



VILLAGE OF WINNETKA

Incorporated in 1869

DESIGN REVIEW BOARD **SPECIAL MEETING**

THURSDAY, FEBRUARY 20, 2020 - **6:00 p.m.**

WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA

1. Call to Order & Roll Call.
2. Winnetka Futures 2040 Plan Discussion.
3. Public Comment.
4. Adjournment

DESIGN REVIEW BOARD **REGULAR MEETING**

THURSDAY, FEBRUARY 20, 2020 - **7:00 p.m.**

WINNETKA VILLAGE HALL COUNCIL CHAMBERS – 510 GREEN BAY ROAD

AGENDA

1. Call to Order & Roll Call.
2. Approval of December 19, 2019 meeting minutes.
3. Approval of January 16, 2020 meeting minutes.
4. **Case No. 20-02-DR: 560 Green Bay Road – Raymond James – Wall and Window Signs:** Sign Permit and Sign Code Variation applications to allow the installation of a window sign. *The applicant has requested that this application be continued until a date uncertain; therefore, public notice will be provided when revised plans are submitted for consideration by the DRB.*
5. **Case No. 20-05-DR: 847 Elm Street – Ellen’s on Elm:** Awning Permit application to allow the installation of a storefront awning.
6. **Case No. 20-06-DR: 566 Chestnut Street – Starbucks:** – Certificate of Appropriateness application to allow for dog patio area and Awning Permit application to permit new awning installations along storefront.
7. Other Business.
8. Next meeting – March 19, 2020 (**Police Department Classroom**) – Quorum check.
9. Public Comment.
10. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

All agenda materials are available at villageofwinnetka.org (Government > Boards & Commission > 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 at 510 Green Bay Road, Winnetka, Illinois 60093, (Telephone (847) 716-3543; T.D.D. (847) 501-6041).

510 Green Bay Road, Winnetka, Illinois 60093

Community Development (847) 716-3520

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**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

Call to Order:

Chairman Albinson called the meeting to order at 7:01p.m.

Chairman Albinson asked if there were any comments or corrections to be made to the October 24, 2019 meeting minutes. No comments were made. Mr. McLane moved to approve the October 24, 2019 meeting minutes and Ms. Kelly seconded the motion. A vote was taken and the motion passed by unanimous voice vote.

Public Comment

Chairman Albinson asked if there was any public comment. No comments were made.

Case No. 19-37-DR: 520 Green Bay Road - BMO Harris Bank: - Certificate of Appropriateness application to allow exterior lighting that has already been installed.

Jenn Epstein of Hoffman Commercial Real Estate introduced herself to the Board and stated they previously came before the Board in connection with awnings. She then stated in discussions with the lighting contractor, he wanted to see the building with lighting which had a lot of awnings. Ms. Epstein stated when the lights were installed, Mr. Hoffman was pleased with how it highlighted the building's architectural details and presence at the corner.

Ms. Epstein stated they submitted the proposal for 37 lights which were similar to those at 818 Elm, they blend in with the building and provide additional safety in terms of pedestrian traffic. She referred to the lighting's placement on every façade which created an L-shape at the back of the building.

Mr. McLane stated he liked the lights and commented they are lovely and fit in and it was a mistake that they were not presented to the Board. Ms. Meiners asked if the lights were already installed. Ms. Epstein confirmed they were completed in September and a stop work order was issued to the contractors for which she was not aware. She informed the Board she was contacted by Mr. Norkus. Ms. Epstein confirmed they do not want any additional lighting installed.

Mr. McLane moved to issue a Certificate of Appropriateness to approve the request post facto. The motion was seconded by Ms. Kelly. A vote was taken and the motion unanimously passed:

1 AYES: Albinson, Kelly, Klaskin, McLane, Meiners
2 NAYS: None
3

4 **Case No. 19-38-DR: 899 Sheridan Road - Tower Road Park - Winnetka Park District: Certificate of**
5 **Appropriateness application to allow: (1) the renovation of the existing pedestrian access stairs to the**
6 **beach; (2) bluff restoration; and (3) entrance improvements.**

7 Costa Kutulus introduced himself to the Board as the Superintendent of Parks for the Winnetka Park
8 District along with John Shea, the Superintendent of Recreation and John Peterson, the Vice President of
9 the Park Board. He stated they are looking over the design elements for the bluff restoration for the Tier
10 1 plan and for this meeting, they are taking a look at materials. Mr. Kutulus then stated they put
11 together a presentation to identify the main points and informed the Board they have been working on
12 the project as part of the lakefront master plan since 2014 and are ready to begin implementing parts of
13 the Tier 1 bluff restoration plan as well as contractors approved by the Board last week. Mr. Kutulus
14 then stated the Park District did not anticipate the project going through this great level of design
15 review after first having spoken with the Village staff and would discuss the proposed design elements
16 and materials for the plan.
17

18 Mr. Kutulus identified a photo of the Tier 1 bluff restoration plan and stated he would overview what is
19 included in this plan design. He then identified entryway and entry level improvements, the raised
20 elevated staircase which includes the overlook platform as well as the activity platform located partly
21 down the bluff. Mr. Kutulus then referred to its guard rail system and dry creek which would provide
22 sustainable help with regard to flood water as well as landscaping. He noted the main conveyance into
23 the park is through the side cut through and into the parking lot where there is a walkway. He stated the
24 master plan identified the fact there should be a shorter, easier way to direct traffic into the area which
25 did not require walking down the driveway. Mr. Kutulus also stated they planned to rework the existing
26 stonework and use natural cut stones for the paver walkway.
27

28 Mr. Kutulus then referred to the elevated walk and staircase. He stated the existing staircase is of stone-
29 concrete construction which meandered down the bluff and it would be replaced with an elevated
30 boardwalk type system suspended on helical piers installed in the bluff. Mr. Kutulus stated proceeding in
31 this fashion would minimize erosion and help reduce the leafing and icing hazard of the walkway. He
32 stated the stairs would be crushed in place in order to reduce the amount of waste going to the landfills
33 and help with sustainable erosion by not disturbing the bluff by removing those elements. Mr. Kutulus
34 informed the Board ipe wood is included in the design element and provided a sample to the Board for
35 review, which is used at many of their other park sites. He described it as healthy and sustainable with a
36 long shelf life but would turn silver or gray with years of service.
37

38 Mr. Kutulus stated part of the walkway system would include the guardrail and hand rail system which
39 would have a metal orientation with a black powder coated finish. He then stated part of the system
40 would be a stainless steel mesh system which would stretch and he provided samples to the Board for
41 review. He stated the material is very resilient and would not corrode or tarnish and would provide an
42 open air view to see through it.
43

44 Ms. Meiners stated the metal mesh looked like a chain link fence. Mr. Kutulus confirmed it would be
45 stainless steel mesh material and provided photos of its use in other locations. He then stated the dry
46 creek bed would be located at the eastern edge of the property's southern edge and would be made of
47 large boulders and washed river stone. Mr. Kutulus informed the Board currently, there is a natural wet

1 area and they were unable to determine its source after working with the Village staff and they created
2 the area to allow for natural water runoff.

3
4 Mr. Kutulus then stated with regard to landscaping, they planned to re-establish the natural bluff
5 landscape as well as to have additional plantings at the entry area. He stated with regard to the
6 renderings in the packet, he identified the elevation of an ADA platform designed as part of the
7 walkway. Mr. Kutulus stated they are considering it as a design element to educate people in terms of
8 interaction with the bluff. He also identified benches and observations given to them by the Park Board
9 in order to ensure it is usable by people of all facets. Mr. Kutulus then identified another elevation
10 further down the bluff which is a southeastern view and is the raised activity platform. He indicated it
11 can be used as a classroom setting or a place to rest. He then referred to an elevation of the view to the
12 northwest looking up the bluff and would contain the natural lead for water to be directed away from
13 the bluff.

14
15 Mr. Kutulus identified the materials which include the ipe wood and the Victor Stanley backed benches
16 currently used throughout the park system. He also identified the mesh and hand rail, post and
17 angle lines which would be black powder coated for the hand rail system. Mr. Kutulus also identified the
18 piers in place and pointed out that you can see how the material has been fastened and stretched which
19 would not affect the visual sight lines. He then referred the Board to side by side comparisons of the
20 current layout of Tower Road and the proposal. Mr. Kutulus also stated with regard to the natural stone
21 at the bottom of the walkway, it would be the same element and would be cleaned and reset.

22
23 Mr. Kutulus identified the rendering at the top of the bluff looking down at the staircase. He referred
24 the Board to a snippet of construction documents to help the Board understand the scope of the project
25 and identified the configuration of the proposed boardwalk. Mr. Kutulus stated in an effort to be
26 mindful to the neighbors, they minimized the approach and noted the layout would be similar to the
27 existing condition but would extend a little to get better sight lines. He also identified an illustration of
28 the hand rail details and how they would be configured for the top and bottom of the staircase as well
29 as how they would connect to the deck sections.

30
31 Mr. Kutulus then identified the planting design elements where they planned to highlight the areas with
32 potential for erosion as well as for those utilizing the park. He also identified the dry creek bed and entry
33 way elements. Mr. Kutulus identified a plan alternative to replace the existing pavers in disrepair with
34 concrete. Mr. Kutulus noted it was included as an alternate due to the long term lasting effects of the
35 pavers and the manner in which they would wear in order for the walkway to appear as though it was
36 completed entirely with the plan. He then asked if there were any questions.

37
38 Ms. Meiners asked if they planned to remove any trees. Mr. Kutulus responded there are 7 trees which
39 would be taken out as part of the plan. He stated part of the design team was to engage with Urban
40 Forest Management in order to get more light to the understory to establish its growth as well as the
41 impact on the tree's root zones. He added they discussed the project with Jim Stier. Ms. Meiners
42 questioned the use of galvanized steel and Mr. Kutulus responded they chose black since it is what has
43 been integrated in more of the Park District projects. He also stated it would be lost quicker in terms of
44 sight lines and described its use in other locations.

45
46 Ms. Meiners commented black is harsh and asked if it is worth considering what would be done in the
47 future in terms of incorporating material which is more modern as opposed to matching the existing
48 black wrought iron. She commented she liked all the other portions of the project.

1 Chairman Albinson asked how they planned to force water to go through the dry creek bed. Mr. Kutulus
2 referred to the topography in place behind the existing sea wall that would remain to help with the
3 erosion with the drains and topography funneling the water to that location. Chairman Albinson asked if
4 it would also be used for storm runoff. Mr. Kutulus stated it would be natural water runoff picked up
5 from the bluff itself. Chairman Albinson asked if there were any plans for the gazebo and Mr. Kutulus
6 responded there are no plans at this time. He noted they have five tiers of plans for Tower Road Park.
7 Chairman Albinson then asked if there is an accessible route to the beach for someone needing ADA
8 accessibility. Mr. Kutulus stated they do have ADA level parking at the beach where there are currently
9 four ADA spaces and drivers for those needing to be dropped off.

10
11 Ms. Kelly questioned the signage opportunity by owner. Mr. Kutulus responded they have signage at the
12 parks which allow for those elements to be called out such as the planting, tree canopies, etc. and they
13 are looking at it as an opportunity to use the same educational piece throughout the boardwalk system
14 which in this case is the stairway system. He also stated it would be in the same styles as they were
15 before and they would have to come back before the Board with those elements which are not ready at
16 this time. Ms. Kelly asked if it would be from the Park District and Mr. Kutulus confirmed that is correct.
17 He stated it would include wayfinding signage, access and promotional signage.

18
19 Mr. McLane stated the Park District has been at the forefront of wisely reinvesting in infrastructure in
20 the community more than any other taxing entity in the Village. He then stated in terms of the plan
21 itself, the lakefront master plan and its execution, he commented it is wonderful to see it come to light.
22 Mr. McLane referred to the stairwell which is in poor condition and unsafe and the proposal with the dry
23 creek bed is a good solution. He also stated he appreciated the applicant sharing the project with the
24 Board.

25
26 Chairman Albinson asked when they planned to do the work. Mr. Kutulus responded as long as
27 everything goes according to plan, the plan is to have final completion by June 26, 2020. Mr. Klaskin
28 commented he liked the proposal. Chairman Albinson asked if there were any other comments. No
29 additional comments were made at this time.

30
31 Mr. McLane moved to issue a Certificate of Appropriateness to approve the plan as presented. Mr.
32 Klaskin seconded the motion. Chairman Albinson asked if there was any comment from the audience.
33 No comments were made from the audience.

34
35 A vote was taken and the motion unanimously passed.

36
37 AYES: Albinson, Kelly, Klaskin, McLane, Meiners

38 NAYS: None

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

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

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

9
10 Mr. Schoon then stated prior to 1988, the Village allowed internally illuminated cabinet signs provided
11 the illuminated element was limited to the letters or logo and referred to an example. He stated after
12 1988, the Village decided to prohibit illuminated signs. Mr. Schoon then stated the Village has sign
13 regulations and excerpts from the design guidelines in terms of the current regulations and stated if
14 they do allow internally illuminated signs, the design guidelines should provide guidance to applicants in
15 terms of what they are looking for from a design perspective. He reviewed examples of internally
16 illuminated signs from Evanston which were included in the staff report materials. They included
17 examples of box signs as well as individual channel letter signs either on the wall surface, a raceway, or a
18 panel. The examples also included halo illuminated signs, which are different than internally
19 illuminated signs and which are allowed in Winnetka. Mr. Schoon stated the Board was also provided
20 with excerpts from other communities' sign regulations regarding internally illuminated signs.

21
22 Mr. Schoon then stated the Village Council has asked for the Board's input and initial feedback as to
23 whether or not they should allow internally illuminated signs. If the Board is interested in allowing
24 internally illuminated signs, Mr. Schoon reviewed a list of questions from the staff report regarding what
25 types of signs should be allowed to be internally illuminated. Mr. Schoon then asked if there were any
26 questions.

27
28 Chairman Albinson asked if there was any comment from the audience.

29
30 Julie Windsor introduced herself as the owner of Beat Street, 552 Lincoln Avenue and a 20-year Village
31 resident. She stated she spoke with the Village Council regarding illuminated signs and noted she was
32 not looking to have the store name in lights but only a small sign identifying that the business was open.
33 Ms. Windsor stated the lighting inside the store is somewhat dull and people cannot tell if they are
34 open. She stated in order to save retail, they need to consider a small "Open" sign located above the
35 level of vehicles parking so customers will know she is open.

36
37 Ms. Windsor then stated in 2007 everyone started carrying and looking at lighted devices and all of a
38 sudden they are less sensitive to signs that are not lit and they did not realize their whole life would
39 change in that they are staring at lights all the time. She commented without lights, businesses do not
40 look like they are open and she is looking for a subtle sign indicating the business is open. Ms. Windsor
41 then referred to the number of retail stores being lost.

42
43 Mr. Klaskin asked if she wanted a logo sign or only a generic sign or if she would consider a sign with a
44 logo on it. Ms. Windsor responded she wanted a generic sign and she had a large internally illuminated
45 business sign in the hallway which is prohibited by the Village. Ms. Meiners asked Ms. Windsor if she
46 currently had an "Open" sign and Ms. Windsor responded she did and she wanted a larger sign for more
47 visibility located in the upper corner of the window.

48

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

7
8 Chairman Albinson asked if there were any other comments. He then stated in terms of ground rules for
9 the discussion, the Board would not be making a specific formal recommendation and are only being
10 asked to provide their initial thoughts. Mr. Schoon confirmed that is correct. Chairman Albinson also
11 stated the topic is internally illuminated signs as the focus for the Board and that meant signs with a
12 light source located internally. Mr. Schoon confirmed that is correct.

13
14 Mr. McLane stated it would be more helpful to have the sorting charts provided by Mr. Schoon and
15 questioned whether they wanted to look more like Kenilworth or Glencoe. He then stated while they
16 want to bring the commercial districts to life he preferred any form of lighting whether it is internal or
17 external. Mr. McLane stated it is very restrictive and commented Glencoe looks charming and he would
18 rather have that look compared to Kenilworth.

19
20 Chairman Albinson stated his reaction in term of the years he has been on the Board and the requests
21 he has seen, he liked internally illuminated signs when they are done properly such as the examples
22 shown to the Board. He also stated they can be much better than non-illuminated signs and his general
23 recommendation is that the Village should strongly consider a change in this regard noting it has to be
24 quality. Chairman Albinson stated they have to be careful not to make it a free-for-all and he did not like
25 the idea of lots of different signage in the window such as at a gas station. He suggested it be limited
26 and a proposed code limiting the signage to the business itself or its logo. Ms. Meiners referred to the
27 ice cream store which is vastly different and commented Beat Street's sign would be nice and in this
28 particular aesthetic, it would go with what they are doing. Chairman Albinson then stated if they do not
29 define what is allowed and suggested if there was an illuminated Beat Street's sign in the window, there
30 would not be a need for an "Open" sign.

31
32 Mr. Klaskin suggested the caveat be that the sign correlate to their brand. He then stated they cannot
33 place too many restrictions on a store's brand and agreed with Ms. Windsor's comment that retail is
34 suffering. Chairman Albinson stated with regard to the examples Mr. Schoon presented, it can get very
35 technical. He also stated his reaction is to keep the option open for internally illuminated signs but they
36 would be dependent on the quality of the decision and to ensure good taste. Chairman Albinson also
37 stated they have to make sure the outcome enhances the Village and the experience.

38
39 A woman in the audience stated the applicant is talking about a toy store. Chairman Albinson responded
40 the Board is not discussing a specific application but only general ideas relating to internally illuminated
41 signs. Ms. Meiners stated they have discussed making retail easier for businesses in Winnetka and it
42 would still have to be subject to the Board's approval. Mr. Klaskin agreed and added the Board can make
43 recommendations. Ms. Meiners then stated for turnover of the Board Members, they may not be
44 subject to the same opinions this Board has. Ms. Meiners suggested they allow certain illuminated signs
45 with others being subject to Board approval. Mr. Klaskin stated the Board has made concessions for
46 other sign applicants in the past.

47

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

11
12 Chairman Albinson then asked the Board Members if anyone is opposed to internally illuminated signs in
13 order to forward initial thoughts to the Village Council. He also stated instead of the Board defining it, to
14 have the Village staff or a consultant advise them on how to craft it. Chairman Albinson then stated he
15 would like for it to be permissible by code but for the guidelines to provide the framework. Ms. Kelly
16 commented it is better for an applicant to ask for an exception as opposed to coming to the Board
17 saying they allow it since it is in the code. Chairman Albinson also suggested providing more creativity
18 and fluidity, to adopt it as part of the guidelines. Ms. Kelly referred to applicants who have done things
19 without approval. Chairman Albinson stated enforceability is not the Board's responsibility. Mr. Klaskin
20 suggested they allow internally illuminated signs subject to the Board's approval.

21
22 Chairman Albinson stated the issue also related to the broader Comprehensive Plan and President
23 Rintz's request that the Board look at everything they use and whether they should redo the design
24 guidelines and commented this should be part of it as well. He then stated the takeaway is that it should
25 definitely be explored for the Board to allow internally illuminated signs with there being a lot more
26 groundwork which needed to be covered. Ms. Kelly agreed they are all in favor of allowing internally
27 illuminated signs. Chairman Albinson also stated it would help improve the marketability of downtown
28 retail.

29
30 Mr. Schoon stated guidelines are guidelines and the enforceability of guidelines is more difficult than
31 code requirements. He then stated if the Board denied a request and it is challenged, that would be
32 difficult to defend if they have not consistently applied that guideline. Mr. Schoon stated if the Board
33 would never approve a sign similar to Andy's in Evanston, if there is some way to define that, it should
34 be done in the code. Chairman Albinson stated this is one of many other issues to come up during the
35 year where they are asked to re-evaluate all of the tools they use to do their jobs. Mr. Schoon
36 mentioned at the Village Council, there is other work which needed to be done with the sign regulations
37 and in going through the Comprehensive Plan process to get input as to what people feel about the
38 character of the community and then work on sign regulations and zoning ordinance regulations.

39
40 Chairman Albinson asked if there were any other comments. No additional comments were made at this
41 time. Chairman Albinson summarized the Board's discussion that the message should be sent to the
42 Village Council that the Board is open to consider allowing internally illuminated signs, and that in
43 considering to allow such signs, the Village will need to give careful thought in terms of the regulations
44 and design guidelines to ensure that internally illuminated signs be of an appropriate design.

45
46 **Next Meeting – January 16, 2020 Quorum Check**

47 The Board discussed their availability for the January 16, 2020 meeting.

48

1 **Comprehensive Plan Update**

2 Mr. Schoon informed the Board they are working with the consultant on data collection, the analyzing
3 phase and putting together their communication and engagement plan and anticipate it would be
4 February before they would meet with the Board to get their input. He also stated they would keep the
5 Board informed once they identify other public engagement activities such as open houses, etc.
6

7 **Adjournment:**

8 The meeting was adjourned at 8:06 p.m.
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10 Respectfully submitted,

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12 Antionette Johnson
13 Recording Secretary

DRAFT

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Winnetka Design Review Board/Sign Board of Appeals
January 16, 2020

Members Present:

Kirk Albinson, Chairman
Brad McLane
Maggie Meiners
Michael Ritter

Members Absent:

Michael Klaskin
Brooke Kelly
Paul Konstant

Village Staff:

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

Call to Order:

Chairman Albinson called the meeting to order at 7:02 p.m.

Chairman Albinson asked if there were any comments with regard to the November 21, 2019 meeting minutes or a motion to approve. A motion was made by Mr. Ritter and seconded by Mr. McLane. A vote was taken and the motion unanimously passed.

Public Comment

Chairman Albinson asked if there was any public comment for items not relating to the Raymond James application. No comment was made at this time. Chairman Albinson then stated the Board would rearrange the agenda order and hear the Raymond James application last. He noted that public comment on the Raymond James' application would be heard at the end of the meeting. Chairman Albinson again asked if there was public comment on items not on the agenda unrelated to the Raymond James' application and asked for comments to be limited to three minutes.

Rick Heyke, 1108 Merrill Street, introduced himself to the Board and stated he lives 30 feet from the infill lot where the building is taking place. He stated he has interest in noise, parking, odors and deliveries. Mr. Heyke then stated he was concerned with regard to how the two buildings would end up on the lot. He then stated people are in favor of responsible development and would like to ensure this would be a responsible development. Mr. Heyke also referred to the proximity to the school with whom he has had a favorable relationship and he would like for that to continue with the development.

Chairman Albinson asked if there was any other public comment on items other than the Raymond James' application.

Mike Finnerty, 470 Poplar Street, stated he has an interest in 985 Green Bay Road where Mino's is located and spoke with regard to 844 Spruce which is in the process of development. He stated his comment related to the 966 or 968 Green Bay Road building and asked if they would be removing the entire building which he described as an eyesore. Mr. Finnerty then stated he is concerned as to why they would build on the green field as opposed to doing something with the other building. He then stated something needed to be done there such as a restaurant and questioned how long this has been going on. He also stated he would like to see the property developed responsibly and would love more

1 restaurants in the area. Mr. Finnerty stated he did not understand why a proposal was made for one
2 property and not both.

3
4 Chairman Albinson asked if there were any other public comments.

5
6 Mr. Schoon stated for clarification, in November 2019, the Board reviewed a proposal for the reuse of
7 the Boris Café site and use of the building and approved the design presented at the meeting by the
8 same developer for a restaurant. He confirmed another restaurant would go in the new building.
9

10 **Case No. 19-36-DR: 966 Green Bay Road - New Construction: Certificate of Appropriateness**
11 **application to allow construction of a new one-story infill commercial building.**

12 Jeff Shapack stated he would present the request on behalf of 966 Green Bay Road in Hubbard Woods.
13 He then stated the site is the infill site next to the building they just discussed on the corner presented
14 to the Board in November 2019. Mr. Shapack stated he would show the Board the work done on that
15 site as well as the proposal for the subject property.
16

17 Mr. Shapack informed the Board their company is called Shapack Partners which has done a lot of
18 development in Chicago and the Fulton Market District in the West Loop. He also stated their work
19 consists of redevelopment and new construction and referred to a photo of a fully rehabbed 1908
20 building measuring 120,000 square feet. Mr. Shapack described the landlord and tenant work done
21 inside and outside of the building. He then identified another project called the Hockston which is a 12
22 story hotel and described the landlord and tenant work done. Mr. Shapack also identified a project
23 called 811 Fulton which is new construction designed to look old.
24

25 Mr. Shapack then identified the existing streetscape for the Green Bay Road building and the rehab to
26 the building. He informed the Board they did preliminary rehab to the interior space with Village
27 approval. He described it as an old beaux truss building and the plan to replace the brick and storefront.
28 Mr. Shapack stated the subject property is a 50x134 foot property along with additional images of the
29 site, views from and to the site and the setback. He then referred the Board to different elevations of
30 the site. Mr. Shapack provided a brick sample to the Board they planned to use called Harvard Brik on
31 the side and back along with metal detail samples and material for the wood entry door. He then
32 stated they wanted to show the Board an image of signage on the building, understanding that the
33 future tenant will need to come back to the DRB for approval of signage. Mr. Shapack also stated there
34 is one tree and they would come back to the Board with landscaping. He then referred to images of
35 renovation done to the corner building.
36

37 Chairman Albinson questioned which brick would be used on the front and on the rear. Mr. Shapack
38 clarified the brick samples for the Board and noted the Harvard Brik would be used along both sides and
39 the back. Mr. McLane asked if the sides would be visible. Mr. Shapack responded it would not be visible
40 against the north or south sides of the building. He then stated with regard to the alley, he identified the
41 visibility from the height of the adjacent building and otherwise, it would not be visible. Mr. McLane
42 commented he liked the applicant's urban approach for the project. He then commented it seemed like
43 a very austere façade due to the solid nature of the door and windows being covered. Mr. Shapack
44 responded they followed the design guidelines to get to the façade design without repeating other
45 things in the neighborhood. He explained their goal was to design a building which would be welcome in
46 Hubbard Woods and on Green Bay Road. Mr. Shapack then stated in connection with the door being
47 solid, the windows are not covered. Mr. McLane agreed the applicant followed the design guidelines.
48

1 Ms. Meiners asked Mr. Shapack if they owned the building next door which is a separate project. Mr.
2 Shapack confirmed that is correct and stated they would be two separate buildings and businesses. He
3 added the focus is for them both to be restaurants.
4

5 Ms. Meiners stated the applicant kept within the guidelines and kept within the vision of Winnetka. Mr.
6 McLane moved to approve the request as presented. Mr. Ritter and Ms. Meiners seconded the motion.
7 A vote was taken and the motion unanimously passed.
8

9 AYES: Albinson, McLane, Meiners, Ritter

10 NAYS: None
11

12 **Case No. 20-01-DR: 874 Green Bay Road - Ciao Bella Sewing - Window Signs: Sign permit application to**
13 **allow the installation of two window signs.**

14 Taylor Ioannou introduced herself as the owner of Ciao Bella Sewing who is seeking approval for a
15 couple of window decals. She informed the Board it is a shared building and noted Adams School of
16 Driving is located next door. Ms. Ioannou stated the request is for two window decals with the company
17 name and logo.
18

19 Mr. McLane stated the request is compliant for pink signs in her store windows. Ms. Meiners stated the
20 applicant followed the design guidelines and described it as friendly looking and welcoming. Chairman
21 Albinson asked for a motion. Ms. Meiners moved to approve the request as presented. Mr. McLane
22 seconded the motion. A vote was taken and the motion unanimously passed.
23

24 AYES: Albinson, McLane, Meiners, Ritter

25 NAYS: None
26

27 **Case No. 20-03-DR: - 64 Green Bay Road - Aboyer - Freestanding Sign: Sign permit and sign code**
28 **variation application to allow the installation of a free standing sign.**

29 Michael Lachowicz introduced himself as the owner of Aboyer, formerly Michael's restaurant. He stated
30 they have been there for 15 years and the application is a request for forgiveness relating to a
31 miscommunication between the sign vendor and what is allowed. He stated the structure of the sign is
32 allowed although the wording is not, which he was not aware. Mr. Lachowicz stated the sign was
33 supposed to be four arrows and "open" and the sign read "Aboyer Silencieux". He explained the
34 meaning of the sign's wording. He also stated the catalyst for the sign was to let people know they are
35 there and is not overly sized. Mr. Lachowicz then referred to the approved signs on the side of the
36 building and awning. Mr. McLane stated he drove by the location and still could not see it but it could be
37 seen walking.
38

39 Chairman Albinson asked Village staff if the variation request is because of the sign on the building for a
40 single tenant. Mr. Marx stated for a freestanding sign, the principal building has to be set back 15 feet or
41 more from the right-of-way and if there is existing commercial signage such as a wall sign, a freestanding
42 sign is not permitted. He then stated because the building is too close to the street and because there is
43 already signage on the building a variation is needed. Chairman Albinson then stated a portion of the
44 building is within 15 feet but not the entire building. Mr. Marx confirmed a portion is. Mr. Lachowicz
45 referred to an addition done to the restaurant 10 years ago which is set back. Chairman Albinson asked
46 if there is a side front yard condition which exists and Mr. Lachowicz confirmed that is correct.
47

1 Ms. Meiners commented the sign is welcoming. Chairman Albinson stated he had no concerns and if the
2 building was lot line to lot line that would be a different story. He then referred to the challenge of
3 creating identity for two different brands. Mr. McLane also stated being on Green Bay Road is a major
4 thoroughfare which made it difficult to see. He then moved to forgive and approve the request. The
5 motion was seconded. A vote was taken and the motion unanimously passed.

6
7 AYES: Albinson, McLane, Meiners, Ritter

8 NAYS: None
9

10 **Case No. 29-02-DR: 560 Green Bay Road - Raymond James - Wall and Window Signs: Sign permit and**
11 **side code variation applications to allow the installation of a window sign and a wall sign.**

12 Chairman Albinson stated before public comment, he asked the Village staff to provide an update on the
13 amended application. Mr. Marx stated the applicant originally submitted a sign permit for signage on
14 the building as well as a smaller sign near the doorway entrance. He stated the applicant was informed a
15 sign code variation would be needed since they are on the 4th floor, the sign code required window
16 signs to be within the space occupied by the tenant which is why a sign code permit and sign code
17 variation were submitted at the same time. Mr. Marx then stated they received a lot of public feedback
18 in response which was communicated with the Board over the last several days and the applicant which
19 decided to remove the request for the larger portion of the sign of approximately 9 square feet on the
20 right side of the street façade, while keeping the smaller portion next to the doorway. He then stated
21 they realized today those measurements were not correct and the applicant resubmitted a correct
22 rendering and application with the variation aspect along with a copy of the six different letters received
23 from constituents mostly who are building tenants. Mr. Marx confirmed the request for the larger sign
24 on the building frontage has been eliminated and the request still needed a sign permit and sign
25 variation for the smaller sign on the left of the doorway.

26
27 Mr. McLane asked for clarity if the doorway is the primary entrance for all of the tenants. Mr. Marx
28 confirmed that is correct.

29
30 Chairman Albinson then asked for public comment and asked comments to be limited to three minutes.

31
32 Noel Cooper stated he works at 560 Green Bay Road in Suite 301. He stated 7 years ago when he found
33 the space, a corporate real estate team brought them up north who wanted them to go to Northbrook
34 and he opted to come to the Village. He commented the Village has a small town feel and they would
35 like for it to stay that way. He also stated for the 20 tenants in the building, allowing one tenant with
36 outside signage would not be in the best interest of the other tenants. He also stated he brought
37 improvements to the building and space and hoped to be there a long time with clients who eat in the
38 restaurants. He then stated to change what the building does on the block; he did not want to see that
39 happen. He concluded while it would not be the Raymond James building, but a building for all who
40 bring value to Winnetka.

41
42 Chairman Albinson asked if there were any other comments.

43
44 Felicia O'Malley introduced herself as a tenant in Suite 101 and stated she has lived in Winnetka for 29
45 years and owns two properties. She then stated for 560 Green Bay Road, it has been wonderful and the
46 aspect of the building is that there are many competitors in the building including attorneys and CPAs
47 who all get along well. Ms. O'Malley stated people come in and out of their offices helping clients in
48 getting financial and estate plans done who chose not to go Northbrook which brings a lot of foot traffic

1 to Winnetka. She then stated since the sign issue came up, there is a wedge on people and relationships
2 with the concern of not having as vibrant of a building as it is now if it is allowed to be named after only
3 one tenant. Ms. O'Malley also stated everyone is concerned with it being confusing to all of the clients
4 and they did not want to be associated with Raymond James. She stated the building is filled with
5 entrepreneurs who want to remain independent and successful businesses and referred to looking to
6 lease more space in the building. Ms. O'Malley also stated the concern about the sign is the conception
7 of it being located right outside of her door as opposed to a sign implying ownership. She added it would
8 be unattractive and would not go along with the beautiful designs of the Village.
9

10 Chairman Albinson asked if there were any other comments.

11
12 Bill Anderson introduced himself as an employee of one tenant who has been working there three years
13 and lived on the North Shore for 32 years. He stated he would speak in opposition to the sign variance
14 and commented Ms. O'Malley articulated good reasons the sign would be an impediment to
15 entrepreneurs of small business. Mr. Anderson then stated the main issue is the aesthetics and
16 described the character of the Village being based on small businesses and signs that provide
17 informational value. He commented a sign usually has character to it and is associated with the
18 business. Mr. Anderson also stated it is not a promotional or advertorial sign. He then stated a big block
19 sign in either of the proposed locations would lean more toward advertising and promotion and gets to
20 the issues of inequity and unfair commercially favoring one tenant over the others. Mr. Anderson
21 commented buildings contribute most when they are viewed as having integrity partly of having many
22 small businesses rather than a big office building with a commercial sign. Mr. Anderson added it would
23 be out of character with what the Village wants to be in terms of aesthetics and would be against what
24 the Board values.
25

26 Chairman Albinson asked if there were any other comments.
27

28 John O'Malley of East Gate Capital Advisors stated he has the smallest office in the building. He then
29 stated when the notice arrived; they listened to everyone's concerns which are similar to what they are
30 hearing tonight. Mr. O'Malley stated he talked to the building representative and the petitioner and
31 commented it has been a wonderful, great place which has been there for decades. He also stated the
32 comments that clients cannot find them are right on. Mr. O'Malley then stated he appreciated the
33 amendment to the proposal which he commented makes sense and it would have been confusing as
34 originally proposed. Mr. O'Malley then stated they asked if the representatives would support brass
35 plaques mounted on the bricks next to the door with the tenant space as long as all 20 tenants have the
36 ability to be represented where the size would not matter. Mr. O'Malley then described the tenants on
37 the second, third and fourth floors of the building and described it as a hub that draws employees out of
38 Chicago to the Village along with clients from everywhere. He stated in listening to the comments, he
39 asked if it would be consistent with a brass plaque by the door as a directory sign which is in compliance
40 with the size. Mr. Marx noted a portion of the sign code permits it. Mr. O'Malley then stated
41 Raymond James should get top billing on the signage and he would hate to see the position of where
42 other tenants not be in that building if it is heavily granted one way or the other. He stated it should
43 either remain that way or be entirely controlled by a major tenant. Chairman Albinson asked if there
44 were any other comments.
45

46 Brooke Peppey of Suite 100 informed the Board her office is with the window over which the sign would
47 hang. She then stated she would appreciate it being taken down because it would be very confusing for
48 her clients.

1 Chairman Albinson asked if there were any other comments. No additional comments were made at this
2 time. He then asked for the applicant's presentation.

3
4 Roger Winship introduced himself as the Managing Director of Raymond James Financial Services
5 Company which has an office in Chicago along with Chad Danforth and Chris Eilers. He then stated he
6 appreciated the comments made and noted their intention is not to be more competitive or take over
7 their business and to promote themselves. Mr. Winship stated they feel the opposite in that they want
8 to communicate a message to their clients and public with regard to their goodwill and integrity. He also
9 stated they have 300,000 offices worldwide and the request is part of their branding practice to
10 represent the public at street level where they are an anchor in a building they occupy. Mr. Winship
11 stated they requested a variance for street signage for their 4th floor presence which has been
12 approved by the landlord and they are now asking the Board for approval for signage at the street level.
13 He stated to make it clear to the audience with regard to the sign being an implication that they own the
14 building; the sign would be a small one foot square sign. Mr. Winship stated they have a strong presence
15 in the community and support the community in various capacities which he described.

16
17 Mr. Winship informed the Board they have been in this location for 25 years and described the request
18 as more benign than what has been interpreted by the other tenants which is the main reason the
19 corporate request was withdrawn to have the sign above the office and adjacent to the window. He
20 agreed it would have been confusing to customers. Mr. Winship then stated they opted to have the sign
21 in a neutral space in compliance and to have it in a common area similar to that in most office buildings
22 where there are multiple tenants and for the anchor to be represented at the street level for the public
23 to see. He then stated they represent globally a good company with a philosophy and culture shared
24 throughout the world which he hoped would be a benefit to the tenants which would not be a negative.

25
26 Chris Eilers informed the Board he grew up in Winnetka and appreciated the respect and value of the
27 town. He then stated the fact the application was withdrawn and amended was a direct result of the
28 conversations they had with their office. Mr. Eilers also stated although they are the largest credit
29 tenant of the building, they are not implying that they are representing or owning the building and it
30 would be a small sign on the building only. He then stated nothing they are doing here would prohibit
31 the other tenants from having a discussion and identified two local businesses which they describe
32 when giving directions to their clients. Mr. Winship added the sign would be discreet with small lettering
33 to the left of the door which gives Raymond James the ability to carry through the landlord approval and
34 give them a presence as an anchor tenant to share with the public. He asked if there were any
35 questions.

36
37 Chairman Albinson asked if there were any questions for the applicant and stated for clarification, he
38 asked what is the variance being requested. Mr. McLane stated the sign still requires a variance because
39 the applicant is on the 4th floor.

40
41 Mr. Marx stated the variance is for signage on space which is not the leased space of the tenant. He
42 then stated the code contains language if there are multiple tenants for wall signs with the provision as
43 to what is permitted with multiple commercial occupants such as directory signage to allow
44 identification for them. Mr. McLane asked if it can be posted on the exterior or the building's
45 interior. Mr. Marx responded if it is inside and not visible from the street, it would not require a sign
46 permit but if it was outside, it would need a permit. He indicated the Design Guidelines are more vague
47 about that. Ms. Meiners stated there was talk about directory signage outside and asked where would

1 that go instead of the vinyl letters. Mr. Marx responded that would be the prerogative of the
2 property owner or the applicant.

3
4 Mr. Eilers informed the Board there was a wide range discussion about alternatives and they clearly
5 objected to putting the name on the window of another tenant. He described the building as hard to
6 find and the brass plaque would make sense and in the application, they were encouraged to follow
7 Section 15.60.030 which stated: "Reduce confusion and restrict signs which overload the public's
8 capacity to receive information." Mr. Eilers stated it was interpreted "not to cause confusion but to not
9 obstruct vision or otherwise increase the likelihood of accidents but to enable the public to locate
10 goods, services or facilities in the Village without difficulty or confusion, to encourage the high quality of
11 development and excellence of the design site throughout the Village, to promote the use of signs
12 to promote signs appropriate to the type of activity that they pertain as well as express the identity of
13 the properties and the premises of which they are located." Mr. Eilers noted that was referenced in the
14 application and they felt the request is in compliance and consisted of what was approved by the
15 landlord.

16
17 Chairman Albinson stated the Board would have to split hairs to define what they are considering and
18 noted the variation is being asked for because the sign on the window to the left of the door would not
19 be for that user and it is a shared office building. He then stated the code was written in a
20 fashion intended for retail establishments and did not address a multiple occupant building with a
21 common door. Chairman Albinson also stated a directory would be permitted for that type of use and
22 described a sign to the left of the door as a defacto directory sign and the question is how they plan for
23 other tenants who want to be listed on that type of directory sign. He then stated without knowing how
24 that would work, all of the tenants will all want to fit their piece in the window.

25
26 Mr. Ritter stated that assumes the landlord would agree to have a sign for everyone in the building as
27 opposed to a major tenant. He described it as customary in the commercial real estate industry for a
28 multi-tenant building for the larger tenants to get signage rights over the smaller tenants and there is
29 nothing unusual in that regard. Mr. Ritter stated the focus on this application is to not put themselves
30 between the tenant and landlord to dictate what they need to do. He then stated the request is fine to
31 him, is customary in the industry and it would be a very modest sign and if the other tenants get
32 landlord permission do something similar, it would be a great idea and they would have to come back to
33 the Board to ask permission.

34
35 Chairman Albinson agreed with Mr. Ritter's comments and stated if this small Raymond James sign on
36 the door is the building signage, if another tenant wanted to add something, they would say no since
37 they already put a building sign on the building. Mr. Ritter noted the sign can only take up a small
38 percentage of what would be allowed and referred to room for other signage. Chairman Albinson
39 commented that would open a can of worms. Ms. Meiners agreed with both Chairman Albinson and Mr.
40 Ritter and stated it is not a unique situation and there are many multi-tenant buildings. She then stated
41 for other tenants who want their name on the sign, it should be all or nothing. Ms. Meiners added all of
42 the tenants need representation. She also stated they have to be considerate of branding and there
43 are options such as to have a metal sign and when a new tenant moved in, to add their name to
44 the plaque. Ms. Meiners stated there is a way to do movable things and no one tenant's sign would
45 be bigger than the next and they all would be visible.

46
47 Chairman Albinson asked Ms. Meiners if she is suggesting they approve the building's sign or reject the
48 request and for the applicant to resubmit for a directory sign. Ms. Meiners responded she would not

1 approve this request and there still needs to be consistency; it is one building. She also stated they have
2 to honor the different brand identities and for them to be all consistent with the same font, it would
3 be harder to do that with lettering. Ms. Meiners then stated different color vinyl letters and for all
4 the letters to be consistent and the window sign can be different than the directory sign.

5
6 Mr. Ritter stated he would propose to approve the request if the rest of the tenants can get the landlord
7 to agree to put up signage for all of the tenants and for Raymond James to take their sign down and be
8 part of the directory with all of the tenants. Chairman Albinson stated that would mean approving a
9 building sign and referred to the Board's decision to follow the code.

10
11 Mr. McLane informed the Board he took an office in a building years ago with no branding signage. He
12 stated he understood the applicant's concern and agreed with the business description and in terms of
13 the location as mentioned by the applicant; he would want to be in 560 Green Bay Road or another
14 branded building with a directory. Mr. McLane stated he would vote against the request and the Board
15 would end up split. Chairman Albinson agreed it is the Raymond James building or the 560 Green Bay
16 Road building. Mr. McLane commented it should be like that for a building like this.

17
18 Chairman Albinson then stated as prepared, the Board would not accept the application and asked the
19 applicant to reconsider. He agreed with Mr. McLane's suggestion if they want to submit a request with a
20 directory design and where it is put, they can resubmit. Mr. Eilers asked if that would require a sign
21 permit application. Ms. Meiners agreed it needed to be reworked and in terms of a collaborative
22 relationship with the other tenants, it should be hashed out more. Mr. McLane stated he would move to
23 approve the request and vote no.

24
25 Mr. Schoon stated the Board can ask the applicant if they would like a vote on the application as
26 presented or come back to a future meeting and present something else in order to provide
27 the applicant with that opportunity rather than vote down the request. Mr. Eilers stated the application
28 is a way to let their clients know they are there and referred to a building sign versus directory sign
29 nuance.

30
31 Chairman Albinson stated the ultimate decision maker is the landlord and if they approve this request,
32 he would not approve other signs on the building. He also stated cost is not the issue. Mr. Eilers
33 informed the Board the landlord gave the options for a larger sign over each first floor window and not
34 above the front door window. He referred to the landlord having the option of approving signage over
35 each window and that should be available for any tenant in the building to negotiate. Mr. Eilers
36 reiterated it is not the Raymond James building and they are looking for signage on the building with the
37 landlord's approval. Mr. Winship stated it was approved in the lease since they are the anchor and what
38 is customary and proper and experienced worldwide. He then stated they have been through this many
39 times and is part of their practice and is a good will gesture only. Mr. Winship added they have been
40 Raymond James for 15 years and have expanded three times.

41
42 Chairman Albinson stated they have a sense of how the Board is feeling and suggested they either take
43 a vote or for the applicant to go back to the drawing board. Mr. Eilers responded they would go back to
44 the drawing board. Ms. Meiners thanked them for helping the community.

45
46 Chairman Albinson confirmed there would be no vote and the request continued. Mr. Schoon stated the
47 request should be continued to a date specific noting the next meeting is February 20, 2020. Chairman
48 Albinson stated the outcome would be the best solution for all of the parties.

1 **Other Business**

2 Mr. Schoon stated he sent an email asking the Board if they could attend an earlier meeting start time of
3 6:00pm and everyone here responded. He then stated he had not heard from the other three Board
4 Members and would follow up with them. Mr. Schoon stated depending on the response and the fact
5 they do not know what is on the February agenda, having a separate meeting would be best. He then
6 stated they can still start at 6:00pm or have the regular meeting at 6:00pm when there are more Board
7 Members here to participate. Mr. Schoon asked the Board to keep 6:00pm reserved for now. Chairman
8 Albinson suggested starting at the regular meeting time and go late. Mr. McLane stated he is against
9 that option.

10
11 Mr. Schoon then informed the Board in February, they would be holding focus groups for the
12 Comprehensive Plan update in addition to meeting with the Boards and Commission. He stated
13 neighbors and friends were sent 180 emails which targeted persona groups at different life stages such
14 as young families, empty nesters and those who have lived here a long time, as well as other more
15 traditional focus groups consisting of business and property owners, educational and social
16 organizations and community service organizations. Mr. Schoon stated in the second week of February,
17 they would have 15 different focus groups meeting to talk about the community and would put the
18 information together in a report and make it available to the Board. He then asked the Board to
19 encourage their neighbors to respond and participate.

20
21 **Adjournment:**

22 The meeting was adjourned at 8:13 p.m.

23
24 Respectfully submitted,

25
26 Antionette Johnson
27 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 13, 2020
SUBJECT: CASE NO. 20-05-DR: 847 ELM - ELLEN'S ON ELM - CONSIDERATION OF AWNING PERMIT

INTRODUCTION

On February 20, 2020, the Design Review Board (DRB) is scheduled to consider an application submitted by John Holthaus (the "Applicant"), as the lessee of the property located at 847 Elm Street (the "Subject Property"), for an Awning Permit to allow the installation of a new awning on the street façade of the building located on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located on the north side of Elm Street between Birch Street and Chestnut Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property is a one-story commercial building that contains the Applicant's business, *Ellen's on Elm*, as well as *Crystal Cleaners* and *Botanic Nail & Spa* as neighboring tenants to the east. Winnetka Bible Church is located immediately west of the Subject Property. The building is an older commercial building with a traditional brick and masonry façade and large window glazing for the storefronts. The Subject Property is identified in Figures 1 through 3 at the end of this report.

CURRENT REQUEST

The Applicant has submitted an awning permit application to allow the installation of an awning along the business' south façade along Elm Street. The awning would be fixed and extend across the Applicant's street exposure with an aluminum frame and Sunbrella Marine Blue awning fabric. The awning would project three feet from the building wall and have a clearance of 8 feet above the sidewalk. It would be approximately 14.92 feet in length and 3.5 feet in height with an 8 inch valance ribbon that reads "ELLEN's on elm" in 5-inch white letters. The Applicant has provided a rendering and design specifications for the proposed awning, which are included in the submitted application materials in Attachment A. A material sample has been provided by the applicant and will be available at the DRB meeting.

SIGN CODE ANALYSIS

Awning copy is limited to the name of a business, street address number and logo, and is subject to a maximum height of six inches. The Sign Code also requires that the awning signage be placed on the valance. The proposed awning copy complies with the Sign Code.

AWNING CODE

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The Code requires awnings have a clearance of at least 8 feet above the sidewalk. With a proposed clearance of 8 feet, the proposed awning also complies with the standards for awnings required by Village Code.

DESIGN GUIDELINES ANALYSIS

The Village's Design Guidelines provide guidance on appropriate size, materials, and colors of an awning; an excerpt of the Design Guidelines is included as Attachment B.

- The Guidelines recommend that awnings project from the main building no more than three feet and be at least 8 feet above the sidewalk, which is fulfilled by the proposed awning dimensions.
- The Guidelines also recommend an awning be in conformity and proportionality for the building in which it serves, and not be located over any masonry pier. The proposed awning would be proportional to the storefront windows and not transcend any pillars or walls.
- The Guidelines state an awning should be taut, not relaxed, and in a color that enhances and contributes to the building and surrounding neighborhood. The proposed awning would provide a fixed proportional cover to the doorway and windows of the storefront in a dark blue color. The signage letters on the awning valance would measure 5 inches in height, in a white vinyl application, as also suggested by the Guidelines.

SUMMARY

The Applicant requests that the DRB find the proposed awning as appropriate and compatible with the Design Guidelines and approve as proposed. Should the DRB approve the Awning Permit, the Applicant would first need to receive an awning permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



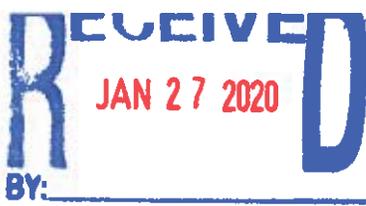
Figure 1 – Subject Property – Storefront along Elm Street, facing northeast.



Figure 2 – Subject Property – Storefront along Elm Street, facing north.



Figure 3 – Subject Property – Storefront space for proposed awning.



Green Box

ATTACHMENT A

Village of Winnetka
AWNING PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business <i>Ellen's on Elm LLC</i>		Primary contact name <i>John Holthaus</i>		Phone No. [REDACTED]
Street Address [REDACTED]				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email [REDACTED]	

Awning Company

Name of Awning Company <i>Evanston Awning</i>		Primary contact name <i>George Schaefer</i>		Phone No. <i>847-864-4520</i>
Street Address <i>2801 Central St.</i>				
City <i>Evanston</i>	State <i>IL</i>	Zip Code <i>60201</i>	Email <i>awnings@evanstonawning.com</i>	

Property Owner

Name of Company <i>Bo Wen Lee</i>		Primary contact name <i>SAME</i>		Phone No. [REDACTED]
Street Address: [REDACTED]				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email [REDACTED]	

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

Description of fabric type and color (attach samples) *marine blue*

Description of awning sign material, method of application and color: *white lettering*

Height of awning logo/copy: _____ inches

Awning Dimensions: Width _____ Height _____ Projection from Building Face _____

APC-2020-051 *\$55. - plan review*

OFFICE USE ONLY: PERMIT FEE (\$70 each) _____
CONDITIONS OF APPROVAL: _____



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 Evanston, IL 60201
 Phone: 847-864-4520
 Fax: 847-864-5886
awnings@evanstonawnings.com
EVANSTONAWNINGS.COM

Sales: George Schaefer, CPP, Sales Mgr
 Rendering by: Aaron Hunzinger



- NOTES:**
- (1) Traditional style stationary awning installed over the S/F storefront, replacing existing roller retractable awning.
 - Frame made of 1"sq welded extruded aluminum tubing, with all welds ground free of burrs.
 - Awning size: 14'11" w x 3'0" h (plus valance)
 - Using Sunbrella fabric #4678 Marine Blue.
 - Lettering/signage to be white color, applied to valance area @ 5" h.



JOB NAME	Ellen's on Elm	PHONE	847-609-8810
CONTACT	John Holthaus	FAX	
JOB ADDRESS	847 Elm St.	EMAIL	
CITY, STATE, ZIP	Winnetka, IL.	MISC.	

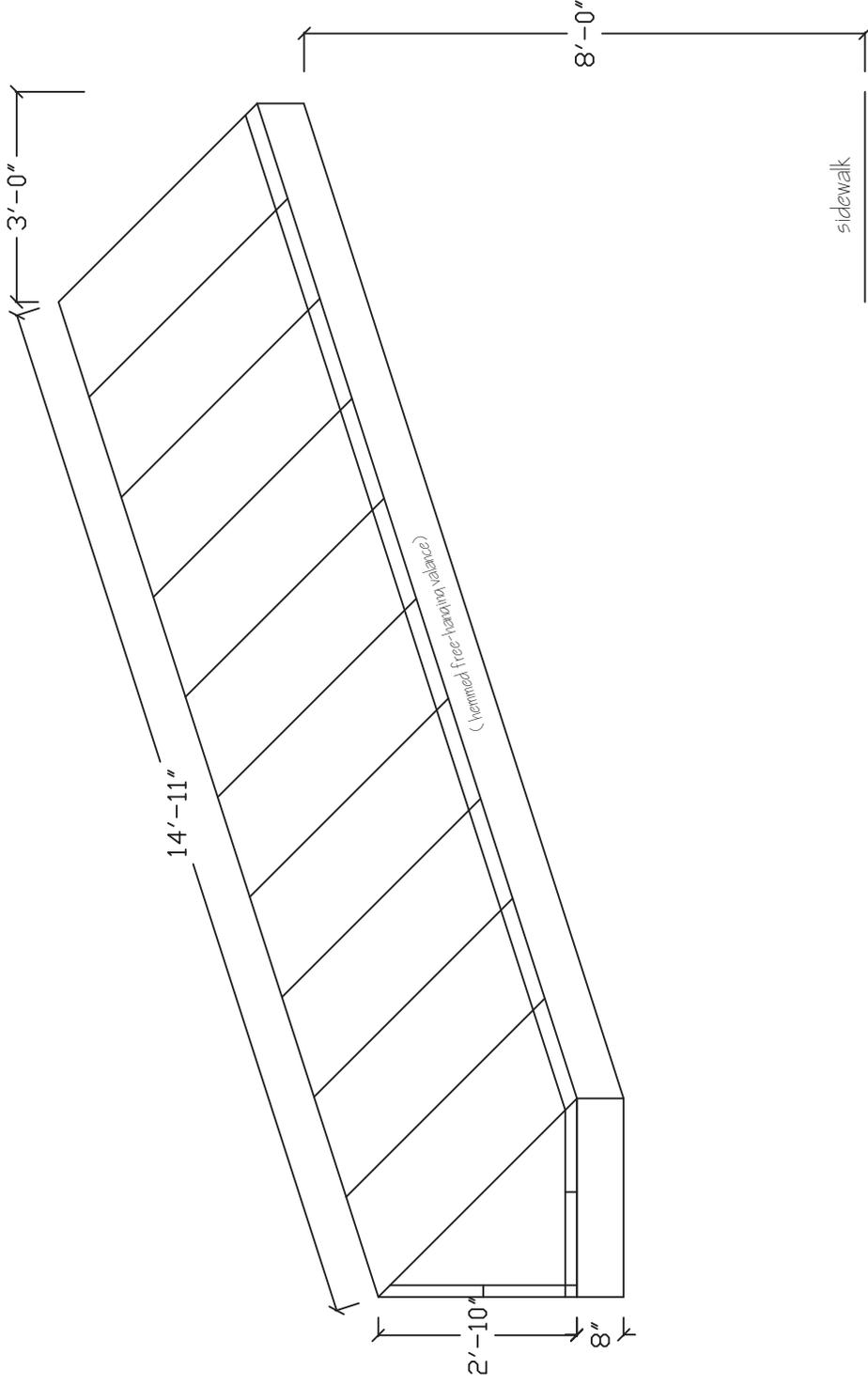
This image belongs to Evanston Awning Co. and was produced to only represent awning design, fabric color and graphic placement, as recommended from discussion with customer. Changes can be made to any feature prior to production. Please indicate your approval of this image with your signature.



SIGNATURE:

Traditional style stationary awning with end wings, and free-hanging valance, installed over S/F store front. Frame made of 1" sq and 1/2" rd extruded aluminum tubing, with all welds ground, primed, and painted. Fabric attached by the lace-on method, using **Sunbrella # 4678 Marine Blue**.

- Signage to be white color, @ 5" h, as shown in rendering layout.



By signing this drawing you are agreeing with the proportionate shape and sizes indicated, fabric color and pattern, and proportionate graphics for the awning you have contracted to purchase from E.A.C.. This image belongs to E.A.C. and cannot be reproduced or used for alternate purposes.

 Sign as approved for manufacturing

 Date

e. Awnings and Banners

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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.

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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.

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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.



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: FEBRUARY 14, 2020
SUBJECT: CASE NO. 20-06-DR: 566 CHESTNUT STREET (STARBUCKS) -
CONSIDERATION OF CERTIFICATE OF APPROPRIATENESS AND
AWNING PERMIT

INTRODUCTION

On February 20, 2020, the Design Review Board is scheduled to consider an application submitted by Starbucks Coffee Co. (the "Applicant") as the lessee of the property located at 566 Chestnut Street (the "Subject Property"), for a Certificate of Appropriateness to allow the installation of permanent outdoor dog patio accessories and for an Awning Permit to allow the recovering of existing awning frames on the Subject Property.

PROPERTY DESCRIPTION

The Subject Property is located at the southwest corner of the intersection of Chestnut Street and Spruce Street in the Elm Street Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property is one of many tenants within the Laundry Mall building that also contains *Classic Kids* photography studio, *Valentina* clothing store, *Avli* Restaurant, *Café Buon Giorno*, and some vacant commercial spaces. The building has an older brick façade with minor architectural accents along with windows and awnings along the other storefronts. Figures 1 through 3 later in this report identify the Subject Property.

CURRENT REQUEST

The Applicant has submitted a building permit application for a major interior renovation project. As part of that project the Applicant is also requesting approval to make two changes to the exterior storefront façade of their portion of the Subject Property. The proposed improvements include the following:

- Recovering four awnings by reusing the existing frames and installing new canvas made of a Sunbrella Black material. The new awnings are intended to look identical to the existing awnings, with the exception of having no signage on the valance. Three of the awnings would measure 3.67 feet in height and 10 feet in length, and project 4 feet from the building wall. A fourth awning would have the same dimensions except be 3.67 feet in length. All four awnings would have a clearance of 8 feet above the sidewalk.
- Affixing dog patio accessories to the wall near the east store entrance. The eastern façade of the Subject Property contains a recessed vestibule for the storefront entrance. On the south wall of the vestibule three aluminum water bowls of varying height with black and metallic

colors would be affixed to this wall. A black aluminum rail with small fixtures meant to act as a tethering post for dogs on leashes would be attached to the west wall. There would be no changes to the windows within the vestibule entrance.

The Applicant has provided elevation renderings, design specifications, and visual examples for the proposed improvements which are included in the submitted application materials in Attachment A.

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The proposed awnings comply with the code requirement of having a minimum clearance of eight feet above the sidewalk.

DESIGN GUIDELINES ANALYSIS

The Design Guidelines provide guidance on the installation of awnings. The Guidelines recommend an awning 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 earthtones and primary colors and secondary colors. The proposed awnings' color of black would match the other awnings on the building and commonly found in the Village's commercial districts. An excerpt of the Design Guidelines is included as Attachment B.

CERTIFICATE OF APPROPRIATENESS

When considering a certificate of appropriateness, Section 15.40.010 of the Village Code states that "the Board shall consider the application materials, including construction documents and any additional evidence including, in the Board's discretion, testimony given under oath, regarding the following issues:

1. whether the proposed external architectural features and site improvements are appropriate to and compatible with the character of the immediate neighborhood;
2. whether the proposed external architectural features and site improvements are appropriate to and compatible with adopted Village plans for and improvements in the immediate neighborhood, and including both urban design and site arrangement considerations;
3. whether the proposed external architectural features and site improvements are consistent with applicable Village design guidelines and such standards and criteria as may be adopted by the Board; and
4. the probable effect of the proposed external architectural features on the integrity of the immediate vicinity."

SUMMARY

The Applicant requests that the DRB find the proposed dog area accessories and awnings as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB approve the application, the Applicant would first need to receive building and awning permits from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Subject Property – Area of proposed dog accessories, along east facade.



Figure 2 – Subject Property – Eastern façade, along Chestnut Street.



Figure 3 – Subject Property – Facing southwest, from intersection of Chestnut Street and Spruce Street

ATTACHMENT A

Village of Winnetka
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 566 Chestnut St., Winnetka, IL 60093

Name of Business(es): Starbucks Coffee Co

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) Dog Patio Area

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): Exterior Work for addition of new proposed dog area to include the installation of custom dog bowls and to furnish & install a dog tether

I/We hereby certify that as Starbucks (Lessee/Owner) of the property located at 566 Chestnut St., Winnetka, IL 60093 (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) Michael Martiin
 ADDRESS 319 Elaines Ct., Dodgeville, WI

FOR OFFICE USE ONLY	
COA applied for (date):	_____
COA Case Number:	_____
COA Issued (date):	_____

PRIMARY DESIGN FIRM	_____
CONTACT NAME	_____
ADDRESS	_____

PHONE NO.	_____
EMAIL	_____

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business Starbucks Coffee Company		Primary contact name Candace Perry		Phone No. [REDACTED]
Street Address 566 Chestnut Street				
City Winnetka	State IL	Zip Code 60093	Email [REDACTED]	

Awning Company

Name of Awning Company Hilton Displays		Primary contact name David Rodatz		Phone No. [REDACTED]
Street Address 125 Hillside Drive				
City Greenville	State SC	Zip Code 29607	Email [REDACTED]	

Property Owner

Name of Company Newman Legal		Primary contact name Arnold Newman		Phone No. [REDACTED]
Street Address: [REDACTED]				
City Chicago	State IL	Zip Code 60654	Email [REDACTED]	

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

Description of fabric type and color (attach samples) Sunbrella black fabric - solution dyed acrylic - UV, water, and mildew resistant

Description of awning sign material, method of application and color: Current aluminum frame to be altered 8" tall tube frames to hold rigid box where 8" loose valence current sits

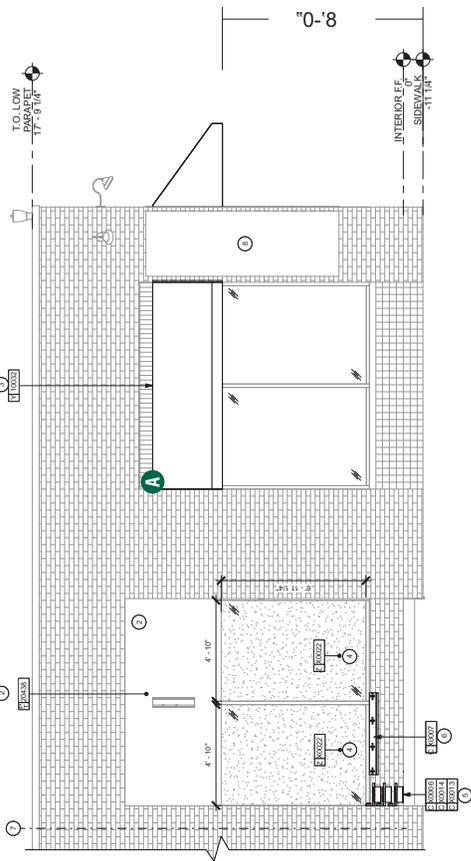
Height of awning logo/copy: _____ inches

Awning Dimensions: Width 10' Height 3'-8" Projection from Building Face 4'

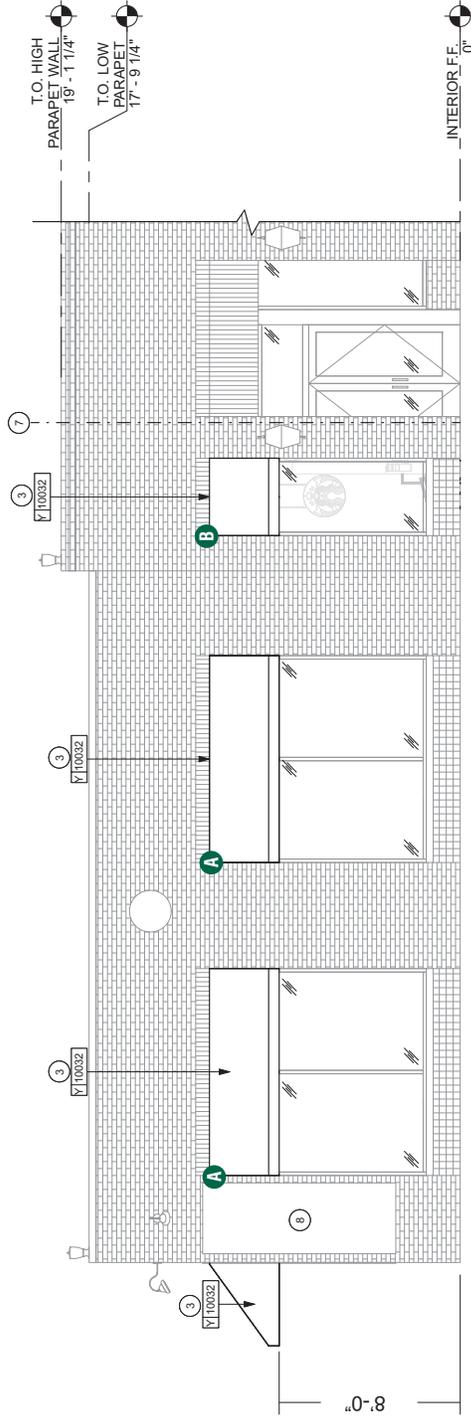
OFFICE USE ONLY: PERMIT FEE (\$70 each) _____
CONDITIONS OF APPROVAL: _____

ELEVATIONS

- A** AWNING
- B** AWNING



EAST ELEVATION
Not To Scale



NORTH ELEVATION
Not To Scale

HILTONDISPLAYS
125 HILLSIDE DRIVE • GREENVILLE SC 29607
P 800 333 9132 • F 864 242 2204
www.hiltondisplays.com

QID 20-49086

JOB NAME
Starbucks 275

LOCATION
566 Chestnut Street
Winnetka IL 60093

CUSTOMER CONTACT

SALESMAN / PIM
David Rodatz

DESIGNER
Brian Sowder

DWG. DATE
1-29-20

REV. DATE / REVISION

SCALE
As Noted

FILE
2020/Starbucks/
Winnetka IL/20-49086/
SB Winnetka IL 20-49086

DESIGN SPECIFICATIONS ACCEPTED BY:

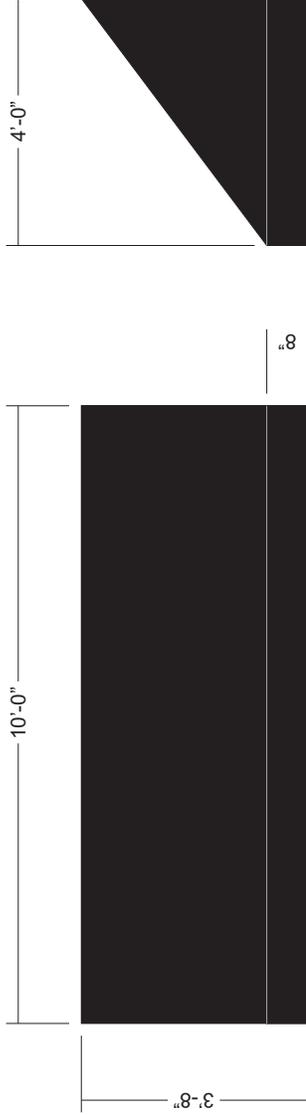
EST: CLIENT: SLS/PAC/LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. THE USE OF WARNINGS AND PRECAUTIONS DEVICES TO ESTIMATE THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



AWNING RECOVER

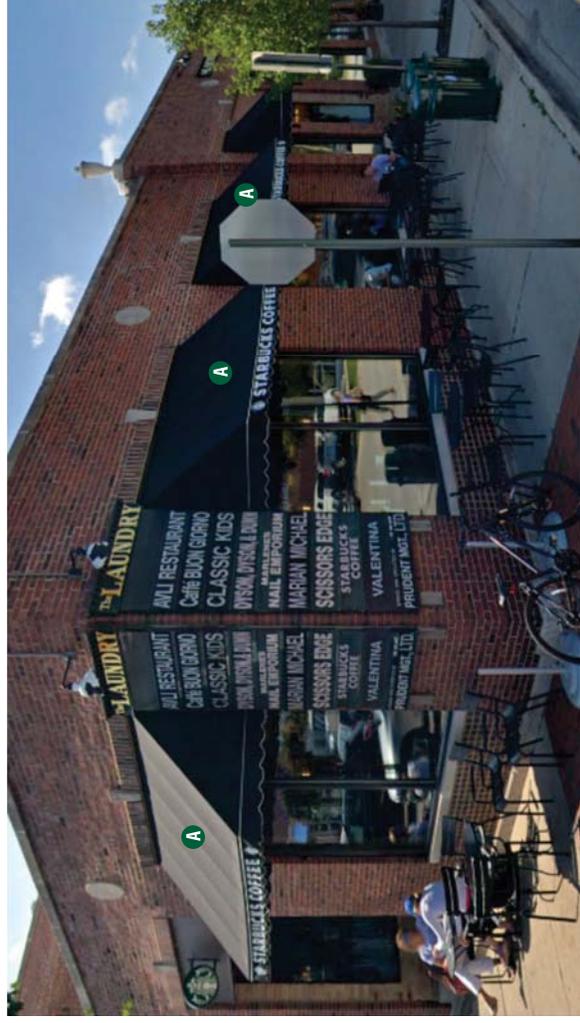
Part#
Qty 3



SPECIFICATIONS:

1. Recover Existing Awnings With Sunbrella Black Material
2. Add New Aluminum 8" Tall Tube Frame Valance * Existing Valance Is Loose Hanging

EXISTING



HILTONDISPLAYS
125 HILLSIDE DRIVE • GREENVILLE SC 29607
P 800 333 9132 • F 864 242 2204
www.hiltondisplays.com

QID 20-49086

JOB NAME

Starbucks 275

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566 Chestnut Street
Winnetka IL 60093

CUSTOMER CONTACT

SALESMAN / P/M

David Rodatz

DESIGNER

Brian Sowder

DWG. DATE

1-29-20

REV. DATE / REVISION

SCALE

As Noted

FILE

2020/Starbucks/
Winnetka IL/20-49086/
SB Winnetka IL 20-49086

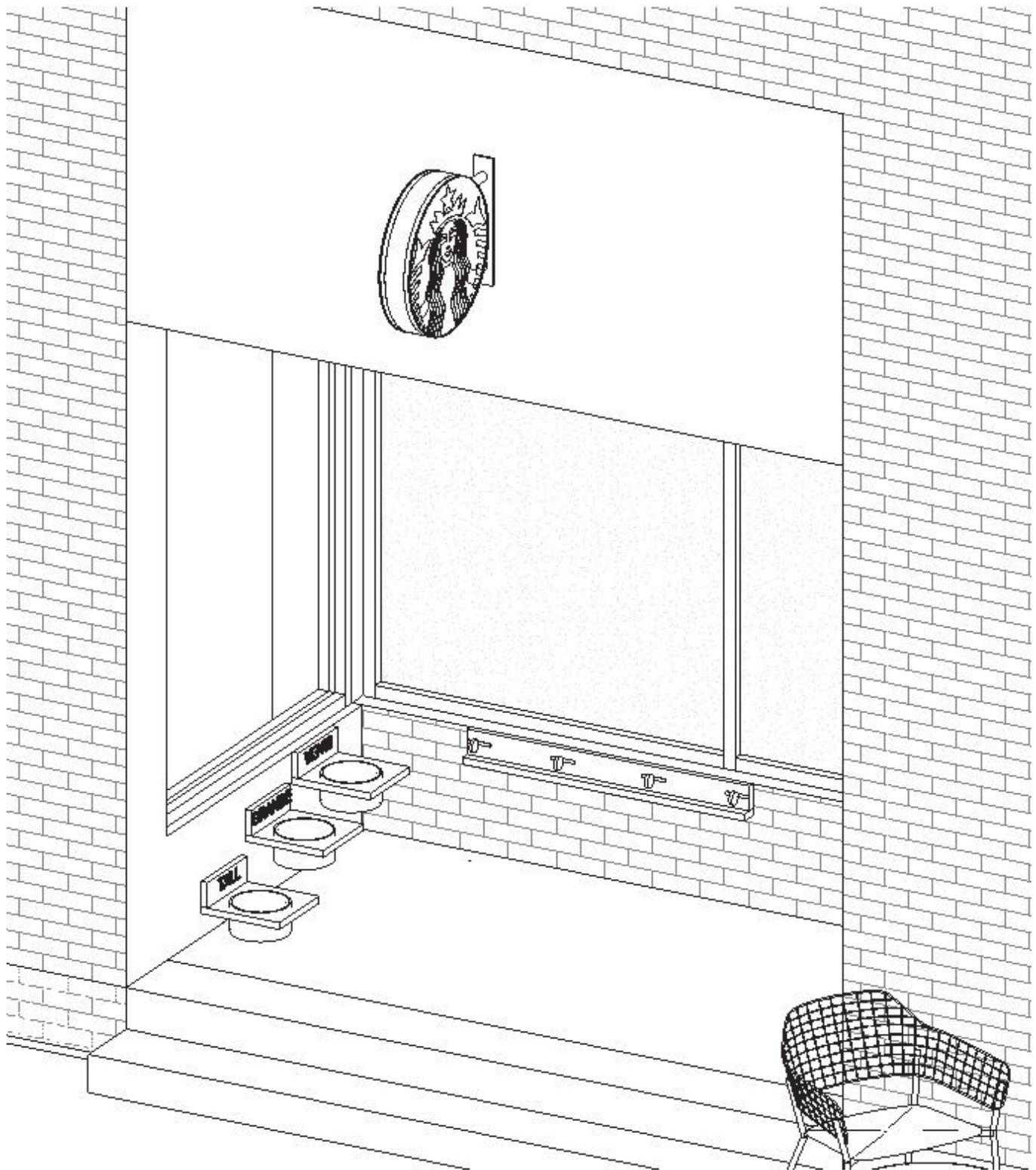
DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS/PAC/LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL DESIGN. THE DRAWING IS NOT TO BE USED FOR CONSTRUCTION. THE DRAWING IS FOR INFORMATION ONLY. THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.







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