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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.

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.*

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.)

- 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

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 17, 2019	December 20, 2018
February 21, 2019	January 31, 2019
March 21, 2019	February 26, 2019
April 18, 2019	March 28, 2019
May 16, 2019	April 25, 2019
June 20, 2019	May 30, 2019
July 18, 2019	June 27, 2019
August 15, 2019	July 25, 2019
September 19, 2019	August 29, 2019
October 17, 2019	September 26, 2019
November 21, 2019	October 31, 2019
December 19, 2019	November 27, 2019

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: _____

d. Building Signage

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

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

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



Figure 38

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

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

Figure 39



Figure 40

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



Figure 41

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