



September 30, 2021

Village of Arlington Heights Department of Planning and Community Development 33 South Arlington Heights Road Arlington Heights, IL 60005

Re: Sign Variation Request for an existing Burger King restaurant located at 675 E. Rand Road

Article VII Variations

The (2) sign variations that we are requesting are with regards to the drive-thru signage. The first request is for our fully electronic (digital) drive-thru menu board. The second request is for our order confirmation unit's digital screen exceeding the 2 sq. ft. maximum.

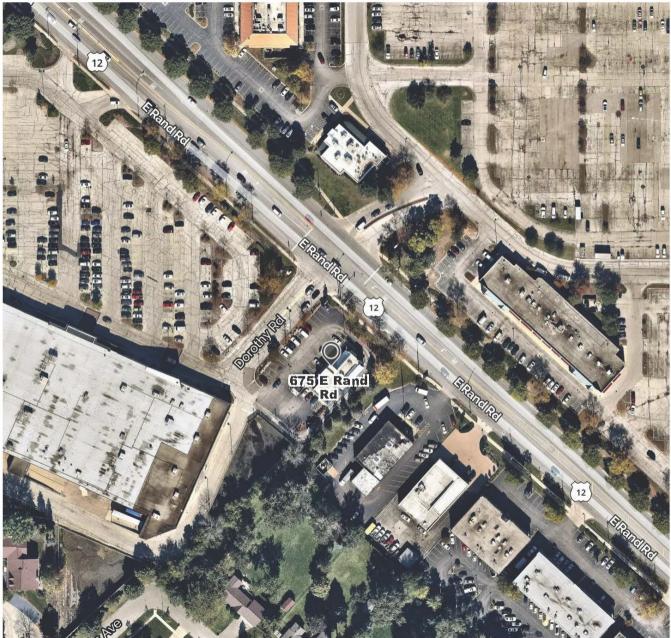
- a. The difficulty or hardship is not self-created by us, the petitioner, because the menu board and order confirmation unit are a Burger King Corporate standard and requirement in the drive-thru lane. The menu board and order confirmation unit are standard design components from Burger King Corporate.
- b. The granting of these variations will not create a traffic hazard, a depreciation of nearby property values or otherwise detrimental to the public health, safety, morals, and welfare. Our all digital/electronic menu board's digital display is 22.2 square feet and is well under the allowable 49 sq. ft. per the sign code. Our all digital/electronic menu board screens are brightness rated as well. This all-electronic menu board is the only option that Burger King Corporate allows us to use in a drive-thru lane. Our standard order confirmation unit has a 6.3 sq. ft. digital order screen. This order confirmation unit is the only option that Burger King Corporate allows us to use in a drive-thru lane.
- c. These variations will serve to relieve us, the applicant, from the sign code restrictions and will not provide us with any type of competitive advantage over similar businesses. Other similar fast-food restaurants use a similar all electronic menu board and order confirmation unit. The 6.3 sq. ft. display area on the order confirmation unit is crucial to the direction of Burger King Corporate and is necessary for the unit to function properly with the menu board and ensure order accuracy.
- d. These variations will not alter the essential character of the locality. The menu board and order confirmation unit are essential to a drive-thru lane and have a similar design to other drive-thru restaurants in the area.
- e. Our business cannot reasonably function without these variations as the all-electronic menu board and order confirmation unit with the larger display screen are standard Burger King drive-thru equipment items. We would have to design and manufacture a custom menu board and order confirmation unit in order to follow the standards of Section 30-902.

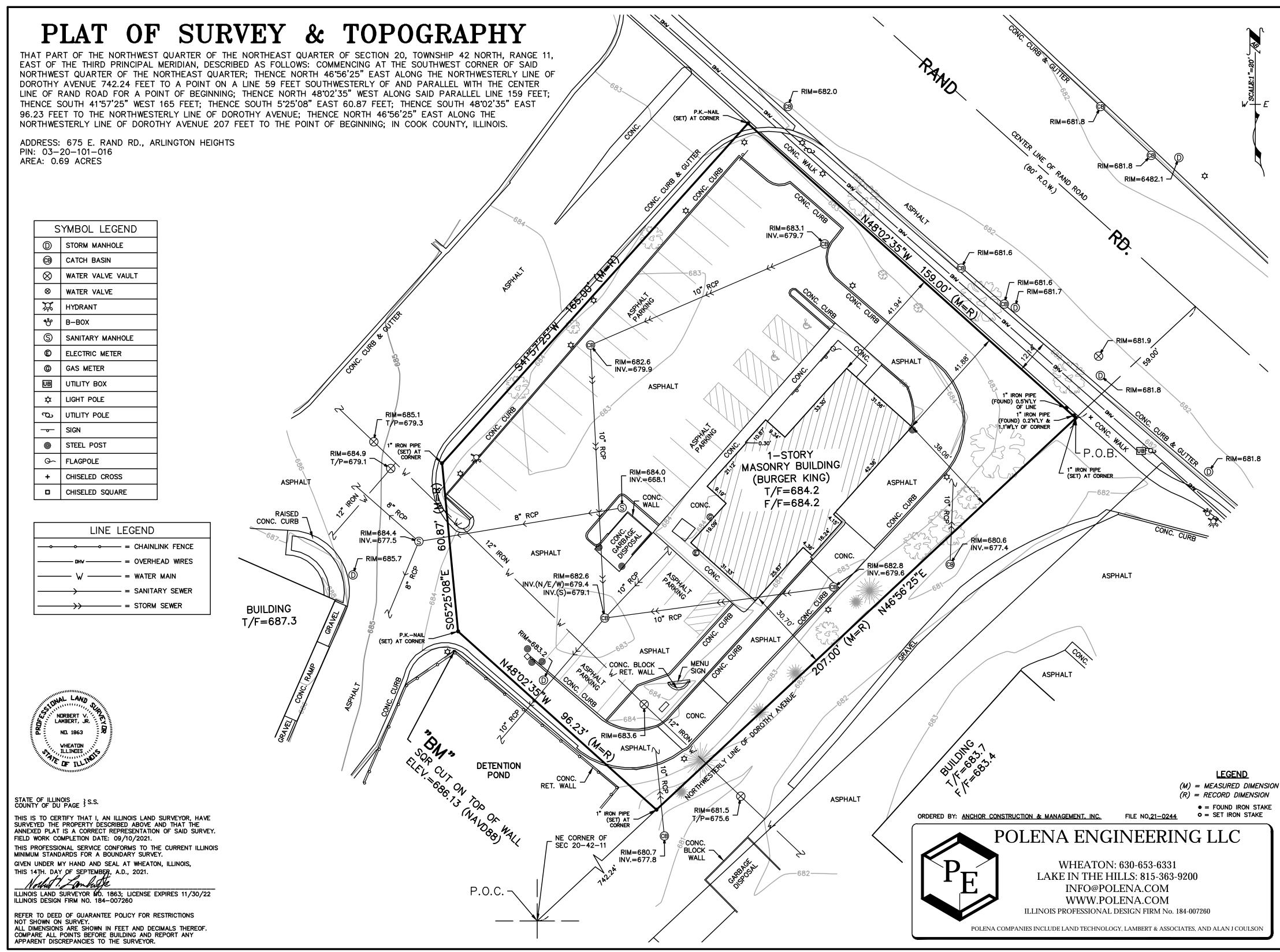
Respectfully,

Joson Alan Berg

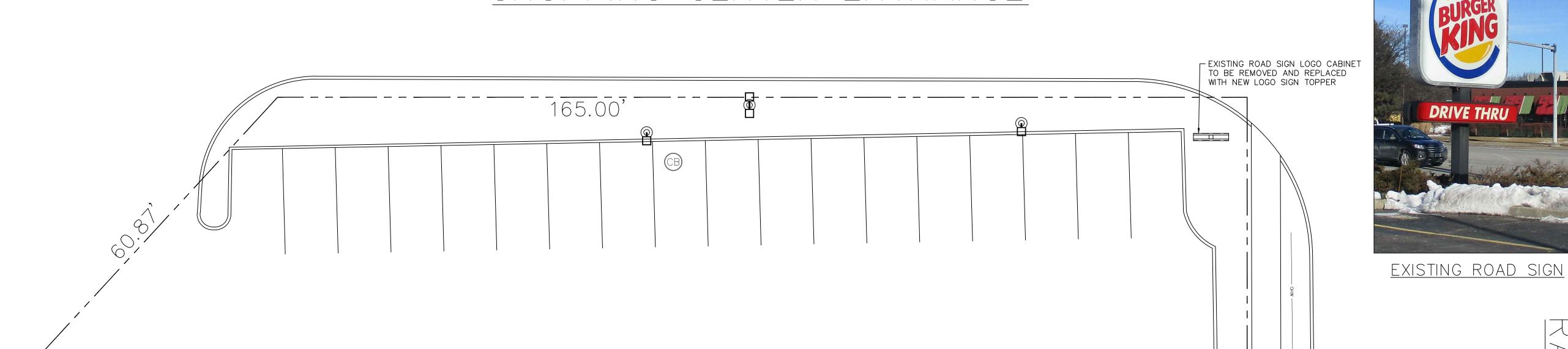
Jason Berg

Director of Construction and Facilities





SHOPPING CENTER ENTRANCE





NOT FOR CONSTRUCTION DRAWING INTENDED FOR DESIGN COMMISSION AND SIGN VARIATION

Kolbrook

ARCHITECTURAL CONSULTANT

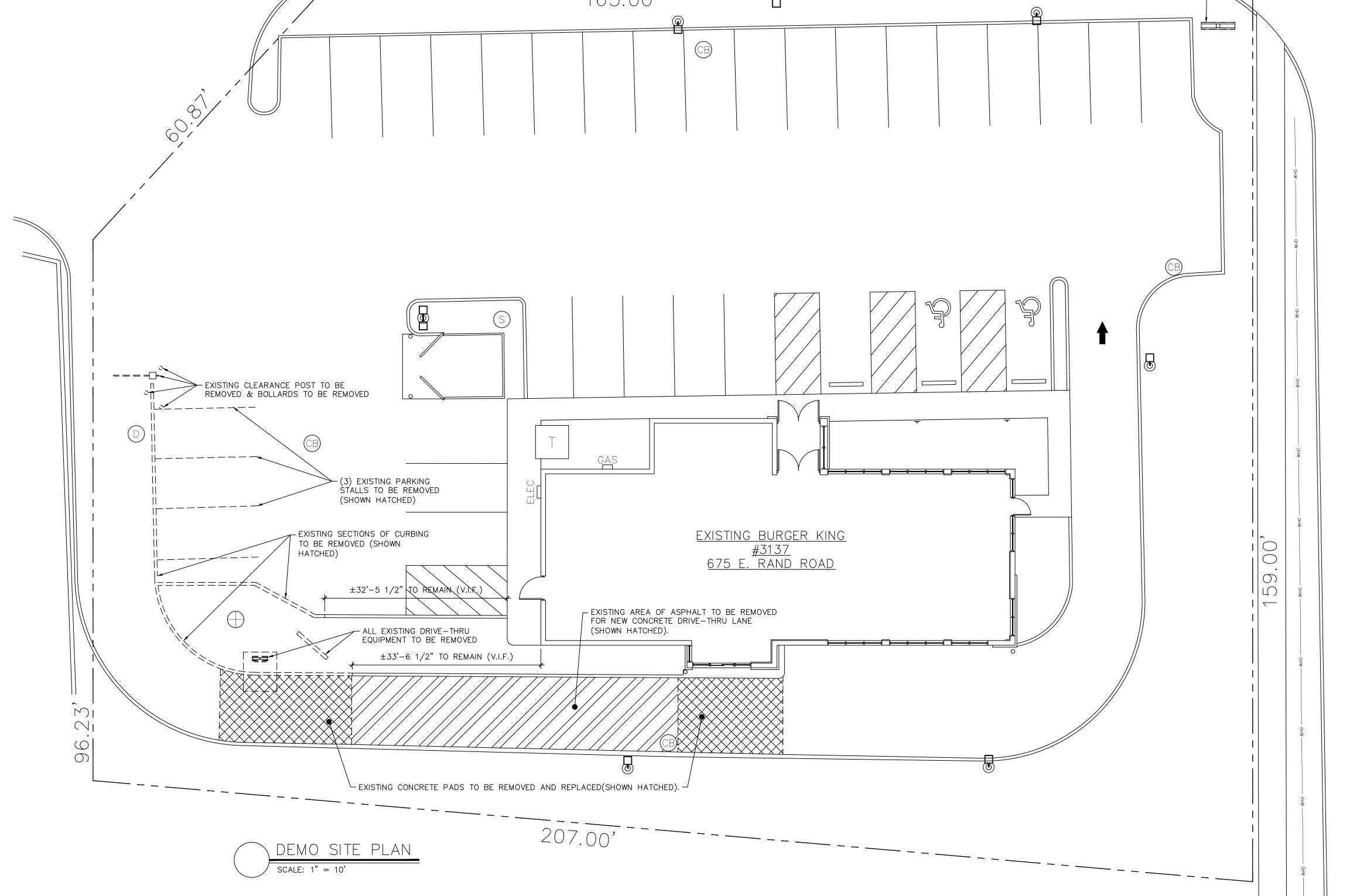
Anchor Construction & Management, Inc

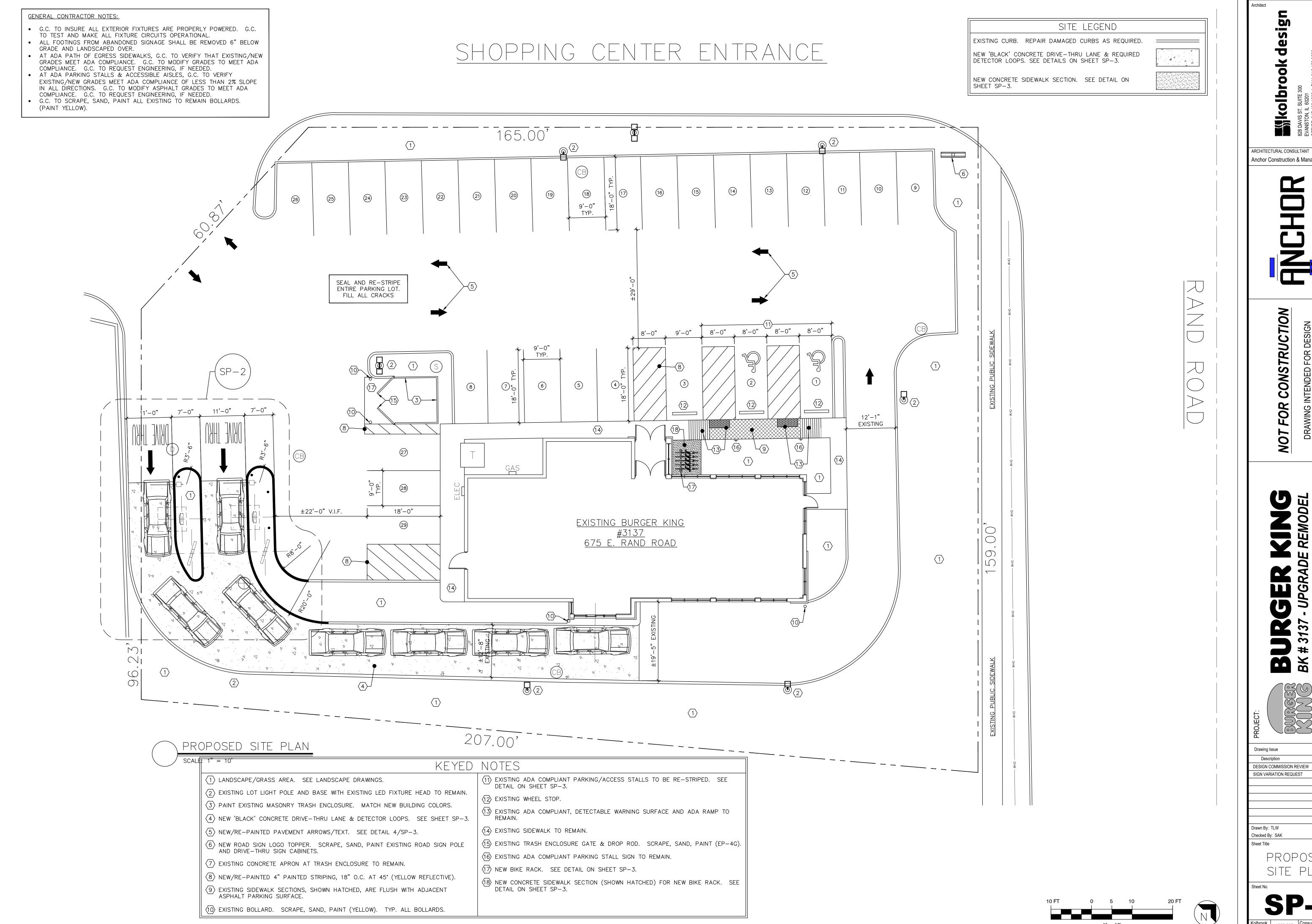
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DESIGN COMMISSION REVIEW SIGN VARIATION REQUEST

Checked By: SAK

DEMO SITE PLAN





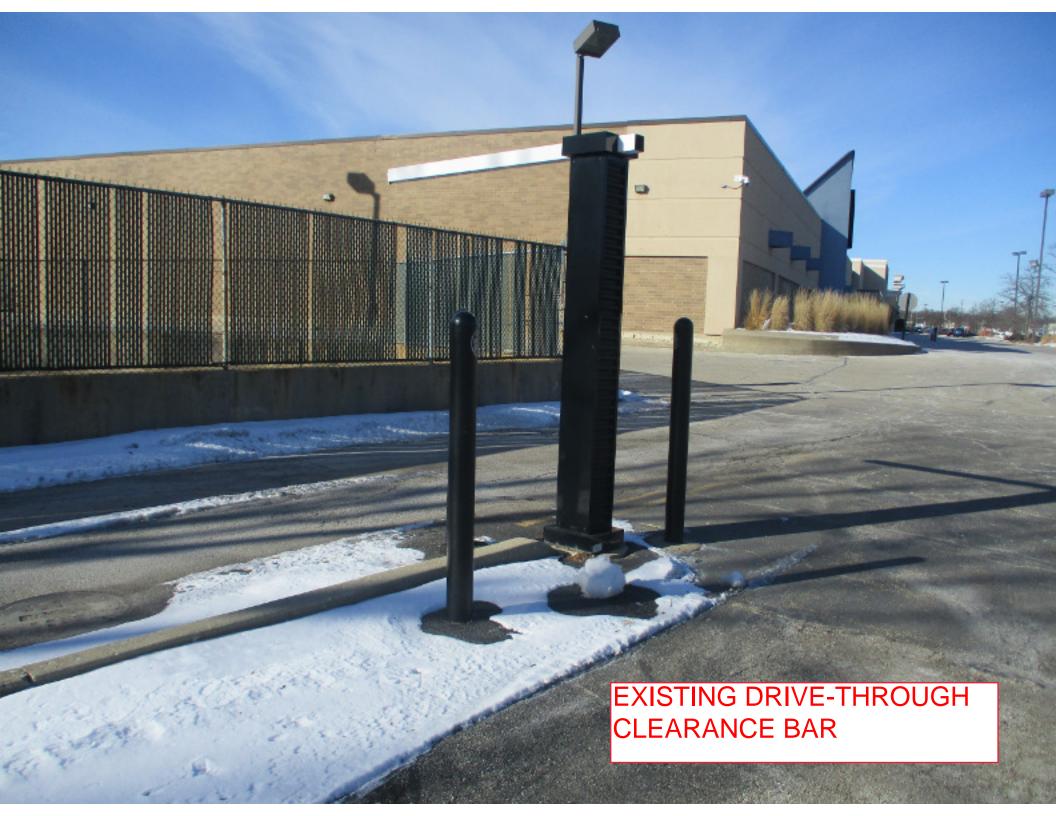
Anchor Construction & Management, Inc.

CONSTRUCTION NOT FOR

BK

DESIGN COMMISSION REVIEW SIGN VARIATION REQUEST

PROPOSED SITE PLAN

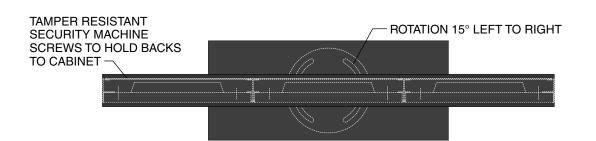




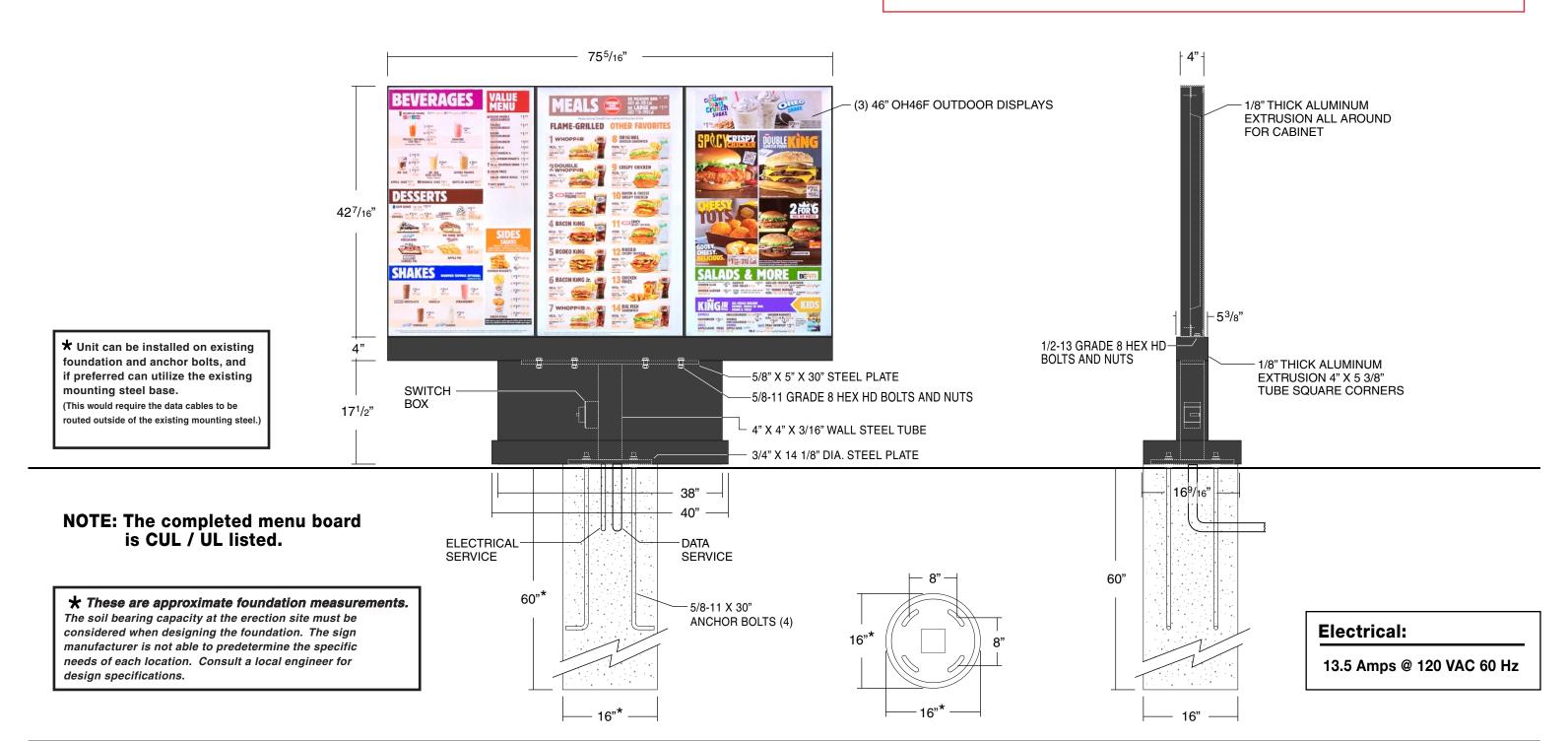








PROPOSED 22.2 SF FULLY ELECTRONIC ELECTRONIC MENU BOARD



Drawing Type Art Creative

Customer Burger King

Project Description 1X3 Digital Drive-Thru Spec.

Drawn By: DL Proj. Man.: Date: 07/25/18 Proj. No.: Note: 1) Housing Constructed of Aluminum Extrusion
2) Entire Board and Steel Powder Coat Black

MATERIALS: All Joints To Be Welded All Around Grade A36 Steel Shapes Grade A500 B Steel Tube



