

KOTIS SURGICAL CENTER

SIGN VARIANCE REQUEST – DESIGN REVIEW COMMISSION, ARLINGTON HEIGHTS IL

ARLINGTON MEDICAL ARTS building addition and identity
3443 N Kennicott Avenue, Arlington Heights IL 60004

09 Oct'17

Arlington Heights, Planning and Community
Development –

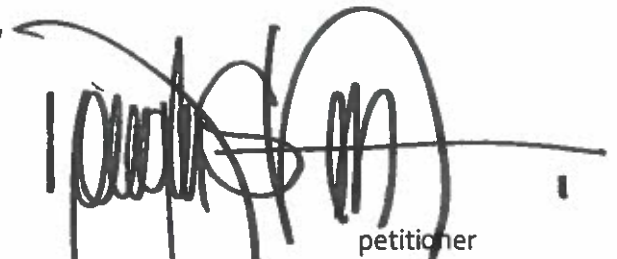
This is a **Variance to the Signage Ordinance** request for the property listed above upon construction of a proposed building addition directly west of the existing structure. The property owner and petitioner herein request the Commission's and Board's approvals of an architectural, dimensional feature perceived as signage located on the north facade of the west-facing building on N Kennicott Avenue. The north facade is considered a sideyard of the subject parcel, and has its greatest and only visibility from heavily-travelled Dundee Road / Route 68. The Board might consider the following conditions influencing the request:

- a. *The particular difficulty or peculiar hardship is not self-created by the petitioner* - The subject parcel has a very narrow 92' front on Kennicott Avenue (which collects very little traffic) and consequently passersby today experience only a brief glimpse of the building and the business.
- 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* – This façade-solution is a dimension-only, shadowed silhouette of a cut-shape of identical building material subtly casting its shadow onto the 'pearl' white façade with no detriment to neighboring businesses.
- 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* – The buildable area is 'pinched' at its curb side by parking and a two-way drive which offers more parking at the rear of the site. These narrow-site obstacles leave only a slender 38' wide building facing the low-traffic, primary street (N Kennicott Ave). As the site is narrow and the existing building favors the north, the new architecture is sited as near to the streets (north & west) as possible to be visible to customer traffic. The solution replaces (with

significantly fewer characters) an existing pole sign at the same location and oriented toward the north sideyard. Drawing clientele from across Illinois and the Midwest region, the simple gesture seeks the more-visible north façade recognizing the heavily-travelled state highway and freeway interchange. The Surgical Center does not compete with the services of other area businesses, but draws a unique clientele to the Village at-large and the surrounding community.

- d. The variation will not alter the essential character of the locality – the dimensional panel is of the same material as the surrounding building veneer and continues - rather than stands out from - the architecture. The identical materials of the panel and building casts a shadow-only silhouette onto the façade without employing contrasting color or electrically-powered vibrancy.
- e. The applicant’s business cannot reasonably function under the standards of this Chapter - the Ordinance permits an existing pole sign only orientated and located in the approximately same location - but inadequately identifies the business. In its harmony with the architectural façade - this silhouette shadow design will more beautifully, professionally and compatibly present the business to the community and clientele.

Your timely and kind consideration toward an Approval of the Variance to the Sign Ordinance will be greatly appreciated. And as always if you have any questions or comments, please feel free to contact me as provided. Thanks,



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