



Village of Arlington Heights  
33 S Arlington Heights Rd  
Arlington Heights, IL 60005  
Attn: Building Department

Dear Sir or Madam,

Please allow this letter to serve as our "Hardship" letter in regards to the 98 square foot sign to be installed on the main entry façade of the new Holiday Inn Express. We are requesting a variance for an additional 34 square feet.

A – The newly renovated façade is too large for a 64 square foot sign, it will not be esthetically pleasing to install a 64 square foot sign on this façade, and it would not portray the quality accommodations that the Holiday Inn brand is striving for with this new hotel. The soft LED light from this sign will provide a welcoming wash for the customers entering the parking lot, ensuring they are entering a secure, quality establishment. This newly renovated building is going to be a very nice building on Arlington Heights Rd, and the requested 98 sq ft sign will give the appearance of a well thought out sign plan for the building, neighborhood and this stretch of Arlington Heights Rd.

B – Granting this request will actually ease traffic as traffic traveling north will have clear direction to the hotel, vehicular traffic will not have to slow or stop to strain to be sure they are at their destination. The sign installed on this elevation will let travelers know that they are in the correct space alleviating traffic concerns.

C – The sign is customer owned from the previous location across the street at 2120 S Arlington Heights Rd (originally permitted years ago), and will provide direction from the north. The Holiday Inn brand is expected to be seen above the main entry, it is part of their branding and not having signage above the entry would take away from that. This standard branding is seen on all new Holiday brand hotels

D – The granting of an additional 34 square feet will actually improve the character of the locality, showing quality and thoughtfulness while upholding the brand image of Holiday Inn on a new and modern façade. This sign will improve the look of this stretch of Arlington Heights Rd as it will evoke a new, quality look and feel to the neighborhood. The sign will be in scale with the façade, providing a well thought out look and impression to the facility as well as the neighborhood.

E – Holiday Inn franchisees are expected to uphold the Holiday Inn image as a quality hotel, a sign that is too small for the façade will not give the image of excellence expected by the IHG brand of hotels; however a sign that appropriately fills the sign band area gives the appearance of a professional sign plan and a quality establishment, and that the neighborhood was taken into consideration.

Thank you for your consideration,

Rose Hollingsworth  
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