



## Sign Variance

May 12, 2017

**Project Name:** Arlington Heights Memorial Library: Parking/ Garage Renovation

### **Variation/ Hardship Request**

- a. The safety of patrons is the primary concern of this variation. Current conditions do not adequately address the issue of indicating proper entrance and building identity to patrons seeking to visit the Arlington Heights Memorial Library. This hardship is not self-created by the petitioner and instead rather a correction to provide a safer experience for patrons.
- b. The granting of a variation will not create a traffic hazard as the sign is to be mounted to the existing south building elevation. The proposed sign includes halo lighting in order to better indicate the entrance of the parking garage during all hours of Library operation.
- c. Existing signage located on the south elevation is inadequate for directing patrons to a proper entrance. As there are no other competing libraries in the area, there is no competitive advantage to be had by the proposed signage.
- d. The variation does not alter the essential character of the locality as the existing signage that no longer matches the intended branding identity of the Library will be removed upon approval of the proposed sign. By having only one sign on the elevation; the facility would be compliant with Article IV, chapter 30 of the Municipal Code, allowing (1) wall sign per building frontage. The proposed signage will more closely match that of the existing wall signage that is present on the main entrance of the Library located along Dunton Avenue.
- e. The Library's goal of achieving a more safe and secure parking lot to direct patron flow would not function reasonably without inclusion of the proposed sign. The installation of the new sign helps to better identify the building for patrons visiting from a more southern approach. Such a sign would also better indicate the location of parking for the facility; helping to reconcile confusion for vehicular entrance to the site.