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VILLAGE OF WINNETKA, ILLINOIS  
DEPARTMENT OF COMMUNITY DEVELOPMENT  
SIGN CODE VARIATION APPLICATION

Variations from the requirements of the Village Sign Code are permitted only if:

1. The request 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; and
4. The variation will not alter the essential character of the locality.

In addition, it must be established that the request for relief under the Sign Code is consistent with the Design Guidelines. A copy of the complete Design Guidelines can be requested by contacting the Community Development Department at 847.716.3527. The Design Guidelines are also available online at [www.villageofwinnetka.org](http://www.villageofwinnetka.org).

Please note: The Sign Board of Appeals does not have the authority to grant variations to permit signs specifically prohibited by the Sign Code, such as internally illuminated signs, roof signs, off-premise signs, or commercial signs posted on public property.

*\*Sign Code Section 15.60.030 [Intent] – This chapter is intended to reduce visual confusion; to restrict signs that overload the public's capacity to receive information or that distract attention, obstruct vision or otherwise increase the risk of accidents, personal injury or property damage; to enable the public to locate goods, services and facilities in the Village without difficulty or confusion; to encourage a high quality of development and excellence in the design of signs throughout the Village; and to promote the use of signs that are appropriate to the type of activity to which they pertain as well as expressive of the identity of the proprietors of the premises on which they are located.*

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#### REQUIRED MATERIALS FOR SUBMISSION

The Applicant must provide **1 hard copy and 1 electronic copy (.pdf)**, of the following information. (Email electronic copy to [cmarx@winnetka.org](mailto:cmarx@winnetka.org).)

- Complete application form (attached);
- Complete Sign Permit Application and/or Awning Permit Application and \$55 review fee;
- Current color photographs of building and site;
- Application Fee: \$200.00

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#### ***Design objectives for commercial signs, as excerpted from Design Guidelines:***

- Commercial signs should reflect the character of the building style, while expressing each store's individuality.
- Sign materials are limited to painted wood, canvas, architectural glass and metal.
- Metal signs and plaque materials such as brushed bronze, antique bronze, aluminum, stainless steel and painted cast iron (or similarly appearing materials) are preferred. Highly reflective metallic signs are not allowed.
- Sign color must harmonize with the building upon which it is mounted, as well as adjacent structures. Background colors for the body of the sign are limited to earth tones and primary colors; pastels, neon and secondary colors are not allowed. Lettering color can be unique to the image of the tenant/user.
- Neon lighting or internal illumination is not permitted. Illumination shall be accomplished with spot lighting

outfitted with hoods or shields so that the source of illumination is not visible from adjacent streets, sidewalks or residences. Illumination is not permitted within 100 feet of a residential zoning district.

- The majority of signs will be located within the buildings sign band located above the storefront opening and below the second floor window sill.
- Surface mounted or pin-mounted commercial signs are either fabricated from painted wood or cast metal or flat cut metal, and are to be mounted within the sign band or storefront transom. Height is limited to 75% of sign band height or 14 inches, whichever is less. Surface mounted signs are not permitted on secondary building elevations without a defined sign band.
- Window decal signs and interior “floating” signs placed within storefront window openings may be placed within the lower section of the storefront and can occupy up to 10% of an individual window area. Decals mounted in the storefront transom area are restricted to 50% of the transom area. Decal signs are restricted to a lettering height of not more than 6 inches, unless they contain store operating hours, which are limited to 2 inches.
- Window decal signs should be placed on the interior surface of window glass.
- Projecting blade signs can be round, square or vertical, mounted at the second floor level between window openings or at the head of the storefront. Such signs shall be oriented to pedestrian scale, with dimensions not to exceed 36” height and 24” in depth. Projecting signs are to be mounted on fixed hardware; no swinging or chain mounted signs are permitted.
- Incidental signs such as building management identification and tenant directory signs should be integrated into a single sign and should be constructed of brushed bronze, antique bronze or painted cast iron. Such signs should not be placed on the prominent street front façade, and should be directed to public residential entries.
- Ground signs are only permitted at locations where the building is 15 feet or more from the street line, and in instances where ground signs are displayed, no other commercial signs except window signs may be displayed.

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

MEETING DATE	SUBMITTAL DEADLINE
January 21, 2021	December 31, 2020
February 18, 2021	January 28, 2021
March 18, 2021	February 25, 2021
April 15, 2021	March 25, 2021
May 20, 2021	April 29, 2021
June 17, 2021	May 27, 2021
July 15, 2021	June 24, 2021
August 19, 2021	July 29, 2021
September 16, 2021	August 26, 2021
October 21, 2021	September 30, 2021
November 18, 2021	October 28, 2021
December 16, 2021	November 24, 2021

**V I L L A G E   O F   W I N N E T K A ,   I L L I N O I S**  
**DEPARTMENT OF COMMUNITY DEVELOPMENT**

**SIGN CODE VARIATION APPLICATION**

**Property Information**

Site Address: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Parcel Identification Number(s) (PIN): \_\_\_\_\_

Application is hereby made to the Village of Winnetka for a variation from Section(s) \_\_\_\_\_  
of Chapter 15.60 Signs of the Village Code for the following work: \_\_\_\_\_

\_\_\_\_\_

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: \_\_\_\_\_  
\_\_\_\_\_

Legal Name: \_\_\_\_\_  
\_\_\_\_\_

Primary Contact: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone No. \_\_\_\_\_

Phone No. \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Owner Signature: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_