



Engineering • Design • Consulting

July 09, 2021

Addressed to:

**Village of Arlington Heights
Design Commission
33 S. Arlington Heights Road
Arlington Heights, IL 60005**

**Re: Sign Variance Request
2250 S. Arlington Heights Road
Arlington Heights, IL 60005**

Dear Plan Commission:

The following items are signage variance requests and a wall sign explanation.

Ground Sign

The existing Ground sign is currently a straight metal sign whose only tie-in with the existing structure is the stone base upon which it sits.

After exterior improvements are completed, the tie-in will be even less so. A variance is being requested to allow for an increase in area to provide a stone surround to the sign which would allow it to better tie into the new appearance. This would increase the current area of 74 SF to a proposed 104 SF.

While the area of the faces will increase, the amount of actual displayed content will decrease. Currently, the entire sign above the base is displaying information and/or brand content, an estimated 75% of the sign. With this increase, the amount of displayed content will shrink to an estimated 55% of the sign and better tie-in with the primary structure.

Canopy Sign

Three Canopy logos are proposed and in compliance with current signage requirements. A fourth, 9 SF, logo is being requested, on the opposite long side of the Canopy. Due to the angled nature of North Algonquin Road, eastbound traffic will not see the South facing logo unless stopped at a red-light.

Wall Sign

The triangular portion of wall shall be integral to the façade structure. It acts as the termination of the Storefront entry, the adjacent window opposite the entry, and as an extension to the roof parapet wall. Due to this design, the triangular portion is now a reconfigured part of the wall itself that will contribute to the signable area.

The Triangular area is 150 SF; being under 25% signable area and at 150 SF area maximum. Materiality is similar in keeping with the existing traditional building design and only the color shall change.

The only additional signage would be the logo at 22 SF, which would reside inside the modified façade's triangular portion.

30-902 Standards

- A. Particular hardships created by existing conditions include: the angled streets provide difficult and/or unsafe viewing of canopy sign while moving ; A ground sign which will not match the remodeled facility and would stand out visibly more being located at the corner of the site ; An architectural wall element whose entire area may be considered a sign when by definition it is an element that will become part of a remodeled façade.
- B. None of these elements should be considered obtrusive or unsafe. The Canopy sign in particular is being requested as an addition due to safety of oncoming traffic which may not identify the building in time to safely navigate.

Nearby Property values, being largely commercial, should benefit and not decrease as a result of the overall remodel, but also the easier identification of the site. A visible investment in the area is more likely to attract other investments of surrounding commercial property more generally.

- C. As mentioned in A, the site location and city beautification create issues that may result in running afoul of said standards. Suggested variances would better comply with safety and aesthetic standards.
- D. The requested variances will not alter the essential character of the locality. The area is commercial and high traffic and this is a commercial investment which would benefit the area through increased commerce and minimal, if any, impact to the surroundings.
- E. Signage is an integral part of a retail petroleum business as people shop by price and make their decision about stopping based on seeing the price. The easier it is for people to see the sign, the greater distance they have to stop, allowing for a decreased chance in accidents.



Total Signage

The Current total allowed square footage of signage, as per previous variance(s) is 360.38 SF. The Proposed total signage of 494.9 SF is requested. The site size and shape necessitate greater signage for safe viewing by drivers and better design tie-ins with existing building elements.

However it is our opinion that the triangular area of the reconfigured façade is not part of the signage and would reduce the proposed area from 494.9 SF to 370 SF, an increase of only 10 SF.

I trust this meets with your needs and if you have any questions please do not hesitate to call.

Regards,

Heidi Lapin

WT Group | Business Development / Project Manager