



Doyle Signs, Inc., *General Sign Contractors*
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Village of Arlington Heights
Planning Commission
33 S Arlington Heights Road
Arlington Heights, IL 60005

RE: Aldi Food Market Variation
550 E Golf Road

Aldi Food Market is seeking a variation from the sign code to allow this location to have an additional wall mounted sign on each elevation. Aldi is also seeking a variation from the sign code to allow the sign proposed to exceed the maximum allowed 25% of the signable wall area that is allowed by the Village of Arlington Heights zoning code.

- The particular difficulty or peculiar hardship is not self-created by the petitioner but is in fact created by the Arlington Heights zoning code restriction that a business may only have one wall mounted sign per street frontage. Aldi Foods has 104' of building frontage on the East elevation and approximately 200' of frontage on the South elevation. The building also has a setback from the street frontage on the East elevation of 103 feet from the property line and approximately 115.5 feet from the property line on the South elevation.
- 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 of the property due to the fact that the variation that is requested is strictly to allow an additional wall mounted sign for each elevation that will conform to Aldi, Inc corporate standards and is relatively small in relation to the size and setback of the facility.
- 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 as the sign variation Aldi is currently seeking will allow this location to be branded with Aldi's national corporate sign standards and be incorporated into the new remodeled and improved facades.

- The variation will not alter the essential character of the locality but will in fact enhance the location by allowing Aldi to identify the property in question by utilizing modern and appropriate new signage standards set forth and maintained nationally by Aldi, Inc.
- The applicant's business cannot reasonably function under the standards of this chapter due to the size of the building and the setback of the building from the right of way. Aldi believes that the size and placement of the signs are in harmony with the intent of the sign code and will allow Aldi to properly identify the business while still conforming to the national sign program standards.