.
Rebel House LLC		Michael Kreuser	[redacted]
Street Address 901-905 Green Bay Rd			
City Winnekta	State IL	Zip Code 60093	Email [redacted]

Sign Company

Name of Sign Company		Primary contact name	Phone No.
Fast Signs		Kim Hackl	(847) 423-3456
Street Address 3437 Dempster st			
City Skokie	State IL	Zip Code 60076	Email [redacted]

Property Owner

Name of Company		Primary contact name	Phone No.
901-905 Linden LLC		Jim Maloney	[redacted]
Street Address: 2438 N. Clark St			
City Chicago	State IL	Zip Code 60614	Email [redacted]

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

- [x] 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:_____

107.75”

74”

22.5”

15.3”

99.5”

@REBELHOUSEDESIGN | **RESIDENTIAL + HOSPITALITY DESIGN** | REBELHOUSEDESIGN.COM **1.3”**

108.5”

74.25”

@REBELHOUSEDESIGN | RESIDENTIAL + HOSPITALITY DESIGN | REBELHOUSEDESIGN.COM

30”

80”

19.41”

REBEL HOUSE

8.96”

INTERIOR DESIGN

12.5”

BY APPOINTMENT

3.04”

REBELHOUSEDESIGN.COM

49.75”

61.5”

28.22”

EVERY FIGURE WHO HAS
SHOWN THE WORLD THE WAY
TO BEAUTY, TO TRUE CULTURE,
HAS BEEN A REBEL.

6.57”

Attachment B – Staff Analysis of Sign Area

Area of Atelier Window: 6.17 feet x 8.98 feet = 55.37 square feet
Area of Proposed Window Sign (Center): 1.275 feet x 1.875 feet = 2.39 square feet
Area of Proposed Window Sign (Lower Ribbon): 0.11 feet x 8.29 feet = 0.91 square feet
Maximum Permitted Combined Rectangular Window Sign Area: **5.537 square feet (10%)**
Proposed Combined Rectangular Window Sign Area: **3.3 square feet (5.9%)**

Area of Door Window: 6.67 feet x 2.5 feet = 16.67 square feet
Area of Proposed Door Window Sign (Upper) : 0.75 feet x 1.62 feet = 1.21 square feet
Area of Proposed Door Window Sign (Lower): 0.25 feet x 1.04 feet = 0.26 square feet
Maximum Permitted Combined Rectangular Window Sign Area: **1.667 square feet (10%)**
Proposed Combined Rectangular Window Sign Area: **1.47 square feet (8.8%)**

Area of Studio Window: 6.187 feet x 9.04 feet = 55.93 square feet
Area of Proposed Window Sign (Center): 1.275 feet x 1.875 feet = 2.39 square feet
Area of Proposed Window Sign (Lower Ribbon): 0.11 feet x 8.29 feet = 0.91 square feet
Maximum Permitted Combined Rectangular Window Sign Area: **5.593 square feet (10%)**
Proposed Combined Rectangular Window Sign Area: **3.3 square feet (5.9%)**

Area of Library Window: 5.12 feet x 4.14 feet = 21.2 square feet
Area of Proposed Window Sign: 0.55 feet x 2.35 feet = 1.29 square feet
Maximum Permitted Combined Rectangular Window Sign Area: **2.12 square feet (10%)**
Proposed Combined Rectangular Window Sign Area: **1.29 square feet (6.08%)**

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.

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

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: BRIAN NORKUS, ASSISTANT DIRECTOR COMMUNITY DEVELOPMENT

DATE: DECEMBER 11, 2020

SUBJECT: 749 ELM STREET – HOMETOWN COFFEE & JUICE – OPERABLE STOREFRONT SYSTEM & REPLACMENT AWNINGS (CASE NO. 20-18-DR)

INTRODUCTION

On December 17, 2020, the Design Review Board is scheduled to conduct a virtual public meeting, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, to consider an application submitted by *Hometown Coffee & Juice* (the "Applicant"). As lessee of the first-floor commercial space at 749 Elm Street, the Applicant is requesting approval of a Certificate of Appropriateness for (a) replacement of existing fixed storefront glazing with an operable storefront system, and (b) replacement of seven (7) existing awnings to allow for an increased projection over the public sidewalk.

PROPERTY DESCRIPTION

The Subject Property is located on the northeast corner of Lincoln Avenue and Elm Street in the East Elm Busines District. It is zoned C-2 General Retail Commercial and is in the Commercial Overlay District. The Subject Property is improved with a two-story building with commercial space on the first floor, and medical offices on the second floor. The space to be occupied by the Applicant is currently vacant and was previously occupied by *Café Aroma.* The applicant is also incorporating the space formerly occupied by *Trueman Catering* at 747 Elm Street. The operation would be Hometown's second location, with an existing location in downtown Glencoe. *Figure 1* and *Figure 2* on the following pages depict the Subject Property.

CURRENT REQUEST

The Applicant is proposing to replace existing fixed storefront glazing with an operable storefront system which would allow the storefront to be opened in warmer weather. The operable storefront will allow indoor seating areas to benefit from favorable weather, while at the same time improving air circulation. In addition, the applicant has also indicated their strong desire to provide seating on the public sidewalk, and the operable window units will allow sidewalk seating to be "adjacent" to indoor seating areas when opened. The proposed operable storefront system will be finished in a color to match the existing window frames at this location, and as used at other storefronts in the building. As part of the operational storefront system, the Applicant would also be installing concealed heating devices to make their outdoor space more hospitable to patrons. The heaters would be attached just under the crevice of the awnings against the building wall. A visual example of the heater and awning can be seen in a picture of the Applicant's Glencoe location that is provided with Attachment C.

To accommodate the operation of the window units, existing awnings which project approximately 3 feet from the face of the building, will be replaced with new awnings projecting 6 feet from the face of the building, or approximately twice the projection of existing awnings. A total of seven (7) awnings will be replaced, to be covered with black fabric to match existing awnings on the premises and matching other storefronts along Lincoln Avenue. The awnings will have the text on the valance ribbon that reads "HOMETOWN COFFEE AND JUICE" in 6-inch white lettering. Elevation renderings are included as part of the Application Materials that are provided in Attachment A.

Because Hometown Coffee will be absorbing the tenant space previously occupied by Trueman catering at 747 Elm, fenestration at that the 747 Elm tenant space will be modified to eliminate the existing doorway serving that space. A metal bulkhead panel is shown matching those used immediately adjacent to close the existing doorway.

AWNING CODE ANALYSIS

Section 12.24.030 of the Village Code establishes standards for awnings which project over the public right-of-way, requiring that such awnings (a) be installed at a height of at least 8'-0" above the sidewalk, and (b) extend across no more than 75% of the width of the sidewalk. The Code for awnings also requires that any signage contain no words other than the name of the business and in font no taller than 6 inches. The proposed awnings will comply with the standards of the Village Code as well as the Village's Design Guidelines.

DESIGN GUIDELINES ANALYSIS

All modifications to the storefront are confined to changes in glazing patterns within existing masonry openings. The Village's Design Guidelines provide limited guidance applicable to such modifications but do call for the use of storefront framing which is consistent across multiple storefronts within the same building. Guidelines also call for the use of finish colors which are sympathetic to other materials of the building, favoring darker finishes and discouraging "mill" finish aluminum. Proportions of storefront framing are consistent if not identical with existing storefront glazing. Proposed operable window units are shown at the full height of the storefront opening, and as such will eliminate existing transom panels shown in Figure 3 which was taken prior to the installation of existing awnings.

The Guidelines also provide guidance on the installation of awnings. The Guidelines recommend awnings be in conformity and proportionality for the building in which it serves. The awnings' color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones and primary colors and secondary colors. The proposed black awning would maintain a consistent look throughout the building's appearance and the Elm Street Business District. An excerpt of the Village's Design Guidelines pertaining to glazing patterns and awnings is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed storefront modifications and awnings appropriate and compatible with the Design Guidelines and requests that they be approved as proposed. Should the DRB approve the proposed alterations, the Applicant would first need to receive an awning and building permits from the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials
Attachment B: Design Guidelines Excerpt
Attachment C: Visual Example from Exist Store of Applicant

Figure 1 – Subject Property – Street frontage along Elm Street

Figure 2 – Storefront façade along Lincoln Avenue

V I L L A G E O F W I N N E T K A, I L L I N O I S

DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 749 Elm Street

Name of Business(es): Hometown Coffee and Juice

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

- ❑ Sign — Sign Permit Application attached? ☐
- ❑ Awning — Awning Permit Application attached? ☐
- ■ Other (general description) Replace existing fixed storefront in (3) bays with operable window system.

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): Proposed work is to replace existing storefront with operable windows within three bays facing Lincoln street. This new operable window system will be used in warmer months in tandem with outdoor seating. Deeper awnings (6' projection from building) afford more protection from the weather for the patrons, but are also required for the paneled window system to operate.

I/We hereby certify that as Hoffmann (Lessee/Owner) of the property located at 749 Elm Street (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka [redacted]s, rules and regulations of the Village of Winnetka.

PRINTED NAME(S) _____

ADDRESS 949 Valley Road, Glencoe IL 60022

PHONE NO. 847-924-1717

[redacted]

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM	Chicago Design Network
CONTACT NAME	Debbie Winchester
ADDRESS	850 W. Jackson Ave.
	Chicago, IL 60607
PHONE NO.	847-530-5125
EMAIL	[redacted]

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

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business		Primary contact name	Phone No.
Hometown Coffee & Juice		Lou Rubin	[redacted]
Street Address 749 Elm Street			
City Winnetka	State IL	Zip Code 60093	Email [redacted]

Awning Company

Name of Awning Company		Primary contact name	Phone No.
Sign Solutions, Inc.		Tony Bauer	[redacted]
Street Address 58 Lombard Circle			
City Lombard	State IL	Zip Code 60148	Email [redacted]

Property Owner

Name of Company		Primary contact name	Phone No.
Hoffmann Commercial Real Estate		Daniel Burns	847-512-3180 x3046
Street Address: 825 Green Bay Road, Suite 100			
City Wilmette	State IL	Zip Code 60091	Email [redacted]

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

Description of fabric type and color (attach samples) Seven (7) awnings to have Black Sunbrella fabric

Description of awning sign material, method of application and color: Signage is white applied graphics

Height of awning logo/copy: 6 inches

Awning Dimensions: Width +/-162" Height 45" Projection from Building Face 72"

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

CONDITIONS OF APPROVAL:_____

CHICAGO DESIGN NETWORK

SUPPLEMENTAL INFORMATION

Attention:	Design Review Board Village of Winnetka	Project:	Hometown Coffee & Juice 749 Elm Street Winnetka, IL 60093	
		Project #:	20 4515.01	**SI#**
Office:		Date:	12/11/2020	**0.1**
Mobile:		Pages:	1	

Design Approach Statement

Chicago Design Network is the architect of record for Hometown. The Glencoe store opened in January of 2019 and shortly thereafter, expanded into the adjacent space, which was completed in February of 2020. With all odds against them, Hometown has not just survived - they have thrived during the pandemic. Their product offering is superior, as is their service and true dedication to the business.

From the inception of the first design, the owners, Lou & Julie Rubin, set out to create an environment that would become a neighborhood destination point. The Glencoe Hometown interior is eclectic, yet clean & modern with biophilic elements. The expansive outdoor seating area is the hub of the restaurant and has become the central gathering spot for locals. The operable windows are an integral part of the brand they have created – allowing the outside to come in, and the inside out.

The Winnetka store is currently in the Design Development phase. The intent is to transport the brand of Hometown to Winnetka's neighborhood. One essential element of Hometown's brand is the operable window system that we are currently proposing to the Design Review Board. The system affords expansive openings from the sidewalk seating to the interior dining space. This openness reinforces the connection with the neighborhood and the welcoming environment that is literally created by opening up to the streetscape. The proposed larger awnings (projecting 6' from the face of the building) enhance the outdoor dining experience. In all seasons, the awnings provide protection from the elements. The awnings, combined with the operable windows, help facilitate an optimal sidewalk café experience, while in no way deviating from respectful adherence to the design ethos of the neighborhood as a whole.

Issued by:

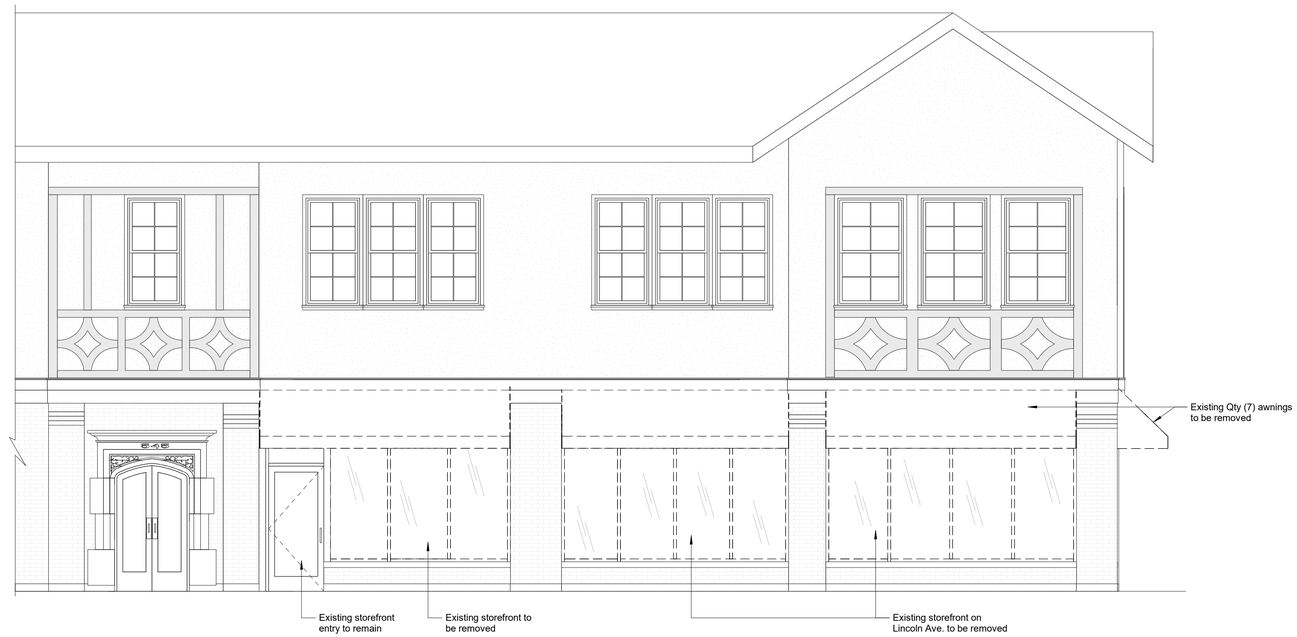
[redacted]

Deborah J. Winchester
Principal

O 312.491.3063
M 847.530.5125
debbie.winchester@chicagodesignnetwork.com

850 West Jackson Boulevard
Suite 850
Chicago, Illinois 60607
312.491.3060

chicagodesignnetwork.com



1 Existing / Demo West Elevation
1/4" = 1'-0"

2 Existing / Demo South Elevation
1/4" = 1'-0"

Store Renovation

749 Elm Street, Winnetka IL 60093

HOMETOWN
COFFEE & JUICE

CHICAGO
DESIGN
NETWORK

850 West Jackson Blvd.
Suite 850
Chicago, Illinois 60607

Existing / Demo
Exterior Elevations

20 4515.01

Scale: As Indicated

12/11/20

SK-1.0

New Aluminum Window System
Mfr: Panoramic Doors
# of Panels: 4
Frame Color: Medium grey to match adjacent existing windows.
Swing Direction: Outswing
Panel Slide Direction: Left
Glass Type: Low-E-3
Hardware: TBD

Note:
Manufacturer's optional retractable screen shall be installed.

New Aluminum Window System
Mfr: Panoramic Doors
# of Panels: 5
Frame Color: Medium grey to match adjacent existing windows.
Swing Direction: Outswing
Panel Slide Direction: Left
Glass Type: Low-E-3
Hardware: TBD

Note:
Manufacturer's optional retractable screen shall be installed.

1 Proposed West Elevation
1/4" = 1'-0"

2 Proposed South Elevation
1/4" = 1'-0"

Store Renovation

749 Elm Street, Winnetka IL 60093

HOMETOWN
COFFEE & JUICE

CHICAGO
DESIGN
NETWORK

850 West Jackson Blvd.
Suite 850
Chicago, Illinois 60607

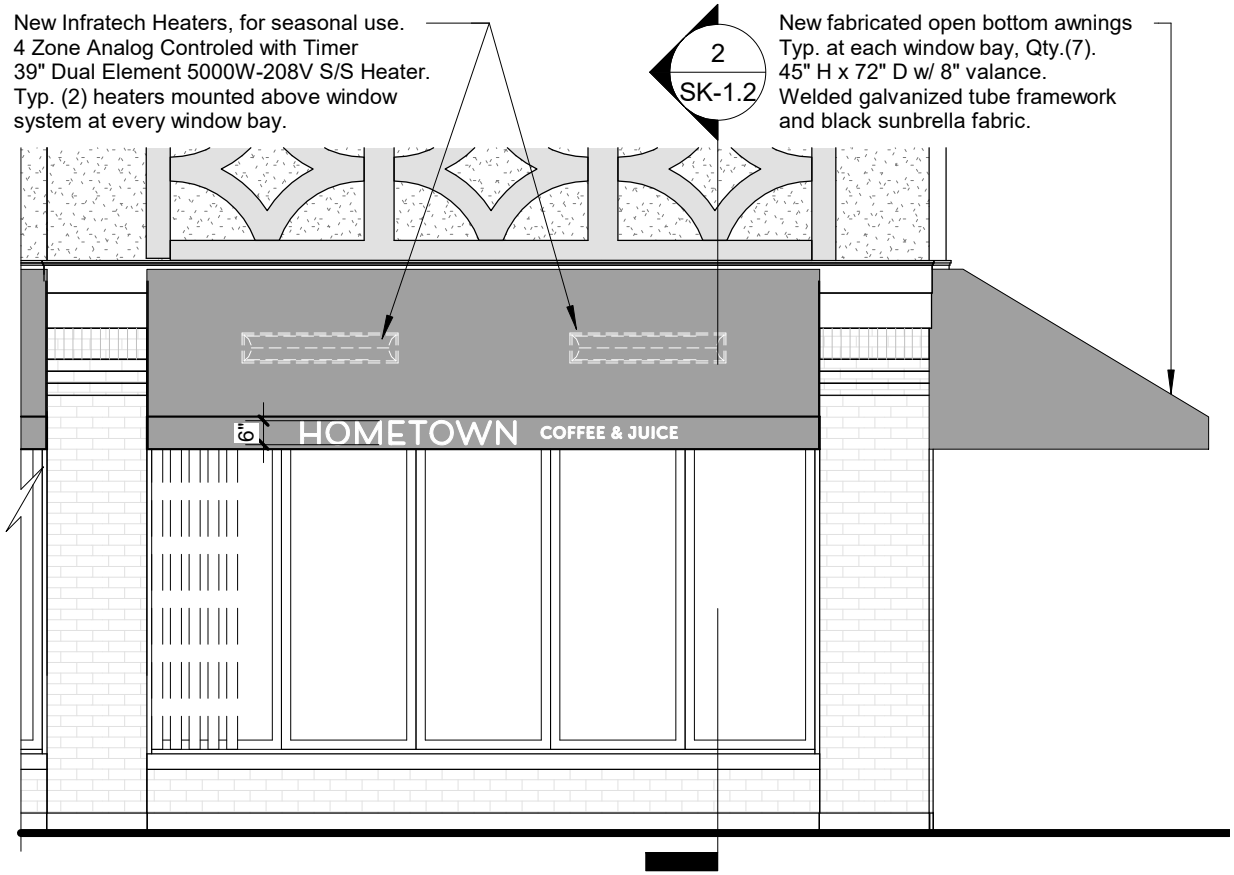
Proposed Exterior Elevations

20 4515.01

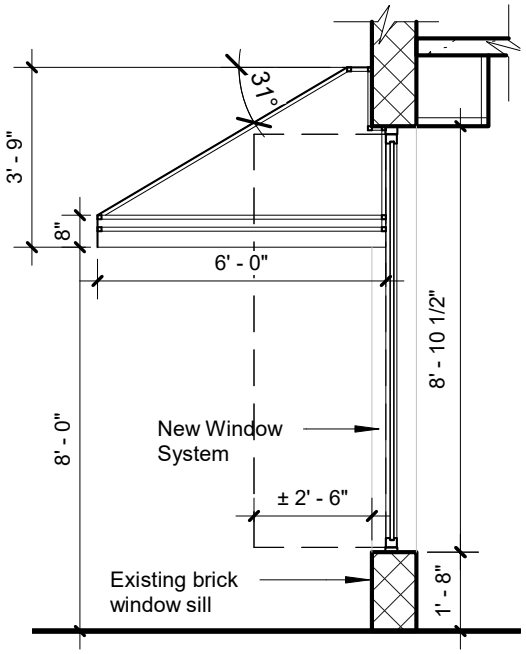
Scale: As Indicated

12/11/2020

SK-1.1



1 Enlarged Proposed West Elevation
1/4" = 1'-0"



2 Typical Wall Section Detail at Window
1/4" = 1'-0"

CHICAGO DESIGN NETWORK

850 West Jackson Blvd.
Suite 850
Chicago, Illinois 60607

HOMETOWN
COFFEE & JUICE

Store Renovation

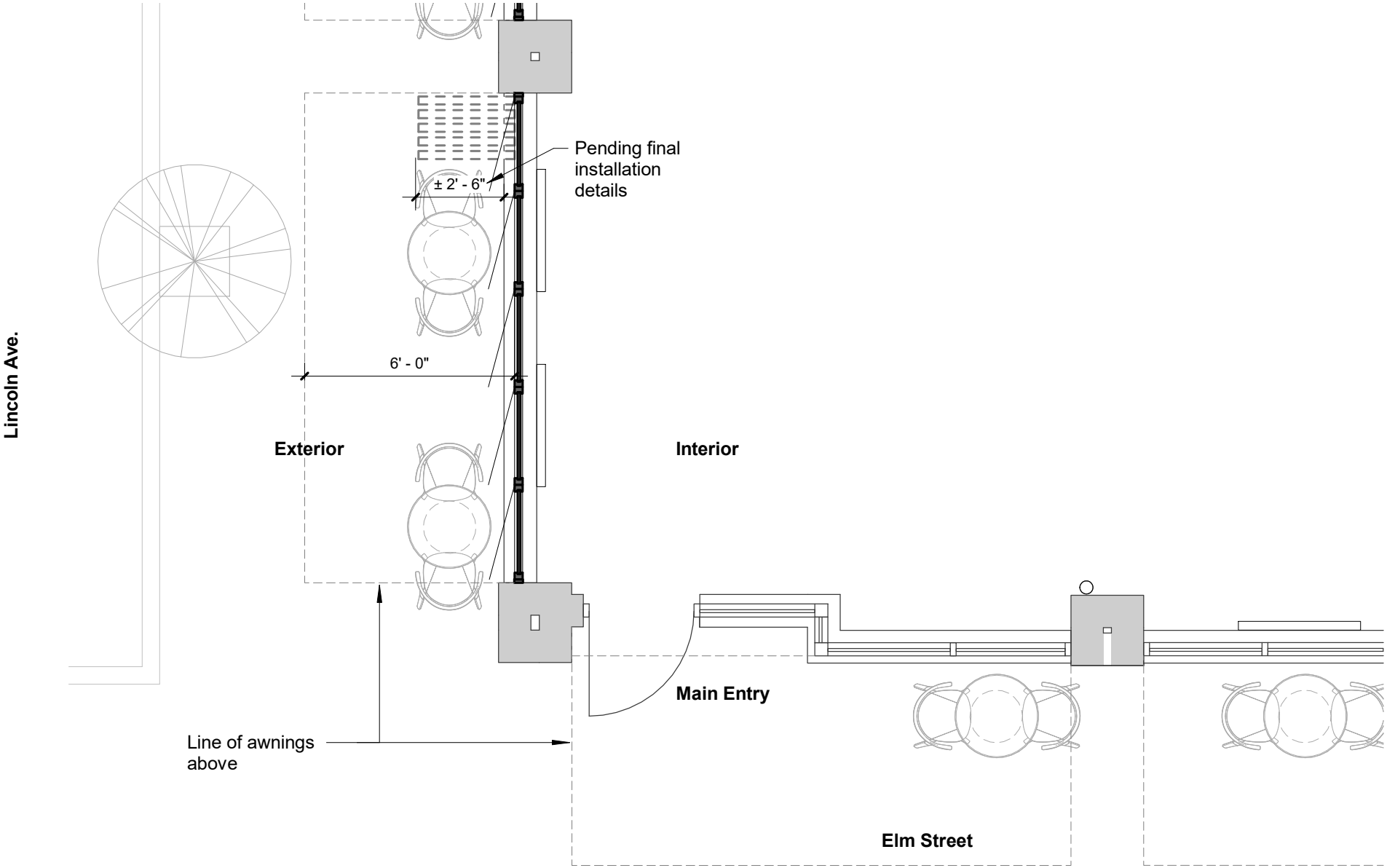
749 Elm Street, Winnetka IL 60093

Enlarged Elevation and Section Detail

20 4515.01

1/4" = 1'-0"
12/11/20

SK-1.2



1 Enlarged Plan
1/4" = 1'-0"

CHICAGO DESIGN NETWORK

850 West Jackson Blvd.
Suite 850
Chicago, Illinois 60607

HOMETOWN
COFFEE & JUICE

Store Renovation

749 Elm Street, Winnetka IL 60093

Enlarged Floor Plan

20 4515.01

1/4" = 1'-0"
12/10/20

SK-1.3

Lincoln Street Elevation

Elm Street Elevation

Typical Single Bay

Corner view @ Lincoln & Elm

Detail of corner view

First and second bay on Elm Street

Third bay on Elm Street Elevation

Figure 3 – 2016 storefront view (Lincoln Ave)

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 valence 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.

3. Detail

Commercial and Mixed Use: Typically, private or semi-private entrances should have a predominately solid door and be set in a masonry opening nearly flush to the building facade whereas the public or storefront doorway should be recessed and have an awning so as to provide protection from the elements for shoppers. Building entrances can be further defined by using subtle streetscape improvements such as pavers. Residential entrances should be clearly identified and dignified.

Institutional: Generally the public entrances are detailed to stand out on a facade through the use of articulation and location. In order to be open and inviting, public entrances should incorporate larger expanses of glass than secondary entrances.

b. Window and Door Fenestration:

Commercial, Mixed Use, Institutional and Multiple-family Residential**:** Punched single or ganged windows are required at upper floors but not allowed at street level on primary facades in commercial buildings. A combination of ganged and single units within the punched opening is encouraged to provide hierarchy to the facade. It is encouraged that the sill height of upper level windows align with adjacent buildings but should not be higher than 30" above finish floor elevation. See Section VI.d. Mullion and muntin divisions are required to maintain the scale of the districts and reduce large expanses of glass at the upper floors. (See figure 33) Strip windows are not allowed.

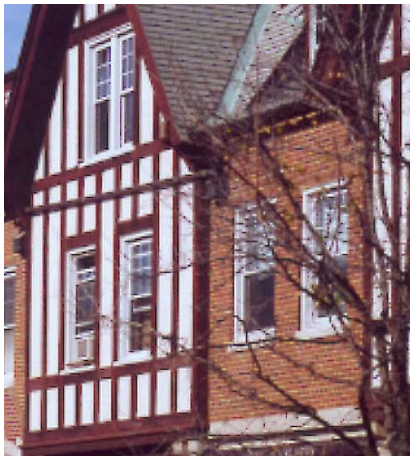


Figure 33

Commercial and Mixed Use: Storefront windows are required in commercial buildings on the primary facade at street level. Storefront windowsill heights cannot exceed 18". Secondary facades are encouraged to provide punched display windows to define the hierarchy of the primary facade over the secondary. (See figure 34)

Figure 34

Architectural Series of Asphalt Shingles (3 ply) (See figure 49)
Wood Shingles (Fire treated)
Slate (See figure 48)
Real Copper (No other metal roofs are allowed)

Figure 46

Institutional only
Flat roofs must be hidden by parapet on primary / secondary facades.
Commercial and Multiple- Family
Flat roof must not be visible from street, pedestrian, or open spaces.

Figure 47

d. Door and Window Materials:
Commercial, Mixed Use, Institutional, Multiple- Family Residential: Entry doors should be wood or aluminum stile and rail with varying degrees of glass. Public entry doors should be fully glazed whereas private and semi-private entries should be primarily solid panel doors. Storefront window units should be either paneled aluminum or brass. Many original storefronts, some with transom windows, remain in the districts. Efforts should be taken to repair and renovate these systems where feasible. Window frames should be wood, steel or aluminum. Vinyl windows are not acceptable. Muntin divisions should be real divided glass or simulated with spacer bars. Snap-in muntins are not acceptable. Color selection should be sympathetic with the overall building color palette and take into account the adjacent building materials within the structure, immediately adjacent structures, structures within the same block and structures across the street.

Figure 48

Figure 49

Entry door hardware is to be exterior grade with weather-resistant finish. Hardware design and finish is to be appropriate with facade articulation, color palette and district character. Glazing should be clear glass without tint or film.

ATTACHMENT C

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, <u>are prohibited</u> 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 <u>Commercial</u> 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**<u>, except the Sign Board may grant variations to allow internally illuminated signs</u>**;
      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 <u>allowed *only the letter and logos of signs to be internally illuminated*</u>. 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 <u>wall</u> 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?

<u>ATTACHMENTS</u>

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

Attachment A1

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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, <u>are prohibited</u> 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.

<u>ATTACHMENTS</u>

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

Attachment A

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.

"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.

Attachment B

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

that the banner is not a commercial or political advertisement. (Amended MC-7-2002 § 4, 08/06/02; Amended MC-3-2003, 03/04/03; Amended MC-1- 2011, 2/8/11; Amended MC-7-2012 § 2, 10/16/12)

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)

Attachment C

Sign and Awning Guideline Excerpts

- Materials & lighting guidelines highlighted

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.

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

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)

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 39

Figure 40

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 valence 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.

INTERNALLY ILLUMINATED SIGN EXAMPLES FROM DOWNTOWN EVANSTON

NEON/NEON-LIKE SIGNS

2

BOX SIGNS

BOX SIGNS

INDIVIDUAL CHANNEL LETTERS MOUNTED
ON PANEL

INDIVIDUAL CHANNEL LETTER SIGN MOUNTED ON WALL

6

INDIVIDUAL LETTER CHANNEL SIGN MOUNTED ON RACEWAY

HALO ILLUMINATED SIGNS

INTERNALLY & HALO ILLUMINATED SIGNS

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.

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.

Kenilworth

<u>Prohibits</u> 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.

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.

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.

(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.

Attachment B1

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: Design Review Board Comments - Internally Illuminated Sign Regulations

Presenter: David Schoon, Community Development Director

Agenda Date: 02/04/2020

Consent: ☐ YES ☑ NO

☐ Ordinance
☐ Resolution
☐ Bid Authorization/Award
☑ Policy Direction
☐ Informational Only

Item History:

11-19-19 - In response to a request by the owner of Beat Street Toys & Gifts, the Village Council requested that the Design Review Board provide its initial thoughts regarding allowing businesses to have internally illuminated signs.

Executive Summary:

At the February 4, 2020 Village Council meeting, the Council is scheduled to review the Design Review Board's initial thoughts regarding allowing internally illuminated signs in the Village.

On December 19, 2019, the Design Review Board reviewed the request that the Village consider amending the Village's sign regulations to allow internally illuminated signs. Attachment A contains a staff report on the issue as well as excerpts from the December 19 DRB meeting. After hearing a presentation from staff and comments from the owner of Beat Street, all five members of the Design Review Board that were present concurred that they would be open to allowing internally illuminated signs. However, the Village will need to give careful thought regarding such regulations and design guidelines to ensure that internally illuminated signs be of an appropriate design. In response to the Beat Street owner's specific interest to be allowed an “Open” sign 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.

Recommendation:

At the February 4 Council meeting, staff requests direction from the Council regarding whether or not the Design Review Board should continue to study and make a formal recommendation regarding allowing internally illuminated signs in the community. If the Design Review Board should continue to study the issue, does the Council wish to provide any further direction to the Board regarding the issue?

Attachments:

Attachment A: Internally Illuminated Signs Staff Report and Draft Minutes from the December 19, 2019, Design Review Board meeting

Attachment C1

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

Attachment D1

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.

WINNEKTA
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.

<u>Winnetka Design Guidelines</u>

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

<u>Sign Lighting</u>

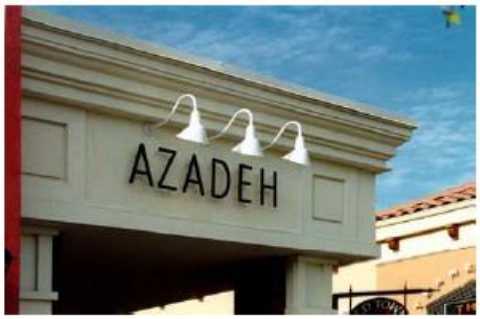
a. Signs that are illuminated by an external source of light are encouraged.
b. Internally illuminated cabinet signs tend to stand out and do not appear integrated with the building's façade
c. Arrange any external lighting such that the light source is directed away from passersby, adjacent properties 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 Commerical), 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.

<u>Central Business District Sign Illumination Guidelines</u>

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 backlighted 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.