

SGN

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

- ❑ All permanent commercial, multiple family, and institutional signs (displayed for more than 30 days), regardless of size, require issuance of a sign permit and Design Review Board approval.
- ❑ Signs are subject to review for compliance with both the Village Sign Code and the Village's Commercial Design Guidelines; a summary of the major design objectives is included on the following page.
- ❑ For assistance in determining compliance with the Sign Code and Design Guidelines, contact Brian Norkus, Assistant Director of Community Development at (847)716-3522, or by email bnorkus@winnetka.org

Process for approval of signs

The Design Review Board meets on the third Thursday of each month (see attached calendar for application deadlines). Applicants and/or their representatives are required to attend the Design Review Board meeting in order to answer questions raised by Board members.

Permits are issued shortly after approval by the Design Review Board.

The Design Review Board evaluates sign permit applications for consistency with the *Village of Winnetka Design Guidelines*. A copy of the complete Design Guidelines can be requested by contacting the Community Development Department secretary at (847) 716-3527. Design Guidelines are also viewable online at www.villageofwinnetka.org

Coordination with other building alterations

Awnings - If sign modifications include new or modified awnings, please submit a separate Awning Permit Application, together with a consolidated sign and awning plan showing both awning and sign details. The specific requirements for sign plan details are noted below.

Other building alterations - Where awnings are proposed together with other building alterations such as changing paint color or façade materials or other exterior building alterations, plans and specifications detailing such changes shall be submitted together with an application for Certificate of Appropriateness

Design Objectives for commercial signs, as excerpted from Design Guidelines:

- ❑ Commercial signs should reflect the character of the building style, while expressing each store's individuality.
- ❑ Sign materials are limited to painted wood, canvas, architectural glass and metal.
- ❑ 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.
- ❑ Sign color must harmonize with the building upon which it is mounted, as well as adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors; pastels neon and secondary colors are not allowed. Lettering color can be unique to the image of the tenant/user.
- ❑ Neon lighting or internal illumination is not permitted. Illumination shall be accomplished with spot lighting outfitted with hoods or shields so that the source of illumination is not visible from adjacent streets, sidewalks or residences. Illumination is not permitted within 100 feet of a residential zoning district.
- ❑ The majority of signs will be located within the buildings sign band located above the storefront opening and below the second floor window sill.
- ❑ Surface mounted or pin-mounted commercial signs are either fabricated from painted wood or cast metal or flat cut metal, and are to be mounted within the sign band or storefront transom. Height is limited to 75% of sign band height or 14 inches, whichever is less. Surface mounted signs are not permitted on secondary building elevations without a defined sign band.
- ❑ Window decal signs and interior "floating" signs placed within storefront window openings may be placed within the lower section of the storefront and can occupy up to 10 % of an individual window area. Decals mounted in the storefront transom area are restricted to 50% of the transom area. Decal signs are restricted to a lettering height of not more than 6 inches, unless they contain store operating hours, which are limited to 2 inches.
- ❑ Window decal signs should be placed on the interior surface of window glass.
- ❑ Projecting blade signs can be round, square or vertical, mounted at the second floor level between window openings or at the head of the storefront. Such signs shall be oriented to pedestrian scale, with dimensions not to exceed 36" height and 24" in depth. Projecting signs are to be mounted on fixed hardware; no swinging or chain mounted signs are permitted.
- ❑ Incidental signs such as building management identification and tenant directory signs should be integrated into a single sign and should be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front façade, and should be directed to public residential entries.
- ❑ Ground signs are only permitted at locations where the building is 15 feet or more from the street line, and in instances where ground signs are displayed, no other commercial signs except window signs may be displayed.

Applicants and/or their representatives are required to attend the Design Review Board meeting in order to address issues raised by Board members. The Design Review Board meets on the third Thursday of each month. Please refer to the following schedule of meetings and submittal deadlines:

Meeting Date

Submittal Deadline (3 weeks prior)

January 15, 2015
February 19, 2015
March 19, 2015
April 16, 2015
May 21, 2015
June 18, 2015
July 16, 2015
August 20, 2015
September 17, 2015
October 15, 2015
November 19, 2015
December 17, 2015

December 24, 2014
January 29, 2015
February 26, 2015
March 26, 2015
April 30, 2015
May 28, 2015
June 25, 2015
July 30, 2015
August 27, 2015
September 24, 2015
October 29, 2015
November 26, 2015

January 21, 2016
February 18, 2016
March 17, 2016
April 21, 2016
May 19, 2016
June 16, 2016
July 21, 2016
August 18, 2016
September 15, 2016
October 20, 2016
November 17, 2016
December 15, 2016

December 31, 2015
January 28, 2016
February 25, 2016
March 31, 2016
April 28, 2016
May 26, 2016
June 30, 2016
July 28, 2016
August 25, 2016
September 29, 2016
October 27, 2016
November 24, 2016

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

SIGN PERMIT APPLICATION

Tenant/Lessee

| | | | |
|-------------------|-------|-----------------------|--------|
| Name of Business: | | Primary contact name: | Phone: |
| Street Address: | | | Fax: |
| City | State | Zip Code | Email: |

Sign Company

| | | | |
|-----------------------|-------|-----------------------|--------|
| Name of Sign Company: | | Primary contact name: | Phone: |
| Street Address: | | | Fax: |
| City | State | Zip Code | Email: |

Property Owner

| | | | |
|------------------|-------|-----------------------|--------|
| Name of Company: | | Primary contact name: | Phone: |
| Street Address: | | | Fax: |
| City | State | Zip Code | Email: |

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

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

Required submittals

IMPORTANT NOTE: *Photo simulations of proposed signs assist in conveying design intent, but in nearly all cases should be accompanied by scaled drawings with appropriate dimensions of both sign and building to accurately convey scale, proportion and placement of sign.*

- Completed application form
- \$55 Review fee (permit fee of \$60 per non-illuminated sign and \$195 per illuminated sign is assessed at time of permit issuance)
- Sign artwork or representation accurately depicting or calling out all colors and materials of proposed signs.
- Scaled elevation drawings including all of the following elements depending on sign type;

❖ **Window signs** –

1. Dimensions and area of window glass area;
2. Proposed height of lettering, conforming with recommended maximum height of 6”;
3. Dimensions are area of proposed sign area, conforming to 10% sign area limit;

Note – *sign area calculation includes area of all copy and associated artwork enclosed within a rectangular or circular area. Signs located within two feet of another sign are considered along with the space between as a single sign for purposes of calculating sign area.*

❖ **Wall signs** –

1. Scaled elevation drawing should provide overall storefront dimensions, as well as dimensions of background area for the proposed sign, such as the sign band, transom panel, storefront column or other details, in order to convey scale and proportion of proposed sign;
2. Proposed height of lettering, conforming with maximum height of 14” and no more than 75% of height of sign band;
3. Dimensions and area of proposed sign, conforming to 15% total signage area for storefront;

❖ **Projecting signs** – Accurate representation of sign dimension above sidewalk (minimum 8 feet), projection from face of building, and placement on storefront relative to window/door openings.

❖ **Ground mounted signs** – In addition to detailed elevation plans, include a site plan accurately showing location of sign on site, and proximity to property lines and adjacent buildings.

- Photos of each storefront opening, clearly showing building details.
- Material sample(s), with manufacturer and color specification

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.