



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

THURSDAY, SEPTEMBER 17, 2020 - 7:00 PM

In accordance with social distancing requirements, Governor Pritzker's Executive Order 2020-52 and Senate Bill 2135, the Winnetka Design Review Board/Sign Board of Appeals meeting on Thursday, September 17, 2020 **will be held virtually**. The meeting will be **livestreamed via the Zoom platform**. In accordance, with Public Act 101-0640, at least one representative from the Village will be present at Village Hall, 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**. Pursuant to Executive Order 2020-52 issued by the Governor, the number of people who may gather at Village Hall for the meeting is limited due to the mandated social distancing guidelines. **Accordingly, the opportunity to view the virtual meeting at Village Hall is available on a "first-come, first-served" basis.**

The public has the following two options **for virtually 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: 312-626-6799; when prompted enter the Meeting ID: 994 7662 3888 (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 Meeting ID: 994 7662 3888; Event Password: DRB091720

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 meeting 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 847-716-3525.

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, SEPTEMBER 17, 2020 - 7:00 PM**

AGENDA ITEMS

1. Call to Order & Roll Call.
2. Introductory Remarks Regarding Conduct of Virtual Meeting.
3. Approval of August 20, 2020 meeting minutes.
4. **Case No. 20-12: 886 Green Bay Road – Casa Spazio – Awnings, Wall Sign and Exterior Painting:**
Certificate of Appropriateness, Awning and Sign Permits to allow the installation of two new awnings, one wall sign, and painting of the exterior front door, window frames, and planter boxes.
5. **Downtown Streetscape Graphic Identity Image and Signage**
6. Other Business.
 - a. October 15, 2020 Meeting - Quorum check.
7. Public Comment.
8. 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).

510 Green Bay Road, Winnetka, Illinois 60093
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Winnetka Design Review Board/Sign Board of Appeals
August 20, 2020

Members Present:

Kirk Albinson, Chairman
Brooke Kelly
Michael Klaskin
Brad McLane
Maggie Meiners

Members Absent:

Paul Konstant
Michael Ritter

Village Staff:

David Schoon, Director of Community Development
Brian Norkus, Assistant Director of Community
Development
Ann Klaassen, Senior Planner

Introductory Remarks Regarding Conduct of Virtual Meeting.

Chairman Albinson stated pursuant to recently adopted amendments to the Illinois Open Meetings Act including Public Act 101-0640, public bodies in certain circumstances may hold public meetings without a quorum physically present in any one location. He then stated on March 17, 2020, President Rintz issued a Declaration of Emergency pursuant to the authority granted by the Village code, the Illinois Municipal Code, and the Illinois Emergency Management Agency Act to address the health threat posed by the Covid-19 pandemic. Chairman Albinson stated on May 29, 2020, Governor Pritzker issued a disaster proclamation that declared in-person attendance at public meetings of more than 10 people at their regular public meeting location infeasible in accordance with the Open Meetings Act as mandated by Public 101-0640. He stated on June 16, 2020, President Rintz executed a written determination that given the ongoing association with the Covid-19 pandemic, in-person meetings of the Village and Village Council are approved at this time until further notice. Chairman Albinson stated in accordance with the Governor's disaster proclamation, the Village President's Declaration of Emergency and determination regarding meetings of the Village Council, he as Chair of the Design Review Board, hereby determine that in-person meetings of the Design Review Board are not practical or prudent at this time and until further notice.

Call to Order & Roll Call:

Chairman Albinson called the meeting to order at 7:01 p.m. Ms. Klaassen took roll call of the Board Members present. Chairman Albinson then explained to those attending the meeting how the public is able to provide comment/participate in the meeting. He also outlined how the meeting would proceed.

Approval of June 18, 2020 and July 16, 2020 Meeting Minutes.

Chairman Albinson asked for a motion to approve the June 18, 2020 and July 16, 2020 meeting minutes. He also asked if there were any comments. No comments were made at this time. Mr. McLane moved to approve the June 18, 2020 and July 16, 2020 minutes. Several Board Members seconded the motion. A vote was taken and the motion unanimously passed.

AYES: Albinson, Kelly, Klaskin, McLane, Meiners

NAYS: None

1 **Continued from the July 16, 2020 meeting – Case No. 19-15-PD: 688-694 Green Bay Road – The**
2 **Walden – Preliminary Planned Development Review: Certificate of Appropriateness to allow the**
3 **construction of a new six-unit multi-family building as part of a planned development.**

4 Mr. Schoon stated at the last meeting, the Board reviewed the site plan/landscape plan and he
5 confirmed there were no changes to that plan since the last meeting. He noted the applicant submitted
6 a response to the Board's comments from the July 2020 meeting relating to the building height and
7 fourth story elements. Mr. Schoon stated the applicant has provided revised east and west elevations
8 and perspective drawings of the building as well as other perspectives from different views. He
9 reminded the Board and the public the Planned Development Commission would review the request in
10 terms of zoning and subdivision relief. He stated if the Board took action on the request at tonight's
11 meeting, the soonest it would be presented to the Planned Development Commission would be
12 September 2, 2020. Mr. Schoon stated if no Board action is taken, it would be presented to the Planned
13 Development Commission at some later date.

14
15 Mr. Schoon stated the Board is to review the external architectural features and design elements and
16 determine if the request meets the Board's guidelines. He then stated the Board can either continue the
17 request to a future meeting for further review or discussion or adopt a motion recommending approval
18 or denial with draft motions included on page 3 in the packet of information.

19
20 Chairman Albinson asked the applicant to focus the presentation on changes since the last meeting. Mr.
21 Schoon stated due to the audio issue from the last meeting, there may be a summary of the project for
22 those who had difficulty hearing it.

23
24 Rick Swanson stated in summary, the proposal is for a four story building with six units measuring
25 approximately 2,250 square feet each as well as a below ground parking garage which would be entered
26 from the west side of the building. He stated the garage would have two spaces for each unit holder
27 along with two parking spaces in the rear as well as access to street parking. Mr. Swanson noted the
28 driveway would enter off of Green Bay Road in the location of the existing driveway. He stated the
29 building embraces the spirit of the Design Guidelines. He noted the units would have 10 foot ceilings and
30 a portion of the garage would be raised from the ground similar to other buildings in the Village. Mr.
31 Swanson stated they planned to use reddish brown brick inspired from downtown buildings along with
32 black window frames and limestone.

33
34 Mr. Swanson referred to the PowerPoint presentation and stated on July 16, 2020, they appeared
35 before the Board to present the proposed Walden project and address questions and concerns from the
36 Board and the public. He stated their focus was on designing a building that embraced the architectural
37 charm of the Winnetka community and offered amenities that met the expectations and needs of
38 current home buyers. Mr. Swanson stated while comments regarding the quality and design of the
39 building were mostly positive, the most common concern was that the building was perceived to be too
40 tall. He then stated if they were to remove all the pitched roof design elements and simply do a flat roof
41 structure, the three story element of the building would be about 1 foot 7 inches over the maximum
42 permitted height of 35 feet from the first floor elevation. Mr. Swanson informed the Board they may be
43 able to further reduce it by 6 inches from the parapet. He also stated he met with a representative of
44 the neighbors who asked if the building height could be further reduced and he responded they would
45 revisit the issue resulting in a 6 inch reduction from the parapet height. Mr. Swanson stated that
46 alternative would result in the three-story element of the building being 1 foot 1 inch over the maximum
47 allowable height. He then stated the consensus was that would only diminish the building's aesthetic
48 quality and not serve any purpose but they would reduce the height if needed.

1 Mr. Swanson then stated the primary issue as it related to the Board's purview is the visual impact of
2 the fourth floor, the parapet and how the steep pitched gable parapet combined with the wall parapet
3 served to screen the shed appendage from adjacent neighbors. He stated the Board asked if they could
4 revisit the exterior design and study key viewpoints to determine the reality of this concern as opposed
5 to the perception. Mr. Swanson stated they have modeled view perspectives from the adjacent north
6 and west neighbors with both summer and winter conditions. He also stated while it is impossible to
7 totally screen a new structure from existing, they feel their building is no more or less visible than any
8 other building on Green Bay Road.

9
10 Mr. Swanson then referred to photos of views from different neighbors. Mr. Swanson referred to a
11 photo of the view of the property to the north and the building almost directly on their property line. He
12 stated the trees on their side of the fence would be removed. Mr. Swanson noted the height of the
13 parapet on the neighboring building is slightly higher than their building and if they were to reduce the
14 building height by 6 inches, the building would be only 1 foot higher than the neighboring building. Mr.
15 Swanson then referred to photos of the streetscape.

16
17 Mr. Swanson also referred the Board to the proposed east elevation which showed the fourth floor
18 elements which cannot be seen from the street or a number of perspectives. He then identified the shed
19 roof area as the clouded area on the upper right side and stated they were able to shift it another 1 foot
20 2 inches towards the south which made a big impact visually. Mr. Swanson stated they have a modeling
21 which showed that detail. He also stated you can see the flat parapet element which is right above the
22 bay and two windows on each side and which is the area that can be reduced 6 inches.

23
24 Mr. Swanson identified another rendering of the same elevation showing what it would look like from
25 the rear and that the element would be difficult to see from that perspective. He then pointed out for
26 the area between the driveway and stairway and their building, they planned to plant a number of trees
27 there. Mr. Swanson stated the elevation intentionally was shown without the trees in order to get a
28 better understanding of the impact of this perspective.

29
30 Mr. Swanson then referred the Board to an aerial view of the fourth floor plan and stated the dashed
31 line represented the wall that was shifted. He then identified a cross section of the building and the
32 parapet which extended 18 inches which is needed for drainage purposes. Mr. Swanson indicated it can
33 be lowered since it did not relate to visual impact. He stated the illustration also showed the steeped
34 pitched roof in the middle which ran from one gable to the other. Mr. Swanson stated the flat roof
35 element is purposely made to look like a shed coming from that roof.

36
37 Mr. Swanson identified the perspective of a bird's eye view of the roof and the shaded area referred to
38 the steep pitched roof which would extend from one end of the parapet to the other north to the south
39 with the shed projecting from that. Mr. Swanson identified a view from the south entrance and the
40 existing wall. He noted a couple of trees would need to be removed for construction and they planned
41 to work with the adjacent neighbor on planting. Mr. Swanson noted you cannot see the parapet from
42 this view and then identified the winter view of the building. He reiterated they intentionally left trees
43 out of the rendering in order to be able to better see the building.

44
45 Mr. Swanson stated for the north property owners, the proposed building will be less than 24 feet apart
46 and therefore, the visual aspect of the fourth floor is virtually non-existent. He stated in addition, the
47 combination of existing and proposed trees will serve to screen the perceived mass of the building
48 regardless of the perspective angle. He then identified the ground view at the north entrance in the

1 winter and summer. Mr. Swanson also identified the view from the most easterly unit. He noted that
2 while the gable element and shed portion are visible, their visibility is very small. Mr. Swanson also
3 identified the views from the east and west neighbors' view and how the parapet showed to screen the
4 fourth-floor elements.

5
6 Mr. Swanson stated the adjacent Walden neighbors are approximately 70 feet from their west property
7 line and will be approximately 90 feet from the proposed building. He stated in addition, the existing
8 trees and plant material are intentionally filtered or removed to allow a clear view to the proposed
9 building in the renderings. He then identified the ground view of the Walden neighbors to the west. Mr.
10 Swanson stated even with the trees included in the rendering, you do not see much from this
11 perspective. He stated in the next slide of the winter view, it would still be screened with trees. Mr.
12 Swanson identified a wide angle perspective from the patio of the neighbor to the right. He stated they
13 were concerned that the perspective they previously provided was not accurate and they double
14 checked the perspectives to ensure the information provided was accurate. He also identified the winter
15 view from the same perspective. Mr. Swanson stated with regard to the elements which are over the
16 maximum height, he did not characterize them as being intrusive.

17
18 Mr. Swanson informed the Board they did a perspective for the neighbors at 681 Walden noting they
19 removed the existing trees from the illustration and included their proposed planting material in order
20 to understand the neighbors' concerns. He stated the illustration is exactly the size, scale, and mass of
21 the building they are proposing which is also true of the adjacent building. Mr. Swanson suggested that
22 building be used as a reference point for the proposed building. He stated the illustration provided the
23 view standing further into the neighbors' yard and confirmed there are a lot of trees back there. He also
24 stated the buildings to the south are as tall as the proposed building noting they are located at the
25 proper setbacks. Mr. Swanson stated the building to the right is at 5.5 feet from their property line and
26 they would be at 24 feet in order for the driveway to work. He then stated in fairness to the north
27 property owners, they would be at 12 feet from the side yard and due to the undulation of the façade,
28 there would be some breaking points that are right on the line with others being further back. Mr.
29 Swanson noted the building to the north was built when the ordinance was different and one portion of
30 the building is located at 8 feet 4 inches from their lot line and was not built to today's standards.

31
32 Mr. Swanson then stated he would not go through the site plan and nothing has changed in that regard.
33 He informed the Board there were discussions with a property owner to the south whose biggest
34 concern is that she would be looking at the building. Mr. Swanson confirmed they would work together
35 to solve some of the issues which included planting Arbor Vitae on that side. He then stated the building
36 materials have not changed but may include paver bricks at the entrance. Mr. Swanson stated they
37 would include small trees and plant material on the rooftop garden which would not be visible from the
38 street. He stated he wanted to make it clear that they are on the east side of the building since they
39 knew there would be sensitivities from the neighbors in terms of noise which he did not believe would
40 be an issue.

41
42 Mr. Swanson then referred to an aerial view of the building which showed the changes they made. He
43 then identified an illustration of the building entrance and referenced the neighbors' concern with
44 lighting and stated they selected lamps which shine the light down along with soft voltage bollard and
45 stair lighting. Mr. Swanson identified the building's materials of slate, stucco, black window frames,
46 limestone, and brick commonly used with English Tudor style. He added the windows would be
47 simulated divided light. Mr. Swanson then asked if there were any questions.

1 Chairman Albinson asked if there were any clarifying questions for the applicant. Ms. Meiners thanked
2 the applicant for addressing the neighbors' concerns and asked for clarification on the building's total
3 height. Mr. Swanson responded the flat parapet element is currently 36 feet 7 inches above the first
4 floor elevation. **[Staff Note:** It should be noted that during the discussion this dimension was referred
5 to as 36 feet 7 inches, when in actuality it was 36.7'. The discussion talks about reducing the height by
6 1'-7", when it actually should have been 1.7'.]. He stated it would be reduced to 36 feet 1 inch by
7 reducing the parapet height. Mr. Swanson stated with regard to the peak elements, the highest point is
8 712.2 feet or 48 feet 6 inches which relate to the pitched gable elements which would put them 13 feet
9 6 inch above the maximum height for that element. He then stated the hip roof elements are at 707 feet
10 or 40 feet 6 inches which put them 5 feet 6 inches above the maximum height to the peak of those
11 elements. Mr. Swanson stated the main element which is the wall parapet is one foot above the
12 maximum which is one foot below the height of the building to the south. Ms. Meiners asked what is
13 36.5 feet above the first floor and asked what the height of the building from the ground to the sky is.
14 Mr. Swanson stated the flat wall element highlighted earlier is 36 feet above the first floor which is 1-
15 foot higher than the maximum.

16
17 Mr. McLane stated he was disturbed by the height and warehouse element on the roof and that his
18 request was to explore that, such as digging the garage deeper and putting those elements in the
19 garage. Mr. Swanson confirmed the Village staff brought that issue to their attention and confirmed it
20 was explored. He then stated with regard to the unintended consequences of going deeper is that you
21 create more issues from a structural and drainage perspective which would be cost prohibitive. Mr.
22 Swanson stated they also considered adding more space to the front of the foundation but that would
23 encroach into the front yard setback. He also stated sewers and underground utilities made building
24 that element underground in the front yard problematic.

25
26 Ms. Kelly asked Mr. Swanson if they explored taking 6 inches out of the ceiling height from each floor
27 which would make the three-story building compliant. Mr. Swanson responded there are clients who
28 want 10 foot ceilings which is what the market wants. Ms. Kelly stated the rooms other than the living
29 and dining rooms are small. She then stated for rooms this size, the ceiling height becomes
30 disproportionate to the room size and suggested reducing the height to 9 feet 8 inches as a
31 compromise. Mr. Swanson stated as an architect, he referred to the transoms above the windows being
32 historically and proportionately correct. He stated for any historically correct building, they look nice
33 due to the little details that are followed. Mr. Swanson stated while it could be done, it would result in
34 sacrificing the architectural elements of the building. He then stated for his clients who are adamant
35 about 10 foot ceilings, he could look into it but cannot make that guarantee tonight. Ms. Kelly stated she
36 appreciated the building and commented the architecture is great and agreed with Mr. Swanson's
37 comments relating to the outside proportion.

38
39 Chairman Albinson asked if there were any other questions from the Board. No additional questions
40 were raised at this time. He then asked for Village staff to read the public comments submitted to the
41 Village into the record. Chairman Albinson then asked for those making public comments to limit their
42 comments to 3 minutes. Ms. Klaassen read a letter from John Madden, Jr. 680 Green Bay Road, into the
43 record. She then read an email which summarized previous emails from Gordon and Claudia
44 Montgomery into the record.

45
46 Chairman Albinson asked if there were any comments from the public. Mr. Norkus asked Caller No. 3 if
47 there were any comments. Gordon Montgomery stated his email expressed his concerns and asked the
48 Board to take them into consideration. He stated the project would significantly affect their views and

1 hoped the Board would be able to visit his property to see the impact for themselves to see the
2 difference compared to what was shown in the renderings. Mr. Norkus asked Caller No. 4 if there were
3 any comments. No comments were made at this time. Mr. Norkus asked Claudia Montgomery for her
4 comments. She stated she had no comments at this time. Mr. Norkus asked John Madden, Jr. if he had
5 any comments. John Madden thanked the developer for his presentation. He stated his
6 recommendation is that the Board not approve the request as designed and if changes can be made, for
7 the request to be tabled to another meeting. Mr. Norkus asked Rudd Coster for his comments. Mr.
8 Coster stated he made comments at the previous meeting and added with regard to articulation, at the
9 previous meeting, it was stated there was no practical purpose to articulate and reduce it 2 feet from
10 the required 4 feet. He stated as it related to his property line, he is concerned and asked for
11 confirmation that the amount of space between the building and his property line did not diminish by 2
12 feet. Mr. Coster stated in connection with height, it is the main issue for the neighbors and he did not
13 see the quid pro quo for allowing the building to be taller since the purpose is non-functional and is
14 there for aesthetic reasons. He then referred to issues relating to lights and noise level. Mr. Norkus
15 asked caller Scott for his comment. No comments were made at this time. Mr. Norkus stated the
16 remainder of the attendees are part of the applicant's team and concluded there were no other queued
17 members of the public wanting to comment.

18
19 Ms. Klaassen allowed the following members of the public to come to the podium in Village Hall to
20 comment.

21
22 Mary Ellen Stanfield, 680 Green Bay Road, introduced herself and Neil Peterson and stated they are very
23 impacted by the building. She stated they strongly oppose exceeding by 49% the maximum building size
24 since the south driveway would be 5-6 feet from their bedroom and office sliding glass windows with no
25 landscaping. Ms. Stanfield stated she was confused by the landscaping presentation which did not show
26 any landscaping and she was told by Mr. Swanson that if they wanted trees to shield them, they would
27 have to plant them themselves which they cannot do. She also stated the north side is not a
28 thoroughfare and there is landscaping on that side. Ms. Stanfield stated their side would get the
29 driveway, no landscaping, and the main entrance. She stated her biggest point is for such a vast amount
30 of space on the east side of the proposed condo across Green Bay Road, tracks and backyards, why put
31 the garage doors on the west side and the main entrance on the south side which would disrupt their
32 lives. Ms. Stanfield questioned why so many trees would be removed with the addition of so little
33 landscaping. She then referred to the previous comment made that Green Bay Road would have a lot of
34 beautiful buildings, she stated there is more to having solid brick all along Green Bay Road and referred
35 to the charm of having smaller, brick structures, the low level professional buildings, etc. Ms. Stanfield
36 stated while this building would not be like One Winnetka, they do not need to have these massive
37 expensive buildings and they are not necessary. She then stated the building should be reduced to
38 comply with current zoning standards and for people to have reasonable privacy from sunlight and for
39 nature. Ms. Klaassen confirmed there is no one else in Village Hall who would like to comment.

40
41 Chairman Albinson asked if that concluded the public comment period. Mr. Norkus informed the Board
42 there was one additional caller who would like to comment. He then asked Caller No. 5 for any
43 comment. No comments were made at this time. Mr. Norkus confirmed that concluded all of the people
44 who came to the meeting in the queue.

45
46 Chairman Albinson asked the applicant to respond to the comments made following by clarifying
47 questions from the Board and deliberation.

48

1 Mr. Swanson stated he appreciated the comments and there appeared to be some level of compromise.
2 He stated he would speak further with Mr. Montgomery. Mr. Swanson then stated with regard to the
3 comment made from the south neighbor if there is any building which is imposing, it is that building. He
4 also stated he did not see there being a noise issue and agreed while landscaping is an issue, they would
5 need access to the neighbor's property to plant landscaping. Mr. Swanson confirmed he did not suggest
6 the neighbors would have to pay for landscaping and stated he would work with them. He then stated
7 those issues are not within the Board's purview and they have satisfied all of the considerations
8 required by the Board. Mr. Swanson asked the Board to take action at this meeting and stated they have
9 been cooperative with the Village and the neighbors and would continue to do so.

10
11 Chairman Albinson asked if there were any additional clarifying questions from the Board. No comments
12 were made at this time. Neil Peterson, 680 Green Bay Road, asked if further consideration could be
13 given to volume of the building and that the photos do not convey what the volume would be. He
14 suggested a model be created to represent the proposed building compared to the neighboring
15 buildings. Mr. Norkus then stated a member of the applicant's team asked if they would be permitted to
16 speak although Mr. Swanson stated members of his team had not planned to speak. He stated Brandie
17 Malay Siavelis would like to speak. Mr. Swanson stated Ms. Malay Siavelis may like to speak from a
18 professional perspective as a realtor and confirmed no one else on the team would be speaking.

19
20 Brandie Malay Siavelis informed the Board she has been a real estate broker for almost 20 years and
21 described The Walden as a boutique building which would be a welcome piece of architecture to
22 Winnetka. She also described it as one of the most in demand types of empty nester types of living. Ms.
23 Malay Siavelis stated most of those who want the building want to remain in the Village to be close to
24 their families and friends and finding one level living is hard to come by. She informed the Board when
25 single family homes with first floor master bedrooms become available, they go quickly and for top
26 dollar. Ms. Malay Siavelis then stated while there are condos in Winnetka that offer one level living, they
27 are dated, need work and have much more than six units. She noted there has not been new
28 construction in Winnetka for over 12 years. Ms. Malay Siavelis stated they are all familiar with the One
29 Winnetka project which turned into a debacle and there would be tremendous support for The Walden
30 considering: (i) there would only be six units, (ii) it is only four stories, (iii) it is congruent with adjacent
31 properties; (iv) it is a beautiful building on Green Bay Road and (v) it would keep much needed tax
32 dollars in the community. She then referred to buyer's options of Glencoe and Wilmette with bustling
33 downtown areas with full storefronts which are attracting buyers as well as Northfield. Ms. Malay
34 Siavelis stated they cannot rely on Winnetka's reputation to pull families in and keep those who are
35 already here since there is too much competition. She described the zoning classifications as antiquated
36 which need to be amended. Ms. Malay Siavelis stated while she shared the concern with the immediate
37 neighbors, this is not the majority opinion in the community and stated the request would be for the
38 greater good of the community.

39
40 Ms. Malay Siavelis informed the Board she has lived in Winnetka since 2012 and watched businesses
41 wither away and leave. She referred to the One Winnetka project which would have been blocks away
42 from her and stated they cannot get out of their own way when it comes to progress and Winnetka
43 being a vibrant community. Ms. Malay Siavelis agreed change is hard and commented Winnetka
44 desperately needed to fill in the holes that need to be satisfied. She stated they need to fill empty
45 storefronts and provide housing for those who need it which included no maintenance, one level living
46 in a beautiful setting because turnkey, small boutique settings that are brand new are nonexistent.

47

1 Ms. Malay Siavelis then stated with regard to public comment, Hlavacek Florist is not going anywhere as
2 well as the charm of Winnetka is not going anywhere. She then stated as a real estate broker, she
3 referred to the amount of trees in Winnetka and stated the project would not negatively affect home
4 values. Ms. Malay Siavelis asked the Board to allow the project to go forward and not allow paralysis by
5 analysis to take over another opportunity for the community to move forward. She stated a majority of
6 the residents want to see progress and asked the Board to not delay the project further.

7
8 Mr. Norkus stated that concluded public comment.

9
10 Chairman Albinson asked Mr. Swanson to respond to the comments made. Mr. Swanson stated with
11 regard to the request for models, it can be explored and he did not think it is relevant to this Board's
12 decision relating to the architectural style. He also stated the models would not be cheap to create and
13 would be good a discussion point with the Planned Development Commission if this Board felt it would
14 be a condition of final approval considering they get preliminary approval. Mr. Swanson stated they do
15 not want to wait another month to get approval and have answered questions specific to the Board's
16 purview. He stated he appreciated Ms. Malay Siavelis' comments and him being given an opportunity to
17 respond.

18
19 Chairman Albinson stated the Board would now deliberate if there were no further comments. Mr.
20 Norkus confirmed there were no further public comments.

21
22 Mr. McLane stated design-wise, they are checking boxes and with regard to their purview, it is well
23 thought out design although he struggled with the height. He stated he viewed the property from the
24 Montgomery's perspective and it would be difficult to have six balconies stare down at your property.
25 Mr. McLane then stated there is an aesthetic aspect related to the height which would be up to the
26 Planned Development Commission to figure out in connection with the variances. He stated from the
27 design elements he saw, one of the reasons he serves on this Board is to keep things moving forward.

28
29 Ms. Kelly agreed everything looked great and it is an issue of height which can be resolved by removing
30 inches from each floor which would not be that big of a concern in a 2,400 square foot space. She stated
31 she understood the exterior architectural considerations and the need for it to be in proportion, but it
32 can be made to work and can be easily solved.

33
34 Ms. Meiners agreed with Mr. McLane's and Ms. Kelly's comments and understood the need for this type
35 of development in Winnetka. She stated the height is an issue and is easily solvable. Ms. Meiners also
36 stated she would not want to delay the project and is willing to meet in a week or two to move things
37 forward. She then stated she would like to see the ceiling height addressed and see how it would affect
38 the outside aesthetic and bring down the building height. Ms. Meiners stated she also stood in the
39 Montgomery's backyard and it is the idea of these extra two cents looming over their backyard.

40
41 Mr. Klaskin stated while it would be great to lower the building to make it less imposing, he commented
42 the developer did an outstanding job and outlined a cogent argument as to why the development
43 should go forward. He stated from an aesthetic standpoint, it is more or less what the community wants
44 in terms of style, quality of materials, etc. Mr. Klaskin then stated he had a few misgivings in connection
45 with height in the paperwork submitted and scale-wise, initially people would be shocked since there is
46 not much there now but it would blend in with the community nicely. He then stated if an accord can be
47 reached with the developer in connection with height, that would be fine but otherwise, the request

1 had his full support and reiterated the developer did an outstanding job and the Board should take
2 action allowing the request to proceed so that the project is not delayed like many other projects.

3
4 Chairman Albinson stated he appreciated the public's comments and encouraged everyone to keep their
5 comments public. He agreed with the comments made and stated he is concerned with regard to the
6 scale of the property and if the developer is able to reduce the height a couple of inches on each floor, it
7 would reduce scale and massing. Chairman Albinson stated that would allow them to keep the scale and
8 quality of the design as well as allow the program to move forward. He then stated he had been
9 concerned with the fourth-floor element being visible from the north and the changes helped a lot.
10 Chairman Albinson then stated the Board's purview is aesthetic and design integrity and its fit within the
11 environment but if they consider it from a technical perspective and remove the fourth floor element
12 which is not visible from the neighboring properties and corner roof elements on each corner, the
13 building is close to compliant with zoning requirements. He stated they also need to consider it is a
14 planned development application which allowed it to have variations outside of the base zoning
15 requirements which is why this is part of the planned development process and not the regular design
16 review process. Chairman Albinson stated while he understood the residents' concerns as to what the
17 building would do to their views or neighborhood character, the building would not have a negative
18 impact and would be positive and would fit in down the road. He then stated he would make a
19 recommendation for approval with the condition that the applicant reduce the height by approximately
20 18 inches but first asked Mr. Swanson if that can be addressed in the design.

21
22 Mr. Swanson stated they were 1 foot 7 inches over and they reduced it to 1 foot 1 inch and they would
23 be able to take that out of the building. [Staff Note: Again the measurement of 1.7 feet was read as 1
24 foot 7 inches]. He referred to the top of the parapet being no greater than 35 feet. Chairman Albinson
25 read through the recommendations on page 3 of the agenda report while asking for a motion. He noted
26 the condition would be for the height of the three-story element of the building to be reduced to 35 feet
27 above the first-floor elevation. Chairman Albinson asked if there were any other comments or questions.
28 Ms. Meiners asked for clarification as to 35 feet above the first floor elevation. Chairman Albinson
29 explained that by the Zoning Code the building height is measured from the first floor elevation as
30 opposed to the ground floor elevation which is unique to Winnetka as opposed to other communities.
31 Mr. Swanson asked if the height could be reduced from its current height from the first floor as opposed
32 to from the water table. Mr. Swanson stated they are being asked to reduce the height 18 inches from
33 the first floor and suggested they reduce the three-story element of the building from its current height
34 by 1 foot 7 inches which left them more room to work out proportions and massing.

35
36 Chairman Albinson commented that is a great solution and the Board's purview is for scale and context
37 and the goal of inserting the recommendation into the approval is to address the community's and
38 Board's concerns. He then asked for a recommendation and to read from page 3 of the agenda materials
39 with the condition that the overall building height would be reduced 18 inches from what is currently
40 being proposed in tonight's application packet.

41
42 Ms. Kelly moved to recommend approval of a Certificate of Appropriateness for the design of the
43 building, hardscape and landscape for the proposed six unit multi-family building at The Walden at 688-
44 694 Green Bay Road with the following condition: (i) to reduce the building height by 1 foot 7 inches.
45 Mr. Schoon asked for the motion to be made as outlined on page 3 subject to the condition of reducing
46 the building height by 1 foot 7 inches. Ms. Kelly added the Board's recommendation is based on
47 evidence in the record and public documents and standards on page 3. Mr. Klaskin seconded the
48 motion. A vote was taken and the motion unanimously passed.

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

3
4 **Other Business.**

5 **a. September 17, 2020 – Quorum Check.**

6 The Board Members discussed their availability.
7

8 Mr. Schoon informed the Board the Village Council discussed the display case sign amendments and
9 made changes to the ordinance which were adopted. He stated the Village Council wanted the approval
10 to meet the design criteria incorporated as opposed to going through the Certificate of Appropriateness
11 process. Mr. Schoon noted it was amended so that only food businesses would be able to have a display
12 case sign with regard to the concern of a proliferation of these types of signs and it was limited to food
13 related businesses. He also stated they added language with regard to lighting and maintenance and
14 reduced the allowed sign size to 3 square feet. Mr. Schoon stated they may see one display case sign
15 going up in the future.
16

17 Chairman Albinson asked if there was any other business. He also asked if they needed to ask if there
18 was any additional public comment. Mr. Norkus stated those on the list already commented or were
19 queried. Mr. Schoon confirmed there is no one else wanting to comment.
20

21 **Adjournment:**

22 Chairman Albinson asked for a motion to adjourn. Mr. McLane moved to adjourn the meeting. Mr.
23 Klaskin seconded the motion. A vote was taken, and the motion unanimously passed.

24 AYES: Albinson, Kelly, Klaskin, McLane, Meiners
25 NAYS: None
26

27 The meeting was adjourned at 9:14 p.m.
28

29 Respectfully submitted,

30
31 Antionette Johnson
32 Recording Secretary



MEMORANDUM VILLAGE OF WINNETKA

COMMUNITY DEVELOPMENT DEPARTMENT

TO: DESIGN REVIEW BOARD
FROM: ANN KLAASSEN, SENIOR PLANNER
DATE: SEPTEMBER 11, 2020
SUBJECT: 886 GREEN BAY ROAD - CASA SPAZIO - AWNING, WALL SIGN & CERTIFICATE OF APPROPRIATENESS (CASE NO. 20-12-DR)

INTRODUCTION

On September 17, 2020, the Design Review Board is scheduled to conduct a virtual public hearing, in accordance with social distancing requirements, Governor Pritzker's Executive Orders and Senate Bill 2135, on applications submitted by Casa Spazio, Inc. (the "Applicant"), as the lessee of the first floor commercial space at 886 Green Bay Road (the "Subject Property"). The Applicant requests approval of the following:

1. Awning Permit: to allow the installation of two awnings;
2. Sign Permit: to allow the installation of a wall sign; and
3. Certificate of Appropriateness: to allow painting of the exterior front door, window frames, and planter boxes.

PROPERTY DESCRIPTION

The Subject Property is located on the west side of Green Bay Road between Tower Road 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 three-story mixed-use building with residential units on the upper floors and commercial tenants on the first floor. The space to be occupied by the Applicant was previously occupied by *Susan Kroeger for the Home. State Farm Insurance and Rare Finds, Ltd.* are located to the north of the Subject Property and *Girlfriends*, a nail salon, is located to the west. Figures 1 through 4 on the following pages identify the Subject Property and the neighboring businesses.

CURRENT REQUEST

The Applicant has submitted a building permit application for interior renovations in preparation of opening a high-end modern furniture store. Additionally, the Applicant is requesting approval by the DRB for the following exterior improvements:

1. Installation of two new rigid metal awning frames covered with black fabric and white copy on the valence. The proposed awnings would replace the existing retractable awnings on the south elevation of the Subject Property. The awnings would be located over the two large storefront windows and measure 12 feet in length, 1.33 in height, and project 2 feet from the building wall. The awnings would have a clearance of 8.33 feet above the public sidewalk. The white copy on the valence, measuring 6 inches in height, would read "CASA SPAZIO Furniture & Accessories."

2. Installation of a wall sign on the east elevation of the Subject Property. The proposed wall sign would replace the existing retractable awning over the two large windows along Green Bay Road. The sign would be constructed of the same black material proposed for the awnings on the south elevation and measure 19 feet in length and 6 inches in height (9.5 square feet). The sign would project 6 inches from the building wall and be approximately 10.75 feet above the sidewalk. The copy on the sign would be the same as proposed for the awning on the south elevation, "CASA SPAZIO Furniture & Accessories" in white 6-inch lettering.
3. Paint the exterior front door, window and door frames, as well as the planter boxes. The Applicant is proposing to paint the front door Heritage Red and paint the window and door frames, and planter boxes black.

The Applicant has provided renderings of the proposed exterior improvements, which are included in the submitted application materials in Attachment A.



Figure 1 – Subject Property (East Elevation)

Retractable awning to be replaced with rigid awning



Figure 2 – Subject Property (South Elevation)



Figure 3 – State Farm Insurance and Rare Finds – north neighbors of Subject Property



Figure 4 – Girlfriends – west neighbor of Subject Property

AWNING CODE ANALYSIS

Chapter 12.24 of the Village Code establishes standards for the installation of awnings located within the public right-of-way. The awnings would be permanently fixed, fabricated of metal, project more than 8 feet above the sidewalk, and not extend more than three-fourths of the width of the sidewalk, as required by code.

SIGN CODE ANALYSIS

Awning Signs: Section 15.60.120 of the Village Code establishes standards for awning signs within the Village’s commercial districts. The Sign Code limits the copy on an awning to the name, logo, or address of the business while having lettering no larger than 6 inches. The proposed awning copy would comply with the Sign Code.

Wall Signs: The same section of code referenced above, states that wall sign copy is limited to the name of the business with a maximum of three words that provide a description of the occupant or business. The code also states that the total area for all signs shall not exceed 15% of the total area of street exposure. The proposed sign would be 9.5 square feet, occupying approximately 2.5% of the street exposure along Green Bay Road. The proposed sign complies with the Sign Code.

DESIGN GUIDELINES ANALYSIS

Awnings: The Village’s Design Guidelines provide guidance on the installation of awnings. The Guidelines recommend awnings be in conformity and proportionality for the building in which it serves. The awnings’ color should enhance and contribute to the building and surrounding neighborhood and are restricted to earth tones, primary colors and secondary colors.

Wall Signs: The Design Guidelines also provide guidance for signage on commercial buildings. 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. 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. Additionally, signs should be located a minimum of 8 feet above grade, but no more than 15 feet above grade.

Front Door: Lastly, the Design Guidelines provide guidance on door and window materials, stating that color selection should be sympathetic with the overall building color palette and take into account the adjacent building materials within the structure, immediately adjacent structures, structures within the same block and structures across the street.

Excerpts of the Design Guidelines pertaining to the proposed exterior improvements are included as Attachment B.

SUMMARY

The Applicant requests that the DRB find the proposed awnings, wall sign and exterior painting as appropriate and compatible with the Design Guidelines and approve as proposed. Should the DRB approve the proposed improvements, the Applicant would first need to receive the necessary permits from the Community Development Department.

ATTACHMENTS

Attachment A: Application Materials

Attachment B: Design Guidelines Excerpt

ATTACHMENT A

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

A W N I N G P E R M I T A P P L I C A T I O N

Tenant/Lessee

Name of Business: <i>Casa Spazio Inc.</i>		Primary contact name: <i>Mike Cao</i>		Phone: <i>312 213 2064</i>
Street Address: <i>886 Green Bay</i>				
City: <i>Winnetka</i>	State: <i>IL</i>	Zip Code: <i>60093</i>	Email: <i>mikecao@casaspazio.com</i>	

Awning Company

Name of Awning Company: <i>TBD</i>		Primary contact name:		Phone:
Street Address:				
City:	State:	Zip Code:	Email:	

Property Owner

Name of Company: <i>Arnold R. Busscher</i>		Primary contact name: <i>Arnold R. Busscher</i>		Phone:
Street Address: [REDACTED]				
City: <i>Delray Beach</i>	State: <i>FL</i>	Zip Code: <i>33483</i>	Email:	

Awning is Retractable or Rigid
 New awning or Recovering existing frame

Description of fabric type and color (attach samples): *Black color + Waterproof fabric TE*

Description of awning sign material, method of application and color: *Black fabric with white writing. Rigid metal frame attached to wall*

Height of awning logo/copy: *6"* inches

Awning Dimensions: Width *12'0"* Height *12"* Projection from Building Face *2'0"*

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

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business: <i>Casa Spazio Inc.</i>		Primary contact name: <i>Mike Cao</i>		Phone: <i>312 213 2064</i>
Street Address: <i>886 Green Bay</i>				
City: <i>Winnetka</i>	State: <i>IL</i>	Zip Code: <i>60093</i>	Email: <i>mikecao@casaspazio.com</i>	

Awning Company

Name of Awning Company: <i>TBD</i>		Primary contact name:		Phone:
Street Address:				
City:	State:	Zip Code:	Email:	

Property Owner

Name of Company: <i>Arnold R. Busscher</i>		Primary contact name: <i>Arnold R. Busscher</i>		Phone:
Street Address: [REDACTED]				
City: <i>Delray Beach</i>	State: <i>FL</i>	Zip Code: <i>33483</i>	Email:	

Awning is Retractable or Rigid
 New awning or Recovering existing frame

Description of fabric type and color (attach samples): *Black color + Waterproof fabric TBD*

Description of awning sign material, method of application and color: *Black fabric with white writing. Rigid metal frame attached to wall*

Height of awning logo/copy: *6"* inches

Awning Dimensions: Width *19'0"* Height *6"* Projection from Building Face *6"*

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

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

AWNING PERMIT APPLICATION

Tenant/Lessee

Name of Business: <i>Casa Spazio Inc.</i>		Primary contact name: <i>Mike Cao</i>		Phone: <i>312 213 2064</i>
Street Address: <i>886 Green Bay</i>				
City <i>Winnetka</i>	State <i>IL</i>	Zip Code <i>60093</i>	Email: <i>mikecao@casaspazio.com</i>	

Awning Company

Name of Awning Company: <i>TBD</i>		Primary contact name:		Phone:
Street Address:				
City	State	Zip Code	Email:	

Property Owner

Name of Company: <i>Arnold R. Busscher</i>		Primary contact name: <i>Arnold R. Busscher</i>		Phone:
Street Address: [REDACTED]				
City <i>Delray Beach</i>	State <i>FL</i>	Zip Code <i>33483</i>	Email:	

Awning is Retractable or Rigid
 New awning or Recovering existing frame

Description of fabric type and color (attach samples): Black color + Waterproof fabric

Description of awning sign material, method of application and color: Black fabric with white writing. Rigid metal frame attached to wall

Height of awning logo/copy: 6" inches

Awning Dimensions: Width 12'0" Height 12" Projection from Building Face 2'0"

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

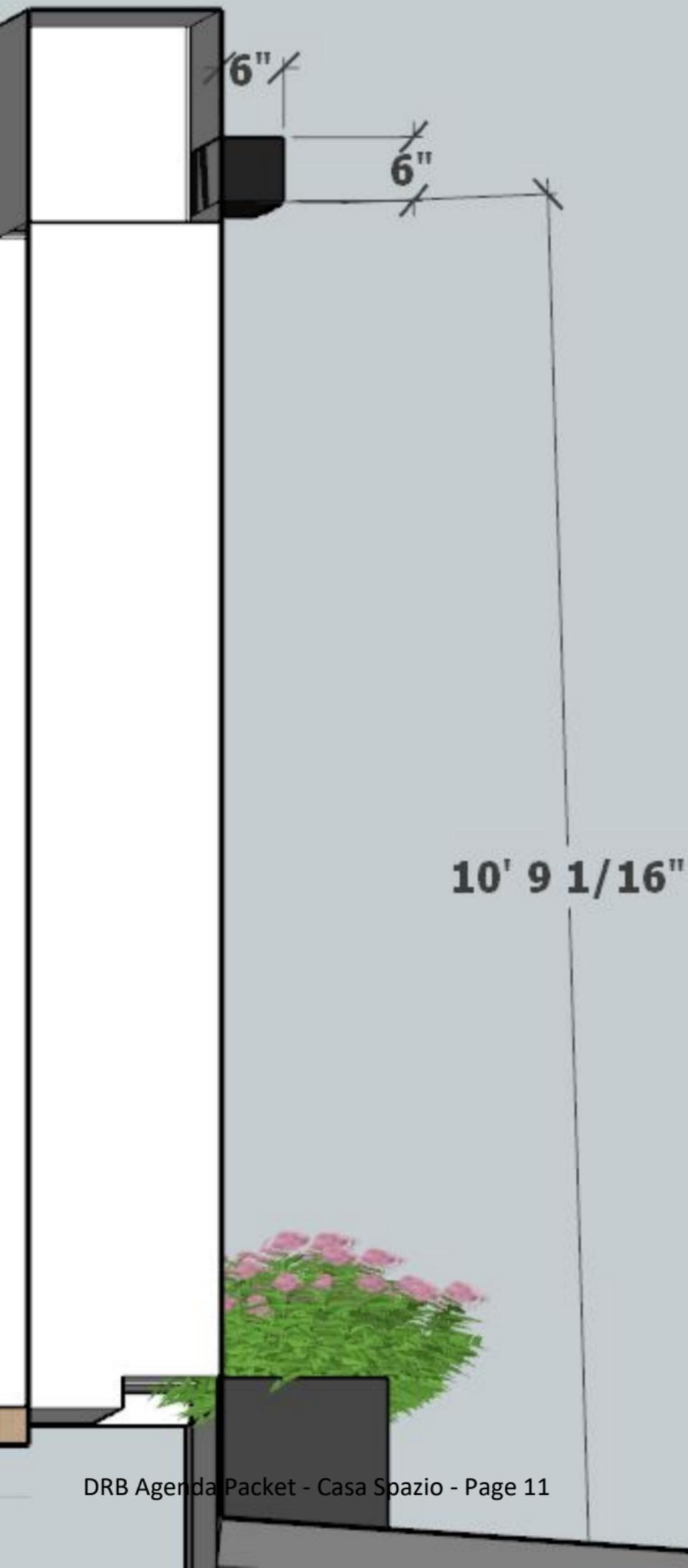


CASA SPAZIO
Furniture & Accessories

CASA SPAZIO

Furniture & Accessories







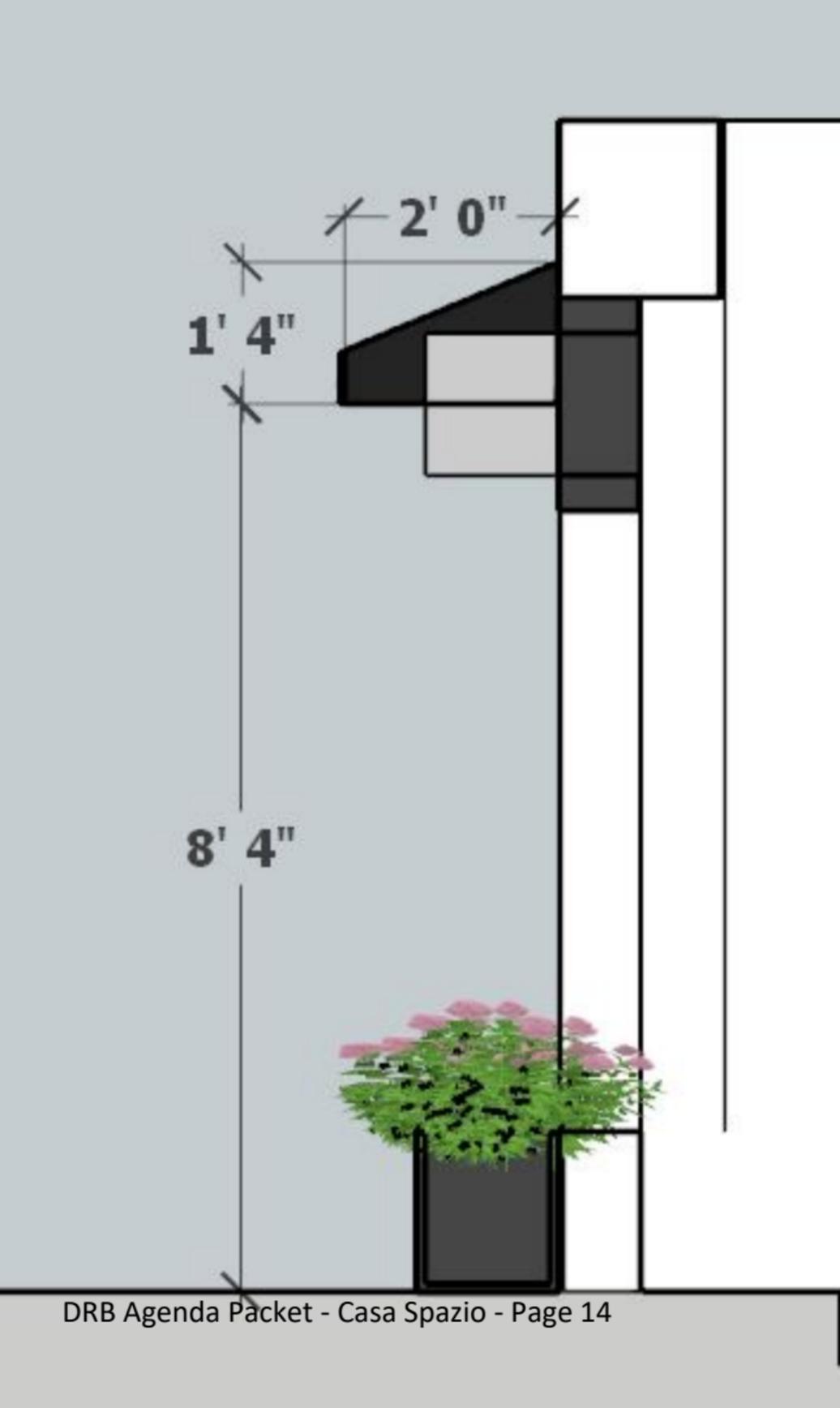


CASA SPAZIO Furniture & Accessories

CASA SPAZIO Furniture & Accessories

2' 0"

1' 4"

An architectural elevation drawing of a building facade. The drawing shows a vertical wall with a dark grey planter at the base containing a bush with pink flowers. Above the planter, there is a dark grey rectangular element, followed by a white rectangular element, and then a dark grey trapezoidal element that tapers to the left. To the right of these elements is a white rectangular section. Dimensions are indicated with lines and arrows: a horizontal dimension of 2' 0" across the top of the trapezoidal element, and a vertical dimension of 1' 4" from the top of the planter to the top of the trapezoidal element. A larger vertical dimension of 8' 4" is shown on the left side, extending from the ground level to the top of the trapezoidal element.

8' 4"

VILLAGE OF WINNETKA, ILLINOIS
DEPARTMENT OF COMMUNITY DEVELOPMENT

CERTIFICATE OF APPROPRIATENESS APPLICATION

Project Address: 886 Green Bay Rd, Winnetka, IL 60093

Name of Business(es): Casa Spazio

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) Painting the exterior window and door trim, as well as the planter boxes

Please provide a detailed description of the proposed work (attach additional information such as material specifications, photographs, etc.): We wish to freshed up the paint on the window frames and planter boxes to black.

We also wish paint the front door red and the door frame black (matching the window frames).

Finishes and renderings attached

I/We hereby certify that as Lessee (Lessee/Owner) of the property located at 886 Green Bay Rd, Winnetka, IL 60093 (address), I am/we are authorized to submit plans for alterations of the subject property. I/We agree to perform the subject work in accordance with the conditions of approval by the Winnetka Design Review Board as well as all other applicable codes, rules and regulations of the Village of Winnetka.

SIGNED



PRINTED NAME(S)

Mike Cao

ADDRESS

886 Green Bay Rd

PHONE NO.

312.214.2064 (cell)

EMAIL

mikecao@casaspazio.com

<u>FOR OFFICE USE ONLY</u>	
COA applied for (date):	_____
COA Case Number:	_____
COA Issued (date):	_____

PRIMARY DESIGN FIRM	<u>Casa Spazio</u>
CONTACT NAME	<u>Carianne Brady</u>
ADDRESS	<u>222 W Hubbard St</u>
	<u>Chicago, IL 60654</u>
PHONE NO.	<u>312.828.0888</u>
EMAIL	<u>carianne@casaspazio.com</u>



Proposed



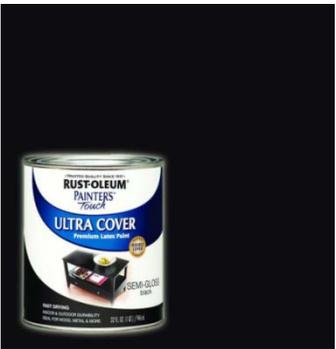
Existing

Paint Exterior of Front Door Red

Heritage Red
PM-18

Touch Up Exterior Window Trim and Planter Boxes

New Awnings Per Awning permit already submitted





Touch Up Exterior Window Trim and Planter Boxes

New Awnings Per Awning permit already submitted



e. **Awnings and Banners**

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



Figure 42

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

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

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

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

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

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

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

f. ADA Compliance:

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

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

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

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

g. Mechanical Equipment

1. Location

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

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

Architectural Series of Asphalt Shingles (3 ply) (See figure 49)
Wood Shingles (Fire treated)
Slate (See figure 48)
Real Copper (No other metal roofs are allowed)



Figure 46

Institutional only

Flat roofs must be hidden by parapet on primary / secondary facades.

Commercial and Multiple- Family

Flat roof must not be visible from street, pedestrian, or open spaces.

d. **Door and Window Materials:**

Commercial, Mixed Use, Institutional, Multiple- Family Residential: Entry doors should be wood or aluminum stile and rail with varying degrees of glass. Public entry doors should be fully glazed whereas private and semi-private entries should be primarily solid panel doors. Storefront window units should be either paneled aluminum or brass. Many original storefronts, some with transom windows, remain in the districts. Efforts should be taken to repair and renovate these systems where feasible. Window frames should be wood, steel or aluminum. Vinyl windows are not acceptable. Muntin divisions should be real divided glass or simulated with spacer bars. Snap-in muntins are not acceptable. **Color selection should be sympathetic with the overall building color palette and take into account the adjacent building materials within the structure, immediately adjacent structures, structures within the same block and structures across the street.**

Entry door hardware is to be exterior grade with weather-resistant finish. Hardware design and finish is to be appropriate with facade articulation, color palette and district character. Glazing should be clear glass without tint or film.



Figure 47



Figure 48



Figure 49



MEMORANDUM VILLAGE OF WINNETKA

TO: DESIGN REVIEW BOARD
FROM: DAVID SCHOON, COMMUNITY DEVELOPMENT DIRECTOR
DATE: SEPTEMBER 11, 2020
SUBJECT: DOWNTOWN STREETScape - REVISED GRAPHIC IDENTITY IMAGE & GATEWAY/WAYFINDING SIGNAGE DESIGN

On September 17, 2020, the Design Review Board is scheduled to review the revised graphic identity image and revised gateway/wayfinding signage design for the Village's streetscape projects. Based upon responses from DRB members and others regarding the previously proposed graphic identity image, the Native American trail tree, and the proposed signage design, which incorporated branches and leaves imagery, the Village has decided to take a different approach with the graphic identify image and signage design.

President Rintz, Jodi Mariano, with Teska Associates - the consulting firm that assisted the Village with preparing the current streetscape plan, and I will attend the September 17 meeting to review the Village's revised approach (Attachment A). As we heard from DRB members and others, residents have a greater connection to the lake than they do the trail tree image. We have replaced the graphic identity image with the "sun rising over the lake" graphic image from the Village seal. The change to a lake image from a tree image led us to also change the design of the streetscape signage as the previous signage design incorporated tree leaves and branches. We have gone back to the original streetscape signage design identified in the 2008 Commercial Districts Master Streetscape & Wayfinding Plan (Attachment B). That signage design was incorporated into the community events kiosk signs that are located at Green Bay Road and Oak Street, as well as Green Bay Road and Tower Road.



At the September 17 meeting, President Rintz, Jodi Mariano, and I will review the proposed revised graphic identity image as well as proposed signage design with the Design Review Board. More specifically we will review:

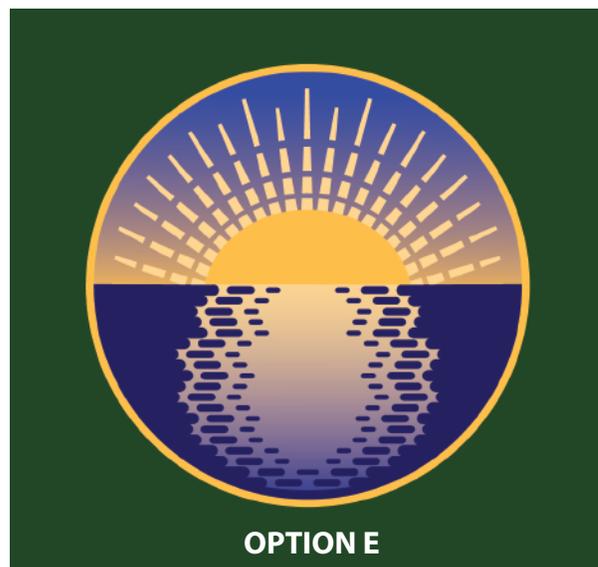
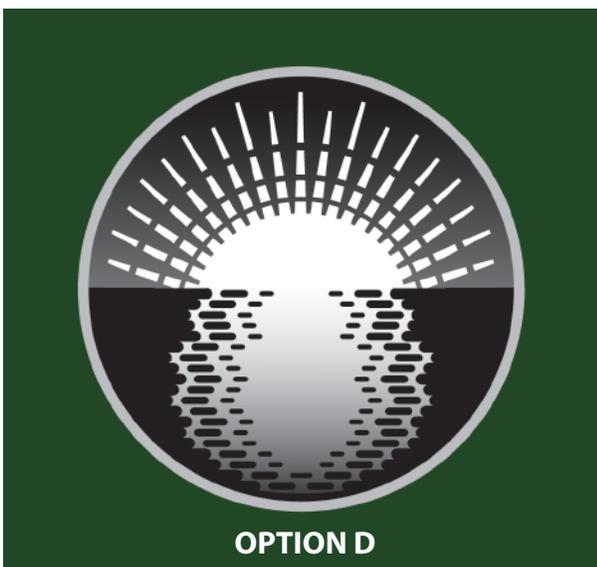
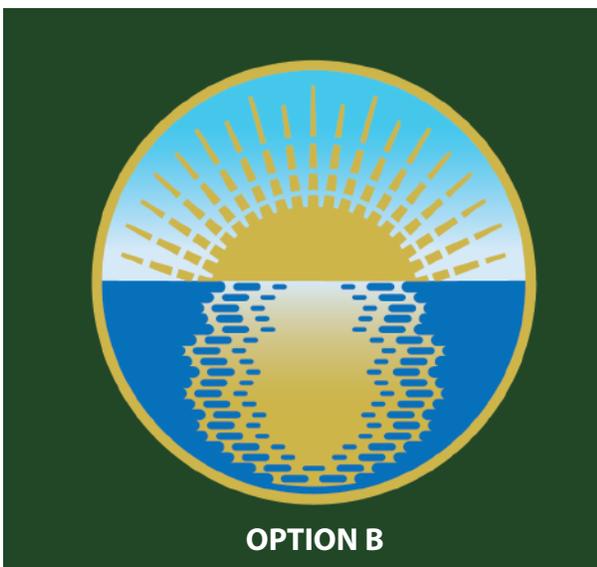
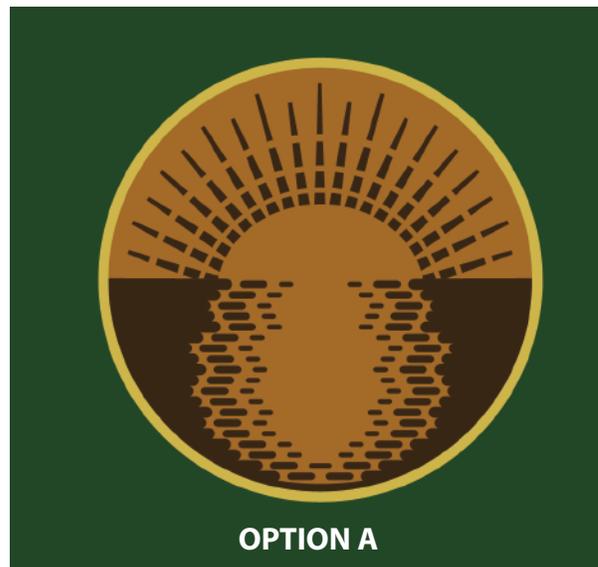
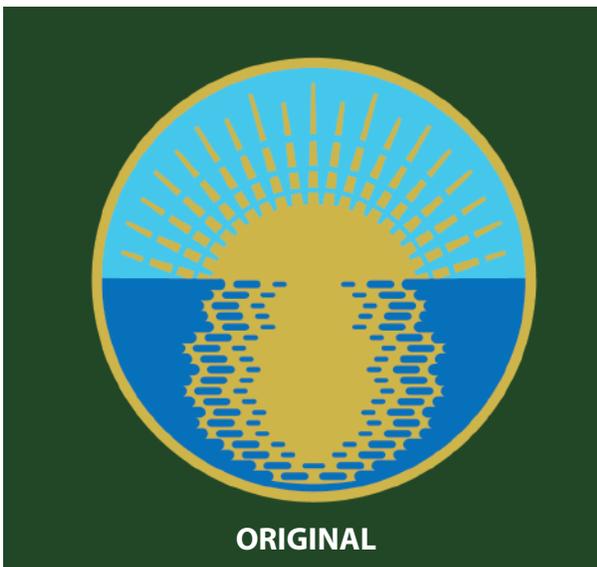
- The “sun rising over the lake” graphic identity image from the Village seal and how it could be adjusted to help it read more clearly as such.
- The incorporation of the “sun rising over the lake” graphic identity image into the signage design from the 2008 Streetscape & Wayfinding Plan.
- Review of the proposed locations of the Elm Street District gateway signs as it relates to the overall gateway/wayfinding package.
- Review of a couple of Village gateway sign locations and how it relates to the overall community wide sign package.

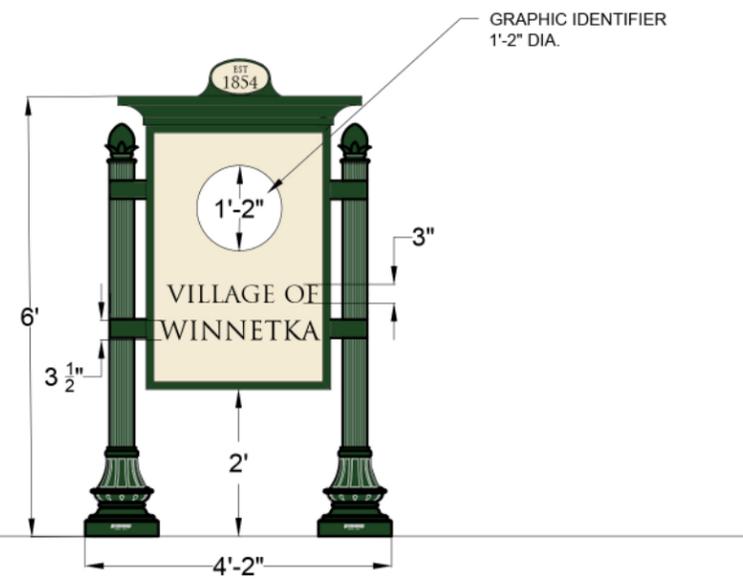
The Village will be moving move forward with this current graphic identity image and signage design, and our request of the DRB is to review both items and to make any recommendations regarding their refinement.

ATTACHMENTS

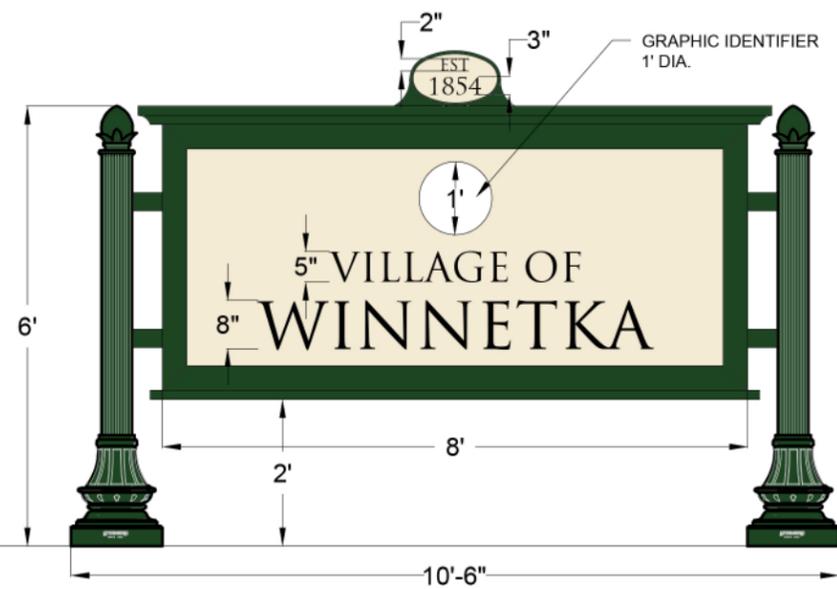
Attachment A: Current Proposed Graphic Identity Element Design & Streetscape Signage Design

Attachment B: 2008 Commercial Districts Master Streetscape & Wayfinding Plan – Section 4: Signage & Wayfinding

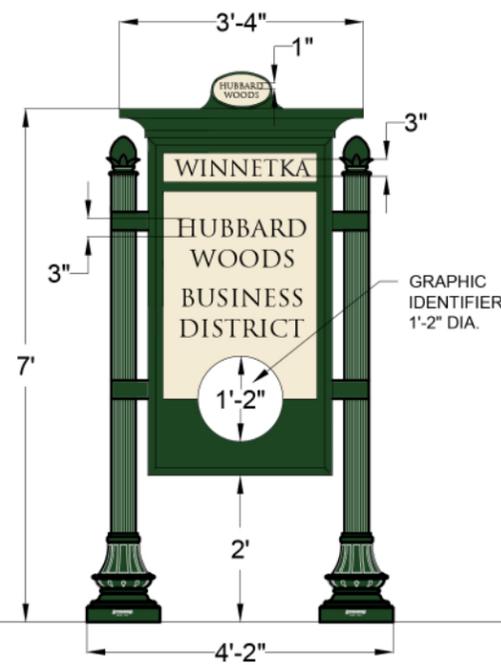




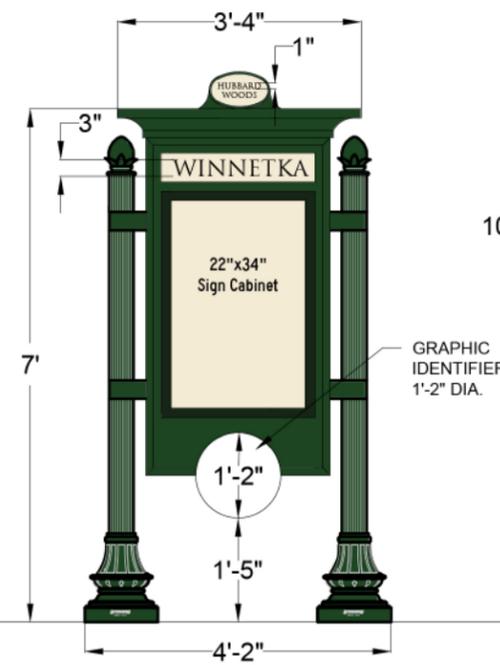
Village Gateway Identity Sign (Narrow)



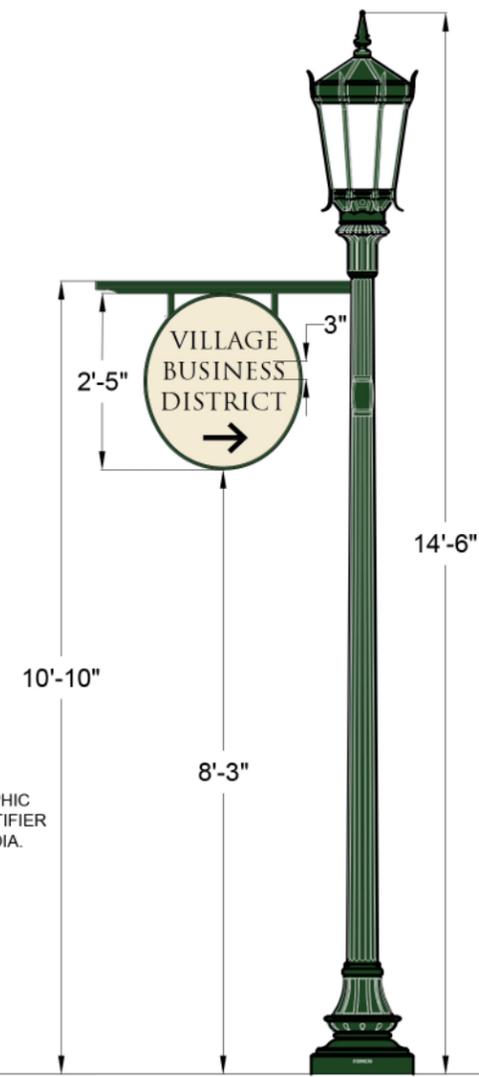
Village Gateway Identity Sign (Wide)



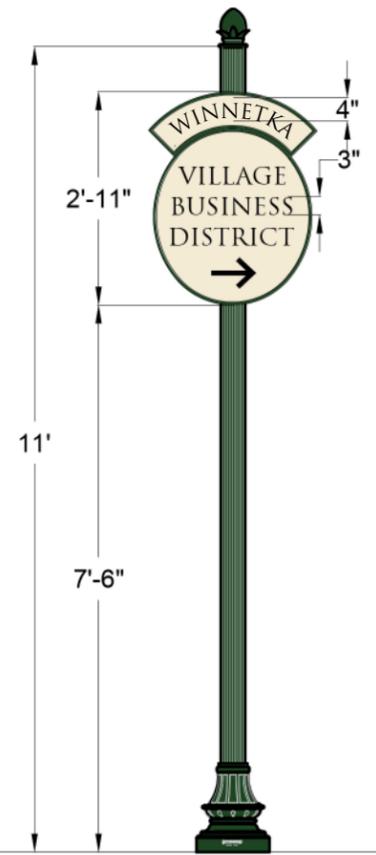
Business District Gateway Sign



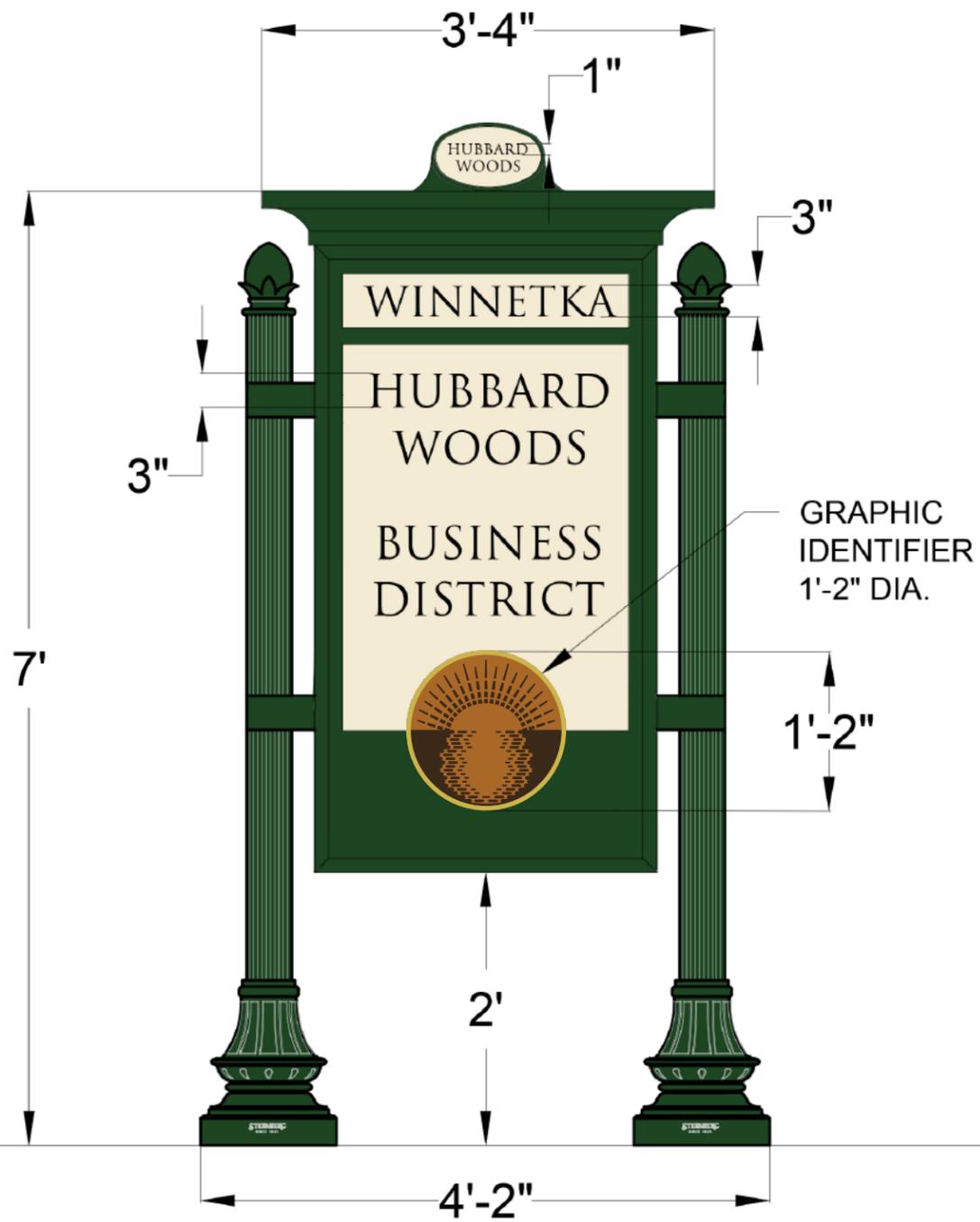
Business Kiosk Sign with Sign Cabinet



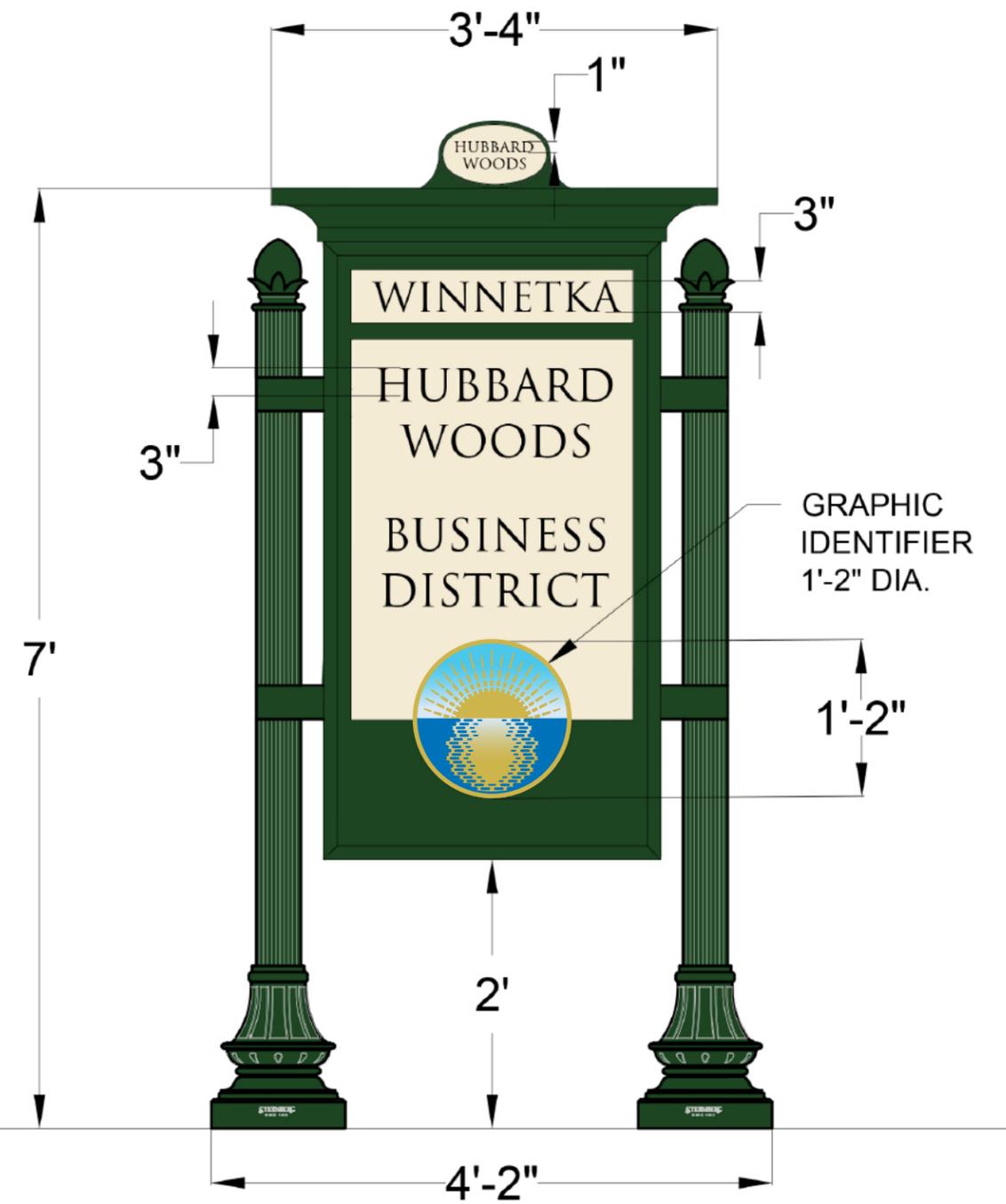
Business District Directional Sign Mounted to Light Pole



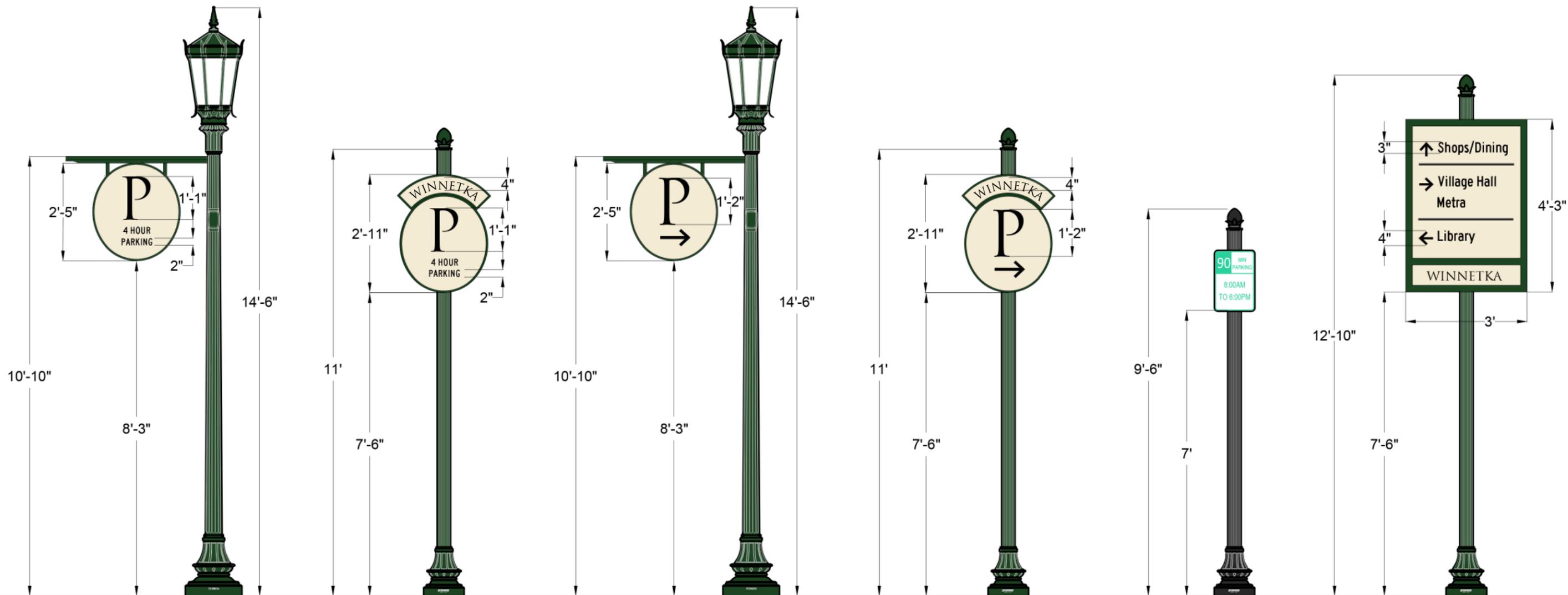
Business District Directional Sign Free Standing



Business District Gateway Sign with Logo Option A



Business District Gateway Sign with Logo Option B



Village Parking Identity Sign
Mounted to Light Pole

Village Parking Identity Sign
Freestanding

Village Parking Directional Sign
Mounted to Light Pole

Village Parking Directional Sign
Freestanding

Regulatory Sign

Directional Sign

Note: Freestanding pole mounted signs are preferred where site conditions allow



Sign Panel:
Dark text on Cream colored background.



Light Pole:
Tavern Market Green

Regulatory Sign:
Black

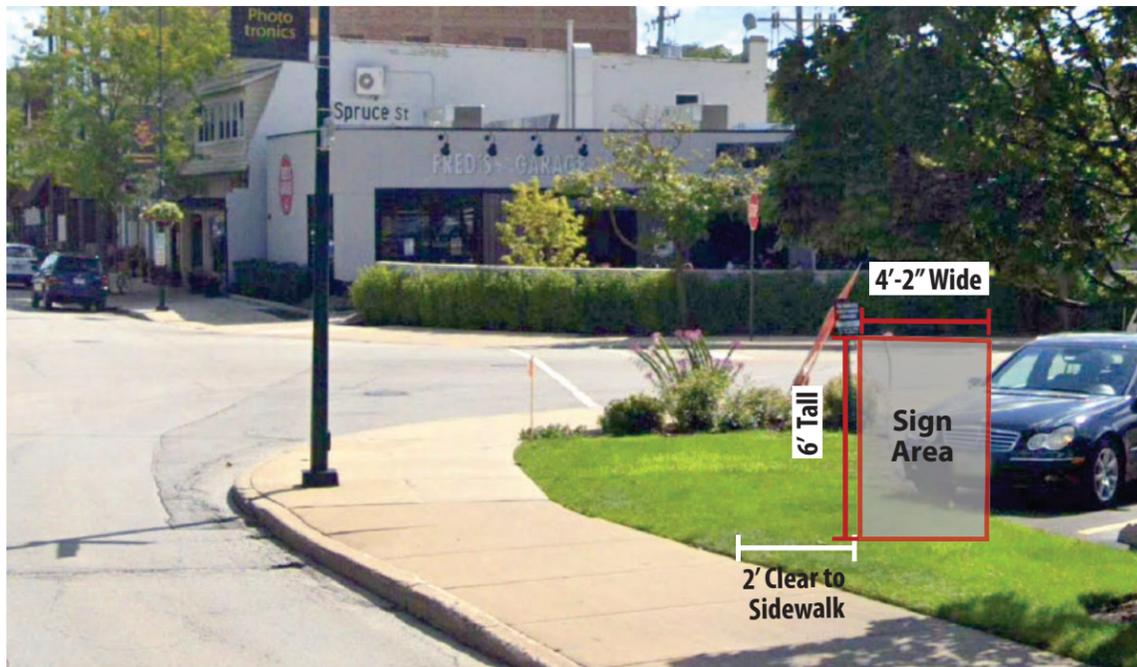
Bike Racks + Benches
Black



Light Poles and Bollards:
Tavern Market Green

WINNETKA GATEWAY AND WAYFINDING SIGNAGE CONCEPTUAL MATERIAL AND COLOR SCHEDULE

	SIGN STRUCTURE	SIGN PANELS	SIGN COPY	COMMENTS
VILLAGE GATEWAY IDENTITY SIGN (WIDE AND NARROW)	Fluted aluminum poles with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum panel with dimensional aluminum frame. Frame color: Tavern Market Green; Panel color: Cream	Dimensional Lettering, Tavern Market Green	1-sided sign with finished treatment at back of sign
BUSINESS DISTRICT GATEWAY SIGN	Fluted aluminum poles with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum panel with dimensional aluminum frame. Frame color: Tavern Market Green; Panel color: Cream	Dimensional Lettering, Tavern Market Green	1-sided sign with finished treatment at back of sign
BUSINESS KIOSK SIGN WITH SIGN CABINET	Fluted aluminum poles with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum panel with dimensional aluminum frame. Frame color: Tavern Market Green; Panel color: Cream	Dimensional Lettering, Tavern Market Green	2-sided sign; Sign cabinet frame to be Tavern Market Green with fabric wrapped or magnetic backerboard.
BUSINESS DISTRICT DIRECTIONAL SIGN	Mounted to Village standard light pole or freestanding fluted aluminum pole with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum. Border color: Tavern Market Green; Field color: Cream	Flush mounted lettering & graphics, Tavern Market Green	1-sided sign with finished treatment at back of sign
VILLAGE PARKING IDENTITY SIGN	Mounted to Village standard light pole or freestanding fluted aluminum pole with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum. Border color: Tavern Market Green; Field color: Cream	Flush mounted lettering, Tavern Market Green	1-sided sign with finished treatment at back of sign
VILLAGE PARKING DIRECTIONAL SIGN	Mounted to Village standard light pole or freestanding fluted aluminum pole with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum. Border color: Tavern Market Green; Field color: Cream	Flush mounted lettering & graphics, Tavern Market Green	1-sided sign with finished treatment at back of sign
REGULATORY SIGN	Freestanding fluted aluminum pole with decorative base and cap. Color: Black (match existing)	Aluminum. Standard regulatory sign	Standard regulatory sign	1-sided sign with finished treatment at back of sign
DIRECTIONAL SIGN	Mounted to Village standard light pole or freestanding fluted aluminum pole with decorative base and cap and bracketing. Color: Tavern Market Green	Aluminum. Border color: Tavern Market Green; Field color: Cream	Flush mounted lettering & graphics, Tavern Market Green	1-sided sign with finished treatment at back of sign



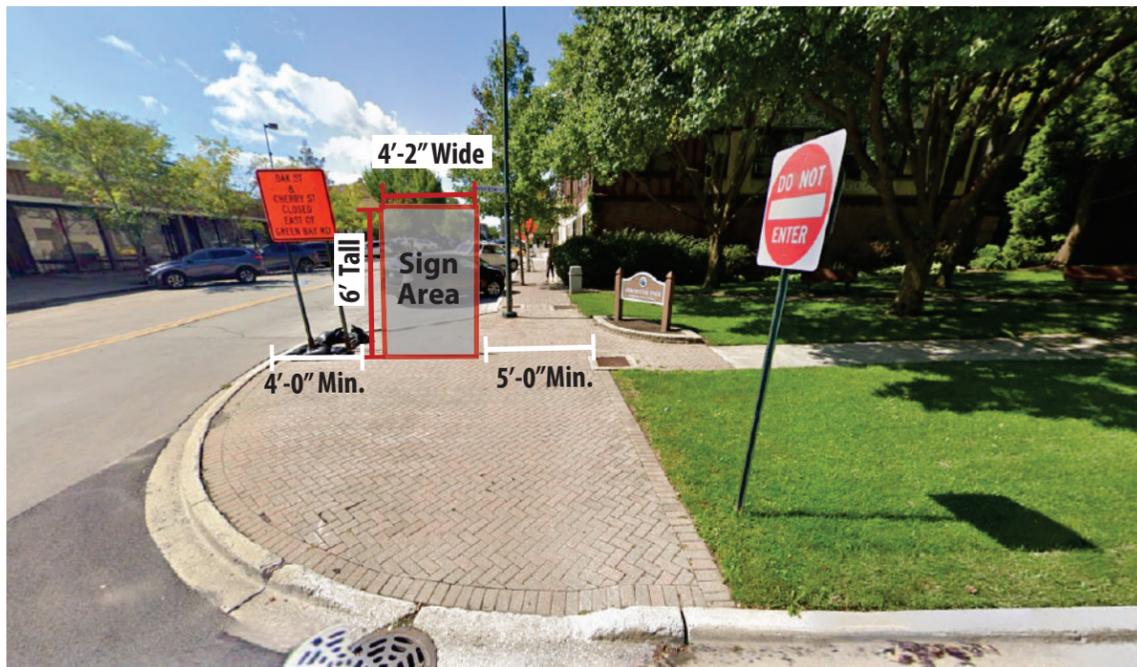
Business District Gateway Sign - Northwest Corner of Greenbay Rd and Spruce St

Existing: Grass parkway within IDOT right of way.
 Proposed: New business district gateway sign in planting bed with shrubs, grasses and perennials.
 Coordination and permitting with IDOT is required.



Business District Gateway Sign - Southeast Corner of Greenbay Rd and Oak St

Existing: Grass parkway within IDOT right of way.
 Proposed: New business district gateway sign in planting bed with shrubs, grasses and perennials.
 Coordination and permitting with IDOT is required.



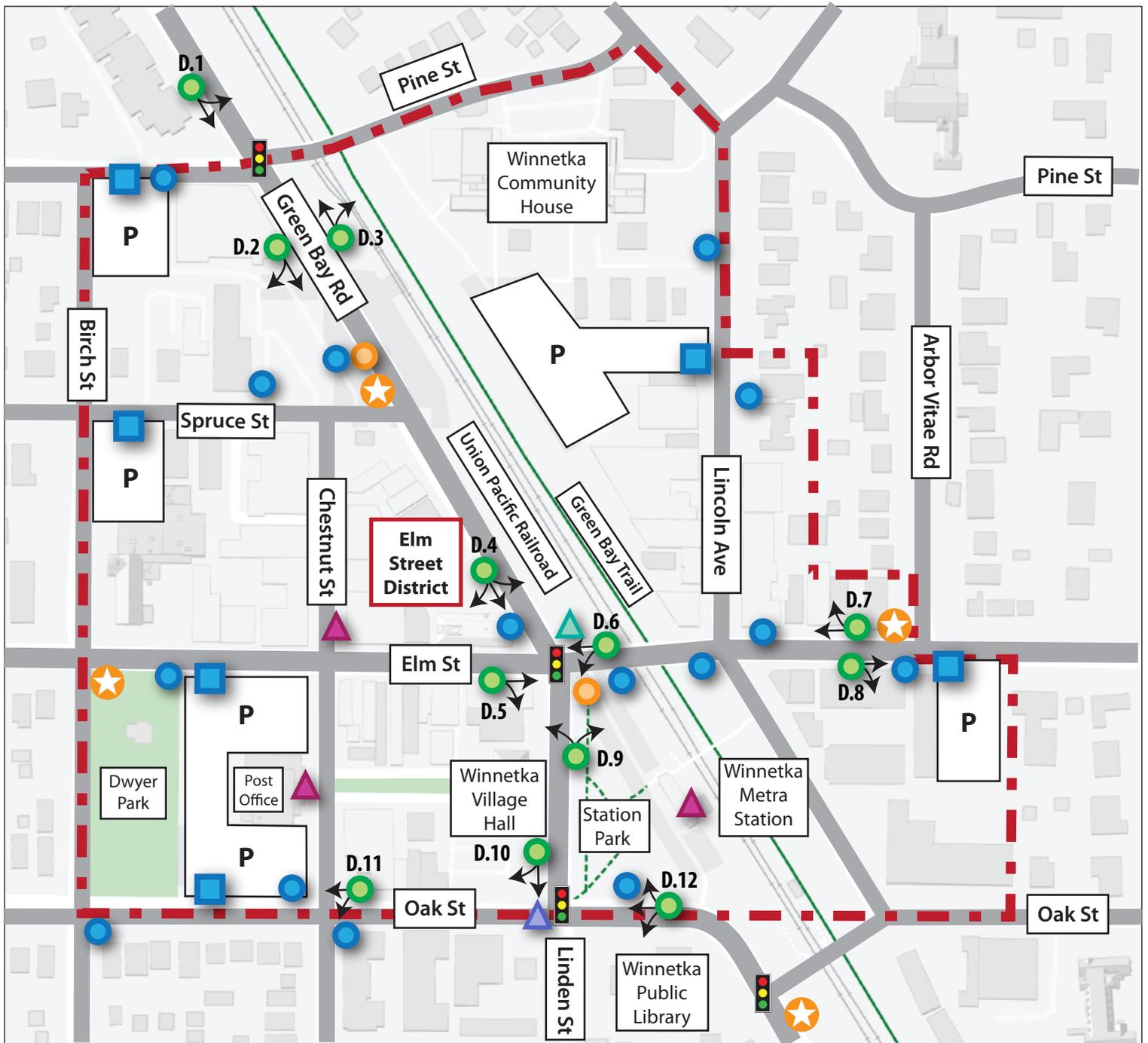
Business District Gateway Sign - Northwest Corner of Elm St and Arborvitae Rd

Existing: Brick paver bumpout.
 Proposed: New business district gateway sign to be installed on footings within the paver area.
 Restore brick pavers.



Business District Gateway Sign - Southeast corner of Elm St and Birch St

Existing: Grass Parkway within Park District property.
 Proposed: New business district gateway sign in planting bed. Restore plantings. Surrounding trees to be protected and coordination with the Park District is required.



-  Elm St District Boundary
-  Parking Directional
-  Community Events Kiosk Existing
-  Public Parking Lots
-  Parking Identity
-  Community Events Kiosk Proposed
-  Traffic Signal
-  District Directional
-  Business Kiosk
-  Directional
-  District Gateway

Village of Winnetka, Illinois

Winnetka Streetscape Master Plan

Village of Winnetka Wayfinding Plan: Elm St District



D.1

- ↑ Elm Street Business District
- ← Winnetka Community House
- Public Parking

D.5

- ↑ Metra
- Shops/Dining
- Village Hall
- Library

D.9

- ← Shops/Dining
- Dwyer Park
- Metra
- Shops/Dining

D.2

- ↑ Metra
- Village Hall
- Library
- Shops/Dining

D.6

- ↑ Shops/Dining
- Dwyer Park
- ← Village Hall
- Library

D.10

- ↑ Library
- Public Parking
- Dwyer Park

D.3

- ↑ Hubbard Woods Business District
- Winnetka Community House
- Public Parking

D.7

- ↑ Shops/Dining
- Metra
- Winnetka Community House
- ← → Shops/Dining

D.11

- ↑ Dwyer Park
- Shops/Dining

D.4

- ↑ Metra
- Village Hall
- Library
- ← → Shops/Dining

D.8

- ↑ Village Green Park
- Public Parking

D.12

- ↑ Shops/Dining
- Village Hall
- Metra
- ← Library

D.13

- ↑ Indian Hill Business District
- New Trier High School



Village Gateway Identity Sign (narrow) - Southwest side of Greenbay Rd and Scott Ave

Existing: Concrete sidewalk and brick pillars. Village right of way.

Proposed: Sign to be located in front of brick pillars in sidewalk. Pave a portion of planting bed to expand the walkway and restore landscape plantings.



Village Gateway Identity Sign (narrow) - Greenbay Rd at the south municipal boundary

Existing: Village gateway sign in Village right of way.

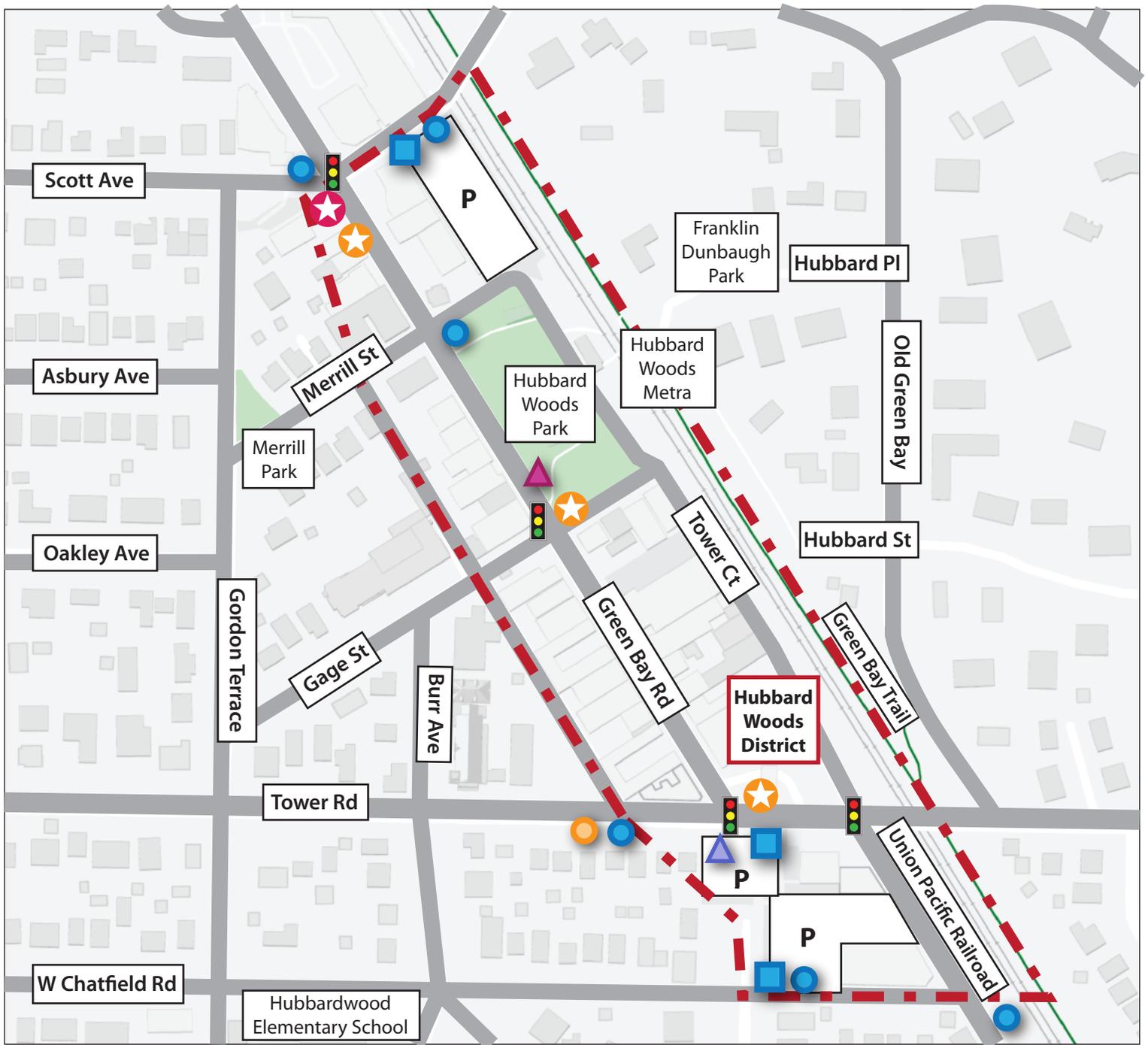
Proposed: Replace existing sign with new Village gateway sign. Add new shrubs, grasses and perennials to planting bed and prune existing crabapple trees as needed.



-  Village Boundary
-  District Boundary
-  Village Gateway
-  District Directional



-  Indian Hill District Boundary
-  Parking Directional
-  Community Events Kiosk Proposed
-  Public Parking Lots
-  District Gateway
-  Village Gateway
-  Traffic Signal



-  Hubbard Woods District Boundary
-  Parking Directional
-  Community Events Kiosk Existing
-  Public Parking Lots
-  Parking Identity
-  Business Kiosk
-  Traffic Signal
-  District Directional
-  Village Gateway
-  District Gateway

Attachment B
2008 Commercial Districts Master Streetscape & Wayfinding Plan
Section 4: Signage & Wayfinding



SECTION 4: SIGNAGE + WAYFINDING

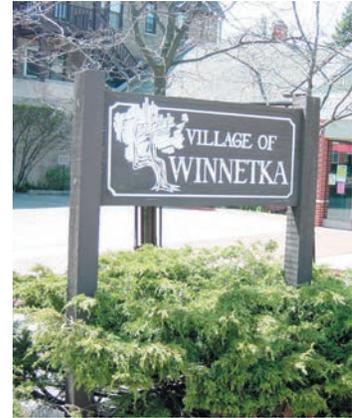
Village Wide Wayfinding + Signage

As follow-up to an analysis of the Village’s wayfinding and signage, designs were prepared for several levels of community signage. As part of the Master Streetscape and Wayfinding Plan, the Committee developed a simple Village-wide signage program and area-wide wayfinding plan for Winnetka. A main goal of the Wayfinding and Signage Plan is to unify the Village streetscape and create an awareness of the Winnetka Village context.

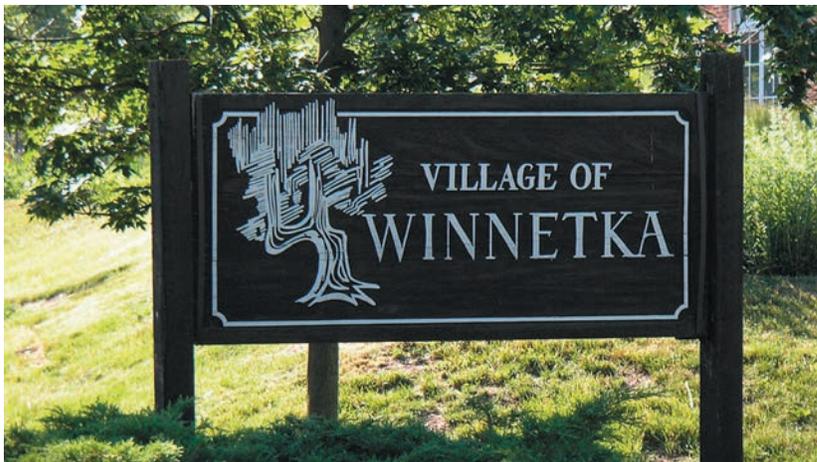
These plans were developed to identify locations for potential Village gateways, community events kiosks, as well as directional and identity signs for the Village’s Commercial Districts, public parking facilities, and local businesses. Other regulatory sign concepts are intended to help unify and consolidate sign clutter on Downtown business streets.

Several design concepts were tested with the Committee to evaluate design details, mounting conditions and colors. The following selected schemes represent a gesture to following the form and design established by the Village in the Community Kiosk and decorative pedestrian street light fixtures.

A recommended Business District and Village-wide Wayfinding Plan follows which show suggested general locations for this sign family of elements. (See Exhibits on 4.8 - 4.11) More refined final design documents will need to be prepared in conjunction with a selected sign fabricator and structural engineer as required, as signage elements are targeted for implementation.



Existing Minor Village Identity Sign



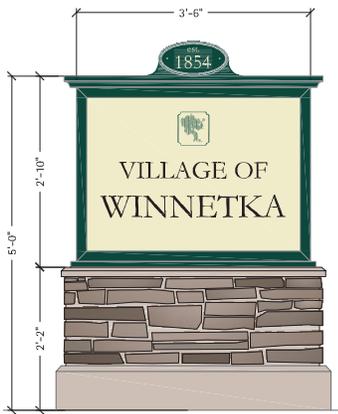
Existing Major Village Identity Sign and “Tree Logo”



Existing Community Events Kiosk

Village Identity Sign

The design of a Village Identity sign or Gateway needs to be adaptable to several locations throughout the Village; adjacent to larger more arterial roads like Willow and Tower where readability is critical and space opportunities are not as much of a concern, and narrower, more urban conditions such as at Green Bay and Scott Avenue where a balance needs to be reached between size and readability.



Village Minor Directional

The recommended design accomplishes this through two versions, similar to the Major and Minor identity signs that exist today. The new proposed signs are both aluminum metal cabinets supported by either decorative poles, painted the Village’s custom “Tavern Market Green,” or a stone monument base. The sign panel features a muted cream color that matches the color used on the Community Events Kiosk and includes the “Village of Winnetka” text, tree logo or Village seal, and date of incorporation.

The Major Identity is intended to replace the existing signs at the west edge Village borders at Willow Road and Forestway Drive and Tower Road at Forestway Drive. The Minor Identity signs would be located at the north and south Village borders on Green Bay and Sheridan Roads, at the Village’s south border along Hibbard Road and Church Road, and at the west border on Winnetka Road. (See Exhibits on 4.9 - 4.11)



Village Major Directional

Business District Gateway Sign

The Commercial District Gateway is a recommended new sign element to the Village, and is intended to identify and reinforce the boundaries of the three commercial business districts for visitors and shoppers. It is designed as a narrow, two-sided “kiosk type” sign with permanent information and graphics on both sides of the sign. The sign cabinet or sign panel itself is supported by two decorative poles, smaller than, but similar in character to the poles on the community events kiosk. Again, colors match the Village standards noted.

These signs should be located in the streetscape or parkway at key entrances or nodes in each business district so that they are easily visible to pedestrians and motorists. (See Exhibits on 4.9 - 4.11) The front of the sign, as shown below on the left, includes the name of the district as well as Village information. The back of the sign, below right, could include historic information about the district or Village, photos, or graphics that would be informational to pedestrians.



Commercial District Gateway



Existing Business District Directional Sign

Business District Directional Sign

The recommended District Directional sign is a pole-mounted sign located throughout the Village, along major arterial streets such as Willow Road, Sheridan Road, Hibbard Road, Tower Road, Green Bay Road, and Winnetka Avenue, that orients visitors and shoppers to the location of the nearest business district. (See Exhibit on 4.8)

These signs can be mounted to an existing or proposed decorative light pole, or mounted to a new, free-standing, decorative pole. The lettering is sized to be easily readable for motorists and placed on a standard sign panel that can be ordered in large quantities. This double-sided sign graphic is made of a reflective diamond-grade applied graphic material which can be fabricated and installed by the Village's Public Works staff.



Business District Directional

Village Parking Identity Sign

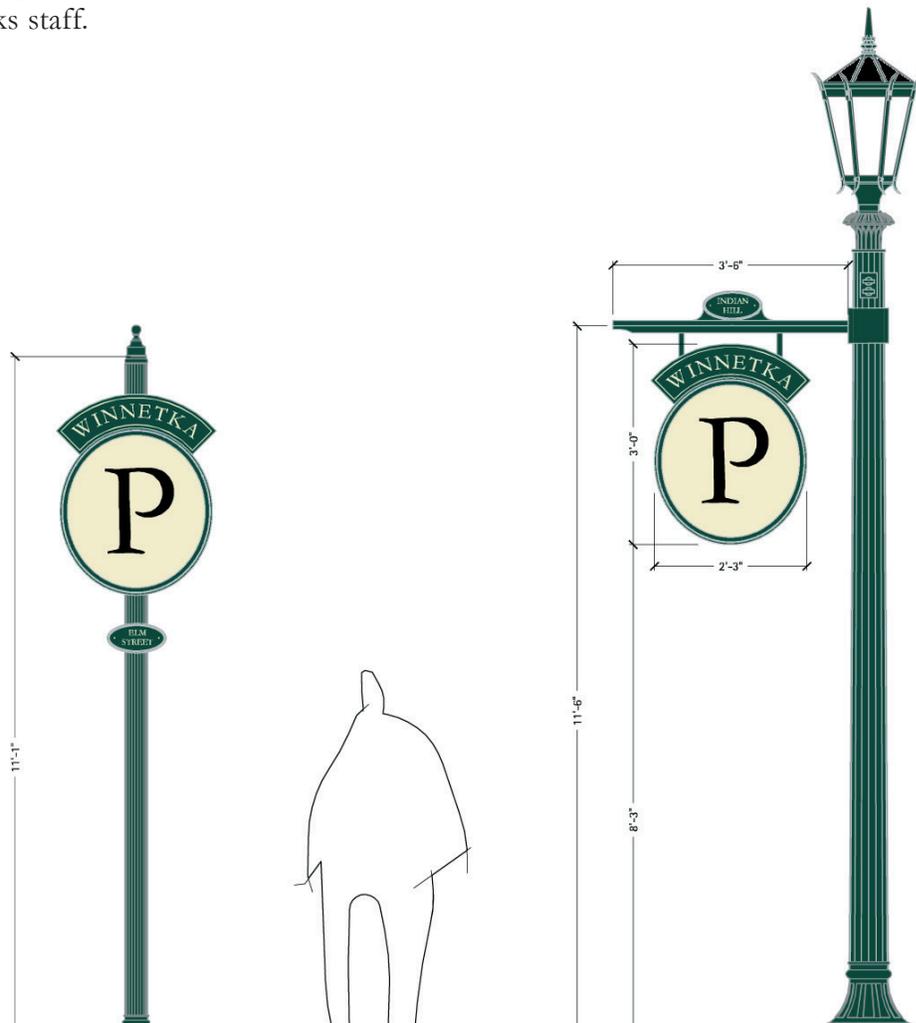
The recommended Village Parking Identity sign is a pole mounted sign similar to the District Directional intended to replace the existing Village parking identity signs. It is located at the entrances of all Village owned parking lots. (See Exhibits on 4.9 - 4.11)

These signs can be mounted to an existing or proposed decorative light pole, or mounted to a new, free-standing, decorative pole. The large “P” for parking is placed on a standard sign panel that can be ordered in large quantities so that the Village’s Public Works can easily fabricate and replace any damaged signs.

The “P” and cream background color is an applied diamond grade reflective graphic which can be fabricated and applied by Village Public Works staff.



Existing Parking Identity Sign



Village Parking Identity Sign



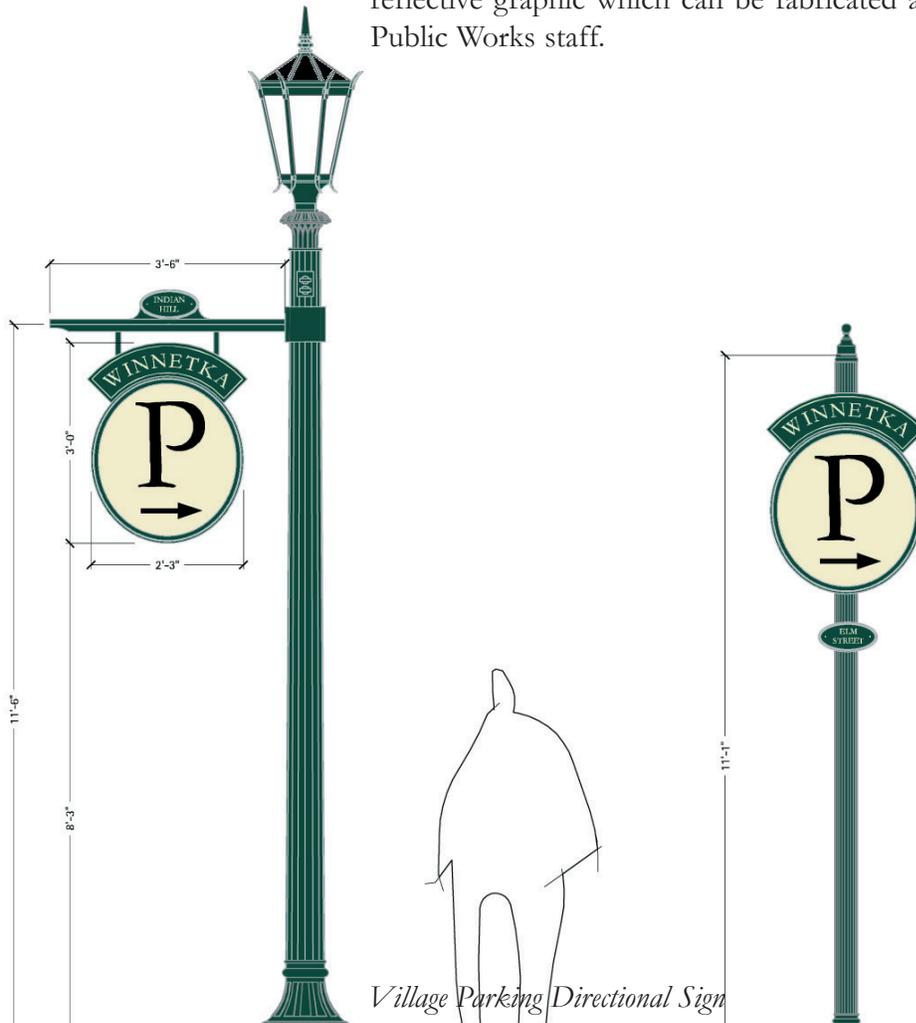
Existing Parking Directional Sign

Village Parking Directional Sign

The recommended Village Parking Directional sign is a pole mounted sign located throughout the Village that orients visitors and shoppers to the location of the nearest public parking lot. (See the District-Specific Village Wayfinding Plan on pages 3.9 through 3.11 for locations)

These signs can be mounted to an existing or proposed decorative light pole, or mounted to a new, free-standing, decorative pole. The large “P” for parking with a directional arrow is placed on a standard sign panel that can be ordered in large quantities so that the Village’s Public Works can easily fabricate and replace any damaged signs.

The “P” and cream background color is an applied diamond grade reflective graphic which can be fabricated and applied by Village Public Works staff.



Village Parking Directional Sign

Miscellaneous Regulatory and Identity Signs

In addition to the previous identified sign family, the Village has several regulatory signs placed throughout the Village. Due to the regulatory nature of these signs, they must meet certain standards, including the Manual on Uniform Traffic Control Devices (MUTCD), to ensure they are enforceable and properly designed and readable. The goal of any new standard Village regulatory or identity sign design should strive to meet these standards, while creating a more aesthetically pleasing sign that fits into the established Village sign family. Additionally, signs should be combined where possible to reduce sign clutter. All signs should use a standard sign panel that can be obtained in large quantities so that the Village's Public Works Department can easily fabricate and replace any damaged signs or meet new sign requests.

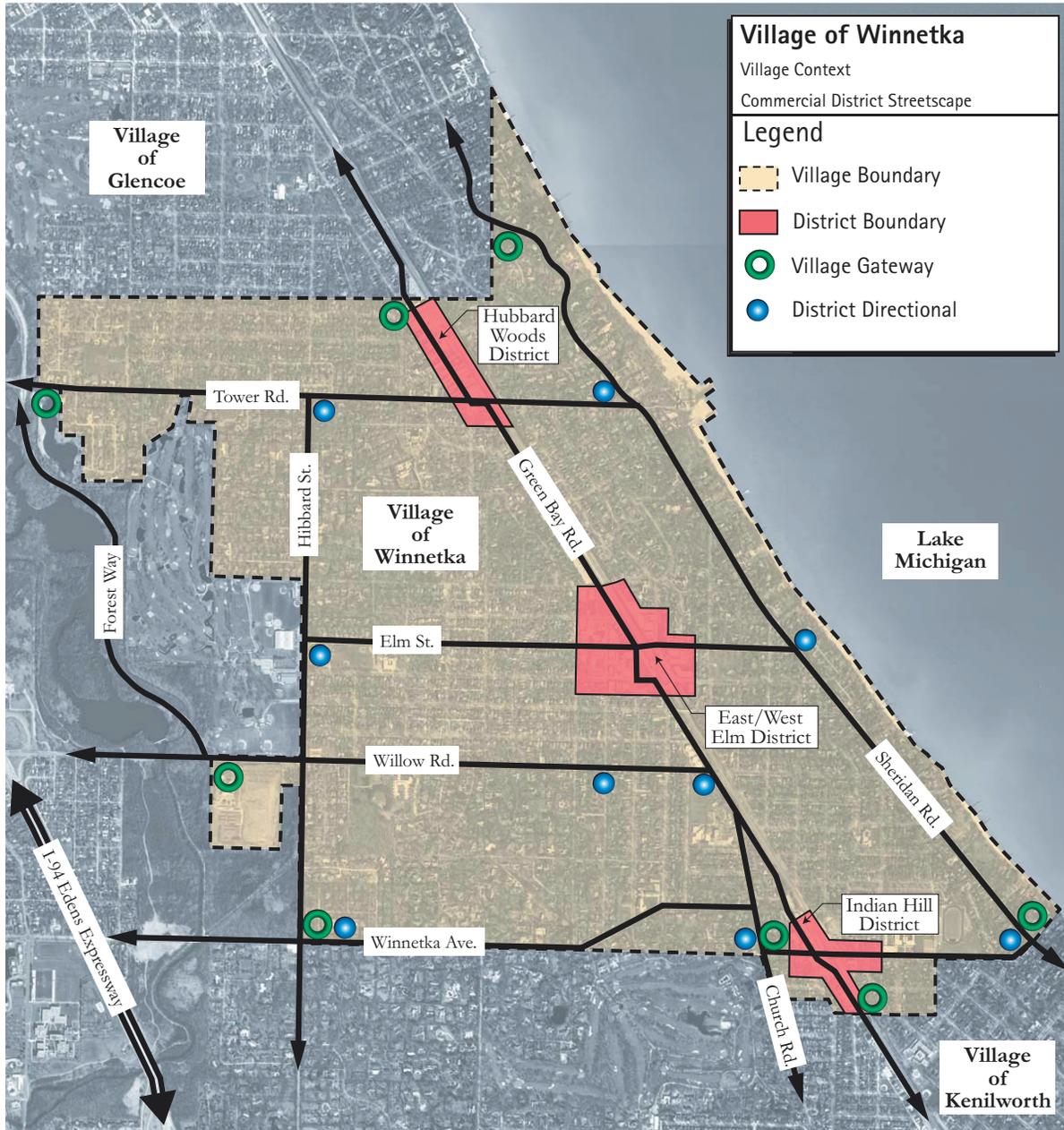


Example of Existing Parking Regulations Signs and Sign Clutter



Example Village-Wide Regulations Sign Concept, Located at Village Boundaries

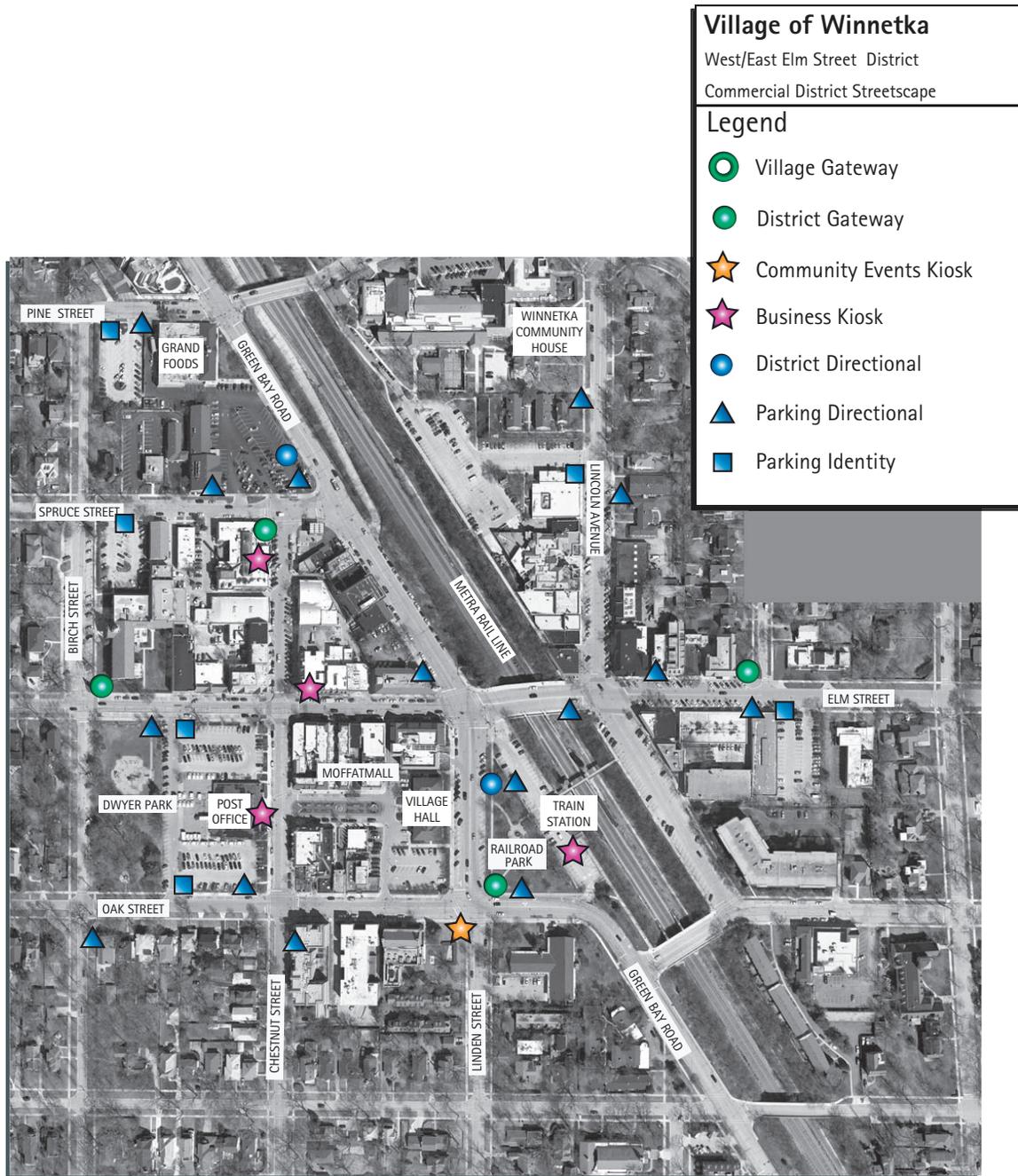
Example Specific Regulations Sign Concept, Located on Existing or New Ornamental Poles



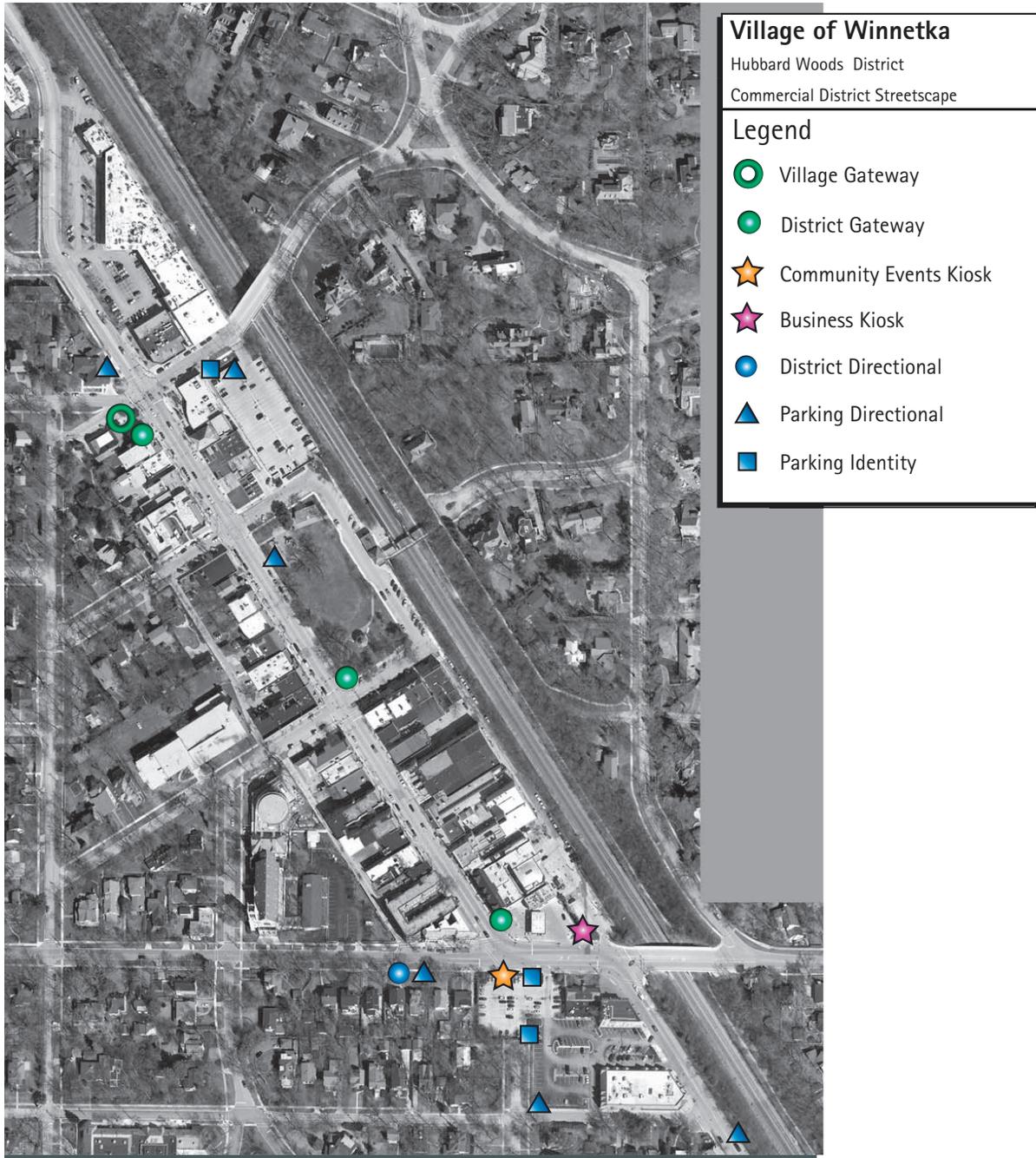
Village Wide - Wayfinding Plan

Winnetka Commercial Districts Master Streetscape + Wayfinding Plan

Section 4: Signage + Wayfinding



East/West Elm - Wayfinding Plan



Hubbard Woods - Wayfinding Plan

Winnetka Commercial Districts Master Streetscape + Wayfinding Plan

Section 4: Signage + Wayfinding



Indian Hill - Wayfinding Plan