

# *M R V* ARCHITECTS, INC.

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Planning & Community Development Department  
Village of Arlington Heights  
22 S. Arlington Heights Road  
Arlington Heights, IL 60005

January 18, 2019

Re: Sign Variation Request- Dunkin' Donuts/Baskin Robins - 105 W. Dundee Rd., Arlington Heights, IL

To Whom It May Concern,

We are requesting a sign variation for the remodel of the existing Dunkin' Donuts building at 105 W. Dundee Rd. Since we are adding the Baskin Robbins brand to the existing business, we would request to be allowed a separate Baskin Robbins sign above the front entry. We would propose individual cloud signs for both the Dunkin' and Baskin rather than a combined box sign. This would allow for the Dunkin' sign to better depict the direction of the Brand, and the new prototype that is currently being rolled out with the new Dunkin' name. We would still be within the allowable 25% of the signable area, when drawing a box around both individual signs.

When remodeling the exterior to incorporate the Baskin Robbins image, we are adding a pink tower. We are requesting that we be allowed the Baskin Robbins small sign to break up the surface of the tower, with the cut-out circle and sign located within the circle.

In addition, since there is visibility from the intersection at Dundee & Arlington Heights Rd., we would request to locate the 'DD' letters on the West side of the building to gain exposure from that direction, which will allow increased visibility to the building that is setback from the adjacent businesses.

We do not believe that the granting of the variation would create a traffic hazard, depreciate the nearby property values, or be detrimental to the public health, safety, morals or welfare. We do not believe the variation will alter the essential character of the locality. Since the existing building is set back significantly from the adjacent businesses, we believe the variation will serve to increase exposure on both Dundee Rd. and the intersection at Arlington Heights.

We appreciate your consideration of the requested variation.

Sincerely,



Jennifer Thorstenson  
Associate