

## SECTION 30-902 Standards

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

*Response:* Walter E Smithe's particular hardship is not self-created and is due to the buildings unique architectural features as the building was originally a multi-tenant space, which has been updated to a single tenant occupancy.

The main entrance is located at the northwest corner of the property, identified on rendering site plan as location #6 and will not receive a wall sign above this specific entrance.

Walter E Smithe is requesting Signs # 1, 2 & 3 to most prominently signify that Walter E Smithe occupies the full building and no longer includes the former tenant Drexel Heritage.

Walter E Smithe is requesting Sign # 4 as they consider this elevation to be the primary business ID for southbound traffic.

With the proposed sign plan consisting of signs #1, 2, 3 & 4, Walter E Smithe is removing and not replacing existing signs referenced as #5 & 6.

### **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**

*Response:* The proposed sign package consisting of four (4) wall signs, one on each side of the building, will not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare. The proposed signage locations seeks to allow Walter E Smithe visible signage on all four (4) elevations.

### **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 application with a competitive advantage over similar businesses**

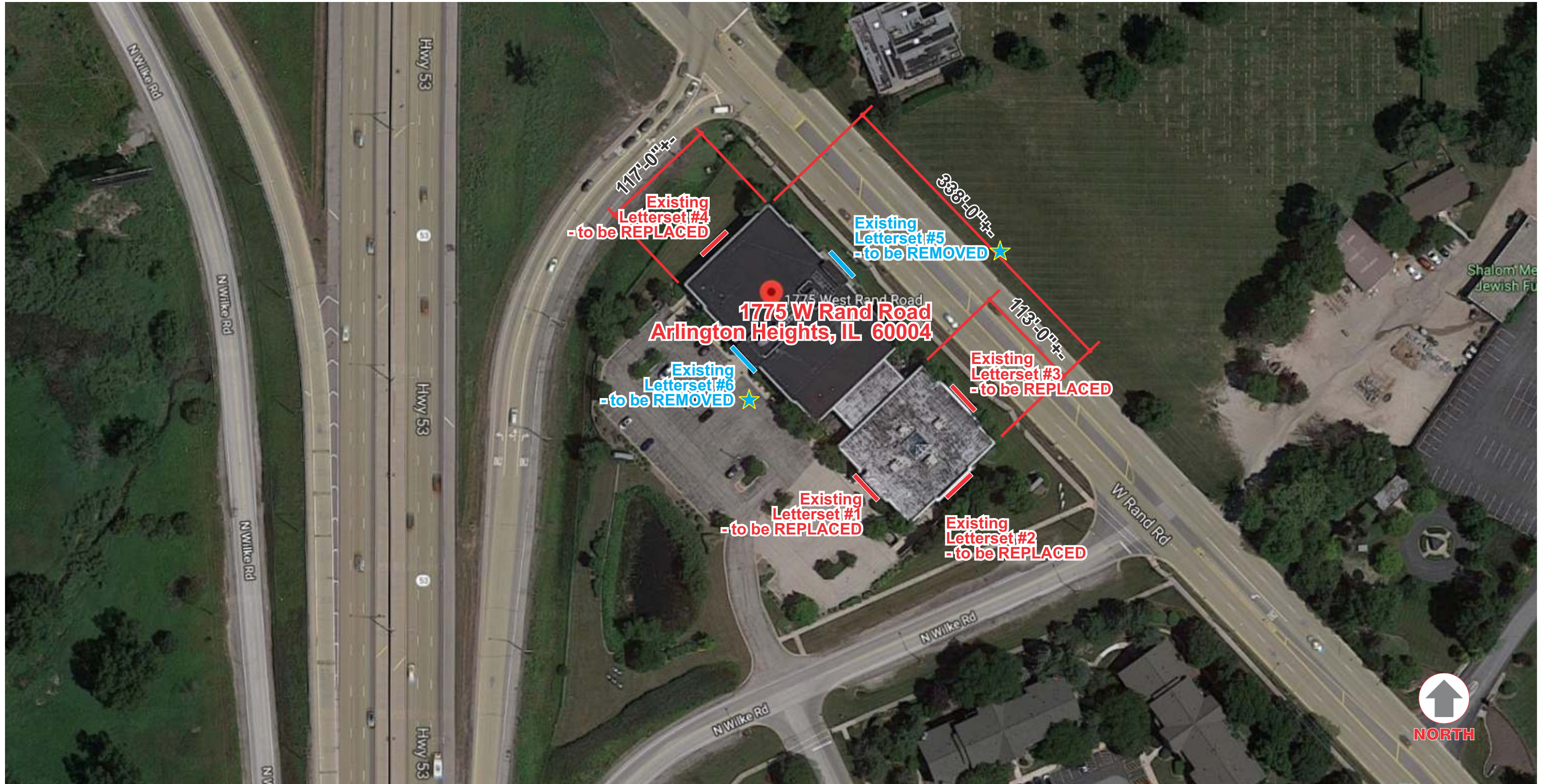
*Response:* Walter E. Smithe wants to improve their visual identity within the community so their business will continue to be successful in the Village of Arlington Heights and the proposed sign package is not to have a competitive advantage over similar businesses. The hardship has to do with the building elevations and the street frontages those elevations face.

### **d. The variation will not later the essential character of the locality**

*Response:* The sign will be in harmony and scale with the architecture of the building in this development & will be consistent with other large signs in the general vicinity. The sign will be constructed with the highest quality materials. The proposed signage seeks to maintain the stylistic approach Walter E. Smithe prides themselves on along with being consistent with the harmonious nature of the building along with the character of the locality.

**e. The applicants business cannot reasonably function under the standards of this Chapter**

*Response:* The proposed sign locations seeks to allow Walter E. Smithe a visible sign on all four (4) elevations showing where this company is located within the Arlington Heights community. The signage will comply with all other applicable requirements of the Arlington Heights sign code. The property currently has six (6) wall signs, of which only four (4) will be replaced and the other two (2) signs will be removed but *not* replaced.



Site Plan -

Est. 1945

WALTER E. SMITHE

Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

drawn by  
PAMELA F

- job#: 22-9063
- 03-22-22
- rev.# 03-06-23

Comments:

**OLYMPIK**  
**SIGNS**

1130 N. Garfield  
Lombard, IL 60148 Ph.# 630.424.6100 Fx.# 630.424.6120 [WWW.OLYSIGNS.COM](http://WWW.OLYSIGNS.COM)

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# Subject Property



**North Elevation – Existing**



**South Elevation - Existing**



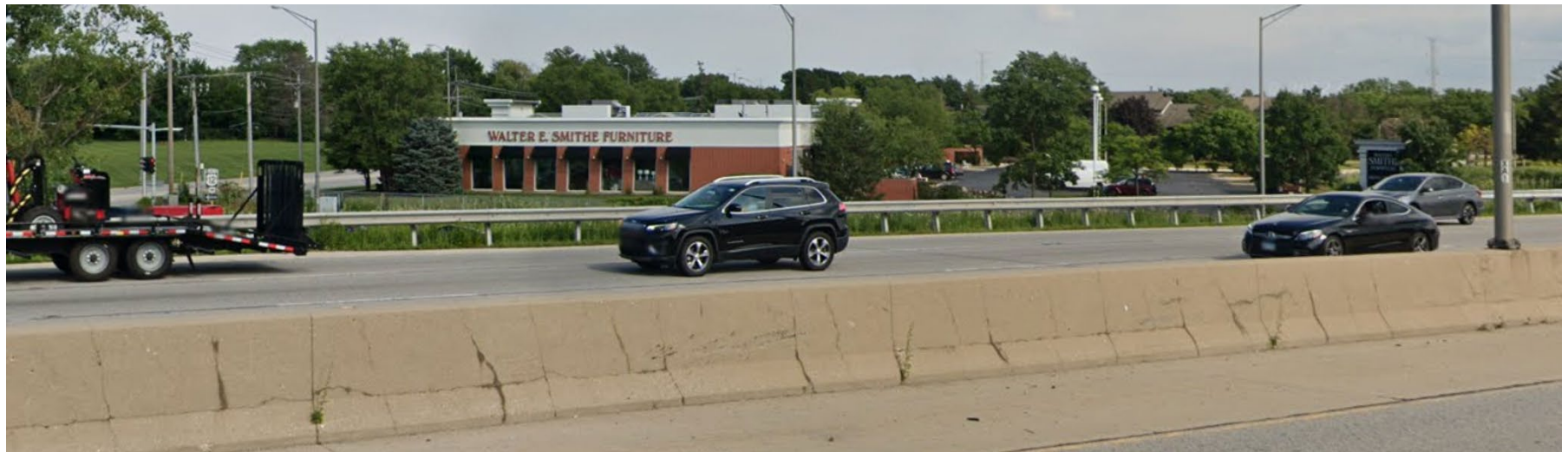
**East Elevation - Existing**



**West Elevation - Existing**



**View from Route 53 traveling North**



**View from Route 53 traveling South**



**Street Views of Site -**

Est. 1945

**WALTER E. SMITHE**

Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

drawn by  
PAMELA F

• job#: 22-9063  
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**Comments:**

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# Surrounding Context



**View of Route 53 to the West**



**View of Route 53 to the South**





**Property to the North (across Rand Road)**



**Property to the East (across Wilke Road)**



# EXISTING SIGNS

**vanbruggen SIGNS**  
ORLAND PARK, IL (708) 448-0828 © COPYRIGHT 2018

SMITHE FURNITURE - ARLINGTON HEIGHTS, IL.

Est. 1945  
**WALTER E. SMITHE**  
Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

drawn by  
PAMELA F

• job#: 22-9063  
• 03-22-22  
• rev.# 03-06-23

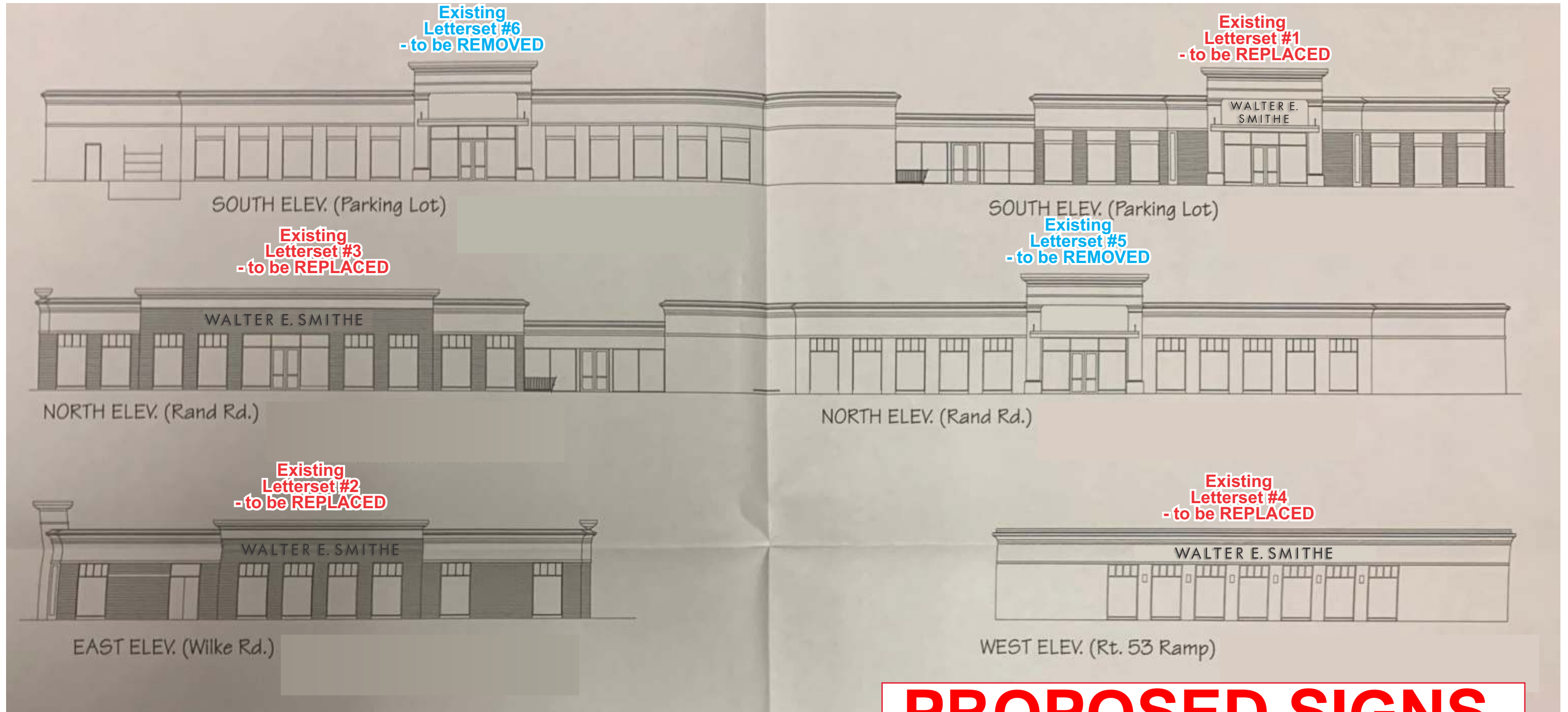
Comments:

**EXISTING ELEVATIONS**

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# PROPOSED SIGNS

## Proposed Building Elevations -

Est. 1945  
**WALTER E. SMITHE**  
 Furniture & Design

1775 W Rand Road  
 Arlington Heights, IL 60004

drawn by  
 PAMELA F

• job#: 22-9063  
 • 03-22-22  
 • rev.# 03-06-23

Comments:

**EXISTING ELEVATIONS**

**OLYMPIK**  
**SIGNS**

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Northwest Elevation - Sign#4 - Before  
Existing Square Footage 126.5



Northwest Elevation - Sign#4 - AFTER



Northwest Elevation - Sign#5 - Before  
Existing Square Footage 51.0



Northwest Elevation - Sign#5 - AFTER



Northeast Elevation - Sign#3 - Before  
Existing Square Footage 88.0



Northeast Elevation - Sign#3 - AFTER



Southwest Elevation - Sign#6 - Before  
Existing Square Footage 46.5



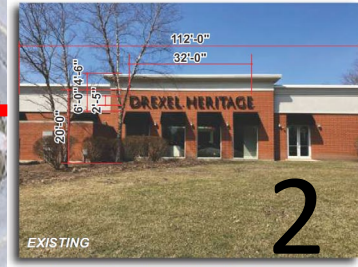
Southwest Elevation - Sign#6 - AFTER



Southwest Elevation - Sign#1 - Before  
Existing Square Footage 48.0



Southwest Elevation - Sign#1 - AFTER



Southeast Elevation - Sign#2 - Before  
Existing Square Footage 88.0



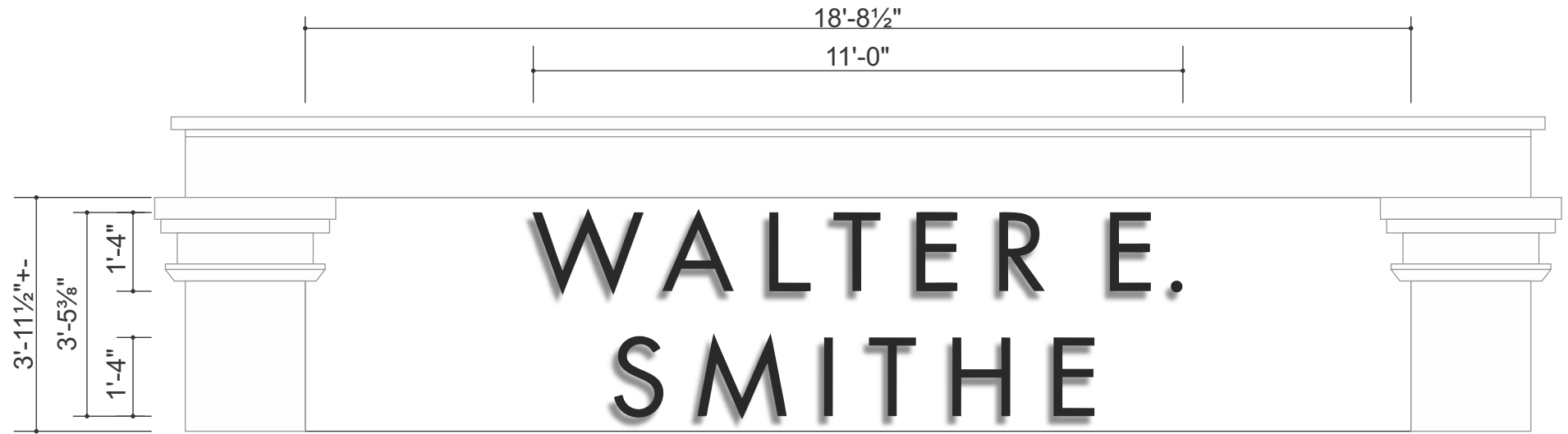
Southeast Elevation - Sign#2 - AFTER





**Southwest Elevation - Sign#1 - Before**

Existing Square Footage 48.0



**Front View**

**Halo-Lit Channel Letterset -**

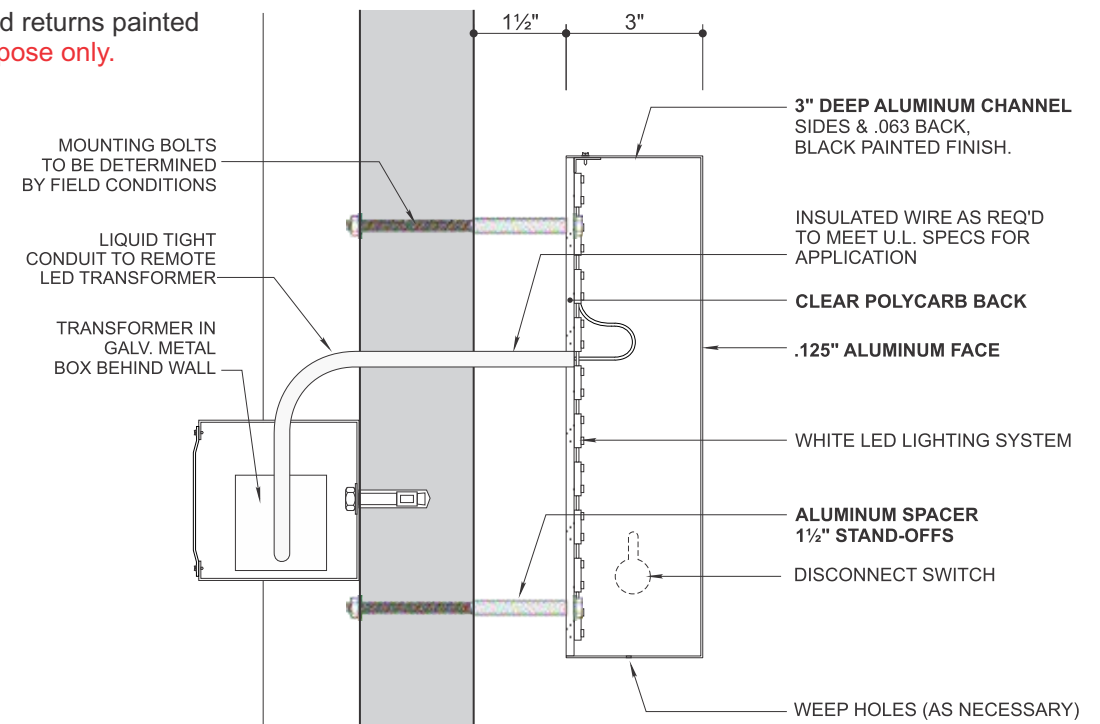
Scale 3/8" = 1'-0" | Qty: (1) Required | Square Footage: 37.9  
 3" Deep Aluminum channel Halo-Lit letterset with 1-1/2" stand-offs. Face and returns painted Black. Sign to illuminate with White LED Modules. *Drawing for concept purpose only.*



**PROPOSED - DAY**



**PROPOSED - NIGHT**



**Section A -**

Scale N.T.S.  
 Stand-Off mounted internally illuminated letterset.  
 Remote electrical.

**Southwest Elevation - Sign#1 - AFTER**

Est. 1945  
**WALTER E. SMITHE**  
 Furniture & Design

1775 W Rand Road  
 Arlington Heights, IL 60004

drawn by  
 PAMELA F

• job#: 22-9063  
 • 03-22-22  
 • rev.# 03-06-23

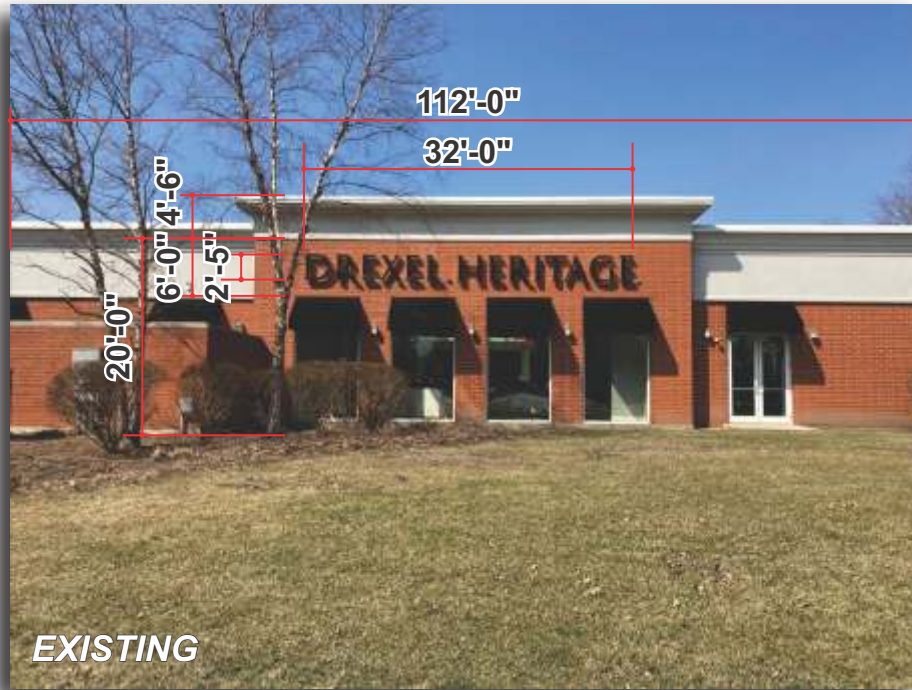
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**Comments:**

**SIGN #1**



EXISTING

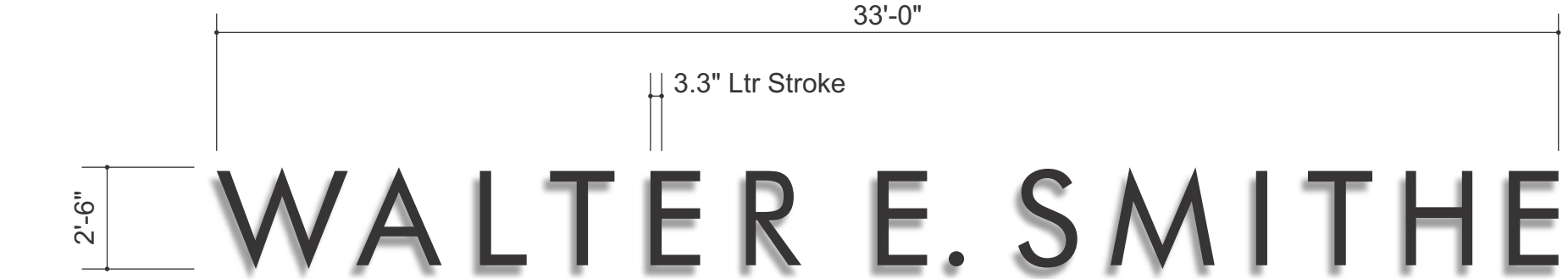
**Southeast Elevation - Sign#2 - Before**

Existing Square Footage 88.0



PROPOSED - DAY

**Southeast Elevation - Sign#2 - AFTER**



Front View

**Halo-Lit Channel Letterset -**

Scale 1/4" = 1'-0"

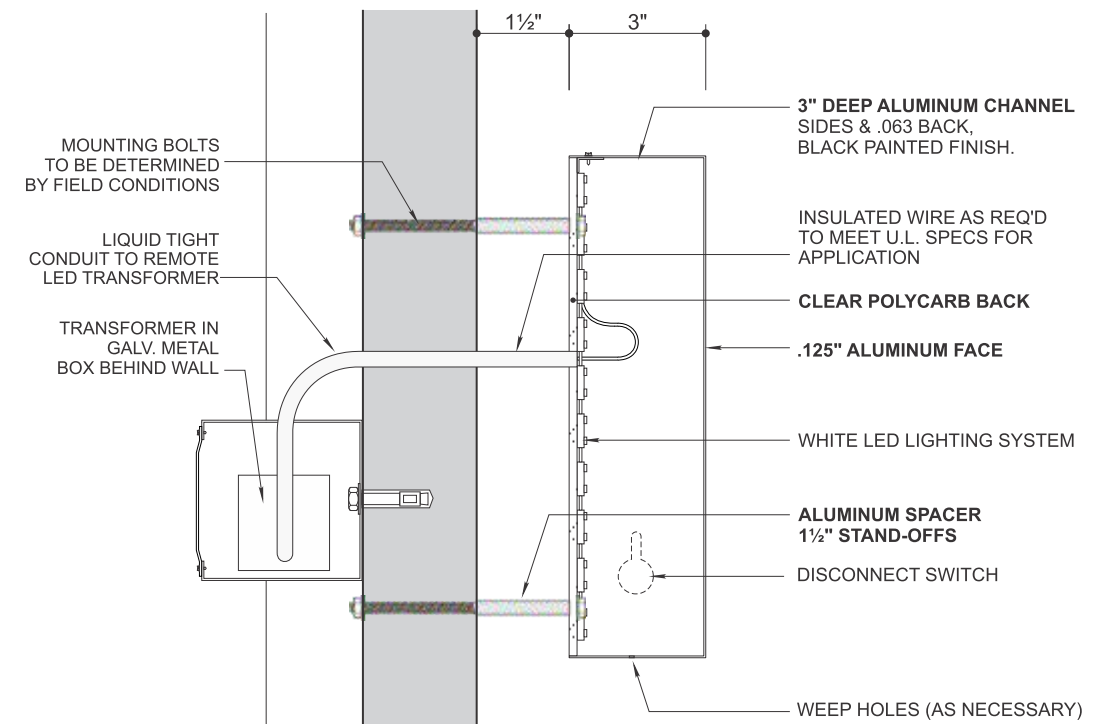
Qty: (1) Required

Square Footage: 82.5

3" deep aluminum channel Halo-Lit letterset with 1-1/2" stand-offs. Face and returns painted Black. Sign to illuminate with White LED Modules. *Drawing for concept purpose only.*



PROPOSED - NIGHT



Section A -

Scale N.T.S.  
Stand-Off mounted internally illuminated letterset.  
Remote electrical.

Est. 1945

WALTER E. SMITHE

Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

drawn by  
PAMELA F

• job#: 22-9063  
• 03-22-22  
• rev.# 03-06-23

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Comments:

**SIGN #2**



**Northeast Elevation - Sign#3 - Before**

Existing Square Footage 88.0

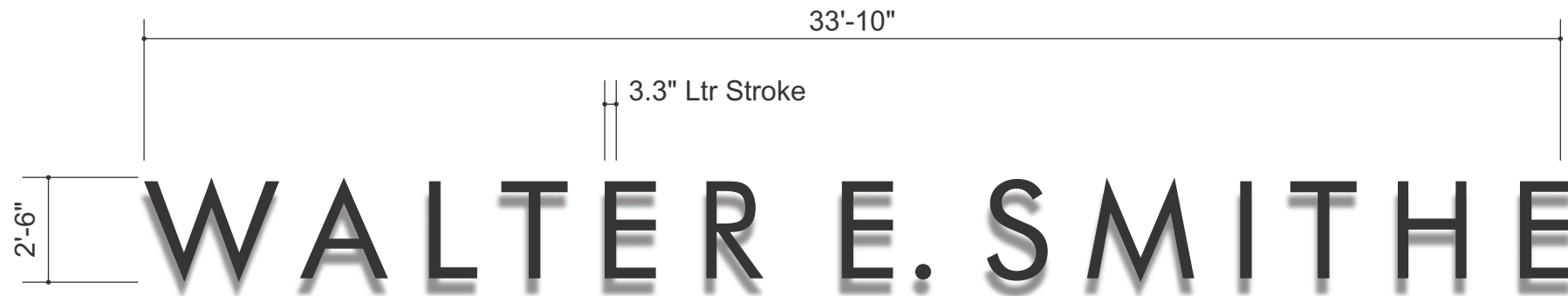


PROPOSED - DAY

**Northeast Elevation - Sign#3 - AFTER**



PROPOSED - NIGHT



**Front View**

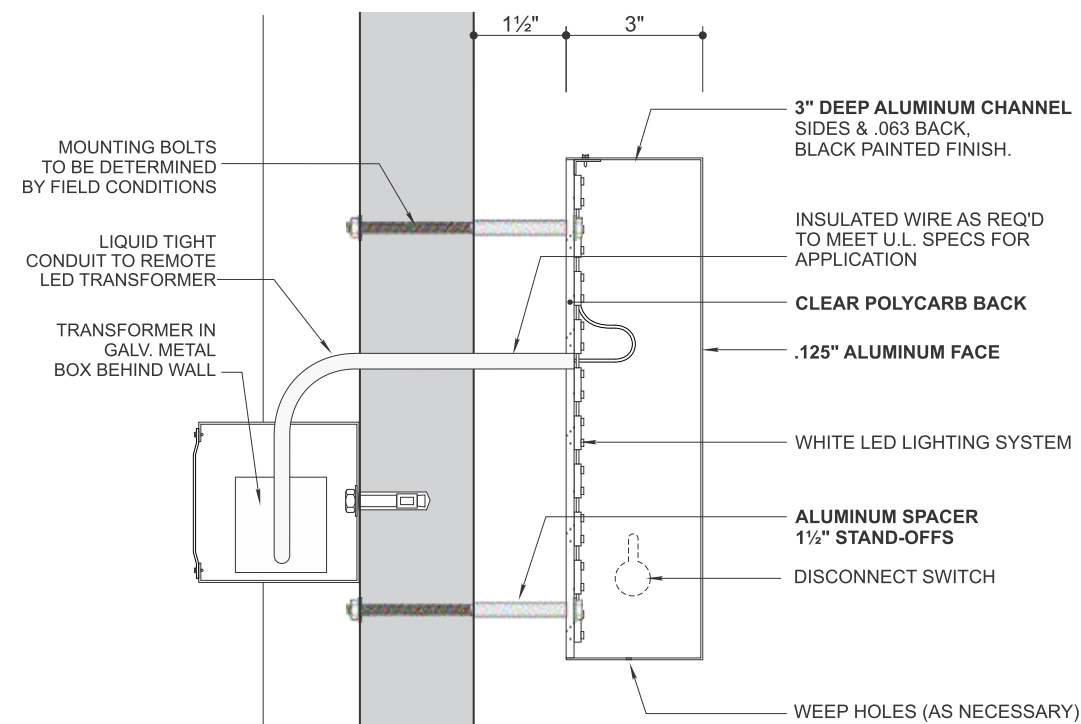
**Halo-Lit Channel Letterset -**

Scale 1/4" = 1'-0"

Qty: (1) Required

Square Footage: 84.5

3" deep aluminum channel Halo-Lit letterset with 1-1/2" stand-offs. Face and returns painted Black. Sign to illuminate with White LED Modules. *Drawing for concept purpose only.*



**Section A -**

Scale N.T.S.

Stand-Off mounted internally illuminated letterset. Remote electrical.

Est. 1945

**WALTER E. SMITHE**

Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

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Comments:

**SIGN #3**

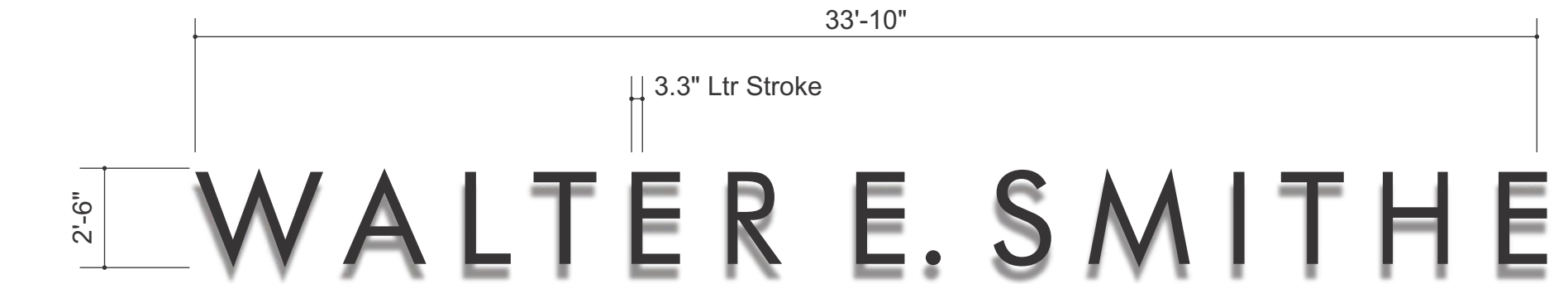


**Northwest Elevation - Sign#4 - Before**

Existing Square Footage 126.5



**PROPOSED - DAY**



**Front View**

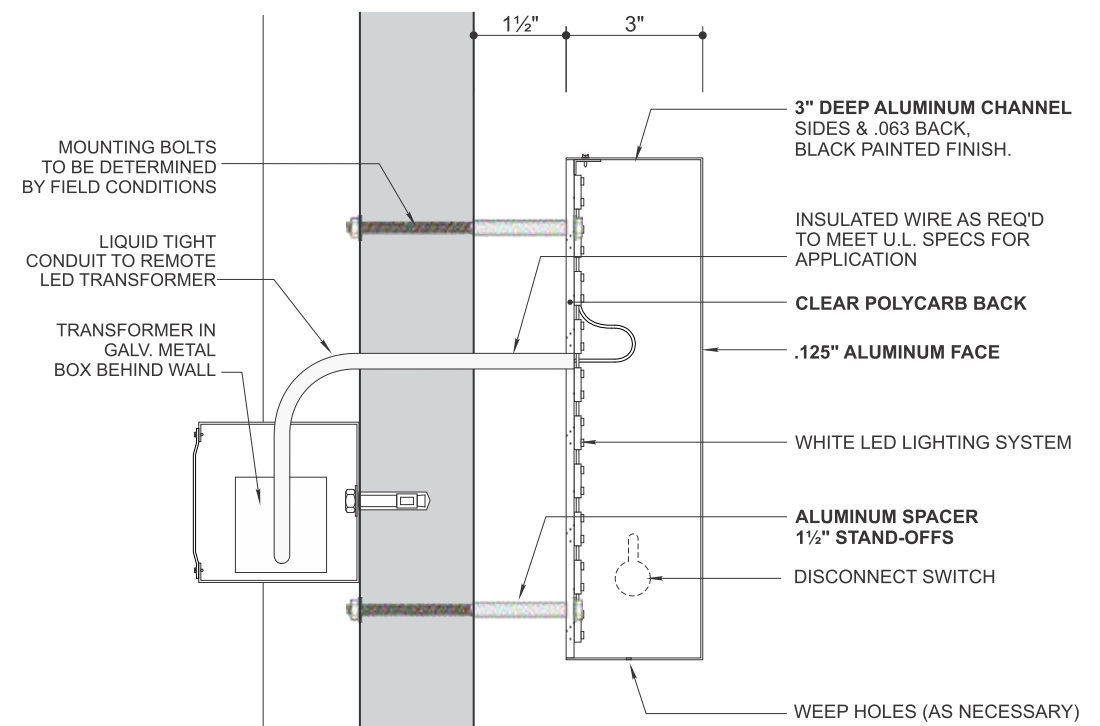
**Halo-Lit Channel Letterset -**

Scale 1/4" = 1'-0"

Qty: (1) Required

Square Footage: 84.5

3" deep aluminum channel Halo-Lit letterset with 1-1/2" stand-offs. Face and returns painted Black. Sign to illuminate with White LED Modules. *Drawing for concept purpose only.*



**Section A -**

Scale N.T.S.  
Stand-Off mounted internally illuminated letterset.  
Remote electrical.



**PROPOSED - NIGHT**

**Northwest Elevation - Sign#4 - AFTER**

Est. 1945  
**WALTER E. SMITHE**  
Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

drawn by  
PAMELA F

• job#: 22-9063  
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**Comments:**

**SIGN #4**





EXISTING

**Northwest Elevation - Sign#5 - Before**

Existing Square Footage 51.0



PROPOSED

**Northwest Elevation - Sign#5 - AFTER**

**REMOVE Existing Channel Letterset -**

Scale 1/4" = 1'-0"

Remove existing letterset, disconnect electrical, patch, repair and paint entire wall area restoring wall back to it's original condition. Paint color to be determined.

**SIGN #5**

Est. 1945

WALTER E. SMITHE

Furniture & Design

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Arlington Heights, IL 60004

drawn by  
PAMELA F

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• rev.# 03-06-23

**OLYMPIK  
SIGNS**

account representative / client  
ROB WHITEHEAD /

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Comments:

**SIGN TO BE REMOVED**



**Southwest Elevation - Sign#6 - Before**

Existing Square Footage 46.5



**Southwest Elevation - Sign#6 - AFTER**

**REMOVE Existing Channel Letterset -**

Scale 1/4" = 1'-0"

Remove existing letterset, disconnect electrical, patch, repair and paint entire wall area restoring wall back to it's original condition. Paint color to be determined.

**SIGN #6**

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Est. 1945  
**WALTER E. SMITHE**  
Furniture & Design

1775 W Rand Road  
Arlington Heights, IL 60004

drawn by  
PAMELA F

• job#: 22-9063  
• 03-22-22  
• rev.# 03-06-23

Comments:

**SIGN TO BE REMOVED**

## Material List

1. **Petitioner Name:** Rob Whitehead (Olympik Signs, Inc.)

2. **Date:** 12/6/22

3. **Project:** Walter E. Smithe – Sign Variation

4. **Location:** 1775 W. Rand Rd., Arlington Heights, IL 60004

Signage: Aluminum internally illuminated channel letters with 1.5” stand-offs for reverse halo illumination. Sides and face of letters painted black. All detail is per Olympik Signs, Inc. sign rendering # 22-9063 dated 11-16-22.