



Northwest Community Healthcare
800 W. Central Road
Arlington Heights, IL 60005 USA

June 10, 2020

Attn: Steve Hautzinger AIA, Design Planner
Village of Arlington Heights
Department of Planning and Community Development

RE: Northwest Community Healthcare
900 West Central Road
Arlington Heights, Illinois 60005

Dear Mr. Hautzinger,

At this time, we are providing support for the new messaging sign being proposed for the Northwest Community Wellness Center located at 900 West Central Road, Arlington Heights, Illinois.

This particular sign will offer a significant benefit to the patient population served within the Community of Arlington Heights. Most specifically, to advise and communicate Wellness Center based programs intended to maintain the health and greater good of all residents and patients within our area.

- A. We understand the Village of Arlington Heights requires a written narrative to **the signage application process**. The information provided must address the following standards for the sign variation submission point by point:

The particular difficulty or peculiar hardship is not self-created by the petitioner.

Response: Northwest Community Healthcare is requesting this signage approval as an embellishment to the levels of Healthcare already provided within the Community. In fact, the signage display requested will provide a direct benefit to neighborhood patient populations to include:

- **Communication of no cost programs being offered.**
- **Exercise, health and wellbeing information.**
- **Advisement of Cardiac Services.**
- **Advisement of Diabetes Services.**
- **Advisement of Nutritional Services.**
- **General Information being provided from the Northwest Community Healthcare System.**

The granting of the variation shall not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare.

Response: The particular sign being requested is visible to individuals trafficking on Central Road and creates no impedance or detriment to vehicle or pedestrians utilizing this portion of Central Road.

Additionally, no decrease in property values will result as the areas around the Signage location proper are in line with Commercial buildings immediately to the west and military applications to the South. Residential properties exist to the east of this sign location however; NCH has approved signage already within this area with no issues or concerns identified by property owners.

The variation will serve to relieve the applicant from a difficulty attributable to the location, topography, and circumstances on nearby properties or other peculiar hardship; and not merely serve to provide the applicant with a competitive advantage over similar businesses.

Response: As stated, the intent of this sign is to communicate health related offerings to the Community at large. There are no intended competitive needs for this sign.

The variation will not alter the essential character of the locality.

Response: The signage plan will be in accordance with the Northwest Community Healthcare branding standards already approved and existing on Central Road.

The applicant's business cannot reasonably function under the standards of this Chapter.

Response: Northwest Community Hospital and its affiliates are the predominant Healthcare providers within Arlington Heights and surrounding suburbs with over 60 years of services tenured to the Community. This particular signage application as approved, will serve a diverse and dynamic patient population and increase public awareness of information supporting the health of our residents.

- B. We understand the Village of Arlington Heights requires a written narrative to address the following **Electronic Message Sign conditional review criteria** point by point:

The Electronic Message Sign will not create a traffic hazard or demonstrable negative impact on nearby properties or be detrimental to the safety of persons residing or working in the vicinity

Response: As stated under section A, this particular sign will have visibility on Central Road just South of Northwest Community Hospital and located to the adjacency of the NCH Wellness Center Building. The area has approved Hospital Based Signage already in place and meets all applicable signage compliance standards.

The Electronic Message Sign will serve the best interests of the Village, and will be desirable for the public convenience.

Response: As an essential provider of critical services to our Community, this opportunity for additional signage will serve as an avenue to enhance communication of Healthcare information for all we have the privilege to serve.

The design of the Electronic Message Sign is compatible with the essential character of the locality, such as the sign enclosure, materials and scale.

Response: All data specific to this signs design elements will be provided to the Village of Arlington Heights and any and all questions pertaining to full compliance, requirements, codes and standards will be addressed accordingly.

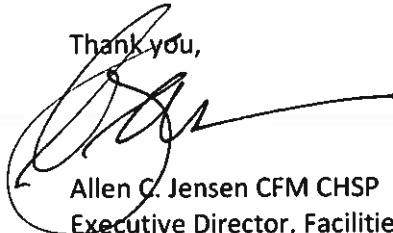
The business demonstrates a valid need for an Electronic Message Sign. The business must explain how the sign will be used, and why their business needs an Electronic Message Sign.

Response: The basic intent of the proposed sign is to provide visibility of the Northwest Community Wellness Center and communicate related Healthcare specific information as provided by the Wellness Center. Information provided by the sign will follow the Standards of Northwest Community Healthcare and maintain management by NCH proper. No advertisements of other vendors or services will be directed to this signage platform.

- C. The letter must also include written acknowledgement that the use of the Electronic Message Sign will comply with all Operational Standards as set forth in Chapter 30, Section 30-705.h (see below)
- D. **Response: NCH assures the use of the electronic message sign will comply with all Operational Standards as set forth in Chapter 30, Section 30-705.h (From the attached statement from the LED Manufacturer regarding the dimming function.)**

If any additional information is required relating to this request, please contact me directly.

Thank you,



Allen C. Jensen CFM CHSP
Executive Director, Facilities Management
Northwest Community Hospital



To whom this may concern:

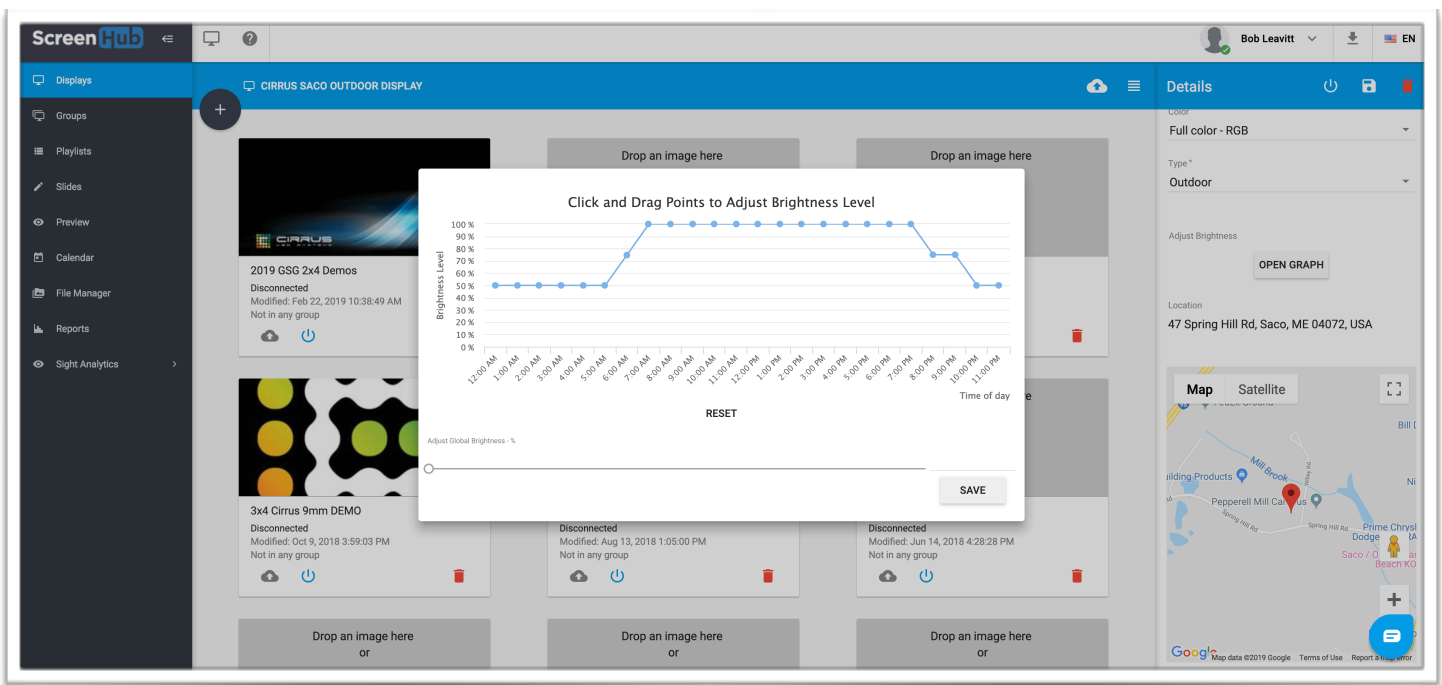
Cirrus LED is a US-based manufacturer of LED displays. We bring the world's first suite of turnkey interconnected tools for **optimizing** on-site marketing with software and hardware systems to help businesses or organizations look its best.

As Sales Director, I can certify that our displays have brightness adjustments to change the light output throughout the day to meet any ordinances or requirements of the town.

We take a software approach to dim our displays vs a physical sensor, as the sensors are the first thing on the sign to break causing a disruption in what this sensor is intended to do. Using software to control the brightness is superior in every aspect as it can replicate what a physical sensor can do... but cannot fail.

Our automatic dimming functionality exists through a weather API our sign is connected to. Location based weather is accurately updated in real-time, as is time of day. With this real time updating, the sign will dim based on any type of parameter on a curve in relation to sunset and sunrise.

For example, below is the graph you can use to set the brightness to required city ordinances and will follow the correct time of day at the location.



Additional functionality is being added to dim based on current weather events. For example, if there is a thunderstorm in the area, the sign will dim to the required brightness. Leveraging software to replicate a physical sensor is proven to work more effectively. Sensors added to these signs 15-20 years ago were considered novel at the time... but in 2019 they have become antiquated and unreliable vs this modern approach through software.

If you have questions about our brightness adjustments, please don't hesitate to ask.

Sincerely,



Dan Kerluke
Sales Director
415-851-0511
dkerluke@cirrusled.com

