



DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS REGULAR VIRTUAL MEETING AGENDA

THURSDAY, MAY 21, 2020 - 7:00 PM

In accordance with social distancing requirements and Governor Pritzker's Stay at Home Executive Order, **the Winnetka Design Review Board/Sign Board of Appeals meeting on Thursday, May 21, 2020 will be held virtually. The meeting will be livestreamed via the Cisco WebEx platform.**

The public has the following two options for **observing and participating during this virtual Design Review Board/Sign Board of Appeals meeting, including the ability to provide testimony or comments.** Persons wishing to participate are strongly encouraged (but not required) to complete the Sign-In form found at www.villageofwinnetka.org/meetingsignin.

- 1) **Telephone (audio only).** Call: 408-418-9388; when prompted enter the Meeting ID – 623956567 (Please note there is no additional password or attendee ID required.)
- 2) **Livestream (both audio and video feed).** Download the Cisco WebEx meetings app to your smart phone, tablet or computer, and then join Meeting ID – 623956567 Event Password – DRB052120!

If you wish to **provide testimony or comments prior to the meeting**, you may provide them one of three ways:

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

All comments received by 6:00 PM the day of the meeting will be read at the hearing by staff. Written public comment is limited to 200 words or less and should identify both (1) the subject of the comment being offered (such as property address or case number of the agenda item) and (2) the full name of the individual providing the comments. In addition, you may wish to include your street address, phone number, and the name of the organization or agency you represent, if applicable.

General comments for matters not on the agenda will be read at the end of the meeting under Public Comment. Comments specific to a particular agenda item will be read during the discussion of that agenda item.

All emails received will be acknowledged either during or after the meeting, depending on when they are received.

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

510 Green Bay Road, Winnetka, Illinois 60093
847-501-6000 • www.villageofwinnetka.org

**DESIGN REVIEW BOARD/SIGN BOARD OF APPEALS REGULAR VIRTUAL MEETING AGENDA
THURSDAY, MAY 21, 2020 - 7:00 PM**

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Introductory Remarks Regarding Conduct of Virtual Meeting.
3. Approval of February 20, 2020 special meeting minutes.
4. Approval of February 20, 2020 regular meeting minutes.
5. **Case No. 20-07-DR: 501 Chestnut Street – 501 Local Restaurant - Signage:** Sign Permit and Sign Code Variation applications to allow the installation of a projecting sign.
6. **Case No. 19-35-SU: 1015 Tower Court – Sole + Luna - Signage:** Sign Permit application to allow the installation of a freestanding sign on Village owned property.
7. Other Business.
 - a. Community Development Report
 - b. Comprehensive Plan Status Update.
 - c. June 18, 2020 Meeting - Quorum check.
8. Public Comment.
9. Adjournment

Note: Public comment is permitted on all agenda items.

NOTICE

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

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

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WINNETKA DESIGN REVIEW BOARD
SPECIAL MEETING MINUTES
February 20, 2020

Members Present:

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

Members Absent:

Paul Konstant
Brooke Kelly

Village Staff:

David Schoon, Director of Community Development
Ann Klaassen, Senior Planner
Christopher Marx, Associate Planner
LoriAnne Weaver, Administrative Assistant

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 6:02 p.m.

Comprehensive Plan Study Session

a. Introductions

– David Schoon welcomed everyone. He introduced The Lakota Group and its president, Scott Freres, as the consultants hired to assist the Village with the preparation of the *Winnetka Futures 2040* comprehensive plan. The Lakota Group will assist with the preparation and community involvement of the comprehensive plan.

b. Project Overview Presentation

-Mr. Freres introduced himself and his team members. Mr. Freres emphasized that it would be an interactive process and they hope to facilitate strong conversations with the stakeholders of the Village. He explained that a comprehensive plan helps to set policy direction to move forward into the future. He said the DRB has the ability to shape the ideas and plans coming into the village. He said that as residents, the DRB board members need to think about how things are working for them and what isn't working. Mr. Freres said the plan will involve all kinds of engagement, talking with people at all levels.

Rachel Smith, of The Lakota Group, spoke next and asked the group what are the most common issues they encounter as members of the DRB.

Brad McLane mentioned that if a request is conforming, the DRB shouldn't see them; the request should be approved administratively by staff.

Kirk Albinson said signs and awnings are the most prevalent things the DRB reviews. He agreed with the proper guidelines that awnings and signs could be approved administratively, but architectural changes should still be reviewed and approved by the DRB.

1 Maggie Meiners suggested that the DRB see the proposed development projects earlier in
2 the review process, before it has been seen by the other boards.

3 Ms. Smith mentioned that currently the DRB is operating under the 2003 design guidelines.
4 Mr. Albinson stated the design guidelines need to be updated and asked if updating them
5 would be part of the comp plan process. Mr. Schoon said that identifying the need to
6 review them and the issues that need reviewed would be part of the process, but not the
7 actual update of the design guidelines.

8 Mr. Freres said this is the opportunity to be different and express individuality; create
9 policy that establishes a benchmark.

10 Mr. Albinson stated that Winnetka should reinforce high quality rather than a certain style,
11 such as Tudor. We need themes...genuine, high quality, authentic.

12 Michael Klaskin stated that even when the DRB is in favor of something (i.e. One
13 Winnetka), it is challenging when the community pushes back. He said guidelines are
14 guidelines, not hard and fast rules.

15 Ms. Meiners said the value of design and scale needs to be recognized. She mentioned a
16 restaurant that followed all the guidelines and was still able to look unique.

17 Mr. Klaskin asked what other communities were included in the comp plan study. Mr.
18 Freres stated that Winnetka was benchmarked against 10 other similar communities,
19 including such as the following cities: Scarsdale, NY; Shaker Heights, OH; Grosse Pointe
20 Shores, MI; Hinsdale, IL and Bethesda, MD.

21 Mr. Klaskin asked what other communities are doing. Mr. Freres replied that other
22 communities are taking big risks, changing code, reinventing themselves. He said that
23 Winnetka needs a game plan; he said people want to invest but need to know what is
24 expected of them.

25 Mr. Klaskin said he would be hesitant to mess around with the charm of the Winnetka
26 community.

27 Michael Ritter said that change for change sake isn't good.

28 Mr. Freres asked the group what is Winnetka's brand. Mr. Ritter said he loves modern
29 buildings, but not necessarily in 1920's charming Winnetka. Mr. Klaskin commented that
30 the first one is a shock, but then people get used to it.

31 Mr. Albinson said the goal is to be a desirable place to be. He said the traditional retailer is
32 not coming back to the commercial districts; do we want to fight it or open it up to well-
33 done change. He said they need to protect what they value, but keep it open for the
34 future. They must be forward-thinking.

35 Ms. Meiners said it would be helpful to include generational data, as younger people will
36 benefit from the 2040 plan. She said it is important to have age-related ideas. Ms. Smith
37 replied that the interviews presented a broad age range of people.

1 Mr. Freres said a lot of seniors are rethinking their paradigm. He said they want to stay in
2 their homes, but the taxes are killing them. The seniors are buying or renting units in
3 multi-family buildings.

4 Mr. Albinson stated the focus of the DRB is keeping the little commercial districts energized
5 from a younger standpoint. Mr. Klaskin said they should do away with the commercial
6 overlay district.

7 Mr. Freres said that property owners are their own worst enemy; it is cheaper to keep it
8 empty. Mr. Klaskin responded that owners would prefer to have tenants in their buildings.

9 Mr. Albinson asked how flexibility is built into policy. He said Winnetka has very limited
10 types of housing and people are looking for inclusive communities.

11 Mr. Freres asked if Winnetka wants to be defined by one thing. He asked should the
12 commercial districts be reinvented with mixed uses that are desirable to the community.
13 He said the land use policies may need to be revised to allow more people and density.

14 Ms. Meiners asked if the post office site would be part of the 2040 plan. Mr. Freres said
15 that they were looking at 24 different sites and spaces in the community; they are trying to
16 spread out the growth evenly so it has a negligible impact on the community. Ms. Meiners
17 said that smaller scale projects would be more desirable.

18 Mr. McLane said they need to think big; the community's future is at stake.

19 Mr. Albinson recapped that, from the DRB, there is a need for core principles like quality
20 and authenticity; don't force it to fit into a box, take care of the fundamentals. Bring your
21 best to Winnetka. We should hope to get bruises through this process, because it means
22 we have pushed the envelope.

23 Ms. Smith summarized... don't be prescriptive in style, but identify in broad terms what we
24 want and what would be approved.

25 Mr. Klaskin said the pressure is on them to get the first project done and people will push
26 back.

27

28 **Public Comment**

29 Chairman Albinson asked for public comment and stated there is none at this time.

30

31 **Adjournment**

32 This portion of the meeting was adjourned at 7:00pm; the regular DRB meeting commenced.

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**Winnetka Design Review Board/Sign Board of Appeals
February 20, 2020**

Members Present:

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

Members Absent:

Brooke Kelly
Paul Konstant

Village Staff:

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

Call to Order

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

Approval of December 19, 2019 Meeting Minutes

Chairman Albinson asked if there were any changes to the minutes or a motion to approve the December 19, 2019 meeting minutes. A motion was made by Mr. Ritter to approve the minutes as submitted; the motion was seconded by Mr. Klaskin. The motion passed by unanimous voice vote.

Approval of January 16, 2020 Meeting Minutes

Chairman Albinson asked if there were any changes to the minutes or a motion to approve the January 16, 2020 meeting minutes. A motion was made by Mr. McLane to approve the minutes as submitted; the motion was seconded by Mr. Ritter. The motion passed by unanimous voice vote.

Case No. 20-05-DR: Ellen's on Elm: Awning Permit application to allow the installation of a storefront awning.

John Holthaus stated he and his wife own Ellen's on Elm and were at 841 Elm Street for 11 years and moved the business to 847 Elm Street in January. He stated there is currently a cream awning and they would like to put up an awning reflective of their theme which is blue and white. Ms. Meiners asked if it is navy. Mr. Holthaus responded it is not as dark as navy.

Mr. McLane moved to issue a Certificate of Appropriateness to approve the request as presented. Mr. Ritter seconded the motion. A vote was taken and the motion unanimously passed.

AYES: Albinson, Klaskin, McLane, Meiners, Ritter

NAYS: None

Case No. 20-06-DR: 566 Chestnut Street - Starbucks: Certificate of Appropriateness application to allow for a dog patio area and awning permit application to permit new awning installations along storefront.

David Rodatz of Hilton Displays presented the request on behalf of Starbucks and stated for the current awnings, Starbucks wanted a fresh perspective. He stated the current awnings have black fabric with a valance and with the Starbucks coffee wording. Mr. Rodatz stated the new look they want to see on all

1 of the storefronts does not have the Starbucks coffee wording and for them to be Sunbrella black over
2 the frame. He also stated for the dog patio, there is not much there now in front and it is only a dog
3 bowl and a few trees. Mr. Rodatz stated the new area would have dog bowls and toys and it is their
4 hope with the full renovation to have a few tables and chairs for the customers. He stated the traffic
5 area for the dogs is not good now and the proposal would be helpful for customers. Mr. Rodatz then
6 identified the area for leashes to be tied.

7
8 Ms. Meiners stated she had a safety concern and while it is dog friendly, if there are a number of dogs
9 out there, she would not want to walk by it. She asked if the applicant could consider not using that area
10 as an entrance. Ms. Meiners indicated they may run into problems with dogs biting. Mr. McLane stated
11 that is the way the area is used now which is an ad hoc area for dogs. Ms. Meiners stated this may
12 encourage more dogs in the area.

13
14 Mr. Klaskin stated they walk their dog in the area and he did not see people leaving their dogs
15 unattended for long. He described it as a very short term stop gap. Mr. Rodatz agreed customers would
16 use common sense and understood the intent. Mr. Klaskin suggested a sign be put up. Mr. Rodatz
17 informed the Board that Starbucks is using more signage limiting the time to 5 or 10 minutes and stated
18 it could be added to the request. Mr. Klaskin suggested the signage include not leaving dogs unattended
19 for 5 or 10 minutes. Mr. Rodatz agreed with Mr. Klaskin's suggestion.

20
21 Ms. Meiners stated she would still use the other entrance and felt it is a point that should be brought
22 up. Mr. McLane stated it is out of the Board's purview. Mr. Klaskin described it as a valid point and they
23 would now be inviting more dogs to congregate. Ms. Meiners suggested a limit be to put on the number
24 of dogs. Mr. Ritter questioned who would monitor that and informed the Board Members his dog was
25 attacked near there. Ms. Meiners stated to cover any liability issues, to consider having signage limiting
26 the number.

27
28 Mr. Klaskin moved to issue a Certificate of Appropriateness to approve the request with the caveat of
29 signage stating not to leave dogs unattended for more than 5 minutes. The motion failed for lack of a
30 second.

31
32 Mr. McLane moved to approve the request as presented. Mr. Ritter seconded the motion. A vote was
33 taken and the motion unanimously passed.

34
35 AYES: Albinson, Klaskin, McLane, Meiners, Ritter

36 NAYS: None

37
38 Mr. Klaskin reiterated that he encouraged Starbucks to install signage stating not to leave dogs
39 unattended and to clean up after them.

40
41 **Adjournment:**

42 The meeting was adjourned at 7:15 p.m.

43
44 Respectfully submitted,

45
46 Antionette Johnson
47 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: CHRISTOPHER MARX, AICP, ASSOCIATE PLANNER
DATE: MAY 15, 2020
SUBJECT: CASE NO. 20-07-DR: 501 CHESTNUT STREET - 501 LOCAL RESTAURANT -
CONSIDERATION OF SIGN PERMIT AND SIGN CODE VARIATION FOR
PROJECTING SIGN

INTRODUCTION

On May 21, 2020, the Design Review Board/Sign Board of Appeals will conduct a virtual public hearing, in accordance with social distancing requirements and Governor Pritzker's Stay-at-Home Executive Order, on an application submitted by MGS Hospitality LLC, d/b/a 501 Local (the "Applicant") as the lessee of the commercial space located at 501 Chestnut Street (the "Subject Property"), to allow installation of a projecting sign on the Subject Property. The Applicant has submitted applications seeking the following approvals:

1. Sign Permit Application to allow a projecting sign; and
2. Sign Code Variation to allow the installation of a projecting sign on the Subject Property that is 9 square feet in area and extends 4.67 feet from the building.

PROPERTY DESCRIPTION

The Subject Property is located at the northeast corner of Chestnut Street and Oak 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 contains a three-story mixed-use building with residential units on the upper floors and two businesses, including the Applicant's, that occupy the storefront spaces. The other commercial tenant is *Tocco Restaurant*. The Subject Property is in the process of being renovated for the new restaurant the Applicant is opening. This space was most recently occupied by *Trifecta Grill*. The building is a Tudor Revival style structure with an older brick façade, minor architectural accents, and traditional windows and awnings along its storefronts. Figures 1 through 3 later in this report identify the Subject Property.

PREVIOUS APPROVALS

In conjunction with the projecting sign currently being considered by the DRB, the Applicant also submitted applications to recover the existing awning frames with black Sunbrella fabric and to apply two vinyl signs, each measuring four square feet, to the two windows along Chestnut Street to identify the new restaurant called *501 Local*. The Applicant submitted the applications for consideration at the regular DRB meeting scheduled for March 19, 2020. However, all Village public meetings were canceled in March to limit exposure to and spread of coronavirus. Given the proposed awnings would match the existing awnings already in place on the commercial building and comply with the awning standards, and the window signs complied with the Sign Code, the awnings and signs were approved by the Community Development Department on March 17, 2020. The new awnings and window signs are seen

in Figures 1 through 3.

CURRENT REQUEST

The proposal currently before the DRB includes a projecting blade sign that would be installed at the corner of the building at the entrance to the courtyard. The black aluminum sign would read “501 Local” and measure 9 square feet (3 feet by 3 feet) and project 4.67 feet from the building wall. The proposed sign would have a clearance of 10.25 feet above the sidewalk. The proposed sign would project to the south, not the west over the public sidewalk. The Applicant has provided renderings of the proposed sign, which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Projecting Signs: Section 15.60.120 of the Village Side Code described the standards for projecting signs as follows:

b. Blade signs may extend over a public way or a public sidewalk, provided that the blade sign extends no more than 2 feet from the wall of the building and is no more than 3 feet high, and provided that the clearance between the bottom of the sign and the sidewalk is at least 8 feet.”

As explained above, the proposed blade sign would measure 9 square feet and project 4.67 feet from the building wall.

SIGN CODE VARIATION REQUEST

The Applicant has also applied for a Sign Code Variation because a projecting sign may not be larger than three (3) square feet in area and it may not project more than two (2) feet from the wall. The Applicant has submitted an application for a Sign Code Variation from Section 15.60.120 [Commercial Signs] to allow the following:

1. Installation of one projecting sign that is 9 square feet in area and extends 4.67 feet from the building wall.

The Design Review Board (also sitting as the Sign Board of Appeals) may grant relief from the Sign Code if it determines that the following standards set out in Section 15.60.250 [Variations] are met:

1. They are in harmony with the general purpose and intent of this chapter; and
2. The plight of the petitioner is due to unusual circumstances; and
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of this chapter; and
4. The variation will not alter the essential character of the locality.

DESIGN GUIDELINES ANALYSIS

The Village’s Design Guidelines provide guidance on appropriate size, location, and colors of projecting blade signs. It states the following:

“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.”

The projecting sign is designed to be fixed and made of a black aluminum material while being located above the first floor frontage of the building. An excerpt of the Design Guidelines pertaining to commercial signage is included as Attachment B.

SUMMARY

The Applicant requests that the DRB/Sign Board of Appeals approve the proposed sign as proposed. Should the DRB/Sign Board of Appeals approve the Sign Permit, and grant the necessary Sign Code Variation, the Applicant still needs to receive an issued Sign Permit from the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Subject Property – Street frontage along Chestnut Street, with location of proposed projecting sign.



Figure 2 – Subject Property – Inner courtyard along Chestnut Street, site of proposed projecting sign.



Figure 3 – Subject Property – Frontage along Chestnut Street with recently approved window signs.

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS

DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION



Tenant/Lessee

Name of Business 501 LOCAL		Primary contact name MARK SAUMON		Phone No. [REDACTED]
Street Address 501 CHESTNUT				
City WINNETKA	State IL	Zip Code 60030	Email MARK.SAUMON@501.COM	

Sign Company

Name of Sign Company FAST SIGNS		Primary contact name KIM HACKL		Phone No. 847-423-3456
Street Address 3437 DEMPSTER ST.				
City SKOKIE	State IL	Zip Code 60076	Email KIM.HACKYL@FASTSIGNS.COM	

Property Owner

Name of Company HOFFMAN REAL ESTATE		Primary contact name JENN EPSTEIN		Phone No. 847-512-3191
Street Address: 800 MARYLAND AV. SUITE 1120				
City ST. LOUIS	State MO	Zip Code 63105	Email JEPSTEIN@HOFFMANCRE.COM	

- 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: A VINYL CUT OUT GRAPHIC

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

CONDITIONS OF APPROVAL: _____

SAC. 2020-132 Review fee waived

\$200 fee per under
SBC-2020-132 Review fee
Village of Winnetka

SIGN CODE VARIATION APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT



SIGN CODE VARIATION APPLICATION

Property Information

Site Address: 501 CHESTNUT
Name of Business: 501 LOCAL
Parcel Identification Number(s) (PIN): 05.20.212.009 / 05.20.212.011

Application is hereby made to the Village of Winnetka for a variation from Section(s) 15.60.120
of Chapter 15.60 Signs of the Village Code for the following work: BLADE SIGN
to be a larger sign than allowed. 36" x 36" square

Attach a separate written document which explains in detail how the requested variation complies with all of the following standards:

1. The requested variation is in harmony with the general purpose and intent of the Sign Code;
2. The plight of the petitioner is due to unusual circumstances;
3. There are practical difficulties or particular hardship in the way of carrying out the strict requirements of the Sign Code (i.e. compliance would result in a clearly demonstrable hardship that is unique to the applicant or property);
4. The variation will not alter the essential character of the locality. (In that the Village has adopted Design Guidelines which are intended to preserve the character of the Village, it is important that the applicant establish that the request is consistent with the intent and purpose of the Design Guidelines.

Property Owner Information

Applicant Information

Legal Name: HOFFMANN COMMERCIAL
REAL ESTATE

Legal Name: 501 LOCAL

Primary Contact: JENN EPSTEIN

Primary Contact: MARK SALMON

Address: 8000 MARYLAND AV.

Address: 5105 N. KILDARE

City, State, Zip: ST. LOUIS MO 63105

City, State, Zip: CHICAGO IL 60693

Phone No. 847-512-3191

Phone No. [REDACTED]

Email: JEPSTEIN@HOFFMANNCRE.COM

Email: [REDACTED]

Owner Signature: M.S.

Applicant Signature: M.S.

To: Village of Winnetka Review Board
From: 501 Local (formerly Trifecta Grill) Owners

Review Board Members,

We are requesting a sign code variance for the blade sign located on the south side exterior of the building located at 501 Chestnut.

Our proposed sign is (primarily) in harmony with the general purpose and intent of the Winnetka sign code. The earth-tone colors are black and cream and the actual logo is simple and clean. There will be no internal/neon lighting.

We are requesting a size variance. There is an already existing "arm" apparatus for the sign (used by the previous owner) that we are proposing to reuse- both for aesthetic and financial purposes. It is permanently installed into the brick facade, making it difficult and expensive to remove. The arm is 6' in length requiring the actual sign to be larger than the allowed size- in order for it to be proportional. We are requesting a 36" x 36" square sign. In addition, the sign faces west (from the south side) and is partially blocked by the side of the building and large gate. The additional size will enhance the ability of passers by and car services to view our signage.

We are including a color photo of the proposed blade sign and are using Fast Signs for both the awnings and signage- in keeping with the majority of Winnetka businesses. We hope you will grant us this variance as it will eliminate the costly expense of removing and replacing the existing arm and will allow potential customers to find us.

Thank you for your consideration,
Mark Salmon, primary owner- 501 Local



123 in



36 in

36 in

36" x 36" x 2" fabricated aluminum box blade sign mounted to stationary arm with chain reinforcement.

FASTSIGNS | Skokie
 More than fast. More than signs.[®]

3437 Dempster Street
 Call or Text: (847) 423-3456
www.fastsigns.com/2130

Christopher Marx

From: Susan DeLoach <[REDACTED]>
Sent: Friday, February 28, 2020 3:58 PM
To: Christopher Marx
Cc: mark salmon
Subject: External: 501 Local

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 Christopher,

Per our conversation, here are the remaining dimensions you had asked for:

Exterior wall to end of "blade" sign- 56"

Bottom of valance (on front exterior awning) to sidewalk- 96"

Vinyl cut-out graphic on front window- 24" square, (window size- 55" x 95")

Thanks for all your help with this!
-Susan

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: MAY 15, 2020
SUBJECT: CASE NO. 19-35-SU: 1015 TOWER COURT -- CONSIDERATION OF SIGN PERMIT

INTRODUCTION

On May 21, 2020, the Design Review Board/Sign Board of Appeals will conduct a virtual public hearing, in accordance with social distancing requirements and Governor Pritzker's Stay-at-Home Executive Order, on an application submitted by Sole Luna, LLC (the "Applicant") as the lessee of the property located at 1015 Tower Court (the "Subject Property") for a Sign Permit to allow the installation of a freestanding sign on Village Property at approximately 1001 Tower Court.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Tower Court between Tower Road and Gage Street in the Hubbard Woods Business District. It is zoned C-2 General Retail Commercial and is not located in the Commercial Overlay District. The Subject Property contains a one-story commercial building that previously contained *Sawbridge Studios*. The building has a traditional brick façade with minor architectural accents such as gooseneck light fixtures and window awnings. The Subject Property and proposed sign location are identified in Figures 1 through 3 later in this report.

PREVIOUS APPROVALS

In conjunction with the freestanding sign currently being considered by the DRB, the Applicant also submitted an application for a window sign that measures 2 feet by 2 feet, for location at the front door window frame of the business' main entrance. The Applicant submitted the applications for consideration at the regular DRB meeting scheduled for March 19, 2020. However, all Village public meetings were canceled in March to limit exposure to and spread of coronavirus. Given the proposed window sign would comply with the Village's Sign Code, the application was approved by the Community Development Department. The approved window sign has not been installed yet.

On January 7, 2020, the Village Council adopted Ordinance M-1-2020, approving a special use permit to allow a wellness center within the C-2 General Retail Commercial District at 1015 Tower Court, in response to an application filed by the Applicant.

In 1996, the Village Council adopted Ordinance M-474-96, approving a licensing agreement with the Subject Property's previous tenant, *Sawbridge Studios*, to allow a freestanding sign in the same location as the Applicant's proposed freestanding sign.

CURRENT REQUEST

The Applicant is proposing to install a freestanding sign located on Village property to identify the new business on Tower Court. The sign would be located near the entrance of Tower Court at the intersection of Tower Road and Green Bay Road and mounted on the existing wood posts from the previous tenant's sign. The Applicant states that the signage is needed for identification and wayfinding purposes for a business location that is more isolated than the rest of the Hubbard Woods Business District. The sign would be placed in the same location as the previous *Sawbridge Studios* sign. The sign would have a white background while reading "Sole + Luna – Wellness Studio" in a simple black font with a logo featuring the sun and the moon. The sign would be mounted on two existing wooden posts with dimensions of 3.67 feet in length and 1.17 feet in height (4.29 square feet) while standing 4.17 feet above the ground. The Applicant has provided a rendering and design specifications for the proposed sign, which are included in the submitted application materials in Attachment A.

SIGN CODE ANALYSIS

Section 15.60.120 of the Village Sign Code specifies standards for commercial signs within the Village. The Code also requires that no freestanding sign shall contain information other than the name of the business and a three-word descriptor. The Code also requires that the sign does not exceed 20 square feet in area on either side and shall stand no more than 12 feet above grade. The proposed sign would comply with Sign Code requirements as it would be 4.29 square feet in area on each side and it would be only 4.17 feet in height.

DESIGN GUIDELINES ANALYSIS

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

SUMMARY

The Applicant requests that the Design Review Board find the proposed freestanding sign 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 reach a licensing agreement with the Village Council for permission to place a sign on Village property and receive a sign permit from the Community Development Department prior to installation.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt



Figure 1 – Subject Property – Site of proposed sign at the intersection of Tower Road and Green Bay Road facing northwest.



Figure 2 – Subject Property – Site of proposed freestanding sign and location of previous tenant's sign.



Figure 3 – Subject Property – with previous tenant’s signage that has been removed since this photo.

ATTACHMENT A

Village of Winnetka
SIGN PERMIT APPLICATION

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

SIGN PERMIT APPLICATION

Tenant/Lessee

Name of Business Sole + Luna		Primary contact name Jessica Dietrich		Phone No. [REDACTED]
Street Address 1015 TOWER CT.				
City WINNETKA	State IL	Zip Code 60093	Email [REDACTED]	

Sign Company

Name of Sign Company ALLEGRA		Primary contact name Sharon Knipmeyer		Phone No. 847.864.9797
Street Address 1255 Hartrey Ave.				
City Evanston	State IL	Zip Code 60202	Email [REDACTED]	

Property Owner

Name of Company Schermmerhorn Realstate		Primary contact name Greg Hugh		Phone No. 847-869-4200
Street Address: 2737 Central St.				
City Evanston	State IL	Zip Code 60201	Email [REDACTED]	

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

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

Additional description of sign type and materials

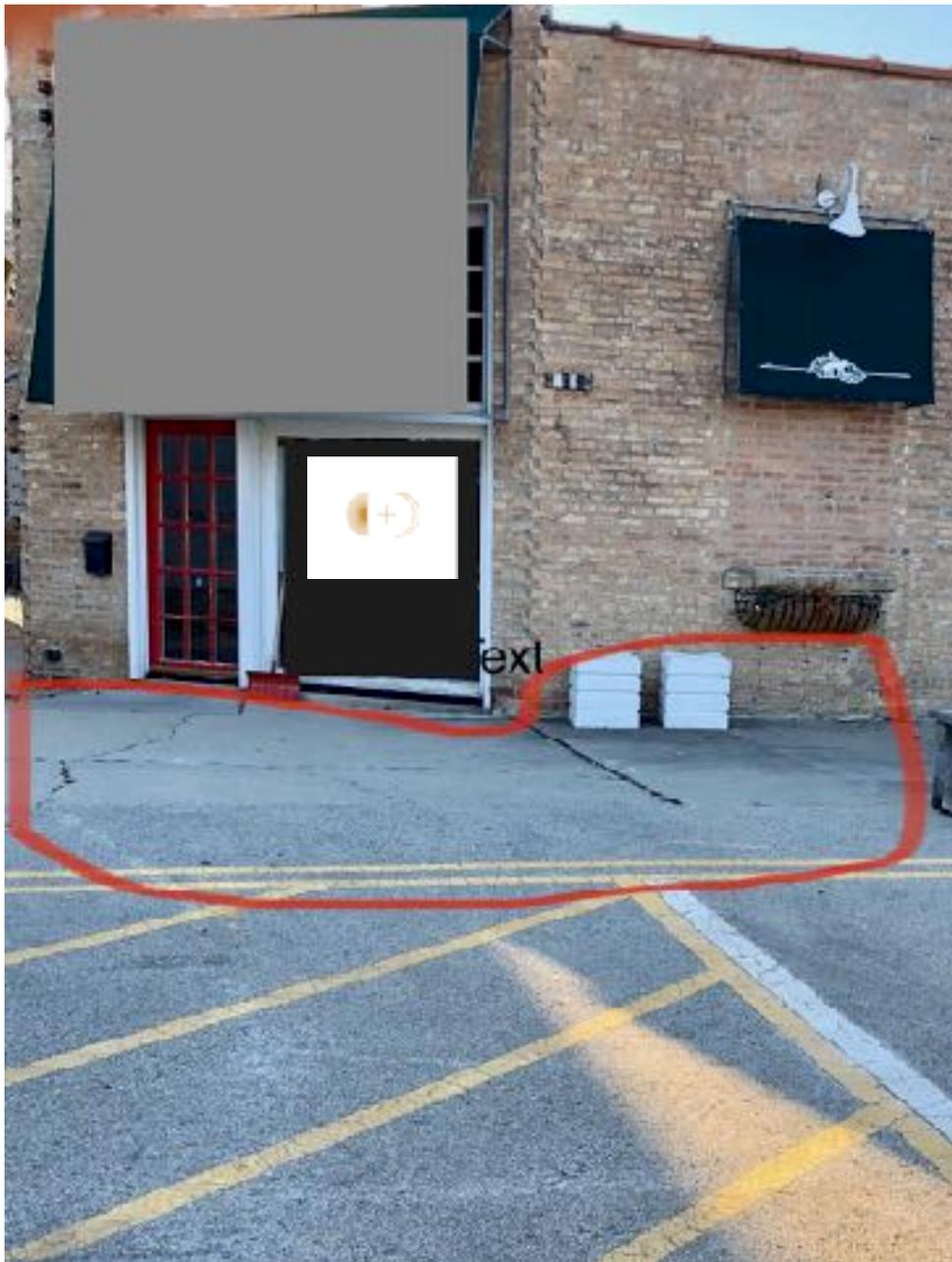
window - vinyl decal w/ company logo

ground-mounted - metal sign, painted w/ name & logo

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



SOLE + LUNA
WELLNESS STUDIO





Christopher Marx

From: Jessica Dietrich <[REDACTED]>
Sent: Thursday, March 12, 2020 1:57 PM
To: Christopher Marx; Amelia Bradley
Subject: External: DRB APP- sole + luna
Attachments: Screen Shot 2020-02-14 at 11.03.27 AM.png; Screenshot 2020-03-12 at 1.36.21 PM.png

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 Christopher,

Sorry for the delayed response... we had a bit of a fire drill this morning with the current state of affairs and travel.

Here are the measurements you requested:

Roadside sign height is 50" from ground to top of sign/post. Sign is 44" wx 14"h
(see attached mock-up for color)

The window is 77"h x 75" w The decal (also attached) will be white and for 10% of the window size will measure: 2' x 2'

We are hearing that the Design Board will not be meeting this month due to the CoronaVirus... is that correct? What can we do to move forward given our timeline?

Please advise,
Jessica

--

jessica dietrich, co-founder
sole + luna wellness

[REDACTED]
1015 Tower Court, Winnetka, IL 60093
[sole + luna @ sole + luna](mailto:sole+luna@sole+luna)

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.