



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS SPECIAL VIRTUAL MEETING AGENDA WEDNESDAY, NOVEMBER 18, 2020 - 7:00 PM

In accordance with social distancing requirements and Governor Pritzker's Executive Order 2020-59 and Senate Bill 2135, the Winnetka Design Review Board/Sign Board of Appeals special meeting on Wednesday, November 18, 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 Executive Order 2020-59 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: 9379 949 2447 (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: 9379 949 2447; Event Password: DRB111820

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
WEDNESDAY, NOVEMBER 18, 2020 - 7:00 PM**

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Introductory Remarks Regarding Conduct of Virtual Meeting.
3. Approval of October 15, 2020 meeting minutes.
4. **Case No. 20-14: 890 Green Bay Road – State Farm Insurance – Sign Permit:** Sign Permit to allow the installation of a wall sign and window signs at 890 Green Bay Road.
5. **Case No. 20-15: 310 Green Bay Road – North Shore Country Day School – Certificate of Appropriateness:** Certificate of Appropriateness to allow installation of rooftop HVAC equipment on the middle school building at 310 Green Bay Road.
6. **Case No. 20-16: 911 Green Bay Road – Munder Skiles – Sign Permit:** Sign Permit to allow the installation of window signs at 911 Green Bay Road.
7. Other Business.
 - a. December 17, 2020 Meeting - Quorum check.
8. Public Comment.
9. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

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

The Village of Winnetka, in compliance with the Americans with Disabilities Act, requests that all persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities contact the Village ADA Coordinator at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3543; T.D.D. (847) 501-6041).

**Winnetka Design Review Board/Sign Board of Appeals
October 15, 2020**

Members Present:

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

Members Absent:

Brooke Kelly
Paul Konstant

Village Staff:

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

Village Attorney:

Ben Schuster

Introductory Remarks Regarding Conduct of Virtual Meeting

Chairman Albinson read the Oral Declaration into the record.

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 7:04 p.m. Mr. Marx took roll call of the Board Members present.

Approval of September 17, 2020 meeting minutes.

Chairman Albinson asked if there were any comments on the September 17, 2020 meeting minutes. No comments were made at this time. A motion was made by Mr. Ritter and seconded by Mr. McLane to approve the September 17, 2020 meeting minutes. A vote was taken and the motion unanimously passed:

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

Case No. 20-13: 894 Green Bay Road – Pedego – Sign Permit: Sign Permit to allow the installation of window signs at 894 Green Bay Road.

Mr. Marx outlined the application submitted by 894 Green Bay Road to the Board and described the location of the property in the commercial overlay district. He also described the use and tenants occupying the building as well as neighboring businesses. Mr. Marx stated the request is for a series of window signs serving as identification and advertisement for the location as well as the proposed signage facing the courtyard. He then described the details of the signs' size, lettering and coloring and circular window decal. Mr. Marx noted the request is compliant with the Village's sign code and referred to the design guidelines in terms of its recommendations. He also noted the proposed signs on the doors are 8.4 inches in height. He then stated if the Board was to approve the sign permit, the applicant would need to receive a sign permit from the Community Development Department and asked if there were any questions.

Chairman Albinson stated the Board would now deliberate the matter and asked if there were any questions. Mr. Klaskin commented the request is fine and moved to approve the request. Chairman Albinson noted for the record, the application is compliant with the guidelines with the exception of the banner height decals which are 2 inches taller than the guidelines and which he had no concerns with. Mr. Klaskin stated that would not be noticeable. Mr. McLane agreed. Mr. Norkus noted a member of the public may want to comment and allowed Scott Radliff and the sign company representative into the meeting. Scott Radliff identified himself as the store owner.

Chairman Albinson asked for a motion. Mr. McLane moved to approve the request as submitted and the motion seconded by Mr. Klaskin. A vote was taken and the motion unanimously passed:

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

Training Session Regarding the Conduct of Meetings.

Mr. Schoon stated the training session will be done with all of the Village's boards and commissions and has already been done with the LPC and ZBA. He then went over the Board's powers and duties which would be followed by Ben Schuster's presentation. Mr. Schoon noted there are some projects the Board has final authority over with others with the Board being an advisory body to the Village Council. He then described the public review process undertaken by the Board including the Village staff's presentation, petitioner's presentation, public comments, etc. Mr. Schoon referred to the Certificate of Appropriateness process and its unique process features. He also identified the Certificate of Appropriateness standards and guidelines the Board is to follow. Mr. Schoon then stated with regard to sign variations, the Board can grant those with limitations on what standards be granted variations.

Ben Schuster presented a PowerPoint presentation to the Board and stated he would go over four topics including the Open Meeting Act ("OMA"), procedures for conducting meetings, the Freedom of Information Act ("FOIA") and ethics. He described what the OMA consisted of and identified the items that defined a meeting of the Board, including an example of Reply to All in an email communication regarding an item that falls under the purview of the Board. Mr. Schuster also identified pandemic specific meeting rules which allow a meeting to be held without the physical presence of a quorum.

Mr. Schuster stated the first OMA requirement is that an agenda is required at a meeting. He noted the OMA also required that public comment be allowed at each meeting and OMA training by the Board members is required. Mr. Schuster then asked if there were any questions. No questions were raised at this time.

Mr. Schuster then discussed the procedures for conducting meetings and the items the procedures cover including Robert's Rules of Order. He also identified the rules for public hearings and referred to the *Klaeren v. Village of Lisle* case. Mr. Schuster referred to the order for the hearing and identified items which are not allowed in terms of public hearings and provided examples of those situations. He then asked if there were any questions. Ms. Meiners asked with regard to the grocery store example, whether the Board Members as community members are not supposed to discuss an agenda item at all with the public. Mr. Schuster responded by referring to the One Winnetka matter and stated it is fine to talk about issues which are not before the Board. He suggested they not venture into conversations on matters which are within the Board's jurisdiction such as design elements. Chairman Albinson asked what the Board Members should do in situations where an application has come or may come before the Board. Mr. Schuster stated it is not an issue for items that have already come before the Board but for items that have not yet come before the Board, to not comment. He also stated for people who want to discuss specific items with Board Members on a matter coming before the Board, to direct them to contact the Village staff. Mr. Schuster then stated for the One Winnetka site, the Board is not prohibited from making comments on it but to be careful commenting on items specifically within the Board's purview. No additional questions were raised at this time.

Mr. Schuster then provided the Board with the definition of FOIA which includes public records, email communications, etc. and referred to the *City of Champaign v. Madiqan* and *BGA v. City of Chicago* cases. He advised the Board Members to be careful and assume any of their communications related to the Board's business can be made public. Mr. Schuster outlined the penalties involved in connection with FOIA violations. Mr. McLane informed the Board the Park Board provided laptops and phones to its members in order to keep communication contained.

Mr. Schuster stated with regard to ethics, he identified the main points including the Public Officer Prohibited Activities Act and the municipal code and whether there are conflicts of interest. He then identified several examples of conflicts of interest as well as how common law conflicts can be resolved including speaking with the Village Attorney when Board Members are unsure. Mr. Schuster also identified gift ban rules in terms of what is prohibited along with examples of what types of gifts are permitted. He then asked if there were any questions.

Chairman Albinson stated he is a big proponent of promoting the Board and what they do and the fact that a lot of the Village's residents know each other. Mr. Schuster agreed the Board is allowed to talk to about their mission and the Board is not allowed to talk about an application under the Board's jurisdiction. Mr. Klaskin referred to an application which was approved and a resident who was unhappy about the decision who sent a letter to the Board Members suggesting their decision could be open to liability and the legal ramifications of their decision. He then stated as long as the Board followed the rules, they are not open to legal liability. Mr. Schuster confirmed that is correct and identified the protections allowed to the Board. He added it may be helpful for the Board to explain their role to members of the public.

Chairman Albinson thanked Mr. Schuster for his presentation.

Other Business.

a. November 19, 2020 Meeting – Quorum check.

The Board Members discussed their availability.

Public Comment.

No public comments were made at this time.

Adjournment:

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

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

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

Respectfully submitted,

Antionette Johnson
Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, ASSOCIATE PLANNER
DATE: NOVEMBER 12, 2020
SUBJECT: 890 GREEN BAY ROAD - STATE FARM INSURANCE - WALL AND WINDOW SIGNS (CASE NO. 20-14-DR)

INTRODUCTION

On November 18, 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 Byrne Dempsey of State Farm Insurance (the "Applicant"), as the lessee of the first floor commercial space at 890 Green Bay Road (the "Subject Property"), for approval of a Sign Permit to allow the installation of a wall sign and window signs.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a three-story mixed-use building with residential units on the upper floors and commercial tenants on the first floor. The space occupied by the Applicant on the Subject Property has been the location of a State Farm Insurance office for many years. The other main commercial tenants in the building include the *Rare Finds Ltd.* antiques store and *Casa Spazio* furniture store. *Pedego Electric Bikes* is located immediately to the north. Figures 1 through 4 on the following pages identify the Subject Property.

CURRENT REQUEST

The Applicant is proposing to install a wall sign and two window signs that provide advertisement and identification for his insurance agency under the State Farm Insurance corporation. The wall sign would be non-illuminated acrylic letters located along the sign band of the street frontage with a red, modern-looking font that would read "State Farm" and "Byrne Dempsey" along with the three-oval symbol of State Farm Insurance. The wall sign would measure 1.9 feet in height and 6.85 feet in length for an overall area of 13.01 square feet. Two windows signs would be located at the bottom of the frontage's main window opening in a 6-inch red band that would read "Like a good neighbor, State Farm is there" and "Auto · Home · Life · Health · Business" in a white font. The two signs would measure 3.54 feet and 5.81 feet in length while being 0.5 feet in height for areas of 1.77 square feet and 2.91 square feet, respectively. The combined area of the wall sign and window signs would be 17.69 square feet. An incidental sign, measuring 0.49 square feet on the door is also part of the Applicant's overall signage plan. The sign would provide the office hours. Incidental signs do not require a permit or consideration by the DRB; however, the sign is identified in the attached application materials. The Applicant has provided renderings of the proposed signs, which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Wall Signs: Section 15.60.120 of the Village Sign Code establishes standards for wall signs in the commercial districts. The sign's text is limited to the name of the business with a maximum of three words that provide a description of the occupant or business. The code also states that the sign may not exceed 70 square feet in area or 15% of the total area of street exposure. The proposed wall sign contains text that is only the business name while being 13.01 square feet in area and taking up 9.38% of the frontage area. The proposed wall sign is compliant with the Sign Code.

Window Signs: 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. The proposed rectangular signs on the storefront windows would be 1.77 square feet and 2.91 square feet for an overall area of 4.68 square feet and coverage of 8.41% of the window section. The proposed window signs are compliant with the Sign Code.

Section 15.60.120 also states that the total area of all window signs, wall signs, and awning signs must not exceed 15% of the total area of street exposure of the occupant of such premises. The combined area of the proposed wall sign and windows signs would be 17.69 square feet for a total area of 12.75%. The combined area of all the proposed signs would be compliant with the Sign Code. A staff analysis of the sign area with calculations is included as Attachment B.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of signage. The Guidelines recommend that window sign decals be placed in the lower half of the storefront window area and occupy no more than 10% of the glass area of a single pane. The Guidelines also state that the signs should be limited to 6 inches in height and should harmonize with the building and reflect the character of the building style. The proposed window signs would be located on the bottom of the storefront windows and occupy less than 10% of the window area while being 6 inches in height with a visual red color.

For wall signs, the Design Guidelines state that signs should harmonize with the building and reflect the character of the building style. Sign materials are limited to painted wood, canvas, architectural glass, and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Additionally, signs should be located a minimum of 8 feet above grade, but no more than 15 feet above grade. The proposed wall sign would be an acrylic material while located along the sign band and approximately 8.77 feet above grade. The red color would be a contrast to the black painted wood façade of the storefront. 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 1 – Subject Property – Entire street frontage along Green Bay Road



Figure 2 – Subject Property – Applicant's street frontage along Green Bay Road



Figure 3 – Storefront façade along Green Bay Road facing Northwest



Figure 3 – Storefront façade along Green Bay Road facing Southwest

ATTACHMENT A
VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: State Farm Insurance		Primary contact name: Byrne Dempsey	Phone: [REDACTED]
Street Address: 890 Green Bay RD			Fax: N-A
City Winnetka	State IL	Zip Code 60093	Email: [REDACTED]

Sign Company

Name of Sign Company: Eventbrite		Primary contact name: Eun SASS	Phone: 1-414-529-7219
Street Address: 4949 S. 100th St			Fax: 414-529-7191
City Greenfield	State WI	Zip Code 53220	Email: [REDACTED]

Property Owner

Name of Company: A. Richard Busscher		Primary contact name: Brad Busscher	Phone: [REDACTED]
Street Address: Construction Co			Fax: [REDACTED]
City Boca Raton	State FL	Zip Code 33431	Email: [REDACTED]

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

Additional description of sign type and materials

Christopher Marx has sign specifications.

plan review \$55 - 530220-1085

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



BEFORE



AFTER

Office Hours:

Mon-Wed 9:00am-6:00pm
Thur-Fri 9:00am-5:00pm
Sat 9:00am-12:00pm

(Door)

Height of Copy: 0.75"
Overall: 5.69"h x 12.56"w

11" high letters / 3-oval symbol is 11.83" high x 17.96" wide;
(6' - 10.27" overall length) **CH11 Red** (6.76 sq. ft.)



5.5" high agent name • Non-Illuminating cut acrylic letters

**Like a good neighbor,
State Farm is there.®**

6"h x 42.5"w

Copy (overall) : 4.59"h x 22"w

WINDOWS (Left to right)

Auto - Home - Life - Health - Business

6"h x 69.75"w

Copy (overall) : 2.80"h x 60"w



DISCLAIMER: Renderings are for graphic purposes only and not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. These drawings and designs are the exclusive property of Everbrite LLC. Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited.

Customer: SF: State Farm

Project No: 436418-2

Scale: NTS

Date: 9/17/20

Drawn By: KW

Location: Winnetka, IL

Site No: SF96079

Description: 11" Acrylic Logo and 5.5" Acrylic Agent Name (Non-Illuminating) and Door / Window Vinyl

Revised: 10/16/20

Revised:

Customer Approval: Graphics and colors on file will be used unless otherwise specified by customer. Please review drawing carefully. By signing below, you agree to graphics as shown above, and to location of sign as shown. Please return signed copy back to Everbrite.

CUSTOMER SIGNATURE

DRB Agenda Packet - State Farm - Page 6

LANDLORD SIGNATURE

DATE

DATE

Attachment B – Staff Analysis of Sign Area



Area of Window Section: 9.35 feet x 5.95 feet = 55.63 square feet

Proposed Rectangular Sign Area: 5.81 feet x 0.5 feet = 2.91 square feet

Proposed Rectangular Sign Area: 3.54 feet x 0.5 feet = 1.77 square feet

Maximum Permitted Combined Rectangular Window Sign Area: **5.56 square feet (10%)**

Proposed Combined Rectangular Window Sign Area: **4.68 square feet (8.41%)**

Area of Store Frontage: 13 feet x 10.67 feet = 138.71 square feet

Proposed Wall Sign Area: 1.9 feet x 6.85 = 13.01 square feet

Maximum Permitted Wall Sign Area: **20.8 square feet (15%)**

Proposed Wall Sign on Frontage Area: **13.01 square feet (9.38%)**

Maximum Permitted Sign Area of Frontage: **20.8 square feet (15%)**

Combined Area of Proposed Wall and Window Signs: 2.91 square feet + 1.77 square feet + 13.01 square feet = **17.69 square feet (12.75%)**

d. Building Signage

Commercial signs should reflect the character of the building style, while expressing each store's individuality. There are several prominent sign styles that are appropriate to Winnetka: surface mounted, pin-mounted, interior, decal and projecting blade signs. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors, whereas pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the retailer/user. Metal sign and plaque material such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron or similarly appearing materials are preferred. Highly reflective metallic signs are not allowed. Signs should be lit by marquee or spot lighting; neon lighting is not permitted. Spot lighting should be minimal and unobtrusive and, per the Village Code, the source of illumination shall not be visible from any street, sidewalk or dwelling. Simplified industrial light fixtures are not permitted. Contextual solutions are recommended. The majority of the signs will be mounted within the building's sign band, defined as the wall area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" above grade and a maximum of 15'-0" above grade.

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

1. Surface mounted commercial signs are either fabricated from painted wood or cast metal plaques and are to be mounted within the sign band or within the storefront transom. The height of the sign is restricted to 75% of the area of the sign band or 14 inches - whichever is less. The sign band of a building consists of the area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" and a maximum of 15'-0" above grade. Refer to figures 28, 29, and 30 for location. Surface mounted or pin-mounted signs are not permitted on secondary elevations without a defined sign band.
2. Pin-mounted commercial signs consist of reverse channel, cast metal and flat cut metal letters mounted above the storefront in the masonry sign band or suspended in front of the storefront at the transom or recessed entry. The size of the lettering is restricted so that the height of the letters does not exceed 75% of the height of the sign band or 14 inches - whichever is less. The length of the lettering is to be contained within 75% of the length of the sign band. (See figure 38)



Figure 38

3. Interior signs floating independently are set behind the glass either at the transom or at the sill of the storefront and are lit from a separate source. This sign must adhere to the size limitations of the decal signs. (See figure 39)

4. Decal Signs are defined as painted or vinyl transfer letters and numbers. Decal signs can be mounted within the transom and at the lower section of the storefront window area so as not to interfere with the merchandising. The decal sign area at the lower section of the window can occupy up to 10% of the glass area of a single pane. Decals mounted at the transom are restricted to 50% of the area of the transom. Decals located at the lower section of the main display area are to be limited to 6" in height unless they contain store operation hours, which are restricted to 2". (See figure 40)

Figure 39



Figure 40

5. Projecting blade commercial signs can be round, square or vertical, mounted from the face of the building at the second floor level between the windows or at the head of the storefront and are oriented to pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The dimensions of the sign are not to exceed 6 square feet (36" high and 24" deep) (See figure 41). If illuminated, the signs should be lit with an unobtrusive light source.



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, ASSOCIATE PLANNER
DATE: NOVEMBER 12, 2020
SUBJECT: 310 GREEN BAY ROAD - NORTH SHORE COUNTRY DAY SCHOOL -
CERTIFICATE OF APPROPRIATENESS (CASE NO. 20-15-DR)

INTRODUCTION

On November 18, 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 North Shore Country Day School (the "Applicant"), as the owner of the property located at 310 Green Bay Road (the "Subject Property"), for a Certificate of Appropriateness to allow the installation of a rooftop HVAC system and screening on the existing middle school building.

A mailed notice has been sent to property owners within 250 feet of the Subject Property. As of the date of this memo, staff has not received any written comments from the public regarding this application.

PROPERTY DESCRIPTION

The Subject Property, which is approximately 14.23 acres in size, is spread across two parcels on the west side of Green Bay Road between Willow Road and Elder Lane and contains multiple buildings with institutional uses. The campus is home to North Shore Country Day School and the Chicago Institute of Music. The middle school building is located on the southwest portion of the property near the convergence of Elder Lane and Forest Street. The Subject Property is located in the R-5 Single Family Residential zoning district. Figures 1 through 5 on the following pages identify the Subject Property.

CURRENT REQUEST

The Applicant is proposing to replace the HVAC units on the roof of its middle school building on the southwest corner of the campus. The Applicant states that the modern system will allow for better air indoor air quality for the school's staff and students. The plan would involve the installation of three system cabinets on the center of the roof of the building and away from the roof edge. Two of the smaller cabinets would be 4.07 feet in length, 2.49 feet in width, and 5.54 feet in height. The larger cabinet would be approximately 12.46 feet in length, 7.2 feet in width, and 5 feet in height. All of the installations would be fabricated with metal and a basic concrete gray color.

The Applicant is also proposing to install visual screening of the units to affect the site lines of where they might be visible to the public from the public right-of-way. The proposed screening would be a solid fence-like structure constructed of lpe and measure approximately 7.42 feet in height. The screening installation around the units would include 6.42 feet of wall along the north side, 26 feet of wall on the west side, 19

feet of wall on the south side, and 6.42 feet of wall on the east side. The screening would completely shield the views of the units from the west and south sides of the building.

The Applicant has provided site plans, technical specifications, and renderings of the proposed units and screening installation which are included in the submitted application materials in Attachment A.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on aesthetics and placement of mechanical equipment for commercial and institutional spaces such as the North Shore Country Day School. For locations, the Guidelines state that mechanical equipment should not be visible from at-grade view. They also state that rooftop equipment should be located in the center of the roof or the corner away from the street elevation so as to be least visible from the street. The site plans, design specifications, and renderings, submitted in the Application materials indicate a center placement for the units with screening for the entire height of the equipment.

For screening, the Guidelines state that the screening materials should be "sympathetic to those of the primary façade." An excerpt of the Design Guidelines is included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed rooftop HVAC equipment and screening as appropriate and compatible with the Design Guidelines and approve as proposed. Should the DRB approve the Certificate of Appropriateness, the Applicant would first need to receive a building permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Subject Property – Middle school building along Forest Street, facing east



Figure 2 – Subject Property – Southeastern East boundary of NSCDS campus, facing southeast



Figure 3 – Subject Property – East boundary of NSCDS campus, facing east



Figure 4 – Subject Property – South boundary of NSCDS campus along Elder Lane, facing east



Figure 5 – Subject Property – Southwest corner of NSCDS campus along Elder Lane, facing north

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: _____

Name of Business(es): _____

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) _____

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

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

SIGNED

PRINTED NAME(S)

ADDRESS

PHONE NO.

EMAIL

FOR OFFICE USE ONLY

COA applied for (date): _____

COA Case Number: _____

COA Issued (date): _____

PRIMARY DESIGN FIRM _____

CONTACT NAME _____

ADDRESS _____

PHONE NO. _____

EMAIL _____



NORTH SHORE COUNTRY DAY

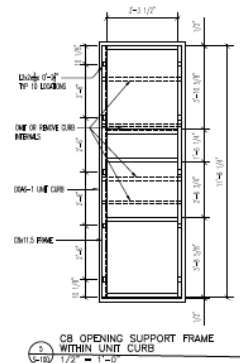
Middle School HVAC Project
October 29, 2020







1. ALL STRUCTURAL STEEL SHALL CONFORM TO THE FOLLOWING STANDARDS:
 - STEEL CHANNELS, I-BEAMS, AND PLATES: AISC
 - ALL FILLED METAL UNITS IN WALLING SHALL BE TO FILL WALL, LOW-POROSITY
 - ALL WELDING SHALL BE BY CERTIFIED WELDERS AND SHALL CONFORM TO THE STRUCTURAL WELDING CODE, AWS D1.1 AND MEET ALL APPLICABLE REQUIREMENTS FOR WELDING
 - ALL CONNECTIONS ARE TO BE DESIGNED AND INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS FOR STRUCTURAL JOINTS USING HIGH STRENGTH BOLTS: USE AISC 308 "SHOULDER BOLT CONNECTIONS" AND AISC 308-10, IN ADDITION, ALL WELDED JOINTS THROUGH CONNECTIONS SHALL BE STRENGTHENED TO BE AT LEAST AS STRONG AS THE JOINTS TO WHICH THEY ARE ATTACHED, WHERE SO THE CONNECTION JOINT WOULD PROVIDE CLASS A PLATING SURFACES, WELD JOINTS ORIENTED AT 90 DEGREE LANE
2. ALL STRUCTURAL STEEL AND NONSTRUCTURAL METALS SHALL BE PRIME PAINTED WITH ONE COAT OF ZINC-IRON RUST-INHIBITOR
3. ALL METALS SHALL BE PROTECTED AGAINST CORROSION BY AN ANODIC SYSTEM FOR MANUFACTURERS INSTRUCTIONS, BUT MINIMUM SSPC-11 AND SSPC-13 CLEANING, TOUCH UP ALL DEFECTIVE AREAS AFTER ELECTION



1488 Bond Street, Suite 100
Naperville, Illinois 60563-8503
(P) 630.357.0540 (F) 630.357.0541
ILLINOIS LICENSE NO. DR-000000000
LEI Comm. No. 21200620.000

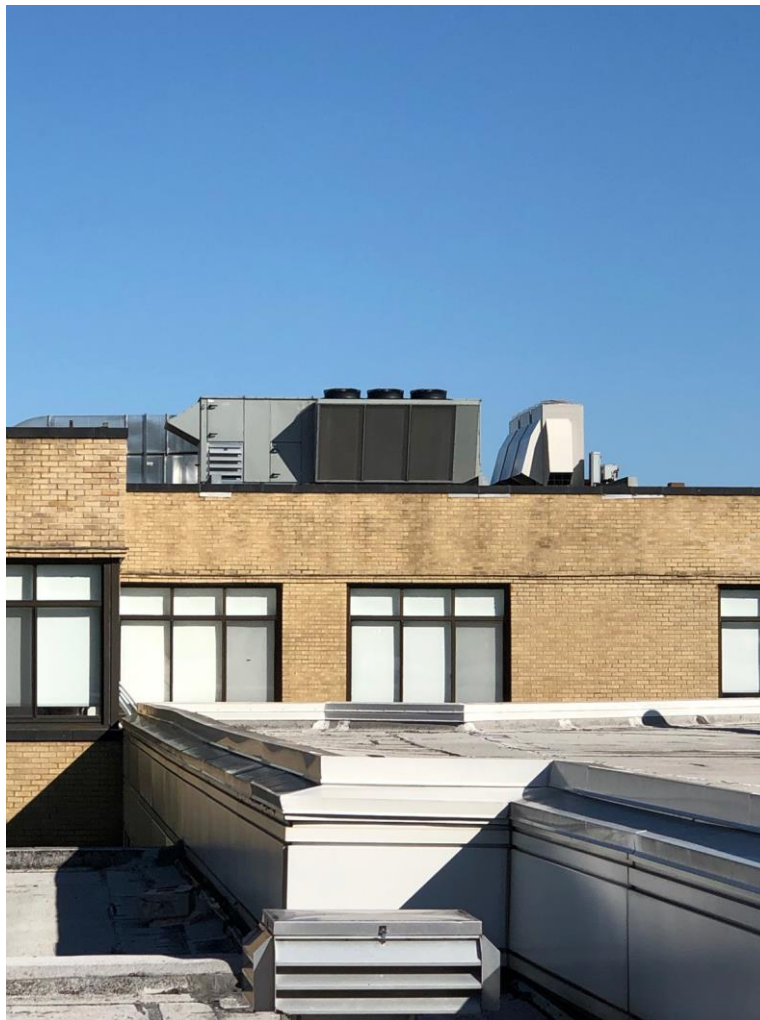
DRB Agenda Packet - NSCDS - Page 10

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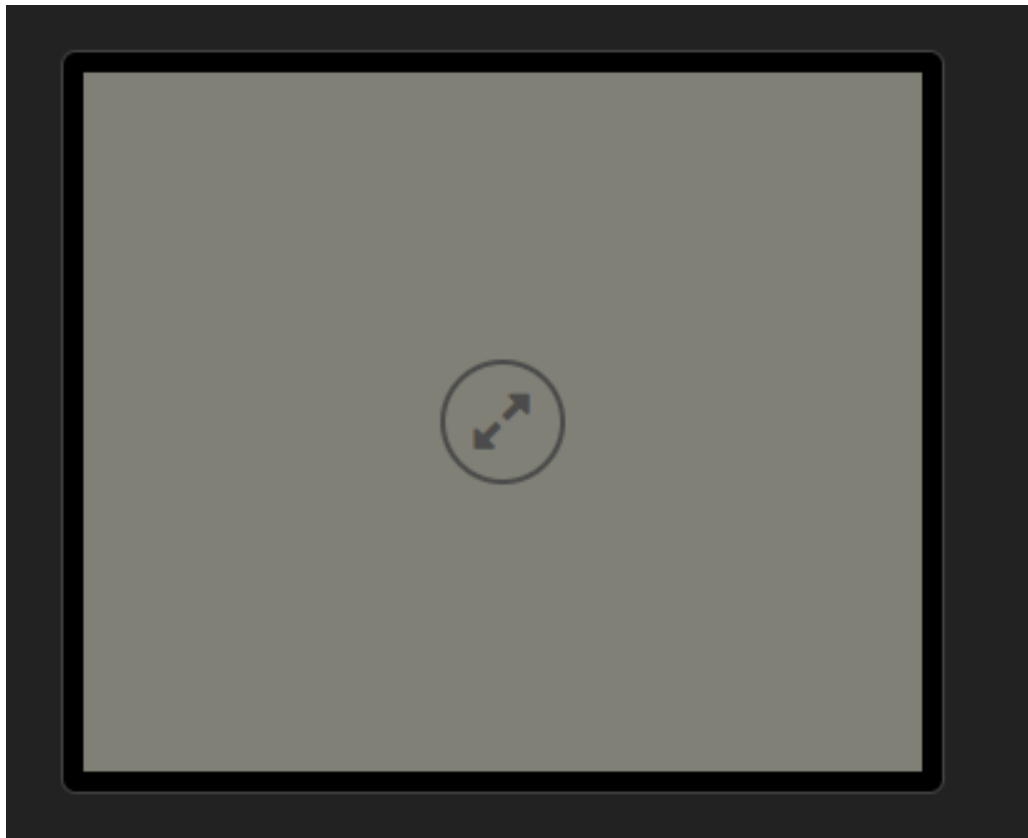


Mock-up of VRF and
DOAS units

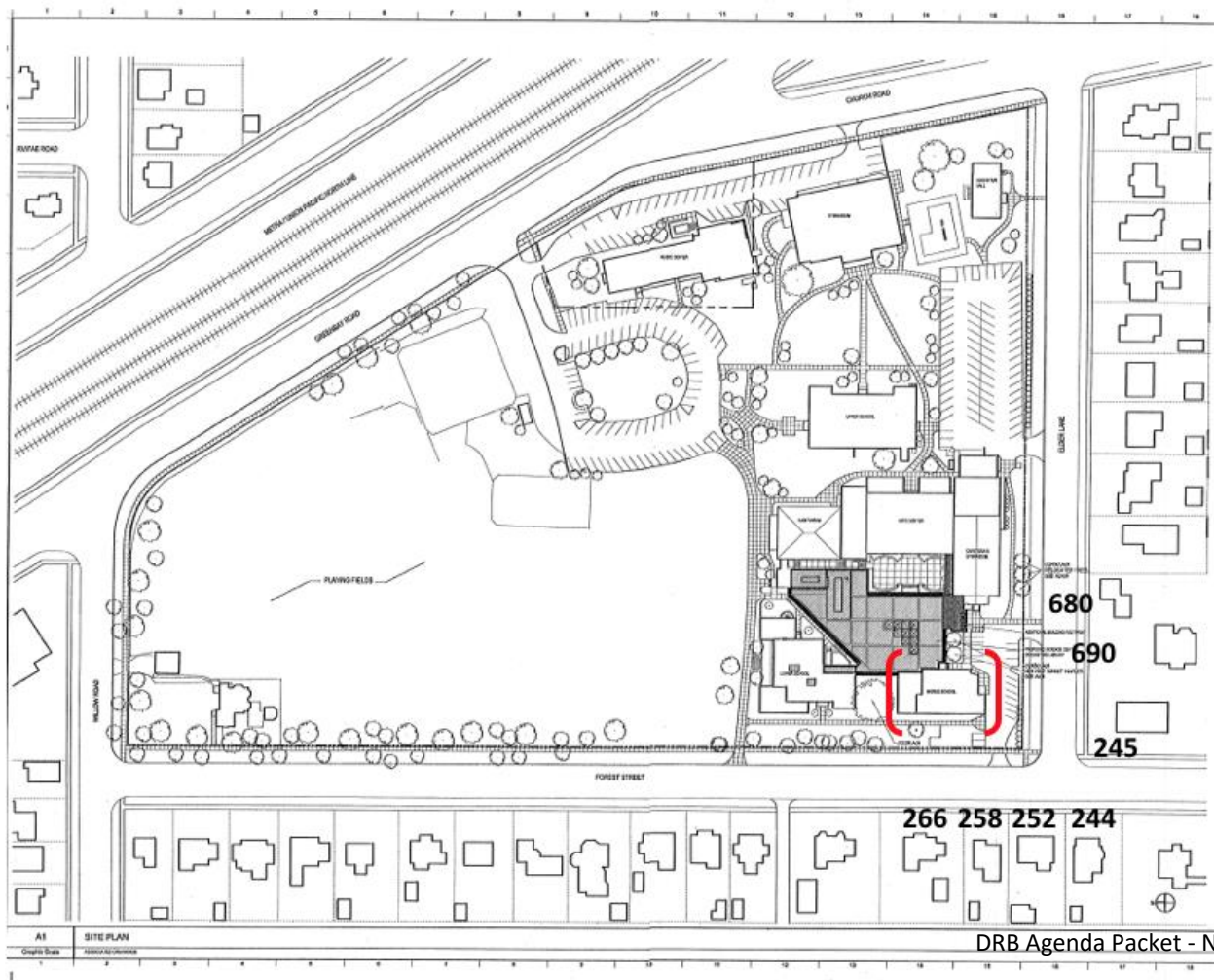




VRF and DOAS units on
roof of Lower School
Building (Middle School
units are not as large)



DOAS Unit Color – Concrete Gray





Street view from house # 258



Street view from house #252



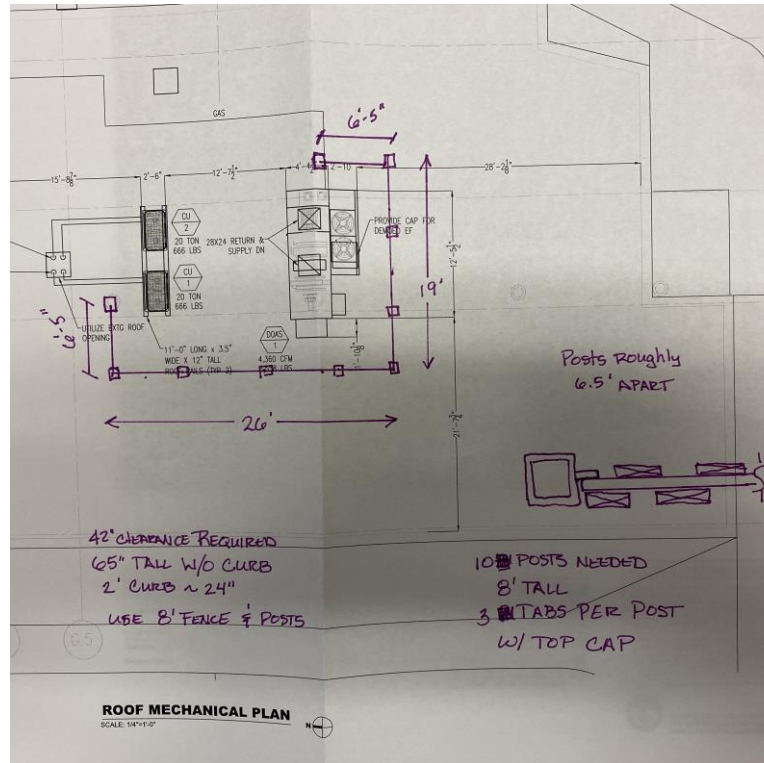
Street view from house #244



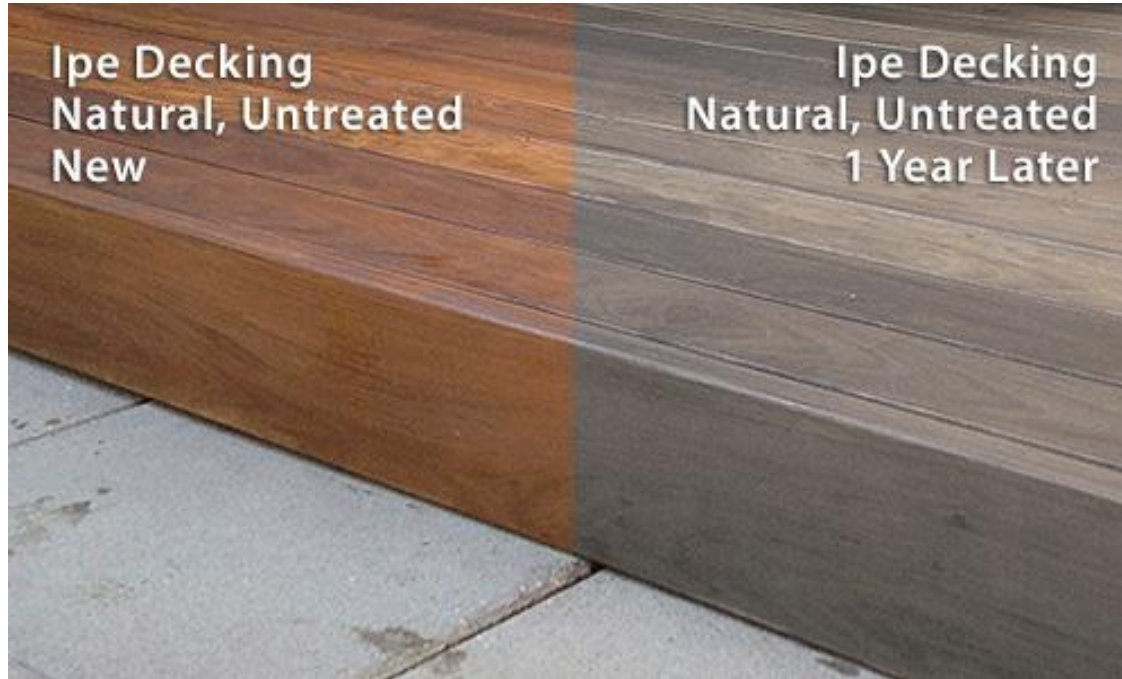
Street view from house #245



Street view from house #680



Proposed screen wall location and dimensions
Proposed wall height is 8 feet in order to block views from residential properties



Proposed screen wall material:

Ipe (spelled **ipe** and pronounced “ee-pay”), also called Brazilian walnut, is a beautiful exotic **wood** from South America. **Ipe wood** structures are hard, strong, and naturally resistant to rot, abrasion, weather, and insects. It is almost twice as dense as most woods and up to five times harder.



Proposed screen wall construction mounted to roof with galvanized posts
Posts painted to match determined color of the IPE paint

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.

2. Screening

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

Mechanical equipment located at grade should be screened from view with a fence or wall that is constructed of the same materials as the adjacent building.

Rooftop equipment that cannot be located out of view should be screened by walls constructed of materials sympathetic to those of the primary facade.

VIII. Materials

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

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

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

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

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



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, ASSOCIATE PLANNER
DATE: NOVEMBER 12, 2020
SUBJECT: 911 GREEN BAY ROAD – MUNDER - SKILES, LLC – WINDOW SIGN (CASE NO. 20-16-DR)

INTRODUCTION

On November 18, 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 David Rogers of Munder - Skiles, LLC (the "Applicant"), as the lessee of the first floor commercial space at 911 Green Bay Road (the "Subject Property"), for approval of a Sign Permit to allow the installation of a window sign.

PROPERTY DESCRIPTION

The Subject Property is located on the east side of Green Bay Road between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story building with traditional architectural styles and commercial space on the first and second floors. The space occupied by the Applicant was previously occupied by *Marigold's Furniture*. The commercial space immediately north of the space occupied by the Applicant is currently vacant. The other first floor commercial tenant in the building is *Towne and Oak Café*. Figures 1 through 2 on the following pages identify the Subject Property.

CURRENT REQUEST

The Applicant is proposing to install a window sign on the main storefront window to provide advertisement and identification for his furniture business. The sign would be a vinyl decal located on the lower portion of the main storefront window and read "MUNDER SKILES" and "www.munder-skiles.com" in a grey Garamond font along with a similarly gray-colored square logo. The sign would measure 2.92 feet in length and 1.25 feet in height for an area of 3.65 square feet. The Applicant has provided renderings of the proposed sign, 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. The proposed sign would be a decal of 3.65 square feet in area over a window of 54.85 square feet in area for a coverage of 6.65%. The proposed window sign would be compliant with the Sign Code.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on the design and appropriate placement of signage. The Guidelines recommend that window sign decals be placed in the lower half of the storefront window

area and occupy no more than 10% of the glass area of a single pane. The Guidelines also state that the signs should be limited to 6 inches in height and should harmonize with the building and reflect the character of the building style. The proposed window signs would be located on the bottom of the window and occupy less than 10% of the window area while being a subtle gray in color. An excerpt of the Design Guidelines pertaining to signs is included as Attachment C.

SUMMARY

The Applicant requests that the DRB find the proposed sign as appropriate and compatible with the Design Guidelines and approve as proposed. Should the DRB approve the proposed sign, 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 1 – Subject Property – Street frontage along Green Bay Road



Figure 2 – Storefront façade along Green Bay Road facing North

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business MUNDER-SKILES, LLC	Primary contact name DAVID ROGERS	Phone No. (847) 716-7385
Street Address 911 GREEN BAY ROAD		
City WINNETKA	State IL	Zip Code 60093
Email [REDACTED]		

Sign Company

Name of Sign Company FAST SIGNS	Primary contact name KACI CASTINO	Phone No. (847) 291-7446
Street Address 3065 DUNDEE ROAD		
City NORTHBROOK	State IL	Zip Code 60062
Email [REDACTED]		

Property Owner

Name of Company SUSAN SCHWARZ / ROBERT CHIAPPE	Primary contact name SUSAN SCHWARZ	Phone No. (847) 347-8473
Street Address: 913 1/2 GREEN BAY RD		
City WINNETKA	State IL	Zip Code 60093
Email [REDACTED]		

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

☒ window graphics ☐ wall-mounted sign ☐ ground-mounted sign
☐ projecting sign ☐ other _____

Additional description of sign type and materials 3M PREMIUM VINYL WITH MATTE LAMINATION.

PANTONE = 7533u

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

CONDITIONS OF APPROVAL: _____

SCALED DRAWING



SIGN DETAILS

Font: Garamond Pro
Pantone: 7533u (Grey)
Material: 3m Premium vinyl -- matte finish
Letters and logo only -- no white will appear on window

MUNDER
SKILES



SIGN DETAILS CONTINUED

www.munder-skiles.com



Font: Garamond Pro
Pantone: 7533u (Grey)
Material: 3m Premium vinyl -- matte finish
Letters only -- no white will appear on window

FRONT DOOR



Attachment B – Staff Analysis of Sign Area



Area of Window Section: 5.58 feet x 9.83 feet = 54.85 square feet

Area of Proposed Window Sign: 2.92 feet x 1.25 feet = 3.65 square feet

Maximum Permitted Combined Rectangular Window Sign Area: **5.485 square feet (10%)**

Proposed Combined Rectangular Window Sign Area: **3.65 square feet (6.65%)**

d. Building Signage

Commercial signs should reflect the character of the building style, while expressing each store's individuality. There are several prominent sign styles that are appropriate to Winnetka: surface mounted, pin-mounted, interior, decal and projecting blade signs. Sign materials are limited to painted wood, canvas, architectural glass and metal. Sign color must harmonize with the building upon which it is mounted and adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors, whereas pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the retailer/user. Metal sign and plaque material such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron or similarly appearing materials are preferred. Highly reflective metallic signs are not allowed. Signs should be lit by marquee or spot lighting; neon lighting is not permitted. Spot lighting should be minimal and unobtrusive and, per the Village Code, the source of illumination shall not be visible from any street, sidewalk or dwelling. Simplified industrial light fixtures are not permitted. Contextual solutions are recommended. The majority of the signs will be mounted within the building's sign band, defined as the wall area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" above grade and a maximum of 15'-0" above grade.

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

1. Surface mounted commercial signs are either fabricated from painted wood or cast metal plaques and are to be mounted within the sign band or within the storefront transom. The height of the sign is restricted to 75% of the area of the sign band or 14 inches - whichever is less. The sign band of a building consists of the area located above the ground floor storefront opening and below the second floor windowsill, and is located a minimum of 8'-0" and a maximum of 15'-0" above grade. Refer to figures 28, 29, and 30 for location. Surface mounted or pin-mounted signs are not permitted on secondary elevations without a defined sign band.
2. Pin-mounted commercial signs consist of reverse channel, cast metal and flat cut metal letters mounted above the storefront in the masonry sign band or suspended in front of the storefront at the transom or recessed entry. The size of the lettering is restricted so that the height of the letters does not exceed 75% of the height of the sign band or 14 inches - whichever is less. The length of the lettering is to be contained within 75% of the length of the sign band. (See figure 38)



Figure 38

3. Interior signs floating independently are set behind the glass either at the transom or at the sill of the storefront and are lit from a separate source. This sign must adhere to the size limitations of the decal signs. (See figure 39)

4. Decal Signs are defined as painted or vinyl transfer letters and numbers. Decal signs can be mounted within the transom and at the lower section of the storefront window area so as not to interfere with the merchandising. The decal sign area at the lower section of the window can occupy up to 10% of the glass area of a single pane. Decals mounted at the transom are restricted to 50% of the area of the transom. Decals located at the lower section of the main display area are to be limited to 6" in height unless they contain store operation hours, which are restricted to 2". (See figure 40)

Figure 39



Figure 40

5. Projecting blade commercial signs can be round, square or vertical, mounted from the face of the building at the second floor level between the windows or at the head of the storefront and are oriented to pedestrian scale. The signs are to be mounted on fixed hardware; no swinging or chain-mounted signs are allowed. The dimensions of the sign are not to exceed 6 square feet (36" high and 24" deep) (See figure 41). If illuminated, the signs should be lit with an unobtrusive light source.



Figure 41

6. Incidental wall signs such as building management identification and directory signs should be integrated into a single sign and be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front facade and should be directed to public residential entries.