



## DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS SPECIAL VIRTUAL MEETING AGENDA **TUESDAY, FEBRUARY 22, 2022 - 6:00 PM**

In accordance with social distancing requirements and Governor Pritzker's Executive Order 2022-05 and Section 7(e) of the Illinois Open Meetings Act, the Winnetka Design Review Board/Sign Board of Appeals meeting on Tuesday, February 22, 2022 **will be held virtually**. The meeting **will be livestreamed via the Zoom platform**. At least one representative from the Village will be present at Village Hall, in compliance with Section 7(e) of the Illinois Open Meetings Act, and **the virtual meeting will be simulcast at Village Hall for members of the public who do not wish to view the virtual meeting from another location**. Due to the need to maintain social distancing, the opportunity to view the virtual meeting at Village Hall is available on a "first-come, first-served" basis.

The public has two options for observing and participating in this virtual Design Review Board/Sign Board of Appeals meeting. Persons wishing to participate during the virtual meeting are strongly encouraged (but not required) to complete the Sign-In form found at [www.villageofwinnetka.org/meetingsignin](http://www.villageofwinnetka.org/meetingsignin).

- 1) **Telephone (audio only)**. Call: 312-626-6799; when prompted enter the Webinar ID: 896 7776 6830 (Please note there is no additional password or attendee ID required.)
- 2) **Livestream (both audio and video feed)**. Download the Zoom meetings app to your smart phone, tablet, or computer, and then join Webinar ID: 896 7776 6830; Webinar Password: DRB022222

To facilitate an efficient meeting, public comments submitted in advance are encouraged. If you wish to **provide testimony or comments prior to the meeting**, you may provide them one of three ways:

- 1) By sending an email to [planning@winnetka.org](mailto:planning@winnetka.org);
- 2) By sending a letter to Community Development Department, Village of Winnetka, 510 Green Bay Road, Winnetka, IL 60093, or
- 3) By leaving a voice mail message at the phone number 847-716-3524. All voicemail messages will be transcribed into a written format.

Public comments should contain the following information:

- In the subject line – "Design Review Board Meeting Public Comment"
- Name
- Address (optional)
- Phone (optional)
- Organization or agency representing, if applicable
- General comment or comment on topic of specific agenda item number

All comments received after the agenda packet has been posted and received by 5:00 PM the day of the meeting will be read at the meeting by staff, at the appropriate time during the meeting. General comments for matters not on the agenda will be read under the Public Comment agenda item. Comments specific to a particular agenda item will be read during the discussion of that agenda item. The Village will attempt to have comments received after the meeting has started read at the end of the meeting. Public comment is limited to 200 words or less. All emails received will be acknowledged either during or after the meeting, depending on when they are received.

Persons seeking additional information concerning any of the applications, accessing the virtual meetings, or requesting alternative means to provide testimony or public comment are directed to email inquiries to [planning@winnetka.org](mailto:planning@winnetka.org) or by calling 847-716-3587.

**DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS SPECIAL VIRTUAL MEETING AGENDA  
TUESDAY, FEBRUARY 22, 2022 - 6:00 PM**

**AGENDA ITEMS**

1. Call to Order & Roll Call.
2. Introductory Remarks Regarding Conduct of Virtual Meeting.
3. Approval of January 20, 2022, meeting minutes.
4. **Case No. 22-03: 1070 Gage Street – Serena & Lily:** Certificate of Appropriates to allow exterior building and site alterations to the existing commercial building at 1070 Gage Street.
5. **Case No. 22-04: 566 Chestnut Street – Fizz & Pop:** Sign Permit to allow the installation of window signs to a storefront of the building at 566 Chestnut Street.
6. **Case No. 22-05: 964 Green Bay Road – heARTS studio:** Sign Permit to allow the installation of a projecting sign to a storefront of the building at 964 Green Bay Road.
7. Other Business.
  - a. March 17, 2022, Meeting - Quorum check.
8. Public Comment.
9. Adjournment

Note: Public comment is permitted on all agenda items.

All agenda materials are available at [www.villageofwinnetka.org/agendacenter](http://www.villageofwinnetka.org/agendacenter).

**NOTICE**

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). **Also, in accordance with the CDC guidance, the Village is requiring everyone to wear a face covering upon entering any Village facility, including the Village Hall. If you are unable to safely wear a face covering due to a medical condition or disability, please contact the Village ADA Coordinator by 3:00 p.m. the date of the meeting to request reasonable accommodations.**

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**Winnetka Design Review Board/Sign Board of Appeals Meeting Minutes  
January 20, 2022**

**Members Present:**

Kirk Albinson, Chairman  
Michael Klaskin  
Maggie Meiners  
Heather Niehoff  
Michael Ritter

**Members Absent:**

Paul Konstant  
Katie Moor

**Village Staff:**

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

**Call to Order & Roll Call:**

Chairman Albinson called the meeting to order at 6:00 p.m.

**Introductory Remarks Regarding Conduct of Virtual Meeting.**

Chairman Albinson read the Oral Declaration into the record. Mr. Norkus and Mr. Marx confirmed no members of the public are present.

**Approval of December 16, 2021 Meeting Minutes.**

Chairman Albinson asked for a motion to approve the December 16, 2021 minutes. Mr. Ritter moved to approve the December 16, 2021 minutes. Mr. Klaskin seconded the motion. A vote was taken and the motion unanimously passed, 5 to 0:

AYES: Albinson, Klaskin, Meiners, Niehoff, Ritter

NAYS: None

**Case No. 22-01: 1054 Gage Street – Mathnasium. Sign permit to allow installation of a wall sign at 1054 Gage Street.**

Chairman Albinson asked if everyone reviewed the materials and if they would like for the Village staff to provide an overview of the application. Mr. Ritter stated a presentation was not necessary. Chairman Albinson then asked for a motion. Mr. Ritter moved to approve the application as submitted. Ms. Niehoff seconded the motion. A vote was taken and the motion unanimously passed, 5 to 0:

AYES: Albinson, Klaskin, Meiners, Niehoff, Ritter

NAYS: None

**Case No. 22-02: 466 Linden Street: Certificate of Appropriateness to allow exterior alterations to an existing bay window on the south façade of 466 Linden Street. (At the request of the Applicant, this item will not be considered at this meeting. Notices will be sent when the item is ready for consideration by the Design Review Board at a future meeting.**

Chairman Albinson noted the 466 Linden Street application would be considered at a future meeting.

**Other Business.**

- a. February 17, 2022 Meeting – Quorum check.

Mr. Schoon informed the Board that all February meetings would also be held virtually with the Board's meeting beginning at 6pm. The Board Members discussed their availability.

**Public Comment.**

No comments were made at this time. No additional business was discussed at this time.

- 1 **Adjournment:**
- 2 A motion to adjourn was made by Mr. Klaskin and seconded by Ms. Meiners. A vote was taken and the motion
- 3 unanimously passed, 5 to 0:
- 4 AYES: Albinson, Klaskin, Meiners, Niehoff, Ritter
- 5 NAYS: None
- 6 The meeting was adjourned at 6:08 p.m.
- 7
- 8 Respectfully submitted,
- 9
- 10 Antionette Johnson
- 11 Recording Secretary

DRAFT



# MEMORANDUM VILLAGE OF WINNETKA

## COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** DESIGN REVIEW BOARD  
**FROM:** CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER  
**DATE:** FEBRUARY 17, 2022  
**SUBJECT:** 1070 GAGE STREET - SERENA & LILY - CERTIFICATE OF APPROPRIATENESS (CASE NO. 22-03-DR)

### INTRODUCTION

On February 22, 2022, the Design Review Board (DRB) is scheduled to consider a Certificate of Appropriateness application submitted by Serena & Lily (the "Applicant"), as the lessee of the commercial space located at 1070 Gage Street (the "Subject Property"), to allow exterior alterations and wall signs on the Subject Property, to accommodate a new retail store.

### PROPERTY DESCRIPTION

The Subject Property is located on the southwest corner of the intersection of Gage Street and Green Bay Road in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a vacant single-story commercial building with a traditional brick façade and windows, the space was previously occupied by *JoS. A. Bank Clothiers*. Figure 1 below and Figure 2 on the following page identify the Subject Property. Additional photos of the Subject Property are provided at the end of this report in Figures 3 through 6.



Figure 1 – Subject Property – Store frontage of building along Green Bay Road



**Figure 2 – Subject Property – Store frontage of building along Gage Street**

### **CURRENT REQUEST**

The Applicant has submitted a building permit to remodel the commercial space to suit its business of home furnishing and interiors. The Applicant is seeking a Certificate of Appropriateness for the following exterior alterations:

- The brick façade around the entire building would be painted white. The façade currently has a very standard brown exposed-brick appearance. The wood shutters on the existing and proposed windows would be painted a color known as parma gray.
- The large storefront window along the Green Bay Road frontage would be removed and replaced with three first-floor windows that would be equally spaced along the façade. The windows would be Jeld-Wen fabricated and designed to match the divided light glazing and louvered shutters of the existing windows along the Gage Street frontage. The masonry material would be designed to match the existing brick pattern before it is painted.
- The main and side doorway entrances along the Gage Street façade would be replaced with new white wood doors that have divided light window panes to match the window package. The overall fenestration pattern of the north façade would remain the same.
- The open space along the Gage Street frontage would be enclosed with a white wood picket fence 4.75 feet in height. The new courtyard would be covered with Montauk blue sand set pavers and feature boxwood and hydrangea plantings around the perimeter and behind the fence. The courtyard would showcase some of the store’s outdoor furniture offerings which would seasonally rotate.
- Two wall signs would be installed on the north and east facades of the building, to provide identification and visibility along the street frontages. Each sign would be black aluminum pin-mounted letters that read “SERENA & LILY” in a thinly capitalized font. The sign on the Green Bay Road frontage would be placed right above the proposed trio of windows while the sign on the Gage Street frontage would be located above the main entrance without illumination.

- The existing exterior lighting on the east and north facades would be removed. New exterior lighting would be installed around the mid-level of the street frontage. A series of rectangular vertical light sconces with low wattage bulbs and black metal frames would be installed between the windows and doorways with a 6.67-foot height above grade. The proposed sign along the Green Bay Road frontage would receive three black metal gooseneck light fixtures to provide exterior illumination for the signage. One such fixture would also be placed on the side entrance at the right corner of the building. The perimeter plantings around the courtyard would also have small tracer LED floodlight luminaires casting light upwards on the fence. Staff is working with the Applicant to verify the proposed courtyard lighting will comply with Village Code Section 9.08.060 Illumination of structures, which states that it is unlawful to illuminate the exterior of a property with floodlights or other lights aimed into or toward any private dwelling or into any street. The code does allow for lights to be equipped with reflectors and shields to minimize glare in the direction of any private dwelling or into the street.
- A series of white wood planter boxes would be placed under each window that would contain seasonal boxwood and hydrangea plants. There would also be temporary black wood planters along the Green Bay Road frontage, in the public sidewalk, containing seasonal plantings.

The Applicant has provided renderings, illustrations, site plans, and design specifications of the proposed alterations and signs that are available in the application materials included in Attachment A.

#### **CERTIFICATE OF APPROPRIATENESS CONSIDERATIONS**

As established by the Village Code, the Design Review Board is to consider the following four (4) factors in determining whether to grant a Certificate of Appropriateness:

*“(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.”*

The proposed alterations are intended to refit the building’s façade for a new tenant while improving the general appearance of the site and enhancing the open space on the Subject Property.

#### **SIGN CODE ANALYSIS**

Section 15.60.120 of the Village Sign Code establishes standards for wall signs in commercial districts. The proposed signs comply with requirements of being no more than 70 square feet, containing only the business name, being parallel to the building wall, and not taking up more than 15% of their respective wall areas. A staff analysis of sign area with calculations is included as Attachment B.

## **DESIGN GUIDELINES ANALYSIS**

The Village's Design Guidelines provide guidance on facades, signage, windows, doors, and vegetation plantings for commercial buildings.

- The Guidelines state that the façade material should be a traditional-looking modular brick, natural limestone, or cast stone. The brick façade of the existing building would be maintained while being given a neutral white color.
- The Guidelines do not specify recommendations for the sort of fenced-in courtyard as proposed by the Applicant. The courtyard hardscaping would be traditional stone pavers and the fencing would be a white wood that would match the building context, as broadly encouraged in other areas of the Guidelines.
- The Guidelines state that storefront facades should have generous spreads of windows on the first-floor level that are made with wood or metal frames and in a color that is sympathetic to the overall building character. Along the Green Bay Road frontage, the proposal is to replace one large fenestration of storefront transparency with three individual windows that match the existing Gage Street windows with their window divisions, wood material, and neutral gray shutters.
- The Guidelines state that wall signs should harmonize with the building and reflect the character of the building and adjacent structures. Sign materials are limited to painted wood, canvas, architectural glass, and metal. Additionally, pin-mounted wall signs should not have a letter height of more than 14 inches and be externally illuminated or highlighted where possible. Both signs would be located with the suggested range of 8 feet to 15 feet above grade with lettering that is no taller than 14 inches, while being fabricated of black metal pin-mounted letters that are highlighted by external gooseneck lights.
- The Guidelines state that exterior lighting should be contextual with the building and adjacent building design and focus on illuminating signage and architectural features of the facade while directing away from any dwelling or public street. The proposed wall sconces and gooseneck lighting would highlight the building façade and signage while the exterior ground lighting would be directed onto the courtyard fence.
- The Design Guidelines give broad and general encouragement of businesses using planters and vegetation for aesthetics. The proposed planters for the patio and sidewalk would provide exactly that.

Excerpts of the Design Guidelines that pertain to the Applicant's proposal are included as Attachment B.

## **SUMMARY**

The Applicant requests that the DRB find the proposed exterior building alterations and signage as appropriate and compatible with the Design Guidelines and approve the Certificate of Appropriateness. If the DRB finds the proposed improvements appropriate, the Applicant would first need to receive an approved building permit and sign permit from the Community Development Department. Any additional exterior changes to the building that deviate from the approved Certificate of Appropriateness, including any new signage or awnings, would require submittal of a new application for consideration by the DRB at a future meeting.

## **ATTACHMENTS**

Attachment A: Application Materials

Attachment B: Staff Sign Code Analysis

Attachment C: Design Guidelines Excerpt



**Figure 3 – Subject Property – North and East Elevations**



**Figure 4 – Subject Property with Neighboring Properties to South**



**Figure 5 – Subject Property – North Elevation**



**Figure 6 – Subject Property – West Elevation**

ATTACHMENT A

Village of Winnetka  
CERTIFICATE OF APPROPRIATENESS APPLICATION

VILLAGE OF WINNETKA, ILLINOIS  
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 1070 Gage Street

Name of Business(es): Serena & Lily

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) Exterior alterations and patio

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): New patio space with wood fence and gate, pavers, landscaping, and lighting. Painting exterior of building and installing new lighting and signage.

I/We hereby certify that as Owner Designee (Lessee/Owner) of the property located at 1070 Gage Street (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED \_\_\_\_\_  
 PRINTED NAME(S) Shawn Vance  
 ADDRESS 7750 Maryland Ave. #50375, St. Louis MO 63105  
 PHONE NO.   
 EMAIL \_\_\_\_\_

**FOR OFFICE USE ONLY**

COA applied for (date): \_\_\_\_\_  
 COA Case Number: \_\_\_\_\_  
 COA Issued (date): \_\_\_\_\_

|                     |  |
|---------------------|--|
| PRIMARY DESIGN FIRM | <u>Epoch Design Group</u>  |
| CONTACT NAME        | <u>Shawn Vance</u>   |
| ADDRESS             | <u>7750 Maryland Ave. #50375</u><br><u>St. Louis, MO 63105</u>                       |
| PHONE NO.           |  |
| EMAIL               | _____  |

# SERENA & LILY

**EXTERIOR SET  
1070 GAGE STREET  
WINNETKA, IL 60093**

| SHEET: | DESCRIPTION:                  |
|--------|-------------------------------|
| C1.0   | COVER SHEET                   |
| A1.0   | EXISTING EXTERIOR PHOTOGRAPHS |
| A2.0   | SITE PLAN                     |
| A3.0   | PROPOSED EXTERIOR ELEVATIONS  |
| A4.0   | PROPOSED EXTERIOR ELEVATIONS  |
| A5.0   | RENDERINGS                    |

INDEX OF DRAWINGS

SERENA & LILY

ADDRESS  
1070 GAGE STREET  
WINNETKA, IL 60093

CLIENT  
SERENA & LILY  
10 LIBERTY SHIP WAY, SUITE 350  
SAUSALITO, CA 94965

DESIGN PROFESSIONALS  
EPOCH DESIGN GROUP INC.  
7750 MARYLAND AVENUE  
UNIT 5037  
ST. LOUIS, MO 63105

PROFESSIONAL SEAL

DATE  
01/17/22

DESCRIPTION  
ORIGINAL ISSUANCE

PROJECT NUMBER

21189  
COVER SHEET

C1.0

epoch

DRB - 1070 GAGE - 11-18-21



SIDE ELEVATION - GREEN BAY RD.



FRONT ELEVATION - GAGE ST.



SIDE ELEVATION

EXISTING EXTERIOR PHOTOGRAPHS

ADDRESS  
1070 GAGE STREET  
WINNETKA, IL 60093

CLIENT  
SERENA & LILY  
10 LIBERTY SHIP WAY, SUITE 350  
SAUSALITO, CA 94965

DESIGN PROFESSIONALS  
EPOCH DESIGN GROUP INC.  
7750 MARYLAND AVENUE  
UNIT 5037  
ST. LOUIS, MO 63105

PROFESSIONAL SEAL

DESCRIPTION  
ORIGINAL ISSUANCE

PROJECT NUMBER

21189

EXISTING  
EXTERIOR  
PHOTOGRAPHS

A1.0

epoch

ADDRESS  
**1070 GAGE STREET**  
**WINNETKA, IL 60093**

CLIENT  
**SERENA & LILY**  
 10 LIBERTY SHIP WAY, SUITE 350  
 SAUSALITO, CA 94965

DESIGN PROFESSIONALS  
**EPOCH DESIGN GROUP INC.**  
 7750 MARYLAND AVENUE  
 UNIT 5037  
 ST. LOUIS, MO 63105

PROFESSIONAL SEAL

DATE  
 01/17/22

DESCRIPTION  
 ORIGINAL ISSUANCE

PROJECT NUMBER

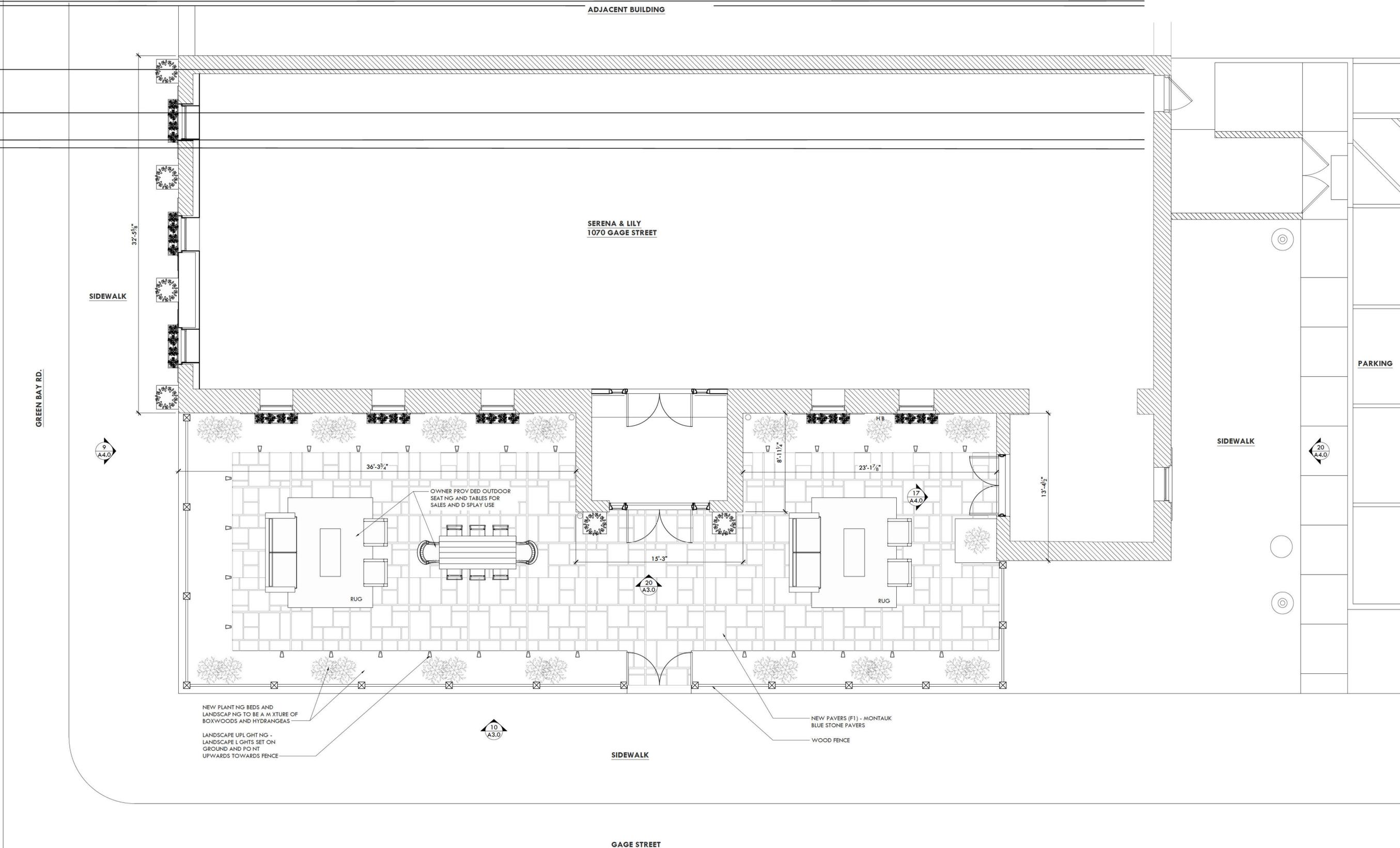
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SITE PLAN

## A2.0

epoch

DRB - 1070 GAGE ST - 10



ADDRESS  
**1070 GAGE STREET  
 WINNETKA, IL 60093**

CLIENT  
**SERENA & LILY**  
 10 LIBERTY SHIP WAY, SUITE 350  
 SAUSALITO, CA 94965

DESIGN PROFESSIONALS  
**EPOCH DESIGN GROUP INC.**  
 7750 MARYLAND AVENUE  
 UNIT 5037  
 ST. LOUIS, MO 63105

PROFESSIONAL SEAL

DESCRIPTION  
 ORIGINAL ISSUANCE

PROJECT NUMBER

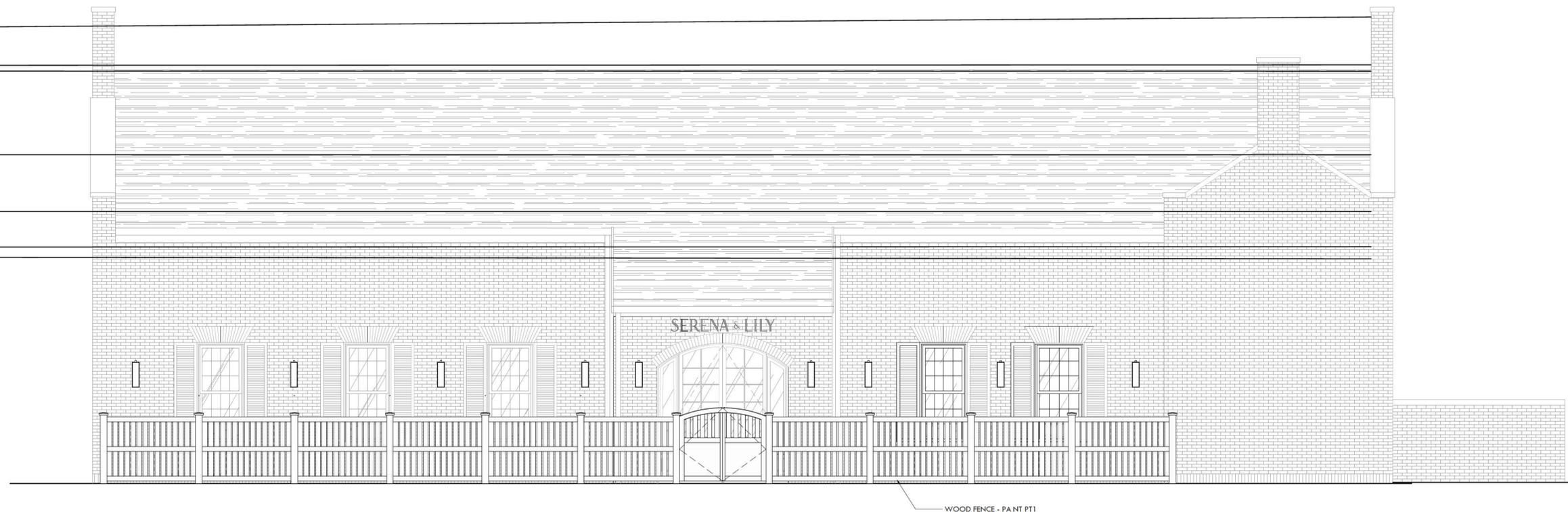
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PROPOSED  
 EXTERIOR  
 ELEVATIONS

**A3.0**

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DRB - 1070 GAGE ST - 11



**10 FRONT FENCE ELEVATION - GAGE ST.**

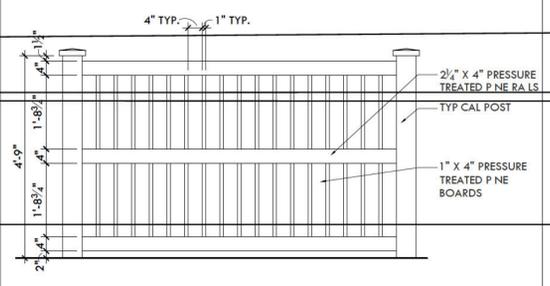
SCALE: 1/4" = 1'-0"



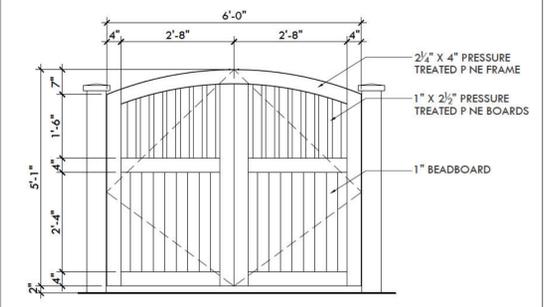
**20 FRONT ELEVATION - GAGE ST.**

SCALE: 1/4" = 1'-0"

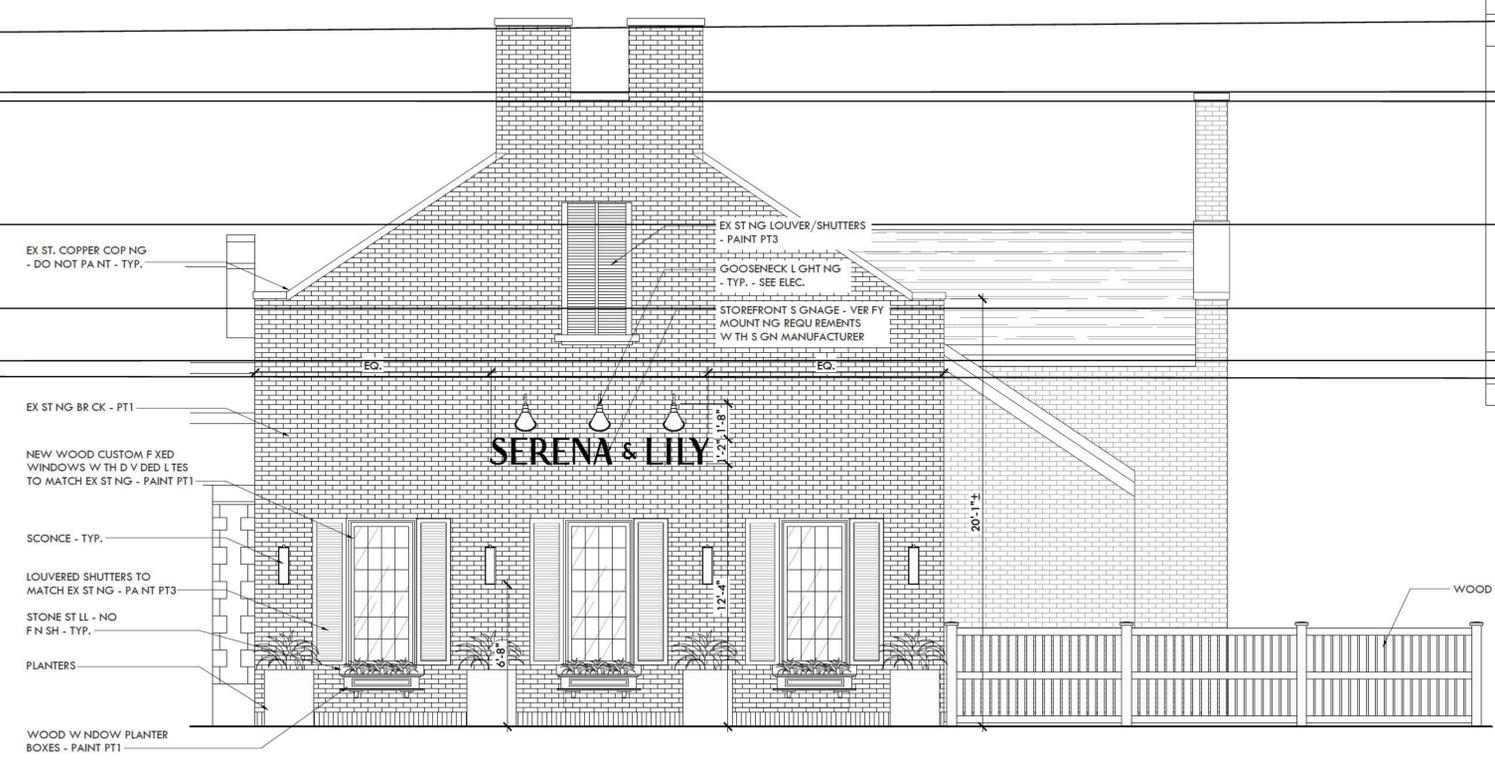
| PLAN MARK | DESCRIPTION | FINISH                    | MANUFACTURER    |
|-----------|-------------|---------------------------|-----------------|
| FT        | PAVERS      | MONTAUK BLUE STONE PAVERS | -               |
| PT1       | PAINT       | SIMPLY WHITE - OC117      | BENJAMIN MOORE  |
| PT3       | PAINT       | PARMA GRAY - 27           | FARROW AND BALL |



**5 FENCE ELEVATION**  
 SCALE: 1/2" = 1'-0"



**10 GATE ELEVATION**  
 SCALE: 1/2" = 1'-0"

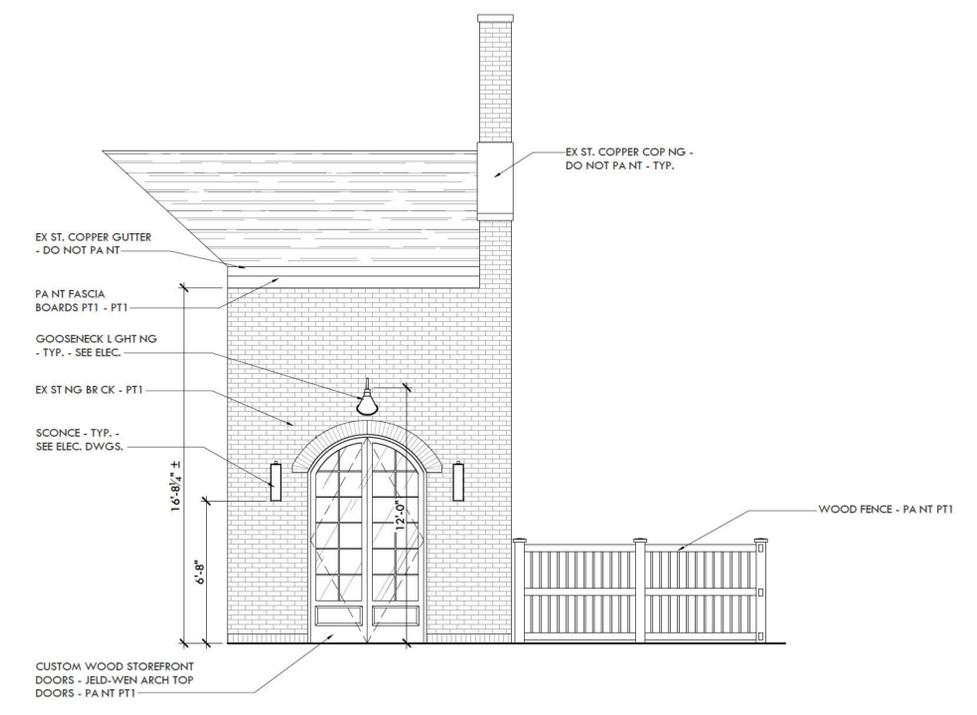


**9 SIDE ELEVATION - GREEN BAY RD.**  
 SCALE: 1/4" = 1'-0"

**FINISH SCHEDULE**



**20 EXTERIOR ELEVATION - SIDE**  
 SCALE: 1/4" = 1'-0"



**17 EXTERIOR ELEVATION - SIDE**  
 SCALE: 1/4" = 1'-0"

**SERENA & LILY**

ADDRESS  
**1070 GAGE STREET  
 WINNETKA, IL 60093**

CLIENT  
**SERENA & LILY**  
 10 LIBERTY SHIP WAY, SUITE 350  
 SAUSALITO, CA 94965

DESIGN PROFESSIONALS  
**EPOCH DESIGN GROUP INC.**  
 7750 MARYLAND AVENUE  
 UNIT 5037  
 ST. LOUIS, MO 63105

PROFESSIONAL SEAL

DATE: 01/19/22 AS SV  
 DESCRIPTION: ORIGINAL ISSUANCE

PROJECT NUMBER: **21189**

**PROPOSED EXTERIOR ELEVATIONS**

**A4.0**  
 epoch

DRB - 1070 GAGE ST - 12



RENDERINGS

# SERENA & LILY

ADDRESS  
1070 GAGE STREET  
WINNETKA, IL 60093

CLIENT  
SERENA & LILY  
10 LIBERTY SHIP WAY, SUITE 350  
SAUSALITO, CA 94965

DESIGN PROFESSIONALS  
EPOCH DESIGN GROUP INC.  
7750 MARYLAND AVENUE  
UNIT 5037  
ST. LOUIS, MO 63105

PROFESSIONAL SEAL

| DESCRIPTION       | DATE     | DWR | APP | SV |
|-------------------|----------|-----|-----|----|
| ORIGINAL ISSUANCE | 01/17/22 | AS  |     |    |

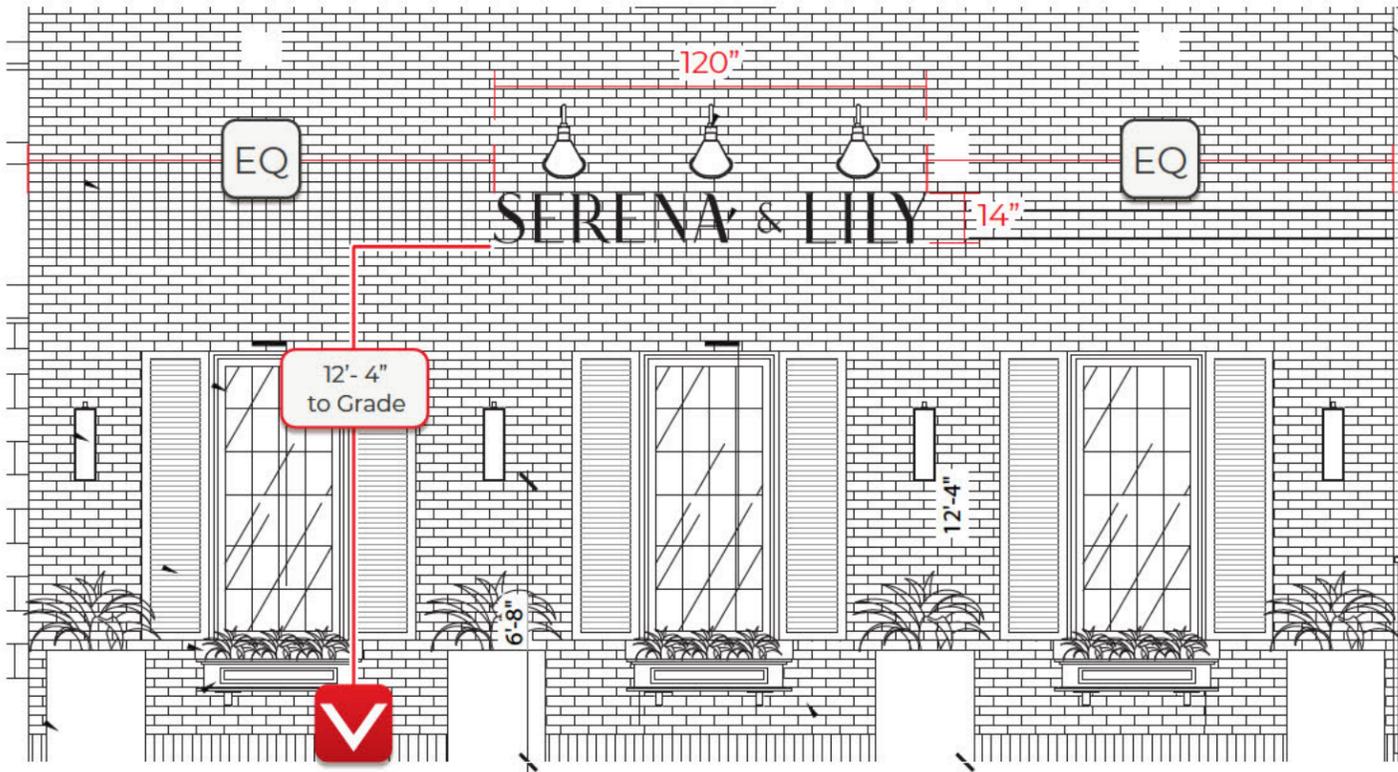
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21189

RENDERINGS

**A5.0**

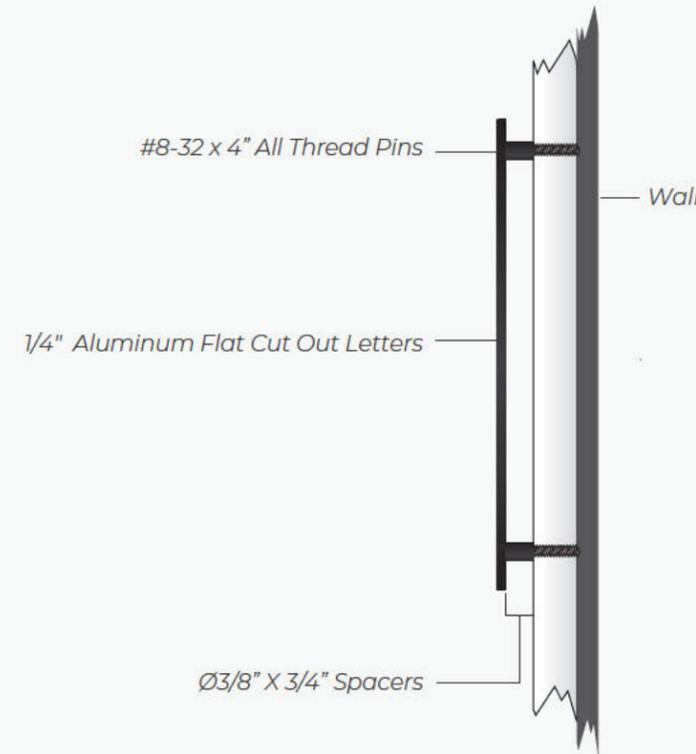
epoch

11.6 Sq. Ft.  
Qty - 1



SECTION DETAIL

ISOMETRIC VIEW



COLOR  Letters-  
Painted Black  
Satin Finish



PROJECT NAME  
SERENA & LILY - 22 - 10007

LOCATION  
1070 GAGE STREET, WINNETKA, IL 60093

ACCOUNT REP.  
E. Cielak

DESIGNER  
Z. Bulacito

DATE  
01-11-2021

REVISIONS

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APPROVAL:

CLIENT \_\_\_\_\_  
DRB - 1070 GAGE - Page 14

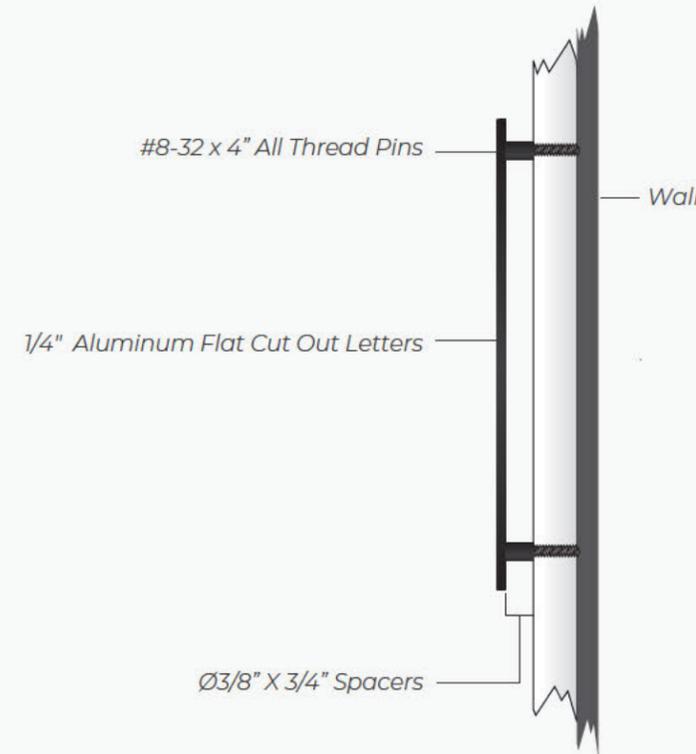
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5.9 Sq. Ft.  
Qty - 1



SECTION DETAIL

ISOMETRIC VIEW



COLOR  Letters-  
Painted Black  
Satin Finish



PROJECT NAME  
SERENA & LILY - 22 - 10007

LOCATION  
1070 GAGE STREET, WINNETKA, IL 60093

ACCOUNT REP.  
E. Cielak

DESIGNER  
Z. Bulacito

DATE  
01-11-2021

REVISIONS

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |

APPROVAL:

CLIENT \_\_\_\_\_

Black RLM Outdoor Wall Light with Gooseneck Arm and 12" Scoop Shade | BL-ARMQ-BLK/BL-SHD12S-BLK | Destination

|                                  |                                   |                                |             |
|----------------------------------|-----------------------------------|--------------------------------|-------------|
| <b>Product Number:</b>           | 623534                            | <b>ADA Compliant:</b>          | No          |
| <b>Manufacturer:</b>             | Recesso Lighting by Dolan Designs | <b>EnergyStar Compliant:</b>   | No          |
| <b>Model Number:</b>             | BL-ARMQ-BLK/BL-SHD12S-BLK         | <b>Shade Material:</b>         | Metal       |
| <b>Collection:</b>               | Barn                              | <b>Material:</b>               | Aluminum    |
| <b>Manufacturer Finish:</b>      | Black                             | <b>Shipping:</b>               | UPS Regular |
| <b>Manufacturer Shade Color:</b> | Black                             | <b>Certification Agencies:</b> | ETL, CETL   |
| <b>Shade Shape:</b>              | RLM / Warehouse                   | <b>Backplate Dimension:</b>    | 4-5/8       |
| <b>Total Wattage:</b>            | 100 w.                            | <b>Wet Location:</b>           | Yes         |
| <b>Voltage Type:</b>             | Line Voltage                      | <b>Damp Location:</b>          | Yes         |
| <b>Height:</b>                   | 20 in.                            | <b>Harsh Environ/Coastal:</b>  | No          |
| <b>Width:</b>                    | 12 in.                            | <b>Weight:</b>                 | 2.66 lbs    |
| <b>Depth:</b>                    | 26-3/8 in.                        | <b>Made In America:</b>        | No          |
| <b>Wattage:</b>                  | 100                               | <b>Dusk To Dawn:</b>           | No          |
| <b>Bulb Type:</b>                | Incandescent                      | <b>Motion Sensor:</b>          | No          |
| <b>Bulb Shape:</b>               | A19                               | <b>Title 24:</b>               | No          |
| <b>Base Type:</b>                | Medium                            |                                |             |
| <b>Number Of Bulbs:</b>          | 1                                 |                                |             |
| <b>Bulb Included:</b>            | No                                |                                |             |
| <b>Bulb Color:</b>               | Frosted                           |                                |             |
| <b>Dark Sky:</b>                 | No                                |                                |             |



# SPEC SHEET

## Fresno Framed Medium Sconce

Item # CHD 2933AI-CG

Designer: E. F. Chapman

Height: 17.75"

Width: 6"

Extension: 9"

Backplate: 4.25" X 8" Rectangle

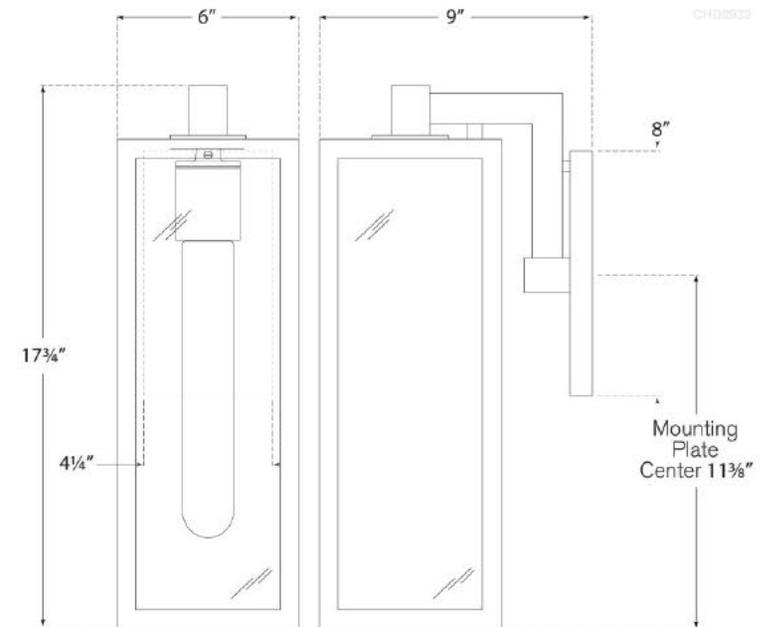
Finishes: AI, WZ

Glass Options: CG

Socket: E26 Keyless

Wattage: 60 T

©EFC DESIGNS



## DESCRIPTION

Combining value and performance in a unique, patent-pending durable design, the Tracer LED floodlight luminaire delivers superior uniformity and excellent illumination to the targeted application. The rugged, die-cast housing is IP66 rated for exceptional durability and long-term reliability. The Tracer floodlight provides design flexibility for applications such as landscape, accent, facade, or sign lighting.

|             |             |      |  |
|-------------|-------------|------|--|
| Catalog #   | TCRS-5-M-WH | Type |  |
| Project     |             | Date |  |
| Comments    |             |      |  |
| Prepared by |             |      |  |

## SPECIFICATION FEATURES

### Construction

Heavy-duty, die-cast aluminum housing provides durability and an IP66 rating to protect against moisture and contaminants. Clear tempered glass lens protects optics and encloses the front cover of the luminaire.

### Optics

The discrete LED optics provide illumination that has been precisely designed to shape the distribution as spot, medium, or wide. Multiple lumen packages ranging from 550 up to 2,900 lumens. Offered standard in 4000K (+/- 275K) CCT and minimum 70 CRI. Optional 5000K CCT or 3000K CCT available. Removable, pre-installed standard symmetric snoot as well included and field-replaceable with included extended visor for more cut-off applications.

### Electrical

LED driver is internally mounted for optimal heat sinking. 120-277V 50/60Hz standard operation. Integral 4kV surge is standard. 0-10V dimming is standard with external purple and grey leads. Suitable for ambient temperatures from -40°C to 40°C. 90% lumen maintenance greater than 60,000 hours per IESNA TM-21.

### Mounting

Heavy-duty, die-cast aluminum knuckle base utilizes tooth-lock adjustment with visual 15° adjustment indicators that allow for precise rotation of the luminaire. Knuckle fits 1/2" NPS available mounting junction box cover (supplied by others) and is secured with supplied locking nut.

### Finish

Housing and cast parts finished in five-stage super TGIC polyester powder coat paint, 2.5 mil nominal thickness for superior protection against fade and wear. Standard color is carbon bronze. Additional colors available in summit white, black, and verde green. Consult your lighting representative at Cooper Lighting Solutions for a complete selection of standard colors.

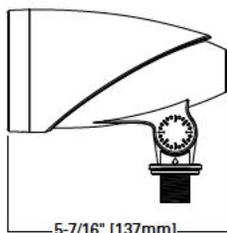
### Warranty

Five-year warranty.

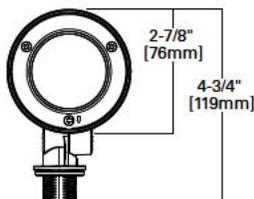
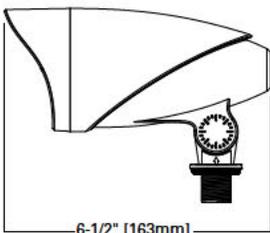


## DIMENSIONS

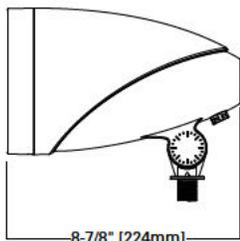
Tracer Small  
(Standard symmetric snoot)



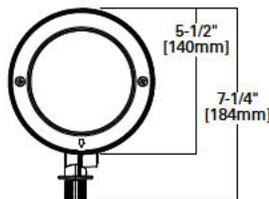
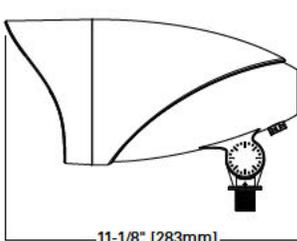
Tracer Small  
(Optional extended visor)



Tracer Large  
(Standard symmetric snoot)



Tracer Large  
(Optional extended visor)



## TCRS / TCRL TRACER

Solid State LED

FLOODLIGHT



### CERTIFICATION DATA

UL/cUL Wet Location Listed  
DesignLights Consortium® Qualified\*  
IP66 Fixture and Optical Chamber  
LM79/LM80 Compliant  
FCC Class A  
1.5G Vibration Rated  
RoHS Compliant

### ENERGY DATA

Electronic LED Driver  
>0.9 Power Factor  
<20% Total Harmonic Distortion  
120-277V 50/60Hz  
-40°C Min. Ambient Temperature Rating  
+40°C Max. Ambient Temperature Rating

### EPA

Effective Projected Area (Sq. Ft.): 0.55

### SHIPPING DATA

Approximate Net Weight:  
Small fixture=2 lbs. (0.91kgs.)  
Large fixture=5 lbs. (2.27kgs.)

**POWER AND LUMENS**

| Light Engine             | TCRS5              | TCRS8 | TCRL15 | TCRL20 | TCRL26 |       |
|--------------------------|--------------------|-------|--------|--------|--------|-------|
| Power (Watts)            | 5.0                | 8.0   | 12.0   | 17.6   | 25.1   |       |
| Input Current @ 120V (A) | 0.04               | 0.07  | 0.10   | 0.15   | 0.22   |       |
| Input Current @ 277V (A) | 0.02               | 0.03  | 0.05   | 0.07   | 0.10   |       |
| <b>Configuration</b>     |                    |       |        |        |        |       |
| Spot (20°)               | 4000K/5000K Lumens | 530   | 812    | 1,500  | 2,039  | 2,718 |
|                          | 3000K Lumens       | 512   | 785    | 1,450  | 1,971  | 2,628 |
| Medium (30°)             | 4000K/5000K Lumens | 552   | 846    | 1,630  | 2,215  | 2,953 |
|                          | 3000K Lumens       | 533   | 818    | 1,575  | 2,141  | 2,854 |
| Wide (50°)               | 4000K/5000K Lumens | 561   | 860    | 1,657  | 2,251  | 3,002 |
|                          | 3000K Lumens       | 542   | 831    | 1,602  | 2,176  | 2,902 |

**LUMEN MAINTENANCE**

| Ambient Temperature | TM-21 Lumen Maintenance (60,000 Hours) | Theoretical L70 (Hours) |
|---------------------|--|-------------------------|
| Up to 40°C          | 90%                                    | 153,000                 |

**LUMEN MULTIPLIER**

| Ambient Temperature | Lumen Multiplier |
|---------------------|------------------|
| 10°C                | 1.02             |
| 15°C                | 1.01             |
| 25°C                | 1.00             |
| 40°C                | 0.97             |

**ORDERING INFORMATION**

Sample Number: TCRS5S-WH-7050

| Product Family <sup>1</sup>  | Light Engine   | Distribution                 |
|--|--|------------------------------|
| TCRS=Tracer Flood Small LED<br>TCRL=Tracer Flood Large LED   | TCRS<br>5=5W, 550 Nominal Lumens<br>8=8W, 850 Nominal Lumens<br>TCRL<br>15=15W, 1,600 Nominal Lumens<br>20=20W, 2,200 Nominal Lumens<br>26=26W, 2,900 Nominal Lumens | S=Spot<br>M=Medium<br>W=Wide |
| <b>Options (Add as Suffix) <sup>2</sup></b>  |  |                              |
| [blank]=Carbon Bronze (Standard)<br>BK=Black<br>VG=Verde Green<br>WH=White<br>7030=70 CRI / 3000K CCT<br>7050=70 CRI / 5000K CCT |  |                              |

NOTES: 1. DesignLights Consortium® Qualified. Refer to www.designlights.org Qualified Products List under Family Models for details. 2. Extended lead times apply to any options selected.

**STOCK ORDERING INFORMATION**

| Stock SKUs  |   |
|---|---|
| <p><b>Small</b><br/>TCRS5S=Tracer Small 5W, 550 lumens, Spot Distribution<br/>TCRS5M=Tracer Small 5W, 550 lumens, Medium Distribution<br/>TCRS5W=Tracer Small 5W, 550 lumens, Wide Distribution<br/>TCRS8S=Tracer Small 8W, 850 lumens, Spot Distribution<br/>TCRS8M=Tracer Small 8W, 850 lumens, Medium Distribution<br/>TCRS8W=Tracer Small 8W, 850 lumens, Wide Distribution</p> | <p><b>Large</b><br/>TCRL15S=Tracer Large 15W, 1,600 lumens, Spot Distribution<br/>TCRL15M=Tracer Large 15W, 1,600 lumens, Medium Distribution<br/>TCRL20M=Tracer Large 20W, 2,200 lumens, Medium Distribution<br/>TCRL26S=Tracer Large 26W, 2,900 lumens, Spot Distribution<br/>TCRL26M=Tracer Large 26W, 2,900 lumens, Medium Distribution</p> |

NOTES: Options not available with stock products. Refer to standard ordering information to add options. Stock fixture is 4000K, dimming, 120-277V, carbon bronze only.



Simply White (2143-70)  
Benjamin Moore



**SIMPLY WHITE - ALL EXTERIOR WALLS**



Parma Gray (27)  
Farrow & Ball



**PARMA GRAY - SHUTTERS**



**MONTAUK BLUE SANDSET PAVER**



**Attachment B – Staff Analysis of Sign Area**



Area of Wall: 20.08 feet x 32.47 feet = 652 square feet  
Area of Proposed Wall Sign: 1.17 feet x 10 feet = 11.7 square feet  
Maximum Permitted Sign Area Coverage of Wall: **97.8 square feet (15%)**  
Proposed Sign Area Coverage of Wall: **11.7 square feet (1.79%)**



Area of Wall: 11.83 feet x 15.25 feet = 180.41 square feet  
Area of Proposed Wall Sign: 0.83 feet x 7.15 feet = 5.93 square feet  
Maximum Permitted Sign Area Coverage of Wall: **27.06 square feet (15%)**  
Proposed Sign Area Coverage of Wall: **5.93 square feet (3.29%)**

center. The facades of prominent civic buildings are to be articulated so as to distinguish them from their context. Emphasis of the vertical rhythms and structural bays should be minimized to provide a larger building mass to establish the hierarchy of the building. Vertical rhythms should reinforce the importance of the structure with 1 to 10 foot projections restricted to larger building masses that span 40-60 feet. The large-scale change in mass will establish hierarchy within the building facade. (See figure 27) Educational, recreational and public works facilities located near or adjacent to a residential district, should provide a contextual design sensitive to the neighborhood.

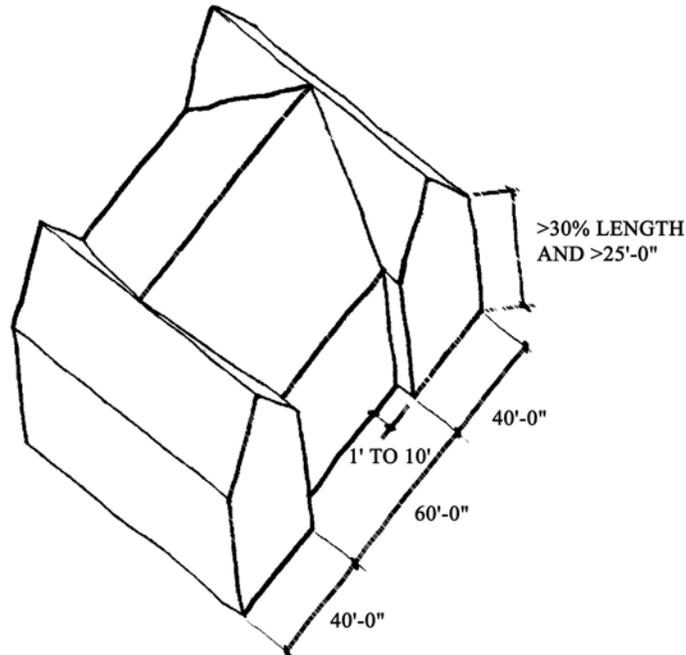


Figure 27

- c. **Facade Articulation:** Articulation is achieved through the combination of materials, introduction of detailing and changes in plane of the facade.

Commercial, Mixed Use and Multiple-Family Residential: Facade elements should be recessed and/or projected to provide a variety of changes of plane, interest in light and shadow and to establish a hierarchy with the architectural elements. Building facades are to be proportioned to respect human scale and the existing prevalent scale of the Village’s architecture. No building facade that faces a street or pedestrian open space should have a blank uninterrupted length of wall greater than 20 feet. In addition, the proportion of the fenestration should comply with Section VI.d.

Commercial and Mixed Use: Ground floor /storefronts that face public streets, adjacent development or pedestrian open space should be subdivided using fenestration along no less than 60% of the facade.

Institutional: Civic and religious institutional buildings tend to be larger and the facade articulation should be restrained so that the massing is emphasized. Vertical rhythm should be created by the articulation of stacked windows and doors.

- d. Fenestration:** The pattern of wall penetrations is created by window and door openings.

Primary facades are defined as facades facing a street or pedestrian open space.

Secondary facades are defined as facades facing pedestrian parking areas or alleys.

Windows should be recessed back from the overall plane of the building facade at the window head and sill to create additional articulation and shadow.

Strip windows are not allowed.

Commercial and Mixed Use: In order to provide a desired proportion of fenestration the following guidelines should be met:

**Primary facade:** At least 60% of the first floor facade is to be windows/storefront or entrances. (See figure 28) At least 25% but no more than 40% of the upper floors are to be windows or doors. (See figures 29 & 30) Note: Percentage is based on the total facade square footage, which is calculated from the top of the first or ground floor to the top of second floor.



Figure 28



Figure 29



Figure 30

Secondary facades: At least 25% of the first floor facade is to be windows/storefront or entries. At least 25% of the upper floors are to be windows or doors. Note: Percentage is based on the total facade square footage, which is calculated from the top of the second floor to the underside of roof eave.

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### 3. Detail

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

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

#### b. **Window and Door Fenestration:**

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

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

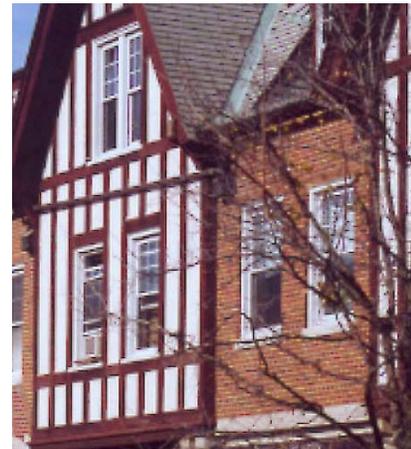


Figure 33



Figure 34

Mixed Use and Multiple-Family Residential: Bay windows are allowed on upper stories of mixed-use buildings if the upper floors are designated residential and on upper stories of multiple-family residential buildings. Bay windows are to project a maximum of 12". (See figure 35)



*Figure 35*

**c. Building Lighting**

Commercial, Mixed Use, Institutional, Multiple-Family Residential:

1. **Exterior Uses and Types:** Exterior building lighting should be carefully designed. Incandescent and low voltage lighting may be allowed. Fixtures should be contextual with the building and adjacent building design. Building lighting should focus on providing light on building signs and enhancing architectural details on the facade. All lighting shall be located and shielded from direct visibility from any dwelling or public street per the Winnetka Village Code. Wall lanterns and architectural highlighting should be considered. Sodium and fluorescent lighting is not allowed. (See figures 36 & 37)
2. **Sign Illumination:** Signs located within 100 feet of the boundary of any residential zoning district may not be illuminated, per the Village Code.
3. **Interior:** Fluorescent lighting with exposed fluorescent lamps is discouraged in street-level interiors where visible from the public way.



*Figure 36*



*Figure 37*

---

**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

the EIFS must resemble exterior grade stucco of the historic English Tudor buildings in the Village.

**Acceptable Materials:**

**a. Primary Facade**

**Commercial, Mixed Use, Multiple-Family and Institutional**

- Modular face brick (See figure 43)
- Limestone (Limited to partial first floor only. Limestone is to be integrated with brick for multiple-family residential) (See figure 44)
- Cast stone, which clearly simulates stone, is limited to accent pieces such as belt courses, sills and shoes. (Split face or rusticated are not permitted.)
- Exterior grade stucco with wood trim (See figure 45)
- Wood siding (Multi family Residential only)



Figure 43

**b. Secondary Facade**

**Commercial, Mixed Use, Multiple-Family and Institutional**

- Modular face brick (See figure 43)
- Modular common brick
- Dressed limestone (Limited to first floor only) (See figure 44)
- Cast stone, which clearly simulates stone, is limited to accent pieces such as belt courses, sills and shoes. (Split face or rusticated are not permitted.)
- Exterior grade Stucco with wood trim (See figure 45)
- EIFS (upper floors only, troweled texture to resemble stucco) (See figure 46)



Figure 44

**c. Roof materials**

**Commercial, Mixed Use, Multiple-Family and Institutional.**

- Clay Tiles (See figure 47)
- Cement Tiles and Shingles
- Ceramic Tiles that simulate natural materials.



Figure 45

**8. Movable Planters.** Movable planters are encouraged for sidewalks and open spaces too narrow to accommodate raised curb planters. (See Figure 60 and Appendix A for more information).



*Various styles of Movable Planters  
Figure 60*

**9. Light Pole Planter Baskets.** Light pole planter baskets are encouraged for sidewalks and open spaces unable to accommodate at-grade planters.

**c. Special Pedestrian Zone/Streetscape Conditions**

**1. Outdoor Sidewalk Cafes.** Dining establishments, coffeehouses or cafes are encouraged to provide adequately spaced outdoor seating. The Village encourages the use of these small outdoor spaces to help enliven the streetscape. Careful attention must be paid to maintaining a pedestrian clear zone. Tables, chairs, umbrellas, service equipment and planters should be kept out of the pedestrian clear zone. (See Figure 61)



*Appropriate outdoor sidewalk  
caféspace /alley enhancement  
Figure 61*



# MEMORANDUM VILLAGE OF WINNETKA

## COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** DESIGN REVIEW BOARD  
**FROM:** CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER  
**DATE:** FEBRUARY 17, 2022  
**SUBJECT:** 566 CHESTNUT STREET - FIZZ & POP - SIGN PERMIT (CASE NO. 22-04-DR)

### INTRODUCTION

On February 22, 2022, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by Fizz & Pop (the "Applicant"), as the lessee of the commercial space located at 566 Chestnut Street (the "Subject Property"), to allow the installation of a window signs on the street frontage of the Subject Property.

### PROPERTY DESCRIPTION

The Subject Property is located on the west side of Chestnut Street between Spruce Street and Elm 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 *La Taquiza Restaurant*, *Classic Kids* photography studio, *Starbucks*, *Avli Restaurant*, *Soupicurean* restaurant, *Maison Du Prince*, and one vacant commercial space. The building has an older brick façade with minor architectural accents along with windows and awnings along the other storefronts. Figure 1 below identifies the Subject Property.



Figure 1 – Subject Property – Store frontage of "Fizz & Pop" along Chestnut Street

## **PREVIOUS APPROVALS**

In November of 2021, the DRB approved a Sign Code Variation and Sign Permit for window signs on the storefront of neighboring *La Taquiza* restaurant. The signs can be seen on the opposite side of the doorway entrance for the Applicant's storefront.

## **CURRENT REQUEST**

The Applicant is seeking approval of two window signs that would provide identification and promotion for her new business. Both signs would feature the business logo which would be a horizontal black-and-white ellipse that says "FIZZ" in a traditional capitalized font and "pop" in a lower-case cursive font. One sign would be along the lower half of the main storefront window sign and would be approximately 6 square feet with a 5-inch text size while also having a smaller white tagline that reads "ORGANIC SODA CONCOCTION BAR". The other sign would be located on the lower half of a smaller window inside the recessed doorway vestibule and would be approximately 2 square feet with a 3.75-inch text size within the main logo. The Applicant has provided renderings and illustrations of the proposed signs that are available in the application materials included in Attachment A.

## **SIGN CODE ANALYSIS**

Section 15.60.120 of the Village Sign Code establishes standards for window signs in the commercial districts. Window signs are limited to 10% of the overall window area. The proposed windows signs would be compliant as their decal graphics would take up 5.73% and 8.6% of their respective window areas. A staff analysis of sign area with calculations is included as Attachment B.

## **DESIGN GUIDELINES ANALYSIS**

The Village's Design Guidelines provide guidance on the design and appropriate placement of window signs. The guidelines recommend that decals be placed in the lower section of the storefront window area and occupy no more than 10% of the glass area of a single pane. They also suggest that sign lettering be limited to 6 inches in height and should harmonize with the building while reflecting the character of the building style. The proposed window signs would be in the lower halves of their respective windows with font sizes of 5 inches and 3.75 inches, respectively. An excerpt of the Design Guidelines pertaining to window signs is included as Attachment C.

## **SUMMARY**

The Applicant requests that the DRB find the proposed signs as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the proposed signage as appropriate, the Applicant would first need to receive the approved sign permit from the Community Development Department prior to installation.

## **ATTACHMENTS**

- Attachment A: Application Materials
- Attachment B: Staff Sign Code Analysis
- Attachment C: Design Guidelines Excerpt

VILLAGE OF WINNETKA, ILLINOIS  
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

|  |                    |   |                     |                         |
|--|--------------------|---|---------------------|-------------------------|
| Name of Business<br><b>Fizz &amp; Pop</b>              |                    | Primary contact name<br><b>Leigh Anne Beath</b> |                     | Phone No.<br>[REDACTED] |
| Street Address<br><b>566 Chestnut Street, Suite 16</b> |                    |   |                     |                         |
| City<br><b>Winnetka</b>                                | State<br><b>IL</b> | Zip Code<br><b>60093</b>                        | Email<br>[REDACTED] |                         |

Sign Company

|   |                    |   |   |           |
|---|--------------------|---|---|-----------|
| Name of Sign Company<br><b>Single Stone Studios</b> |                    | Primary contact name<br><b>Shelby / Billy</b> |   | Phone No. |
| Street Address<br><b>PO BOX 248</b>                 |                    |   |   |           |
| City<br><b>Monroe</b>                               | State<br><b>OH</b> | Zip Code<br><b>45050</b>                      | Email<br><b>info@singlestonestudios.com</b> |           |

Property Owner

|  |                    |   |                     |           |
|--|--------------------|---|---------------------|-----------|
| Name of Company<br><b>Connor Max, LLC</b>                      |                    | Primary contact name<br><b>Max (Montaz Taleb)</b> |                     | Phone No. |
| Street Address<br><b>The Laundry Mall, 566 Chestnut Street</b> |                    |   |                     |           |
| City<br><b>Winnetka</b>  | State<br><b>IL</b> | Zip Code<br><b>60093</b>                          | Email<br>[REDACTED] |           |

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

window graphics     wall-mounted sign     ground-mounted sign

projecting sign     other \_\_\_\_\_

Additional description of sign type and materials

**Front window: logo w/ tag line**

**Side window: logo only**

**- white base w/ black lettering**

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

CONDITIONS OF APPROVAL: \_\_\_\_\_

**\$115.-**  
**SBC2022-**  
**048**

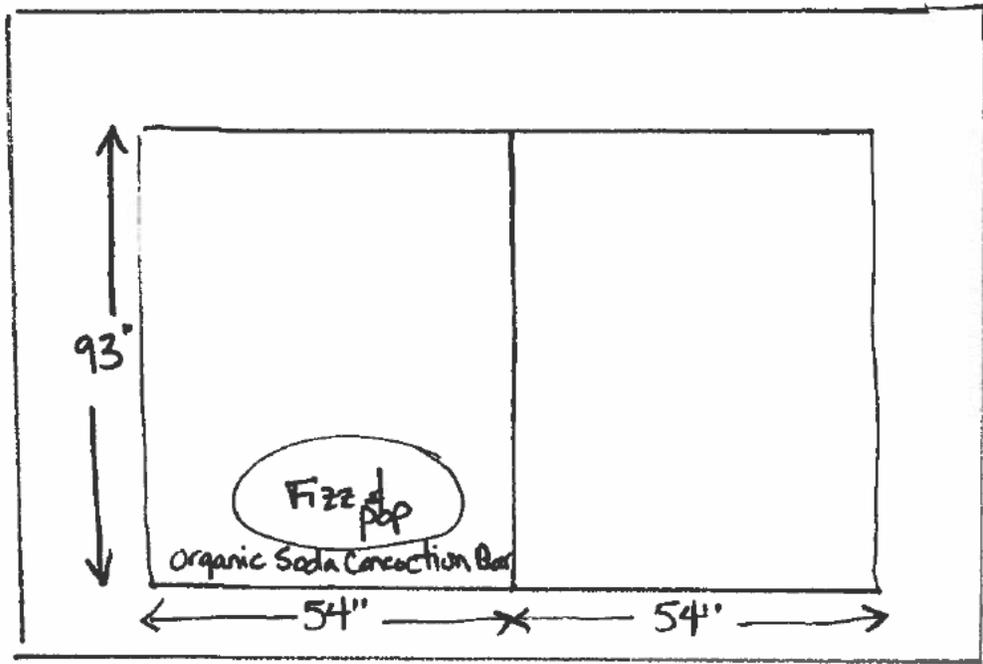






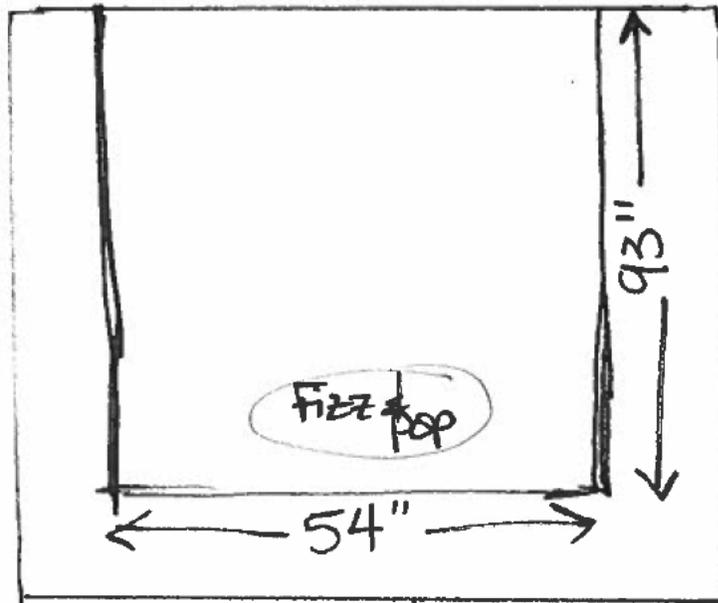


- Front window elevation  
2 panes —  
each 54x93
- Decal is  
36" x 24"  
(6 sq feet)



tagline → 2" x 30" = 60"  
.416 sq feet

- Side window elevation  
1 pane  
54" x 93"
- Decal 24" x 12"  
centered at  
bottom  
(2 sq. feet)



\* Side Window:  
54 x 93 = 4.5 ft x 7.75 ft =  
34.875 sq ft, 10% = 3.49 sq ft

**Calculations:**

\* Front: 93" x 108" = ~~108~~ 108"  
Window 7.75 feet x 9 feet = 69.75 sq feet  
69.75 + 3.49 = 73.24 sq feet  
69.75 + 3.49 = 73.24 sq feet  
10% of total window = 6.97 sq ft  
Decal is less than 10%

**From:** [REDACTED]  
**To:** [Christopher Marx](#)  
**Subject:** Fizz&Pop logo pdf and specs  
**Date:** Thursday, January 27, 2022 3:17:37 PM  
**Attachments:** [logo.pdf.pdf](#)

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**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi, Chris

Find attached the logo pdf. The font size of the front window decal is 5" tall. The decal on the side window has a 3.75".

Let me know if you need anything else.

Best,

Leigh Anne Beath

[REDACTED]

Sent via the Samsung Galaxy A11, an AT&T 4G LTE smartphone

[REDACTED]

**Attachment B – Staff Analysis of Sign Area**



Area of Window: 7.75 feet x 4.5 feet = 34.88 square feet  
Area of Proposed Sign: 1 foot x 2 feet = 2 square feet  
Maximum Permitted Sign Area Coverage of Window: **3.488 square feet (10%)**  
Proposed Sign Area Coverage of Window: **2 square feet (5.73%)**



Area of Window: 7.75 feet x 9 feet = 69.75 square feet  
Area of Proposed Sign: 2 feet x 3 feet = 6 square feet  
Maximum Permitted Sign Area Coverage of Window: **6.975 square feet (10%)**  
Proposed Sign Area Coverage of Window: **6 square feet (8.6%)**

**d. Building Signage**

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

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

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



Figure 38

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

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

*Figure 39*



*Figure 40*

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



*Figure 41*

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



# MEMORANDUM VILLAGE OF WINNETKA

## COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** DESIGN REVIEW BOARD  
**FROM:** CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER  
**DATE:** FEBRUARY 17, 2022  
**SUBJECT:** 964 GREEN BAY - HEARTS STUDIO - SIGN PERMIT (CASE NO. 22-05-DR)

### INTRODUCTION

On February 22, 2022, the Design Review Board (DRB) is scheduled to consider a sign permit application submitted by heARTS studio (the "Applicant"), as the lessee of the commercial space located at 964 Green Bay Road (the "Subject Property"), to allow the installation of a projecting sign on the street frontage of the Subject Property.

### PROPERTY DESCRIPTION

The Subject Property is one of the first-floor commercial spaces located in the multi-use building at 964 Green Bay Road, located on the west side of the street between Merrill Street and Gage Street, in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is located in the Commercial Overlay District. The Subject Property contains a two-story traditional brick façade building that also contains *Randoon's* boutique and *Bick's Coin Stamp Etc.* store in addition to the Applicant's new business. Figure 1 below identifies the Subject Property.



Figure 1 – Subject Property – Store frontage of heARTS studio along Green Bay Road

## **PREVIOUS APPROVALS**

In February of 2019, the DRB approved a projecting sign of similar design for the neighboring business *Randoon's* boutique. The sign can be seen adjacent to the location of the proposed sign on the Subject Property in Figure 1.

## **CURRENT REQUEST**

The Applicant is seeking approval of a projecting sign that would provide identification and promotion of their new art studio space. The sign would be a small projecting sign located on the left side of the storefront doorway measuring 1.5 feet in height and 2 feet in width while being placed 8.5 feet above the sidewalk. The sign would be made of a whitewashed wood material with a black metal frame that reads "heARTstudio" in a brown modern font and a small white heart image below it. The proposed sign is designed to be similar in the shape, appearance, and location of the sign for the neighboring business of *Randoon's*. The Applicant has provided renderings and illustrations of the proposed sign that are available in the application materials included in Attachment A.

## **SIGN CODE ANALYSIS**

Section 15.60.120 of the Village Sign Code establishes standards for projecting signs in commercial districts. The proposed sign complies with the requirements of being no more than 3 feet in height, 2 feet in width, projecting at least 8 feet above natural grade, and containing only the business name and logo.

## **DESIGN GUIDELINES ANALYSIS**

The Village's Design Guidelines provide guidance on the design and appropriate placement of projecting signs. The Guidelines state that signs should harmonize with the building and reflect the character of the building style. Sign materials are limited to painted wood, canvas, architectural glass, and metal. The sign color must harmonize with the building upon which it is mounted and adjacent structures. Additionally, projecting signs should be fixed and mounted at generally the second-floor level while being rounded or squared with an area not exceeding 6 square feet. The proposed sign is consistent with the recommendations in the Design Guidelines. An excerpt pertaining to commercial signage is included as Attachment B.

## **SUMMARY**

The Applicant requests that the DRB find the proposed sign as appropriate and compatible with the Design Guidelines and approve the application as proposed. Should the DRB find the proposed signage as appropriate, the Applicant would first need to receive the approved sign permit from the Community Development Department prior to installation.

## **ATTACHMENTS**

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

ATTACHMENT A

Village of Winnetka  
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS  
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

|                                   |             |  |                     |                         |
|-----------------------------------|-------------|--|---------------------|-------------------------|
| Name of Business<br>heARTS studio |             | Primary contact name<br>Donna Williams |                     | Phone No.<br>[REDACTED] |
| Street Address<br>964 Green Bay   |             |  |                     |                         |
| City<br>Winnetka                  | State<br>IL | Zip Code<br>60093                      | Email<br>[REDACTED] |                         |

Sign Company

|   |             |   |  |                           |
|---|-------------|---|--|---------------------------|
| Name of Sign Company<br>Henry's Heroes Foundation |             | Primary contact name<br>Nancy lida/Donna Williams |  | Phone No.<br>708.721.3906 |
| Street Address<br>964 Green Bay                   |             |   |  |                           |
| City<br>Winnetka                                  | State<br>IL | Zip Code<br>60093                                 | Email<br>nancy@henrysheroes-foundation.org |                           |

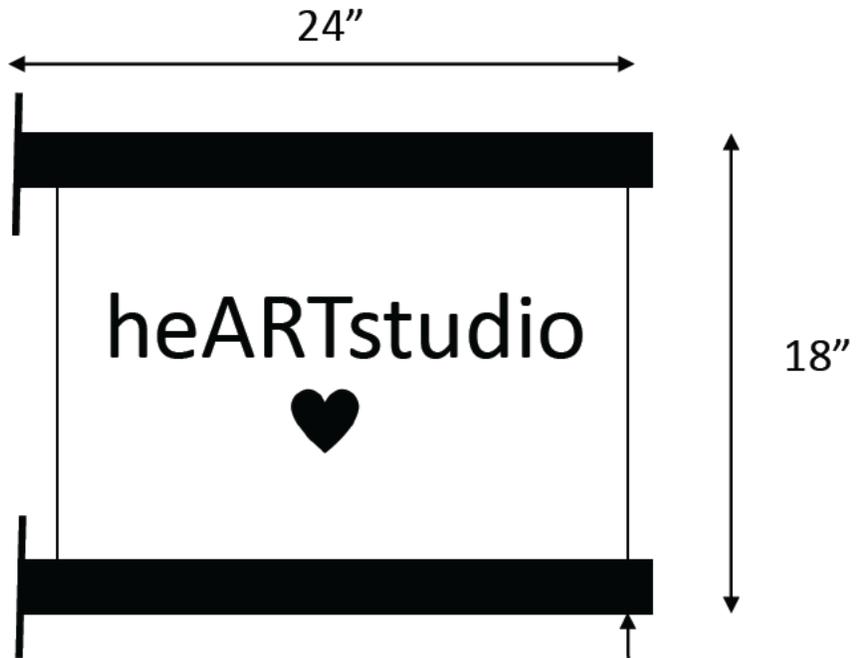
Property Owner

|   |             |  |       |                         |
|---|-------------|--|-------|-------------------------|
| Name of Company<br>Frank & Dorothy Bickmore |             | Primary contact name<br>Frank Bickmore |       | Phone No.<br>[REDACTED] |
| Street Address:<br>964 Green Bay Rd         |             |  |       |                         |
| City<br>Winnetka                            | State<br>IL | Zip Code<br>60093                      | Email |                         |

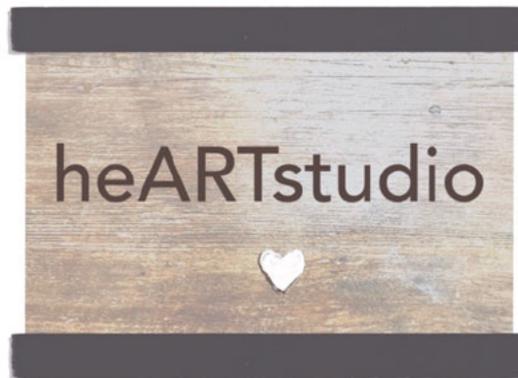
Sign type(s):  window graphics     wall-mounted sign     ground-mounted sign  
 (check all that apply)     projecting sign     other \_\_\_\_\_

Additional description of sign type and materials \_\_\_\_\_  
 Sign will be similar materials, size and location to Randoon's sign which is  
 the business adjacent to the south of heARTS studio. Wood sign, laser engraved with  
 name of business and heart. Black metal will hold sign and be attached to wall.

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



New sign mounted here



8.5'

Whitewashed wood with laser engraved/stained lettering; treated for outdoor use

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