



VILLAGE · OF · WINNETKA

Incorporated in 1869

Winnetka Design Review Board /Sign Board of Appeals Special Meeting

September 1, 2016- **7:00 pm**

The Winnetka Design Review Board will hold a special meeting on Thursday, September 1, 2016 in the Village Council Chambers of Winnetka Village Hall, 510 Green Bay Road, Winnetka, Illinois, at 7:00 pm

AGENDA

1. **910 Green Bay (My Eye Doctor)** – Consideration of Certificate of Appropriateness for proposed window signs;
2. **837 Elm Street (Athene)** – Consideration of Certificate of Appropriateness for proposed replacement awning and window signs.

NOTE: Public comment is permitted on all agenda items, and may be provided in person at the meeting, or submitted in writing prior to the meeting.

NOTICE

All agenda materials are available at villageofwinnetka.org (*Government > Boards & Commissions > Agenda Packets*).

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 – Megan Pierce, at 510 Green Bay Road, Winnetka, Illinois 60093, 847-716-3543; T.D.D. 847-501-6041.

AGENDA REPORT

SUBJECT: 910 Green Bay, My Eye Doctor
DATE: August 29, 2016
PREPARED BY: Brian Norkus, Assistant Director of Community Development

Attached plans depict revised plans for signage for “My Eye Doctor” at 910 Green Bay Road (formerly occupied by SPEX).

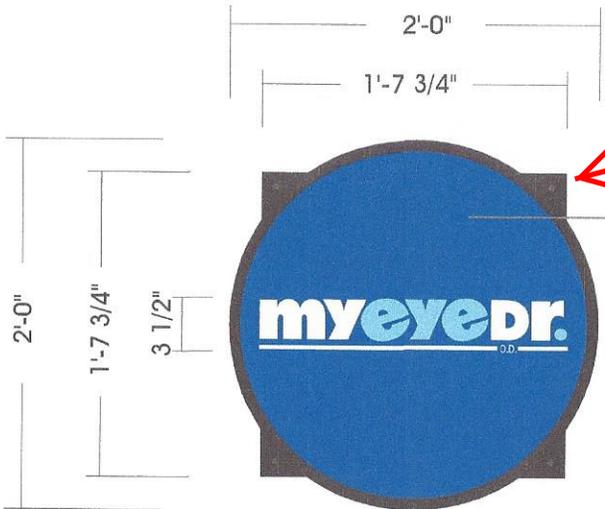
At the Board’s July meeting, plans incorporated (a) a proposed pin mounted wall sign mounted above the storefront opening, and (b) re-facing of the existing projecting blade sign. The Board approved proposed modification to the blade sign; however, it was recommended that alternatives to the wall sign be considered.

Revised plans omit the proposed wall sign, substituting window graphics which fully comply with the sign code. In addition, proposed window graphics are dimensioned to position to the top of proposed copy in alignment with the center of the window as was suggested at the July meeting.

Approved by DRB
7/21/16

REFACE EXISTING D/F NON-LIT BLADE

Spex - Winnetka, IL

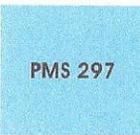


.080 ALUM. PTD. BLACK
W/ DIGITALLY PRINTED GRAPHICS
ON WHITE VINYL APPLIED TO FACE



DIGITAL PRINT & PAINT
MATCH PMS 2945

CUT VINYL
BRIGHT BLUE
3M: #3630-167
or
ARLON: #67



DIGITAL PRINT & PAINT
MATCH PMS 297

CUT VINYL
LIGHT BABY BLUE
FDC: #2500-108

LIGHT BLUE
"eye" & {period}

SCALE 1" = 1'-0"
QTY: (2) 4 SF

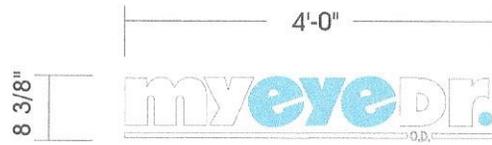
MOUNT BACK-TO-BACK
TO EXISTING SUSPENDED
SIGN BRACKET THRU CORNERS
- PAINT MTG. HARDWARE BLACK



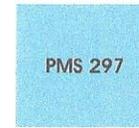
PROPOSED



EXISTING 24" x 24" SIGN FACE



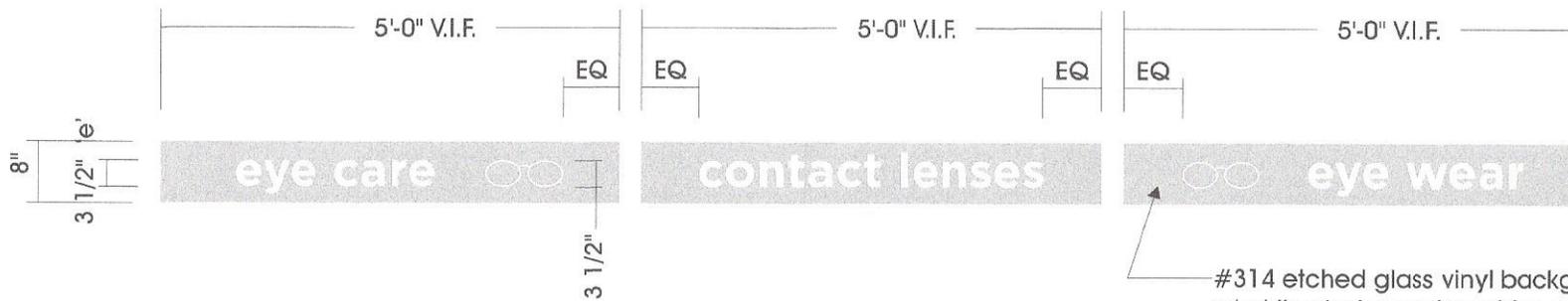
SCALE 1/2" = 1'-0"
 QTY: (1) 2.8 SF



DIGITAL PRINT & PAINT
 MATCH PMS 297

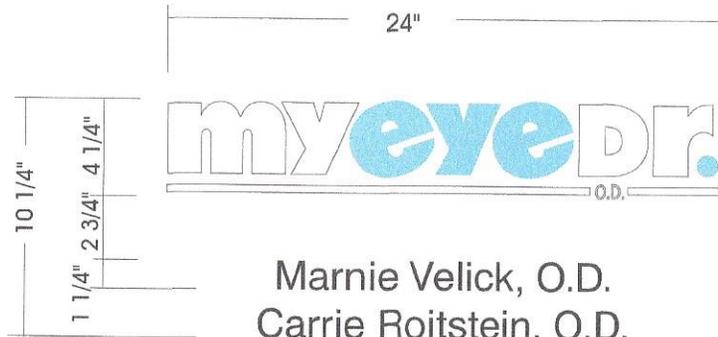
CUT VINYL
 LIGHT BABY BLUE
 FDC: #2500-108

LIGHT BLUE
 "eye" & {period}



SCALE 1/2" = 1'-0"
 QTY: (1)

- ALL VINYL APPLIED 1ST SURFACE TO WINDOWS
 AS SHOWN ON ELEVATION RENDERING

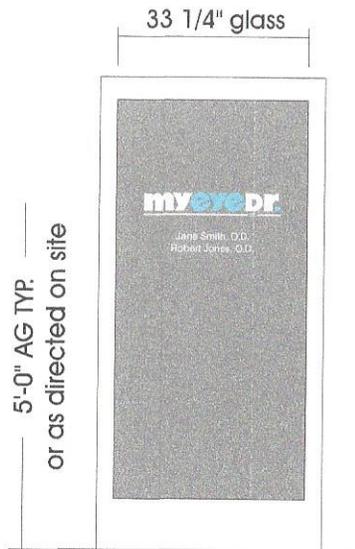


Marnie Velick, O.D.
Carrie Roitstein, O.D.

GLASS DOOR VINYL 1 1/2" = 1'-0"

QTY: (1) set

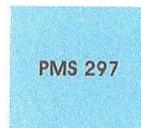
- WHITE & LIGHT BLUE VINYL APPLIED 1ST SURFACE (names shown black here for clarity)



Sample Names Shown

INSTALL ELEVATION (typ) 3/8" = 1'-0"

* INSTALL ON RIGHT DOOR AT DOUBLE-DOOR LOCATIONS



LIGHT BLUE
"eye" & {period}

DIGITAL PRINT & PAINT
MATCH PMS 297

CUT VINYL
LIGHT BABY BLUE
FDC: #2500-108

* REMOVE ALL SPEX-RELATED & HOURS VINYL FROM WINDOWS & DOORS

INSTALL NEW VINYL



AGENDA REPORT

SUBJECT: 837 Elm Street – *Athene*

DATE: August 30, 2016

PREPARED BY: Brian Norkus, Assistant Director of Community Development

Attached plans depict the proposed alternations for new retailer *Athene*, occupying the former Vose Sanders Bootery space at 837 Elm Street.

Plans incorporate the following proposed modifications:

- One window sign measuring 6” in height with store name at the lower left corner of storefront glass.

The proposed window sign fully complies with sign area limitations, which limits window signs to 10 % of window area.

- Proposed removal of existing rigid frame green canvas awning, and replacement with new rigid frame black canvas awning.

The proposed awning will match the height and profile of the existing awning; however, the awning is proposed to be modified to utilize black canvas covering. Existing awnings on the building are depicted in images on the following page.

The Village Design Guidelines suggest that awnings on buildings with multiple tenants be of a unified design, with height, profile and awning color recommended to match across multiple storefronts (an excerpt of the Design Guidelines is attached).



Figure 1



Figure 2



Figure 3

e. Awnings and Banners

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



Figure 42

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

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

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

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

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

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

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

f. **ADA Compliance:**

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

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

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

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

g. **Mechanical Equipment**

1. **Location**

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

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT



AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business: Athene		Primary contact name: Ashley Quicksilver		Phone: 801-755-5273
Street Address: 837 ELM STREET				Fax:
City WINNETKA	State IL	Zip Code 60093	Email: ashley@athene-shop.com	

Awning Company

Name of Awning Company: Acme Awning Co		Primary contact name: Kris Arends		Phone: 847-446-0153
Street Address:				Fax:
City Highland Park	State IL	Zip Code 60035	Email: acmeawning@att.net	

Property Owner

Name of Company: Charles F. Hunter Trust		Primary contact name: Steve Esposito		Phone: 845-294-0558
Street Address: 24 Lincoln Ave. Goshen NY 10924				Fax:
City Goshen	State NY	Zip Code 10924	Email: steve@espositoandassociates.net	

* **Douglas Harness - HREC**

847-514-4530

doug@harnessconstruction.com

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

Description of fabric type and color (attach samples) Black Canvas

Description of awning sign material, method of application and color N/A

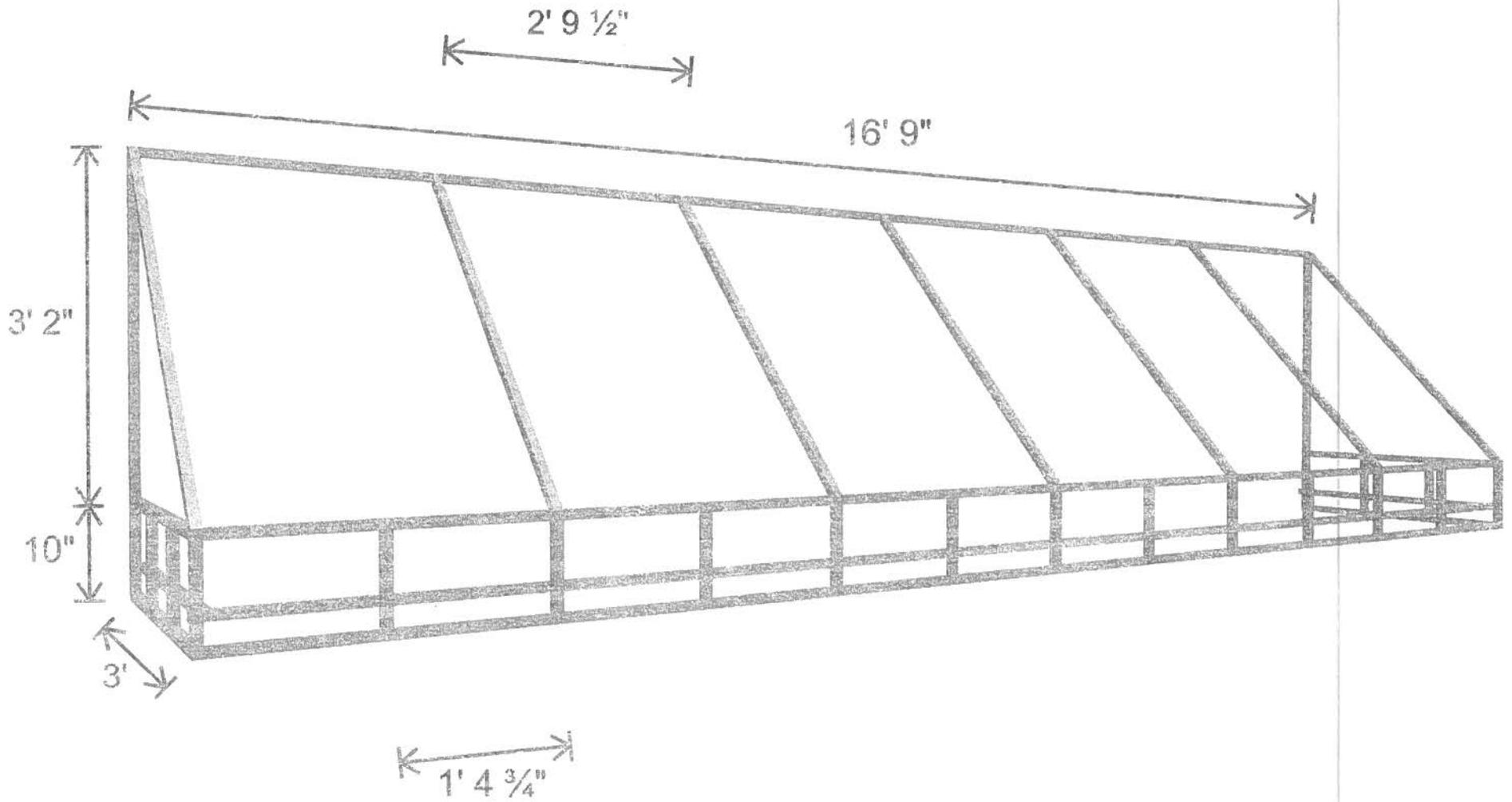
Height of awning logo/copy: N/A inches

Awning Dimensions: Width 16'9" Height 48" Projection from building face: 36"

OFFICE USE ONLY

PERMIT FEE (\$70 each)

CONDITIONS OF APPROVAL:



ACME AWNING CO., INC.
1500 Old Deerfield Road
Highland Park, IL 60035
847-446-0153
acmeawning@att.net

837 Elm Street
Winnetka, IL 60093



VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT



SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business: <i>Athene</i>		Primary contact name: <i>Ashley Quaresima</i>		Phone: <i>821-755-5273</i>
Street Address: <i>837 Elm St.</i>				Fax:
City: <i>Winnetka</i>	State: <i>IL</i>	Zip Code: <i>60093</i>	Email: <i>ashley@athene-spa.com</i>	

Sign Company

Name of Sign Company: <i>speed pro</i>		Primary contact name: <i>stephan phelan</i>		Phone: <i>847-983-0095</i>
Street Address: <i>8246 Kimball</i>				Fax:
City: <i>Skokie</i>	State: <i>IL</i>	Zip Code: <i>60076</i>	Email: <i>info@speedpro.net</i>	

Property Owner

Name of Company: <i>Charles P. Hunter Trust</i>		Primary contact name: <i>Steve Esposito</i>		Phone: <i>845-294-0558</i>
Street Address: <i>24 Lincoln Ave</i>				Fax:
City: <i>Goshen</i>	State: <i>NY</i>	Zip Code: <i>10924</i>	Email: <i>steve@espositoandassociates.net</i>	

** Douglas Harness 847-514-4530 doug@harnessconstruction.com*

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

SBC-2016-765 \$55.00 Review

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

Reverse Image - White Lettering

I a t h e n e

A diagram to the left of the word 'Iathene' shows two vertical lines representing the height of the letter 'I'. The shorter line on the left is labeled '4x' and the taller line on the right is labeled '6x', indicating the relative heights of the letters in the font.

