

**Agenda Item 4**  
**1350 Skokie Highway – Britt Carter & Company**  
**Awnings & Signage**

Staff Report  
Vicinity Map  
*Air Photos*

Materials Submitted by Petitioner

Application  
Statement of Intent  
*Awning Locations*  
Awning & Signage Specifications  
*Awning Fabric*  
Proposed Awning Images  
*Awning Mock Up*

*Materials shown in italics are included in the Commission packet only. A complete copy of the packet is available from the Community Development Department.*

## 1350 Skokie Highway – Britt Carter & Company

**Consideration of a request for approval of awnings and awning signage for an existing business.**

**Property Owner: Britt Carter & Company**

**(Mark Britt Carter, 45%, Vicki J. Carter, 45%, and Jeremy N. Carter, 10%)**

**Project Representative: Daryl Hunzinger, Evanston Awning Company**

Staff Contact: Jen Baehr, Assistant Planner

### Summary of Request

This is a request for approval of multiple awnings and awning signage for an existing business located on Highway 41/Skokie Highway. The building is owned and occupied by Britt Carter & Company, which provides home furnishings and interior design services. Based on the business owner's statement of intent, the awnings are requested to update the appearance of the business and increase visibility from the highway.

The proposal includes a total of 8 identical awnings on the front façade of the building. The proposed awnings include the business name and logo. Variances are requested to allow the permitted square footage for signage overall and to permit lettering on top of the awning rather than on the valance. Approval of the use of a graphic on each awning is also requested.

### Staff Review - Proposed Awnings

The awnings are proposed above the windows along the front of the building. An elevation drawing showing the proposed locations of the awnings is included in the Board's packet. The awnings are 9 feet and 11 inches long, and are proportional to the size of the window opening. The proposed projection of the awning is 24 inches, less than the minimum awning projection recommended in the City's signage guidelines, however as reflected in the mock up photos, the 24 inch projection appears appropriate for this non-historic building and allows for the signage to be more visible from the adjacent higher speed roadway.

As stated in the Code, the lowest portion of the descending valance should not be less than 6 feet and 8 inches above the sidewalk or public thoroughfare. Based on information provided by the petitioner, the lowest portion of the valance is 7 feet and 8 inches above the sidewalk adjacent to the building. This requirement is fully met.

As currently proposed, the awnings have open ends and stationary valances. The Code states that awnings may have open or closed ends and that awning valances should be loose. Based on the petitioner's statement of intent, the valances are proposed to be stationary for durability due to the location of the store adjacent to the highway. The petitioner specifically pointed out that because of the exposure of the building in an isolated location, the wind impacts can be significant at times.

- Staff recommends approval of a variance to allow use of a fixed valance due to the unique conditions of this site.

The proposed awnings are fabricated of dyed acrylic and are on fixed aluminum frames. As stated in the Code, awnings should be fabricated of canvas material. However, the petitioner provided staff with a sample of the proposed awning material and it has a high quality appearance, texture and individual, coated threads. It is a close replication of the appearance of canvas and is fitting for the location of this particular business outside of the City's business districts and with frontage on the highway. The color of the awnings are black with gray stripes. The aluminum frames will be powder coated matte black.

In considering the variances requested in this petition, it is important to recognize that Britt Carter, a long time Lake Forest business, is located in a unique area, isolated from other local businesses and, as noted above, outside of the City's two business districts. The Code requirements related to signage and awnings are primarily related to businesses located in more walkable areas of the community, areas where pedestrian scale and views of the details of the signage and awnings are more visible. In this case, Britt Carter's location on Route 41, a divided highway, demands a different approach to signage to call attention to the business.

#### **Staff Review - Proposed Awning Signage**

The Code limits the size of building signage to a maximum area of 5% of the ground floor façade parallel to the public way or 25 square feet, whichever is lesser. In this case, the maximum area of 25 square feet applies. As currently proposed, the sign area on each individual awning totals 10.16 square feet. With 8 awnings proposed, the total square footage of signage that is proposed equals 81.28 square feet.

Currently, the only signage identifying the business is a small monument sign near the roadway and a small window sign under the entrance canopy.

As noted above, the signage proposed on the awning consists of the business name in 4 inch tall letters and a graphic consisting of the letters "B" and "C" in a script, decorative font, centered over the business name. The use of a graphic as part of a sign requires review by the Board. The Code limits the size of graphics to a maximum of 15% of the total sign area. As proposed, the graphic occupies more than 15% of the total sign area, however the transparent character of the graphic and the proportions of the graphic in relation to the size of the awnings and to the overall storefront appear to be appropriate for this particular location. The lettering reflecting the business name extends across the top of the awning a distance of 4 feet and 3.25 inches. As noted above, the letters of the sign are 4 inches in height, the letters in the graphic overlay are 2 feet and 4-1/2 inches at the tallest point. The size of the lettering for the sign is in conformance with the Code. The graphic is subject to Board approval.

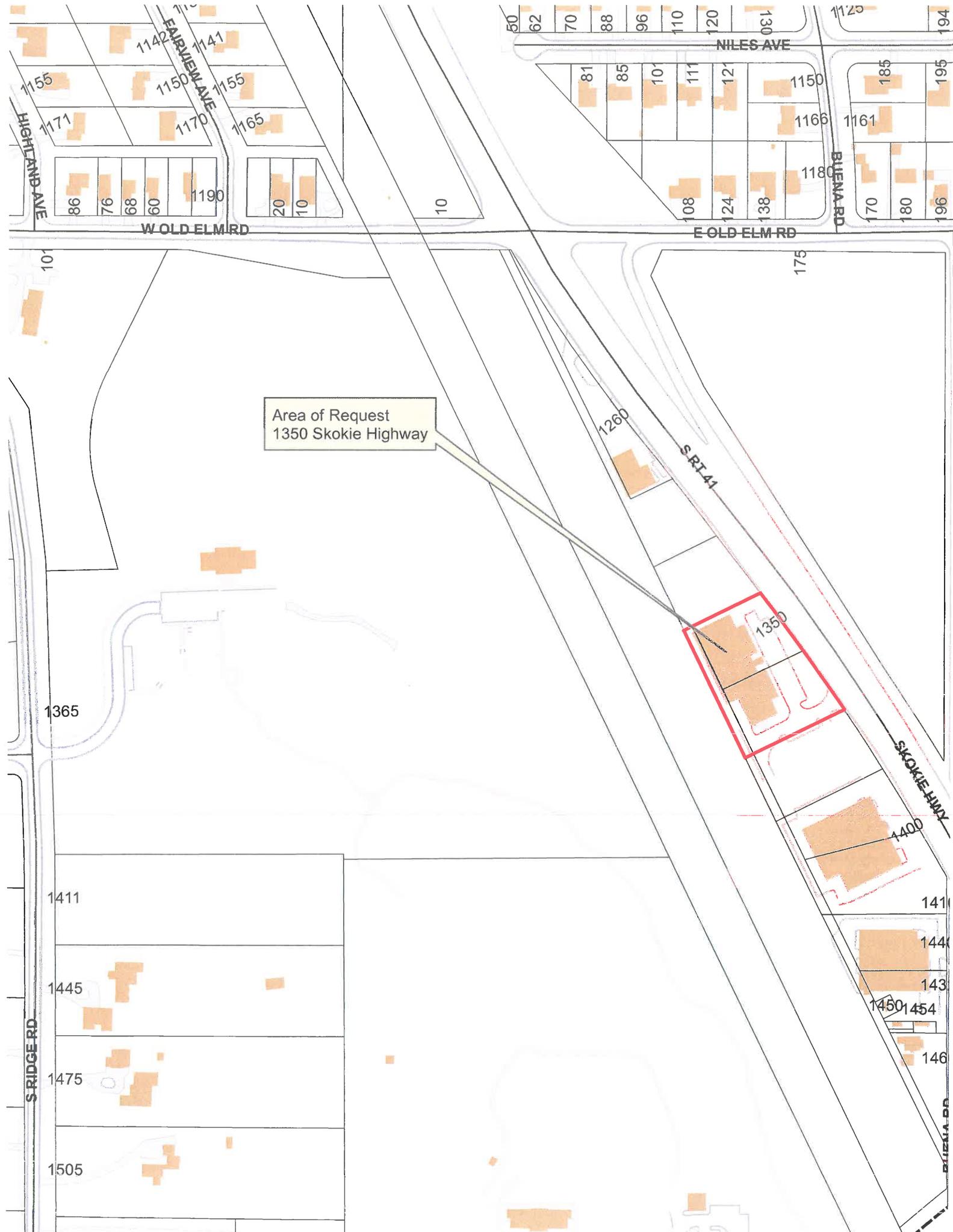
The proposed signage is centered on the upper portion of the awnings. The Code states that lettering shall be placed on the valance only. As noted above, due to the location of this business on the Route 41 frontage, it is appropriate to locate the signage on the upper portion of the awnings in order to increase visibility from the highway. At this location, lettering on the valance would not be readable from the roadway and would not draw attention to the business.

No lighting of the awnings is proposed.

#### **RECOMMENDATION**

Recommend approval of awnings and awning signage for Britt Carter and Company including variances from the total allowable signage square footage and the signage on the top of the awning, rather than on the valance. Recommend approval of the graphics as proposed. Consider the following conditions as part of the recommendation for approval.

1. Awnings and awning signs may not be illuminated or backlit.
2. Any modifications to the plan, either to respond to direction from the Board or changes made for other reasons, must be submitted for review and a determination by staff, in consultation with the Chairman as appropriate, that the plans are in conformance with the approvals granted and the conditions prior to submitting a complete application and plans for a building permit.



Area of Request  
1350 Skokie Highway

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1350 Skokie Highway



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1350 Skokie Highway





THE CITY OF LAKE FOREST  
BUILDING REVIEW BOARD APPLICATION

PROJECT ADDRESS 1350 S. Skokie Hwy

APPLICATION TYPE

RESIDENTIAL PROJECTS		COMMERCIAL PROJECTS	
<input type="checkbox"/> New Residence	<input type="checkbox"/> Demolition Complete	<input type="checkbox"/> New Building	<input type="checkbox"/> Landscape/Parking
<input type="checkbox"/> New Accessory Building	<input type="checkbox"/> Demolition Partial	<input type="checkbox"/> Addition/Alteration	<input type="checkbox"/> Lighting
<input type="checkbox"/> Addition/Alteration	<input type="checkbox"/> Height Variance	<input type="checkbox"/> Height Variance	<input checked="" type="checkbox"/> Signage or Awnings
<input type="checkbox"/> Building Scale Variance	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/>

PROPERTY OWNER INFORMATION

Britt Carter & Co  
Name of Property

1350 S. Skokie Hwy  
Address (different from project address)

Lake Forest IL 60045  
City, State and Zip Code

(773) 735-1180 (847) 735-1182  
Phone Number

bc.H@brittcarter.net  
Email Address

*Britt Carter*  
Owner's Signature

ARCHITECT/BUILDER INFORMATION

Britt Carter Owner of Britt Carter and Co.  
Name and Title of Person Preparing Project

Evanston Awning Co.  
Name of Firm

2801 Central St.  
Street Address

Evanston IL 60201  
City, State and Zip Code

847-864-4520 847-864-5886  
Phone Number Fax Number

awnings@evanstonawnings.com  
Email Address

*Daryle Hunzinger*  
Representative's Signature (Architect/Builder)

The staff report is available the Friday before the meeting, after 3:00pm.

Please email a copy of the staff report  OWNER  REPRESENTATIVE

Please fax a copy of the staff report  OWNER  REPRESENTATIVE

I will pick up a copy of the staff report at the Community Development Department  OWNER  REPRESENTATIVE



# CORPORATE OWNERSHIP (EXHIBIT A)

Please list the names and addresses of all officers and directors of the Corporation and all shareholders who own individually or beneficially 5% or more of the outstanding stock of the corporation. In addition, this application must be accompanied by a resolution of the Corporation authorizing the execution and submittal of this application.

Name <u>Mark Britt Carter</u>	Name <u>Vicki J Carter</u>
Address <u>39580 N Orchard Bluff Ln Wadsworth</u>	Address <u>39580 N Orchard Bluff Ln Wadsworth</u>
Ownership Percentage <u>45</u> %	Ownership Percentage <u>45</u> %

Name <u>Jeremy N Carter</u>	Name _____
Address <u>1010 Cardinal Dr. Zion IL 60099</u>	Address _____
Ownership Percentage <u>10</u> %	Ownership Percentage _____ %

Name _____	Name _____
Address _____	Address _____
Ownership Percentage _____ %	Ownership Percentage _____ %

Name _____	Name _____
Address _____	Address _____
Ownership Percentage _____ %	Ownership Percentage _____ %

Name _____	Name _____
Address _____	Address _____
Ownership Percentage _____ %	Ownership Percentage _____ %

# Statement of Intent

Britt Carter has been in business in Lake Forest since 1993. We are a high end furniture showroom that is known throughout Chicagoland as one of the very best showrooms that still carries a large collection of fine brands. We are a unique property in Lake Forest in that we are the only "retail" establishment on Rte. 41. Although we are under the same zoning code as the Western Business District in Lake Forest, we are on a major highway where cars are driving by at 50-70 mph at any given time. We've heard one comment from customers time and time again over the years that our building is so non-descript that they unintentionally pass up the store driving south.

We are hoping that with the addition of modern look awnings our building will be more visually appealing and easier to locate. In addition to that, we are proposing some variances to the code that would better represent our unique property location. We hope that the end result will be a more visually exciting building that helps more customers find us which would also be financially beneficial for both Britt Carter and Co and the City of Lake Forest.

The Awnings would be fixed awnings, made of canvas (Tempotest fabric T792.24-47 Sweden) and have a concealed metal frame. Would ask for a variance on the valance being loose. The wind here on Rte. 41 is harsh, to the degree that we have to replace our American flag often and temporarily signs take a quick beating in the wind. Our builder/installer has stated that using a loose valance here, with the wind, would put us at risk of non-warranted damage that we could avoid by using the more secured stationary valance.

The color we are requesting would be black with a white stripe and instead of putting our lettering on the valance, we'd ask for a variance to put it on the face of the awning at an overall size of W4'-3.75" x 2'-4.5"H so that it can clearly be seen by drivers driving by at 50-70mph. The projection of awning would only be 24" instead of 36" so that more of the face of the awning would be seen. This would be strictly for aesthetic purposes.

The size of the awning would be 9'-11.25" in length by 36" in height and fit into the building with no overhangs. The awning are roughly 7'-8' off the ground and will not be illuminated.

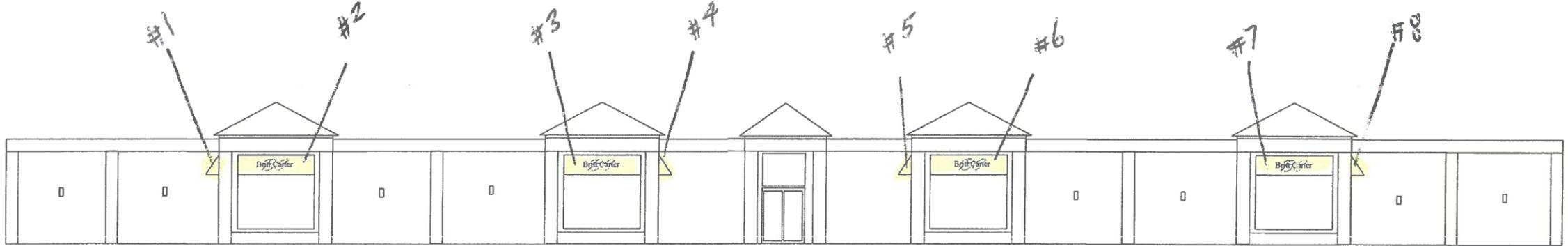
# Statement of Intent

All in all, we are looking for 5 variances:

1. Fixed valance vs loose valance
2. Color being black and white vs green and white
3. Awning projection of 24" vs 36"
4. Lettering on the face of awning vs on the valance
5. Size of the lettering

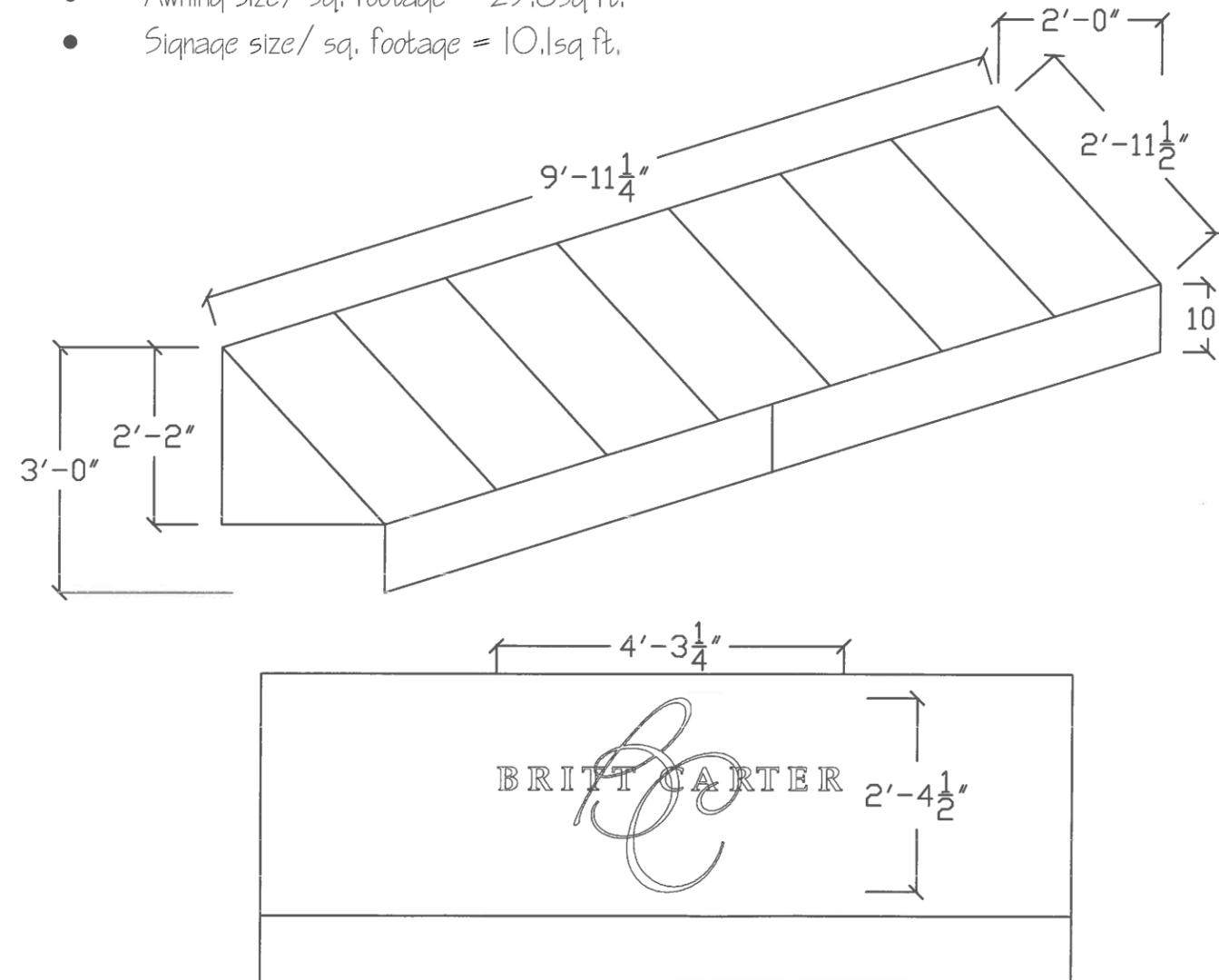
We know we are asking for a bit here, but the current zoning code does not work for us the way it would in the Downtown or Western Business Districts. We hope that we can make our case.

S ↔ N



7 Traditional style stationary awnings, with open ends, and a stationary valance complete and installed over multiple store front windows. Frames made of 1" sq extruded aluminum tubing, with all welds ground smooth and entire frame powder coated matte black. Fabric attached by the staple-on method, using Tempotest fabric #1792.24-47 Sweden (black/ grey stripe).

- Signage to be white/ grey color, applied to valance area only, of each awning.
- Please note all awnings are identical.
- Awning size/ sq. footage = 29.8sq ft.
- Signage size/ sq. footage = 10.1sq ft.



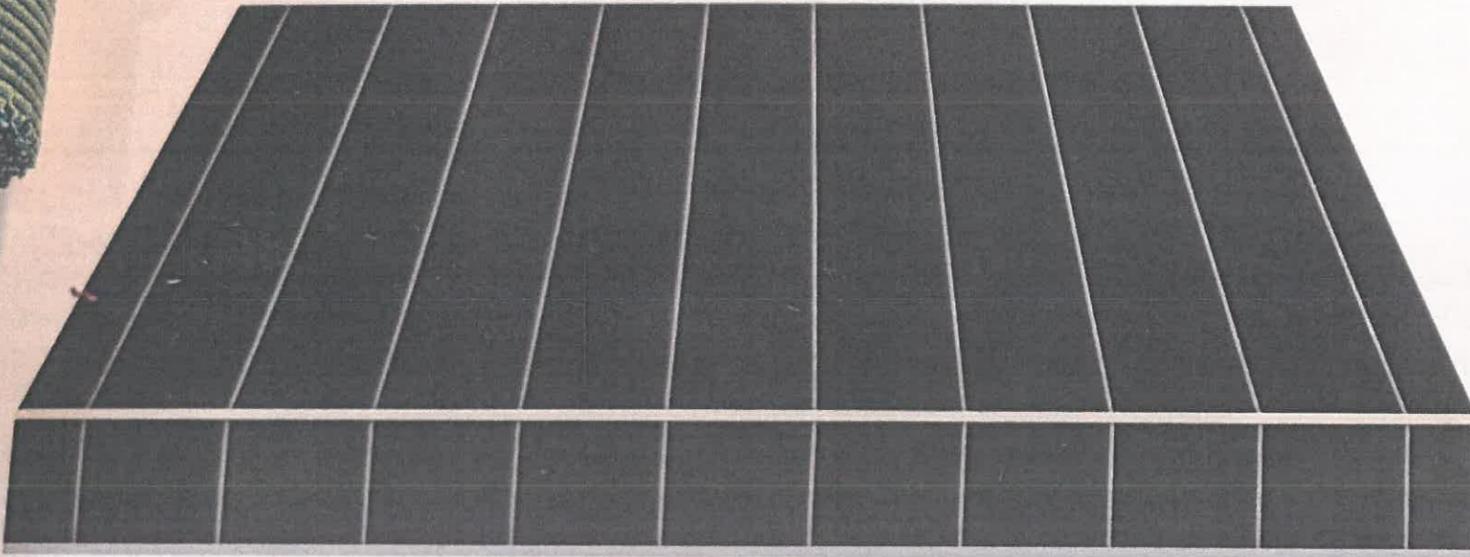
2801 Central St. Evanston, IL 60201  
847-864-4520

By signing this drawing you are agreeing with the proportionate shape and sizes indicated, fabric color and pattern, and proportionate graphics for the awning you have contracted to purchase from E.A.C.. This image belongs to E.A.C. and cannot be reproduced or used for alternate purposes.

\_\_\_\_\_  
Sign as approved for manufacturing

\_\_\_\_\_  
Date

**Job: Britt Carter & Co.**  
**1350 Skokie Hwy.**  
**Lake Forest, IL. 60045**  
**Contact: Shaun Carter**  
**Scale: 3/8" = 1'-0"**



PARA  
**TEMPOTEST**  
ITALIAN PERFORMANCE FABRICS

**T792/24-47**  
Sweden



99%



99%



UPF 50+



0.02

Content: 100% solution dyed acrylic  
Repeat Width: 4.8"  
Width: 47 "  
Weight: 8.82 oz./yd<sup>2</sup>





2801 Central St.  
 Evanston, IL 60201  
 Phone: 847-864-4520  
 Fax: 847-864-5886  
 awnings@evanstonawnings.com  
 EVANSTONAWNINGS.COM

Sales: George Schaefer, CPP, Sales Mgr  
 Rendering by: Aaron Hunzinger



**NOTES:**

- Traditional style stationary awnings, with open ends, and a stationary valance, installed over the numerous store front windows.
- Using Tempotest fabric #T792/24-47 Sweden (black/thin grey stripe)
- Signage to be grey/white color, applied to roof area only of each awning.
- Signage size (per awning): 2'3"h x 4'12"w = 10.5sq ft.



PROPOSED AWNING IMAGES

JOB NAME	Britt Carter	PHONE	847-735-1180
CONTACT	Shaun Carter	FAX	
JOB ADDRESS	1350 Skokie Hwy.	EMAIL	
CITY, STATE, ZIP	Lake Forest, IL. 60045	MISC.	

This image belongs to Evanston Awning Co. and was produced to only represent awning design, fabric color and graphic placement, as recommended from discussion with customer. Changes can be made to any feature prior to production. Please indicate your approval of this image with your signature.







24" projection



36" projection