

April 6, 2022

Sign Variation Application for Raising Cane's RC0484

Located at 225 E. Palatine Rd.

Zoned B-2 General Business

To the Village of Arlington Heights' Design Commission and Village Board of Trustees:

Raising Cane's would like to request sign variations for their new drive thru restaurant located at 225 E. Palatine Rd. for the One Love Heart artwork and 1 Tower. These items are part of the nationally recognized brand image and can be found on a majority of the over 500 Raising Cane's sites. Below is a brief explanation of Raising Cane's and each sign/artwork that is being requested for consideration along with the fact findings for the property.

Founded by Todd Graves in 1996, Raising Cane's specializes in one thing... quality chicken finger meals. Todd Graves worked tirelessly as a young entrepreneur to open his first restaurant, which included jobs working as a boilermaker on a Louisiana refinery and salmon fisher in Alaska to earn the money to open Raising Cane's. When returning home to Baton Rouge, his work wasn't done as he then had to build the restaurant along with the help of his dog, Raising Cane. Raising Cane was around so much during construction that Todd's friends convinced him to name the restaurant after her. Although the building design has undergone changes, the essential quality of the building stills shares the same concept with the "Mothership" flag store that a man built his dream with his own hands. Raising Cane's supports others dreams through community involvement and gave back \$9 million dollars in 2020 to the local communities that Cane's is apart of.

Raising Cane's image was inspired by a mural that was uncovered during construction of the Mothership (see photo 1). The stylization was so unique, Todd decided to incorporate it into the logo.

The One Love Heart is a piece of art that have been featured since 2016 (see photo 2). This artwork is on aluminum substrate that is painted red with white copy of the Village name "Arlington Heights". The heart is constructed of metal pieces that are pin-mounted on the aluminum substrate to give a 3D effect. The One Love Heart is comprised of cutouts of a salmon, construction hat, number "1", disco ball and a dog in a heart form, and is not internally illuminated.

Like the One Love Heart, the 1 Tower is also not internally illuminated and is in the shape of a "1" (see photo 3). This art feature has been integrated into Raising Cane's buildings almost from the start and now features car hood material to mimic the interior table design. The material used is an aluminum sheet that is painted in a multitude of red shades and other outlying complementary colors, and then "aged" to create a realistic car hood appearance. All the panels are mounted to a frame, which is securely attached to the face of the building.

Section 30-902 Standards. The Design Commission and the Village Board of Trustees will base their recommendation for a variation on the following facts:

- A. The particular difficulty or peculiar hardship is not-self created by the petitioner; and
- 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, moral and welfare; and,
- 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; and,
- D. The variation will not alter the essential character of the locality; and,
- E. The applicant's business cannot reasonably function under the standards of this Chapter.

Raising Cane's Responses:

The 1 shape and the One Love Heart should be classified as works of art rather than signage since it is either general copy (1) or has limited copy (One Love Heart has only city name) and aren't designed with advertising offsite but for customers already on the property in the drive thru or entranceway. There isn't advertising directly stating Raising Cane's, slogans or products sold on the premises and therefore, doesn't provide a competitive advantage. These items are similar to a specific lighting or architectural element and could be used by another tenant as they are not trademarked. As both the 1 and the One Love Heart are mounted on the building façade, they pose no traffic hazards, and do not depreciate of surrounding property values or detrimental to health, safety, etc.

Photo 1

Original Mural at the first Raising Cane's store



Photo 2

One Love Heart on substrate



Photo 3

1 Tower Examples





ilm Court
Dining • \$\$



Speedway

Gatsby's Pizza and Pub

Bank of America (with
Drive-thru ATM)



Amazon Hub
Locker - Advik



E Palatine Rd

E Palatine Rd



Raising Cane's
Fast Food • \$



Verizon
Cell phone store



AT&T Store
Cell phone store



BMO Harris Bank



Citi



og Grooming Spa

STSIGNS
Sign shop



E Lillian Ave

PNC Bank



uity Group



JOANN Fabric and Crafts
Fabric store



Walgreens
Drug store



LA Fitness



Golden Corral
Buffet & Grill
Buffet • \$\$



Best Buy
Electronics store



Psychic reading
by Jacques

Olive Garden
Italian • \$



E Rand Rd

SURROUNDING CONTEXT



AT&T (to the east)



VERIZON (to the east)



SUBJECT PROPERTY



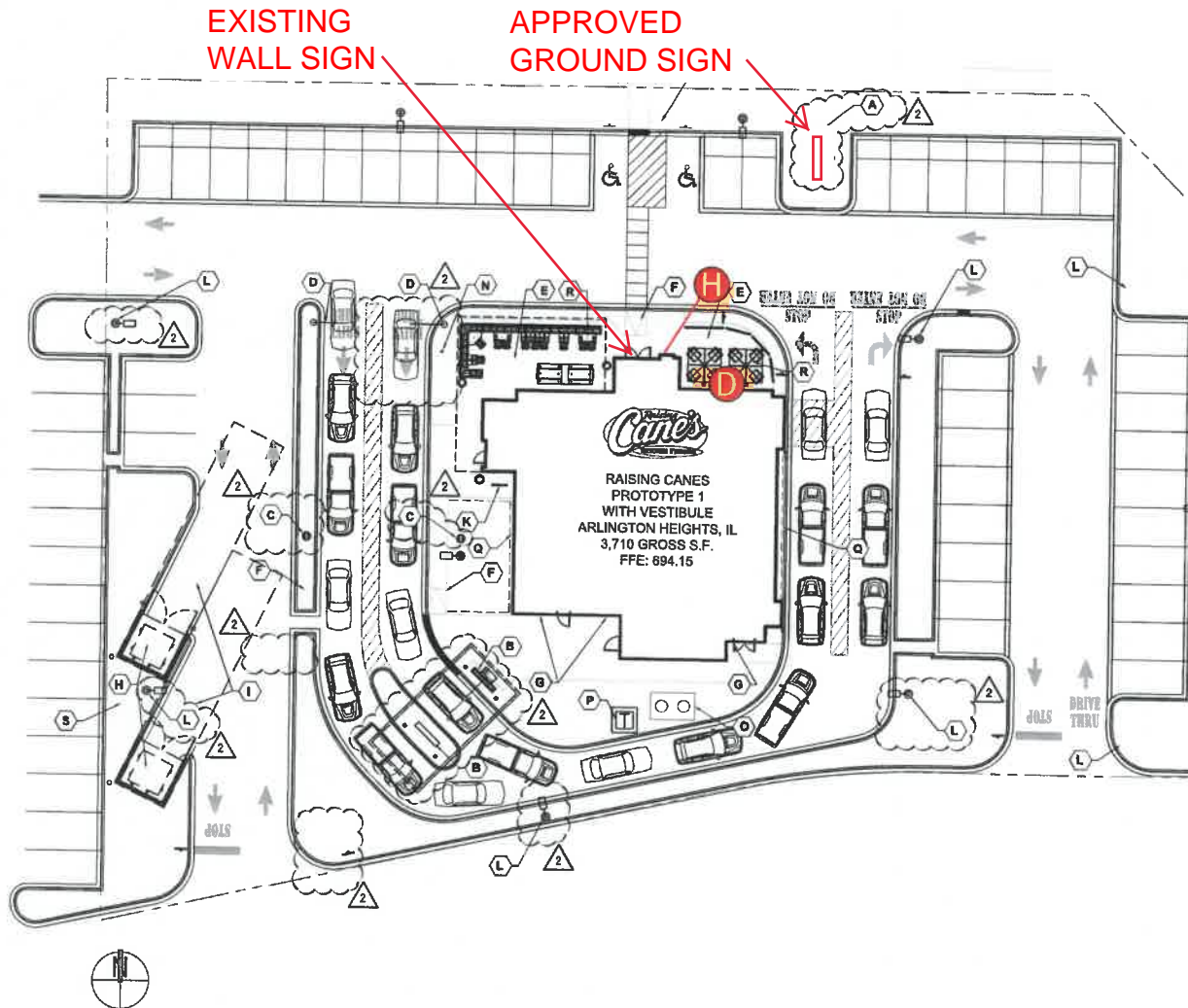
BMO BANK (to the west)



CITIBANK (to the west)

PROPOSED SIGNS

QTY.	CODE	DESCRIPTION
1	OLH	One Love Heart
1	1T	1 Tower



Location: Arlington Heights, IL

Site ID: RC0484

Date: 11/14/2018

AGI Rep: S. Holmes

AGI PM: Briana Bennett

Drawn by: M. Folden

This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

PAGE 2





EXISTING BUILDING



EXISTING BUILDING



RENDERING (NTS)

PROPOSED SIGNS:
D. ONE LOVE HEART
H. "1" TOWER



Scale: 3/32"=1'



Location: Arlington Heights, IL

AGI Rep: S. Holmes

Site ID: RC0484

AGI PM: Briana Bennett

Date: 11/14/2018

Drawn by: M. Folden

This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

PAGE 3



ARLINGTON HEIGHTS' DRIVE-THROUGH RESTAURANTS



SUBJECT PROPERTY



Arby's, Rand Road



McDonald's, Arlington Heights Road



Burger King, Rand Road



Taco Bell, Algonquin Road



McDonald's, Golf Road

EXAMPLES OF TOWERS WITHOUT RED METAL SIGNAGE CLADDING

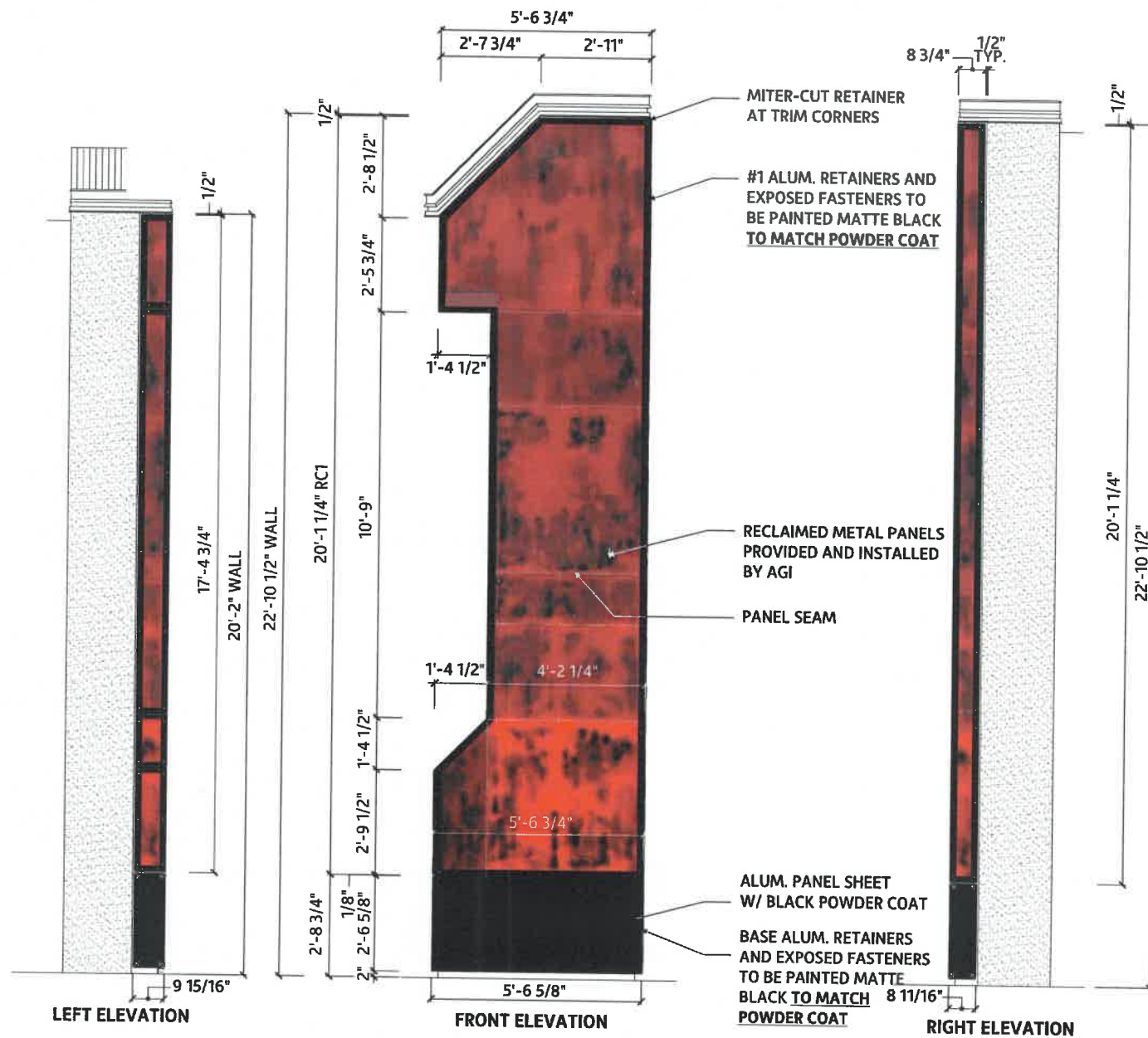


SUBJECT PROPERTY



EXAMPLES WITH NUMBER “1” TOWER SIGNAGE





Location: Arlington Heights, IL

Site ID: RC0484

Date: 11/14/2018

AGI Rep: S. Holmes

AGI PM: Briana Bennett

Drawn by: M. Folden

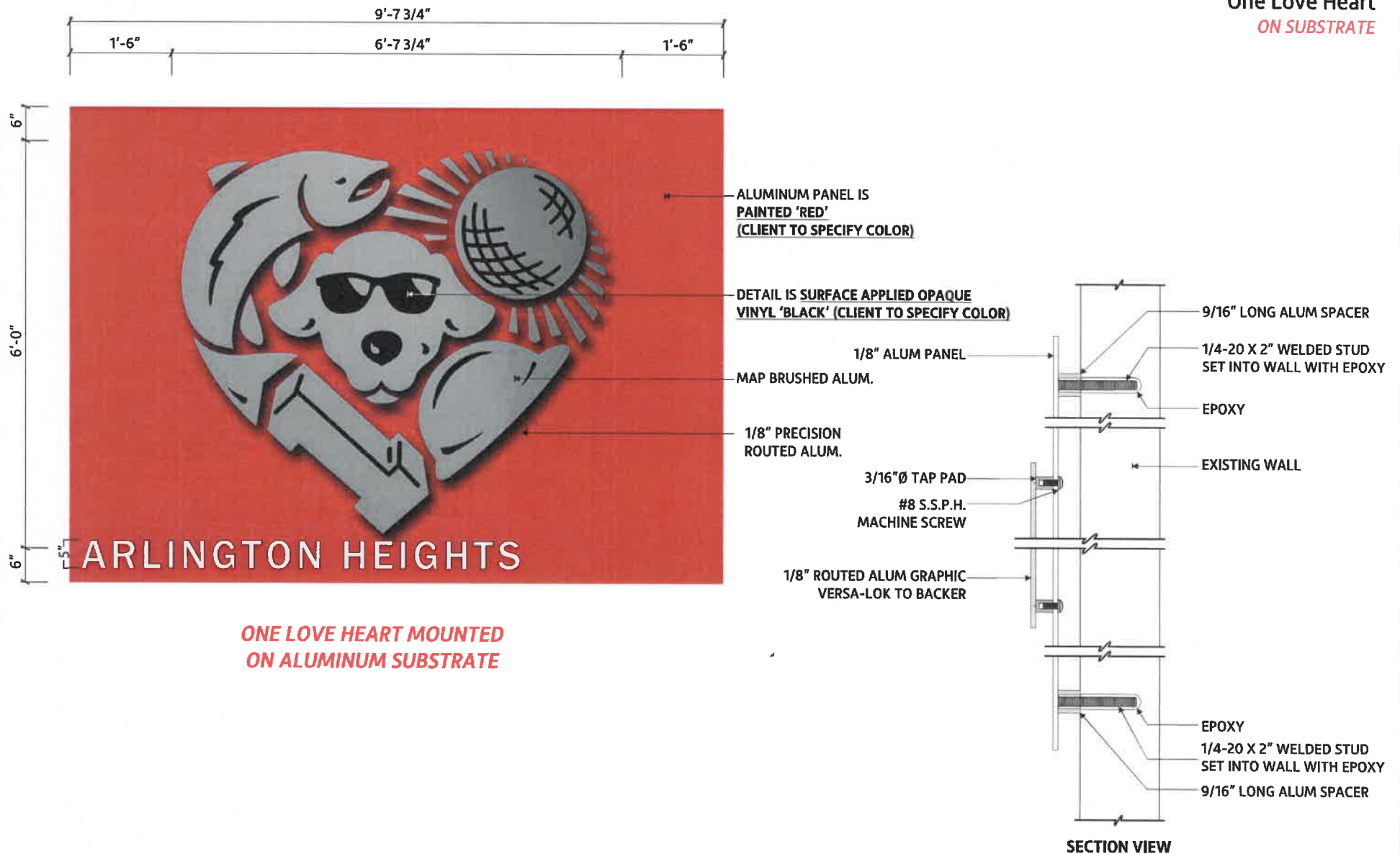
This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

D

CUTSHEET

One Love Heart

ON SUBSTRATE



Location: Arlington Heights, IL

Site ID: RC0484

Date: 11/14/2018

AGI Rep: S. Holmes

AGI PM: Briana Bennett

Drawn by: M. Folden

This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

PAGE 6

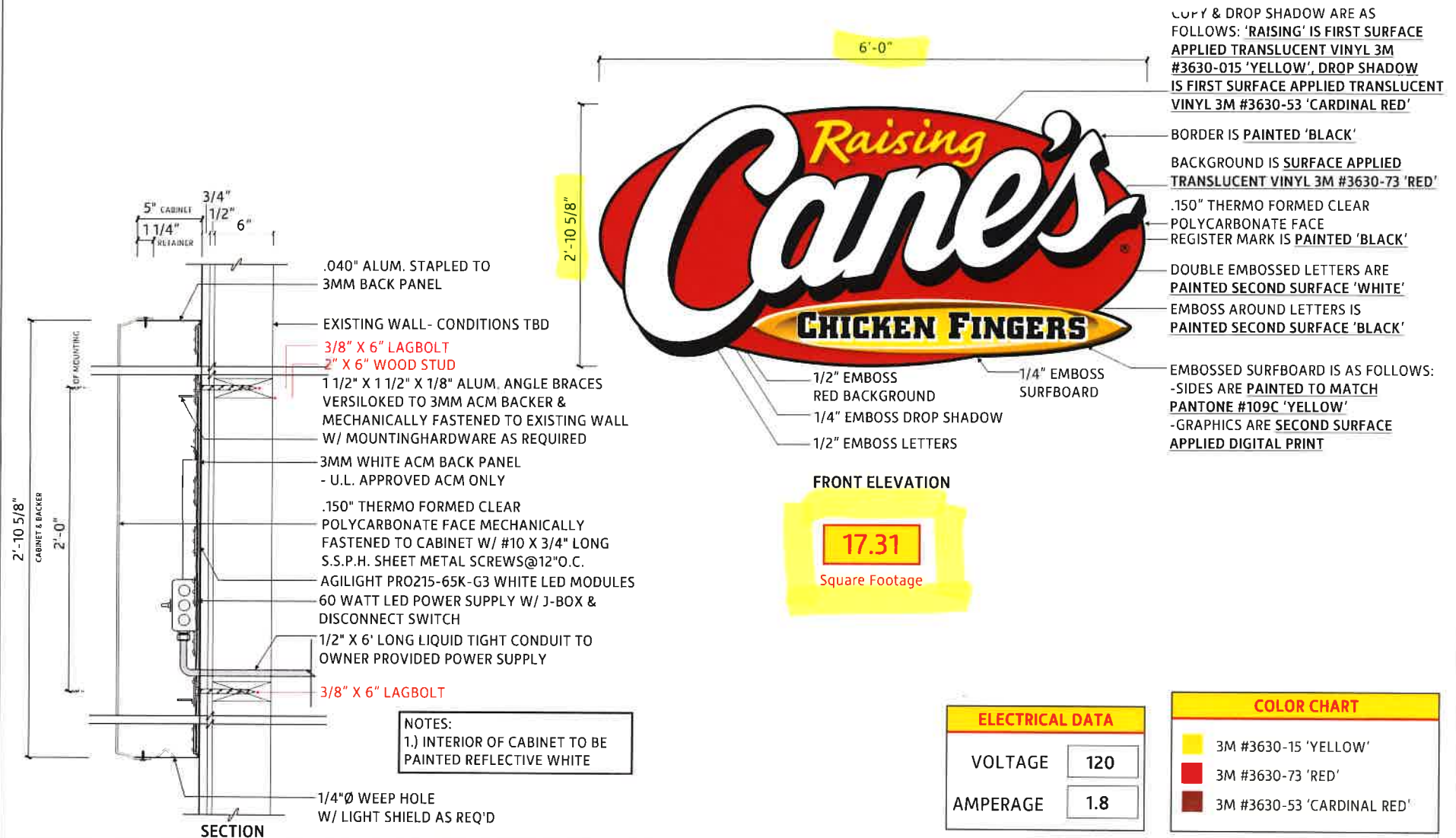


A

CUTSHEET

WS-6FT

EXISTING WALL SIGN



Location: Arlington Heights, IL

AGI Rep: G.W.

Site ID: RC0484

AGI PM: Kayla Urquhart

Date: 11/14/2018

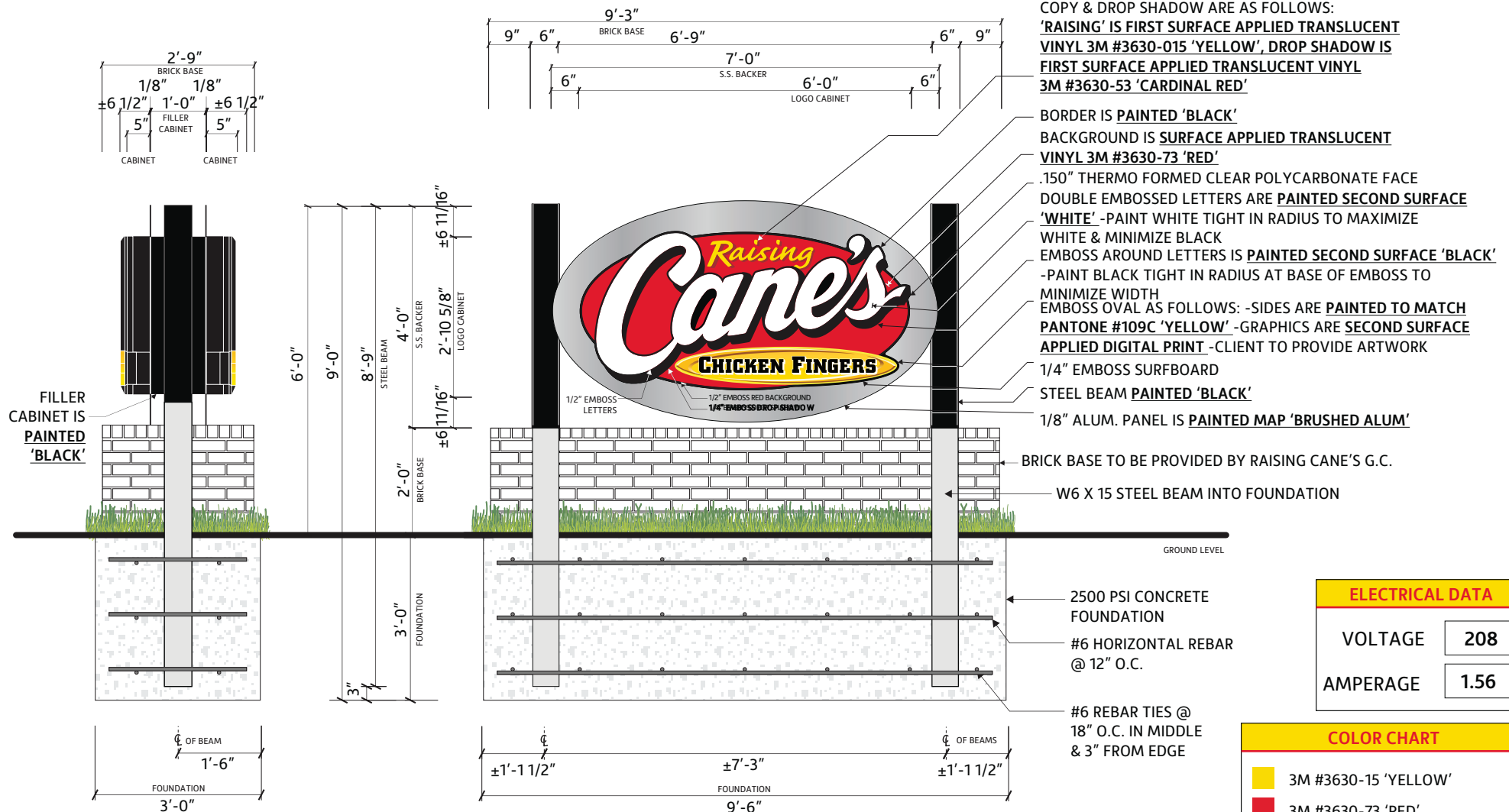
Drawn by: M. Folden

This document is the property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted on a non-exclusive basis for a specific purpose, and the recipient, by accepting this document, assumes custody and agrees that this document will not be copied, reproduced, or otherwise used in part, nor its contents revealed in any manner to any person except for the purpose for which it was intended, nor any special features peculiar to this design for reproduction in other projects.

PAGE 10



APPROVED GROUND SIGN



ELECTRICAL DATA

VOLTAGE 208

AMPERAGE 1.56

COLOR CHART

	3M #3630-15 'YELLOW'
	3M #3630-73 'RED'
	3M #3630-53 'CARDINAL RED'

Scale: 3/8"=1'



Location: Arlington Heights, IL

Site ID: RC0484

Date: 11/14/2018

AGI Rep: S. Holmes

AGI PM: Briana Bennett

Drawn by: M. Folden

This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

Sign Variation Application and Procedures

Village of Arlington Heights

33 S. Arlington Heights Road

Arlington Heights, IL 60005

SAMPLE MATERIAL LIST*

1. Petitioner Name: Raising Canes/All-Right Sign
2. Date: 4-19-2022
3. Project: New signage at Raising Canes
4. Location: 225 E. Palatine Rd.

Retail/Condominium Building:

Signage: Metal panels

- Aluminum panels painted red

- Vinyl - black

- Paint - matte black

- Aluminum retainers painted matte black

List of primary colors, textures and materials to be used. Aluminum panel sheet
with black powder
coat

- Base aluminum retainers