

From: tracey@expeditethediehl.com <tracey@expeditethediehl.com>

Sent: Monday, June 22, 2020 4:54 PM

To: Hautzinger, Steve <shautzinger@vah.com>

Cc: tracey@etd.website

Subject: RE: Verizon sign variation

The applicant has proposed a sign replacement that has recently been approved. However there is a fourth sign on the East elevation that would be facing a parking lot and visible from East Rand Road as well as the west bound traffic lanes for East Palatine Road. The sign proposed is necessary for this location to be seen from that vantage point. Verizon customers are not always local, and often coming from outlying areas where they need to find a destination that they are unfamiliar with. Having adequate signs is important for the business to be able to take it's place amongst other retailers. The sign proposed is consistent with nearby businesses and the types of signs found in this area. This sign will not detract from the nature of the surrounding properties or have a negative impact on the neighborhood here.

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

This is an existing retail structure that has three parking lot frontages and the lot has three street frontages. This shopping center has multiple points of entry to the front and rear that make it unique. The east wall is visible from the southeast corner of the lot on E. Rand Road and from the westbound traffic on E. Palatine Road.

b. 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.

This is not a hardship that is shared by others as directly next door is a direct competitor ATT and they have various signs on all elevations. The granting of this variance will not create a traffic hazard or depreciate the properties, but rather enhance the use of this existing retail service provider. Existing mature treescapes make it difficult to locate all elevations and the sign on the east elevation is necessary for motorists to find their way.

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

The existing mature trees and multiple points of entry as well as several parking lot frontages create a uniqueness to this location that also form a hardship. The variance will be a single sign on the east elevation where all signs were recently replaced on the other elevations, which resulted in a reduction of overall sign area. The new sign does not give them a competitive advantage, but rather allows them to take their place in the shopping center among other retail businesses that have multiple signs on multiple elevations.

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

The sign proposed is consistent with other signs that exist here. This does not alter the character of the location or zoning district.

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

With a direct competitor next door the business needs the sign to provide potential customers with notice that they are there and customers have a right to be aware of their choices in services.

Thank you so much,

Tracey Diehl

Owner

Office 614/828.8215 Fax 206/350.1097

Web ExpediteTheDiehl.com

Sign summary / Site Plan

Location #: 5

Address: 375 E Palatine Rd.
Arlington Heights, IL

Sign #1 - EXISTING

Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
PARALLEL		
Offset from road		94'
# of Lanes		6
Target letter height		32"

Sign #2 - EXISTING

Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
PERPENDICULAR		
Sign Location of turn		After
# of Lanes		6
Position of sign relative to vehicle turning point		173'
MPH		35
Target letter height		32"

Sign #3 - EXISTING

Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
NO TRAFFIC		
Viewing distance		576'
Target letter height		32"

Sign #4 - PROPOSED (VARIATION REQUIRED)

Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
PERPENDICULAR		
Sign Location of turn		Before
# of Lanes		6
Position of sign relative to vehicle turning point		127'
MPH		35
Target letter height		32"

Sign #5 - EXISTING GROUND SIGN

Qty: 2	Custom D.F. Illuminated Tenant Monument Replacement Face	38 Sq.Ft.
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Total Proposed 147.2 Sq.Ft.



Drawing prepared by:



Location:
375 E Palatine Rd.
Arlington Heights, IL

File Path:

K:\EGV-ART\Active\ACCOUNTS\Verizon\Project 3175\Locations Right Size\3175_0005_Arlington Heights_IL_R1

Proj #:

3175

Loc #:

5



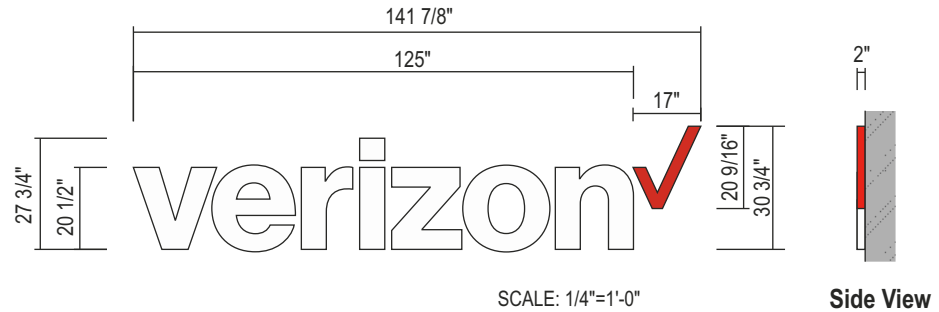
Drawing prepared for:

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Rev 1	259227	10/04/17	KWK	Rev 7	000000	00/00/00	XXX	Rev 13	000000	00/00/00	XXX
Rev 2	000000	00/00/00	XXX	Rev 8	000000	00/00/00	XXX	Rev 14	000000	00/00/00	XXX
Rev 3	000000	00/00/00	XXX	Rev 9	000000	00/00/00	XXX	Rev 15	000000	00/00/00	XXX
Rev 4	000000	00/00/00	XXX	Rev 10	000000	00/00/00	XXX	Rev 16	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

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Proposed Signage

Sign #1 - NORTH ELEVATION (EXISTING)		
Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
PREVIOUSLY APPROVED Sq. Ft.		58 Sq. Ft.
CODE ALLOWED Sq. Ft.		81 Sq. Ft.
TARGET LETTERS HEIGHT		32"
NOTES: Remove existing letterset, patch and paint as necessary. Install new letterset. Sign Size Was Maximum Using The Minimum Negative Space. Restricted by sign band height. The Sign Was Centered Horizontally And Vertically On Sign Band. 4 sign rule		



Drawing prepared by:



Location: 375 E Palatine Rd.
Arlington Heights, IL
File Path: K:\EGV-ART\Active\ACCOUNTS\Verizon\Project 3175\Locations Right Size\3175_0005_Arlington Heights_IL_R1

Proj #: 3175
Loc #: 5

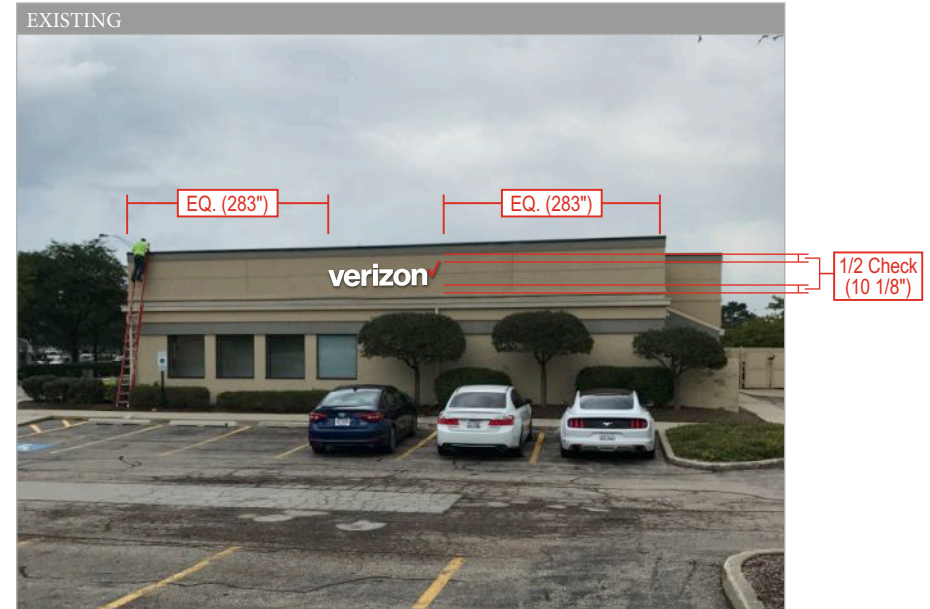
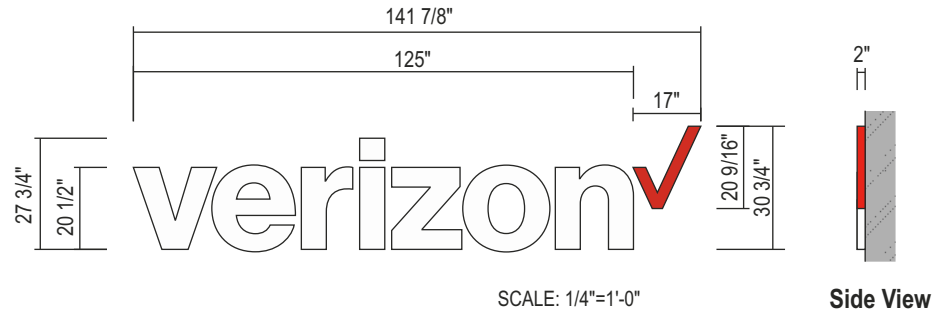
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Rev 4	000000	00/00/00	XXX	Rev 10	000000	00/00/00	XXX	Rev 16	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

Proposed Signage

Sign #2 - WEST ELEVATION (EXISTING)		
Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
PREVIOUSLY APPROVED Sq. Ft.		47 Sq. Ft.
CODE ALLOWED Sq. Ft.		0 Sq. Ft.
TARGET LETTERS HEIGHT		32"
NOTES: Remove existing letterset. patch and paint as necessary. Install new letterset. Sign Size Was Maximum Using The Minimum Negative Space. Restricted by sign band height. The Sign Was Centered Horizontally And Vertically On Sign Band. 4 sign rule		



Drawing prepared by:



Location: 375 E Palatine Rd.
Arlington Heights, IL
File Path: K:\EGV-ART\Active\ACCOUNTS\Verizon\Project 3175\Locations Right Size\3175_0005_Arlington Heights_IL_R1

Proj #: 3175
Loc #: 5

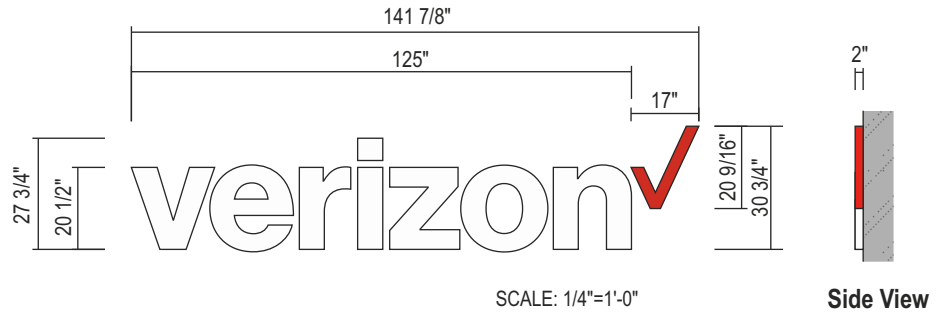
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Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

Proposed Signage

Sign #3 - SOUTH ELEVATION (EXISTING)		
Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
PREVIOUSLY APPROVED Sq. Ft.		47 Sq. Ft.
CODE ALLOWED Sq. Ft.		0 Sq. Ft.
TARGET LETTERS HEIGHT		32"
NOTES: Remove existing letterset, patch and paint as necessary. Install new letterset. Sign Size Was Maximum Using The Minimum Negative Space. Restricted by sign band height. The Sign Was Centered Horizontally And Vertically On Sign Band. 4 sign rule		



Drawing prepared by:



Location: 375 E Palatine Rd.
Arlington Heights, IL

Proj #: 3175

Loc #: 5

File Path: K:\EGV-ART\Active\ACCOUNTS\Verizon\Project 3175\Locations Right Size\3175_0005_Arlington Heights_IL_R1

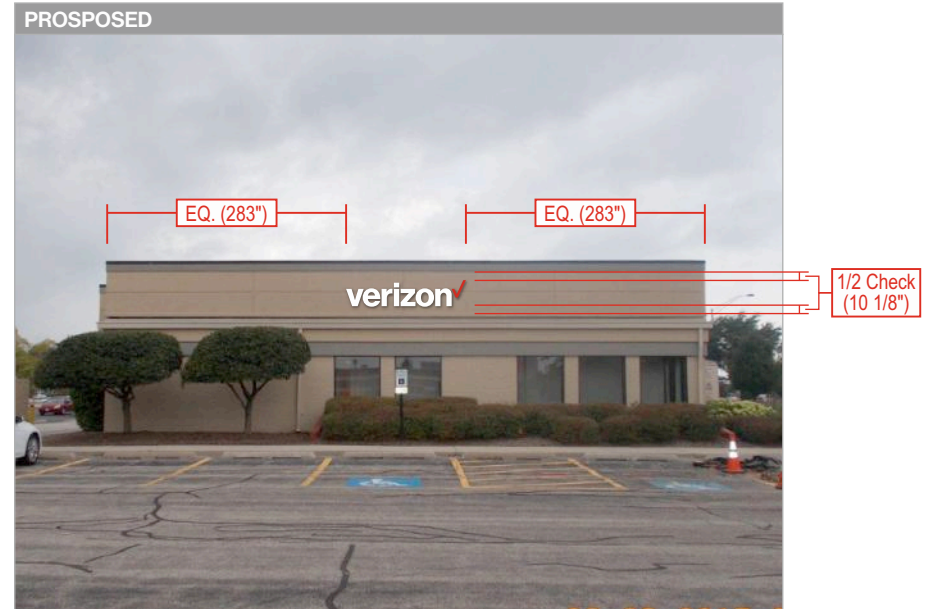
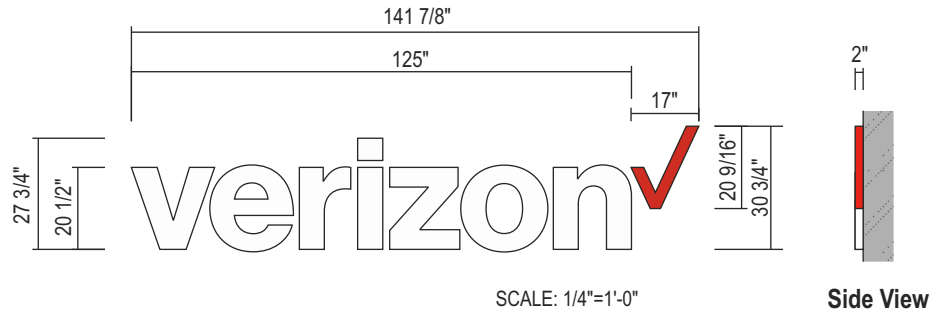
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Rev 4	000000	00/00/00	XXX	Rev 10	000000	00/00/00	XXX	Rev 16	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

Proposed Signage

Sign #4 - EAST ELEVATION (PROPOSED)		
Qty: 1	20 1/2" Illuminated Channel letters - White Flush Mounted	27.3 Sq. Ft.
EXISTING Sq. Ft.		N/A
CODE ALLOWED Sq. Ft.		0 Sq. Ft.
TARGET LETTERS HEIGHT		32"
NOTES: Remove existing letterset, patch and paint as necessary. Install new letterset. Sign Size Was Maximum Using The Minimum Negative Space. Restricted by sign band height. The Sign Was Centered Horizontally And Vertically On Sign Band. 4 sign rule		



Drawing prepared by:



Location: 375 E Palatine Rd.
Arlington Heights, IL

Proj #: 3175

Loc #: 5

File Path: K:\EGV-ART\Active\ACCOUNTS\Verizon\Project 3175\Locations Right Size\3175_0005_Arlington Heights_IL_R1

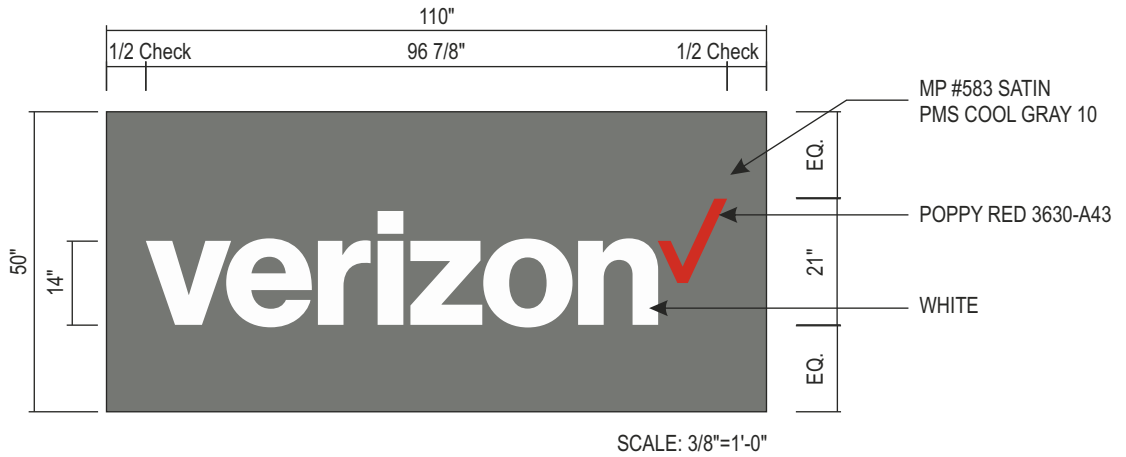
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Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

Proposed Signage

Sign #5		
Qty: 2	Custom D.F. Illuminated Monument Panaflex Replacement Face	38 Sq.Ft.
Notes		



Drawing prepared by:



Location: 375 E Palatine Rd.
Arlington Heights, IL

Proj #: 3175

Loc #: 5

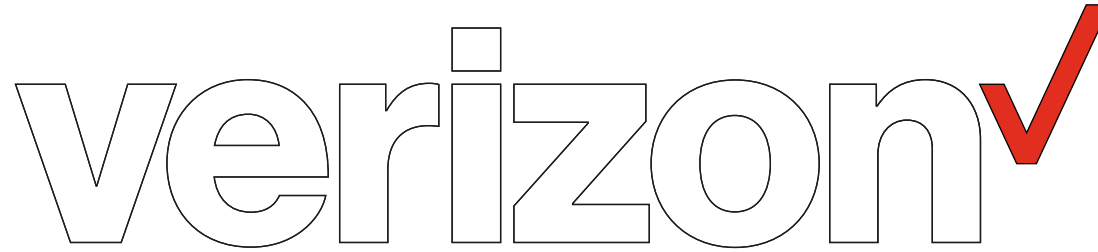
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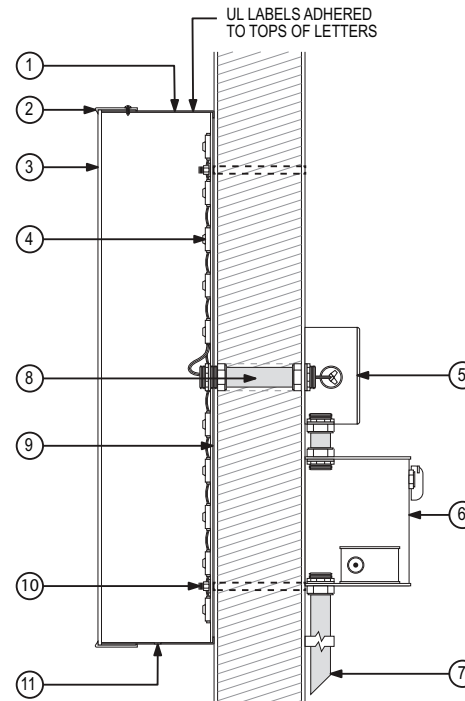


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Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

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VERIZON LETTERS	
1	0.040 ALUMINUM RETURNS (2" DEPTH); PAINTED MP #6425 SP SATIN HI HIDE WHITE
2	3/4" TRIM CAP: (WITH JEWELITE WASHER HEAD PHILLIPS SCREWS) PAINTED MP #6425 SP SATIN HI HIDE WHITE
3	3/16" ACRYLIC FACE: #7328 P95 MATTE ACRYLIC FACE
4	LED UNITS (WHITE): SLOAN V-PRISM #701269-6WSJ1-MB
CHECKMARK LOGO	
1	0.040 ALUMINUM RETURNS (2" DEPTH); PAINTED MP #643 SATIN: PMS 485
2	3/4" TRIM CAP: (WITH JEWELITE WASHER HEAD PHILLIPS SCREWS) PAINTED MP #643 SATIN: PMS 485
3	3/16" ACRYLIC FACE: #7328 WHITE ACRYLIC WITH APPLIED 3M 3630-143 VINYL
4	LED UNITS (RED): PRINCIPAL PL-FS3 RD1-P
IDENTICAL SPECS	
5	UL LISTED HOUSING: SECONDARY WIRING SPLICE POINT (WHEN NEEDED)
6	UL HOUSING W/ SLOAN 701507-MODW 60W PWR SUPPLY (QTY VARIES) DISCONNECT SWITCH FOR DEDICATED PRIMARY POWER CIRCUIT
7	PRIMARY POWER CIRCUIT (PROVIDED/PERMITTED BY OTHERS) TO BE PLACED WITHIN 5 FEET OF CENTER OF SIGN
8	CONDUIT: SECONDARY ELECTRICAL RUN
9	0.063 ALUMINUM BACK: PRECOAT WHITE FINISH
10	MOUNTING HARDWARE: VARIES ON FACADE TYPE AND SUPPORT STRUCTURE
11	WEEP HOLES



LETTER SECTION DETAIL

SCALE: N.T.S.

WALL TYPE	EIFS WALL W/ FOAM INSULATION
SECTION	
ANCHOR TYPE	ø3/8" THREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE

MOUNTING DETAIL

SCALE: N.T.S.

Drawing prepared by:



Location: 375 E Palatine Rd.
Arlington Heights, IL

Proj #: 3175

Loc #: 5

File Path: K:\EGV-ART\Active\ACCOUNTS\Verizon\Project 3175\Locations Right Size\3175_0005_Arlington Heights_IL_R1

Drawing prepared for:



Revision #:	Req. #:	Date:	Artist:	Revision #:	Req. #:	Date:	Artist:	Revision #:	Req. #:	Date:	Artist:
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Rev 4	000000	00/00/00	XXX	Rev 10	000000	00/00/00	XXX	Rev 16	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX	Rev 11	000000	00/00/00	XXX	Rev 17	000000	00/00/00	XXX

Sign Variation Application and Procedures

Village of Arlington Heights

33 S. Arlington Heights Road

Arlington Heights, IL 60005

MATERIAL LIST*

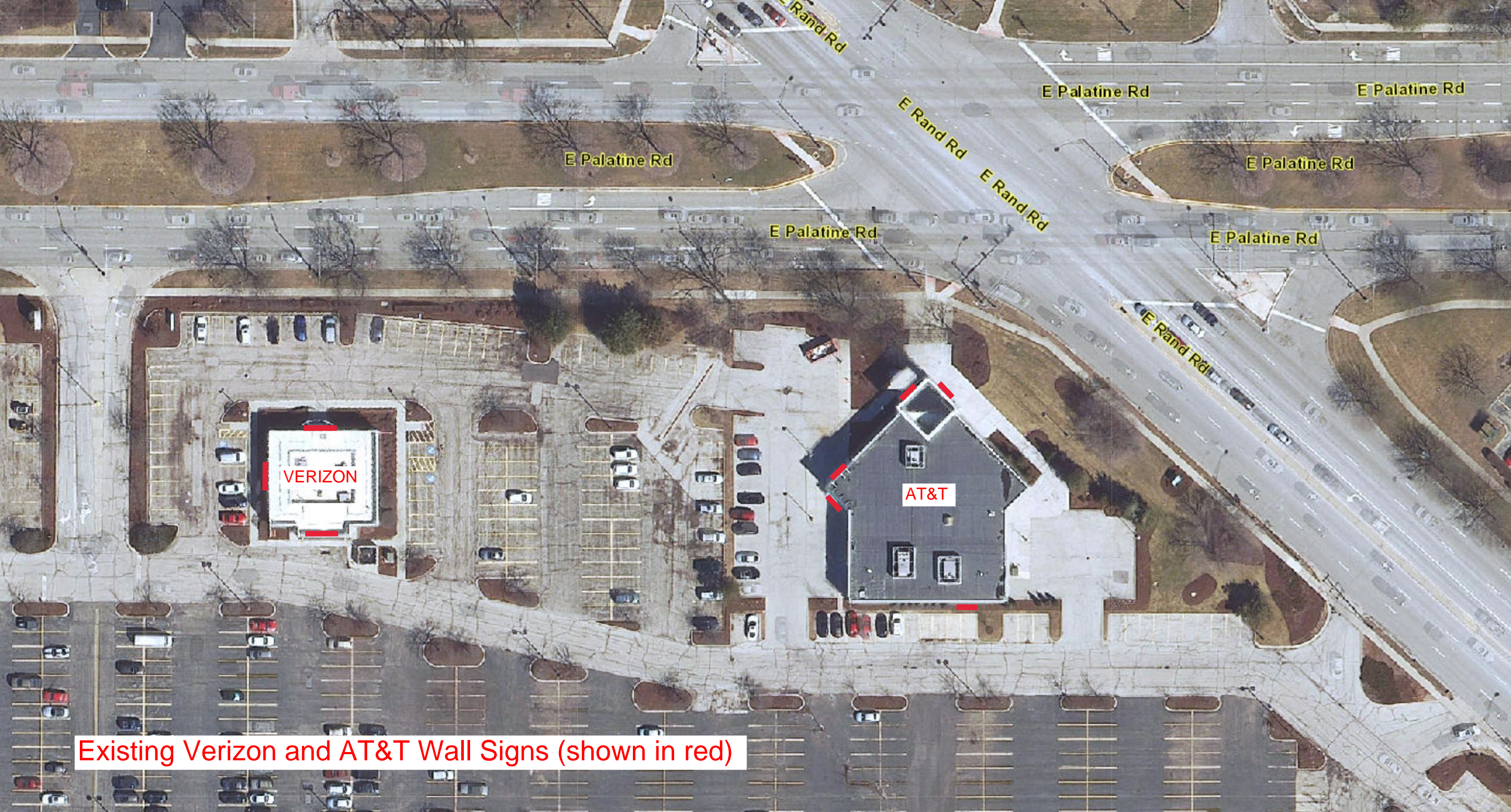
1. Petitioner Name: VERIZON WIRELESS
2. Date: 5/20/2020
3. Project: CHANNEL LETTER SIGN PROPOSED FOR THE EAST ELEVATION 27.3 SQ. FT.
4. Location: 375 E PALATINE ROAD, ARLINGTON HEIGHTS IL

Retail/Condominium Building:

Storefront: EXISTING STUCCO, GRAY CREAM COLORED

Fabric Awnings: NONE

Signage: ALL SIGNS WERE REPLACED, THIS IS A 4TH SIGN ON THE EAST ELEVATION FACING A PARKING LOT AND VISIBLE FROM E. RAND ROAD AS WELL AS THE WEST BOUND TRAFFIC LANES FOR E. PALATINE ROAD. THE SIGN PROPOSED IS INTERNALLY ILLUMINATED FLUSH MOUNTED CHANNEL LETTERS WITH WHITE FACE LETTERS AND A RED CHECK MARK CENTERED ON THE WALL THE SIGN IS 20.5" LETTERS AND OVERALL 27.3 SQ. FT. IN SIZE



Existing Verizon and AT&T Wall Signs (shown in red)



AT&T West Elevation - facing
Parking Lot and Verizon Store



AT&T South Elevation - facing Parking Lot



AT&T East Elevation - facing Rand Road