



Portillo's Hot Dogs, LLC • 2001 Spring Road, Suite 400, Oak Brook, IL 60523-3930 • (630)954-3773 • Fax (630)954-5851 • www.portillos.com

September 1, 2023

Re: Portillo's Hot Dogs, 700 Lake Cook Road
Plan Commission Narrative
Proposed New Digital Menu Board

To Whom It May Concern:

Portillo's Hot Dogs is requesting approval for improvements to our Drive-Thru Menu at 700 Lake Cook Road. The current scope includes a new Digital Menu Board in place of the existing static Menu Board.

We are seeking approval to replace the existing static Menu Board with a new Digital Menu Board in the same location. The primary reason for replacing this menu board will enable the store to add the Deerfield location to their internal network of stores throughout the country which would allow them the same benefits as Starbucks, McDonalds, and other establishments with the same or similar board in Deerfield.

With the new Digital Menu Board, Portillo's Hot Dogs will no longer need to manually change the menu copy including items and price. Portillo's will be able to update the menu format throughout all locations so that Corporate could remotely control items and pricing across the country.

We shall comply that the screen brightness will be held between 500-1500 nits. The Digital Menu Board although digital, will not have any flashing, blinking or other animations. The proposed Samsung Drive-thru display also has auto-dimming capability to control the screen brightness based on ambient light.

Thank you for your consideration of our application. If you have any comments, questions, or concerns, please contact me at mdudzik@portillos.com

Thank you,


Michael Dudzik (Sep 1, 2023 11:48 CDT)

Mike Dudzik
Director of Information Technology
Portillo's Hot Dogs, LLC

Portillo's®

HOT DOGS · BEEF · BURGERS · SALADS

PERMIT DRAWING

**700 Lake Cook Road
Deerfield, IL 60015**

Main Menu Board

**OLYMPIK
SIGNS**

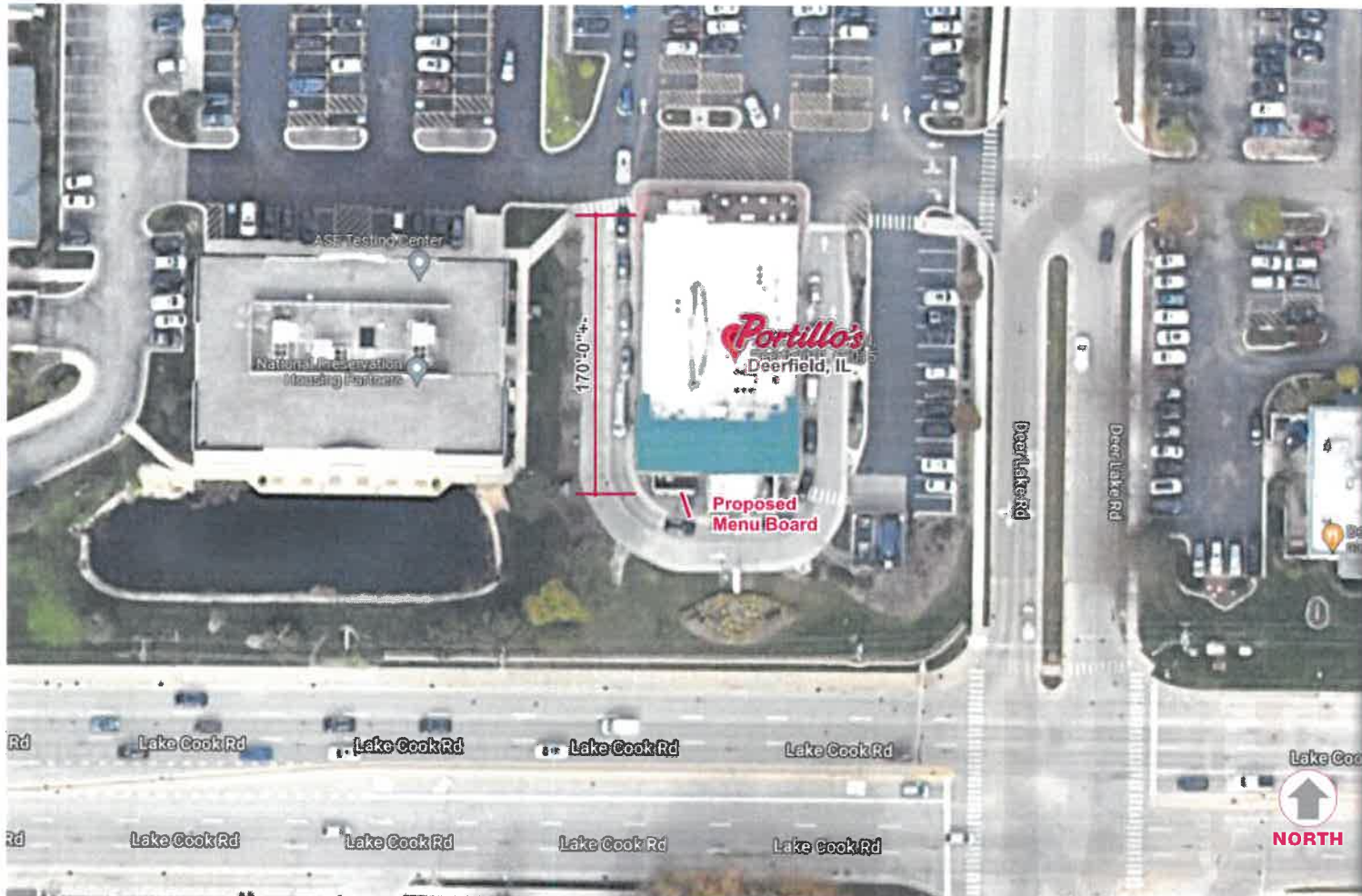
1130 N. Garfield
Lombard, IL 60148

Ph.# 630.424.6100 Fx.# 630.424.6120

WWW.OLYSIGNS.COM

job#: 22-9340

● 07-25-23



Ariel Site Plan -

Portillo's

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Deerfield, IL 60015

**OLYMPIK
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Lombard, IL 60148

account representative / client
ROB WHITEHEAD

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drawn by
PAMELA F

- job#: 22-9340
- 11-09-22
- rev.# 07-25-23

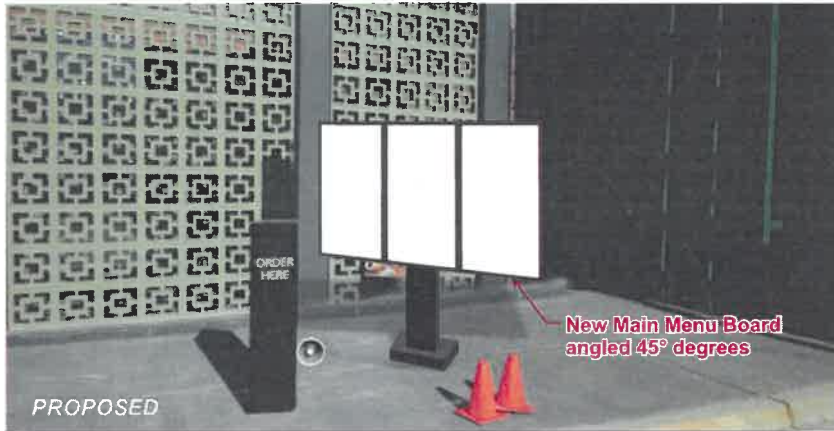
Comments:

ARIEL SITE PLAN



EXISTING

Drive-Thru Elevation - Before

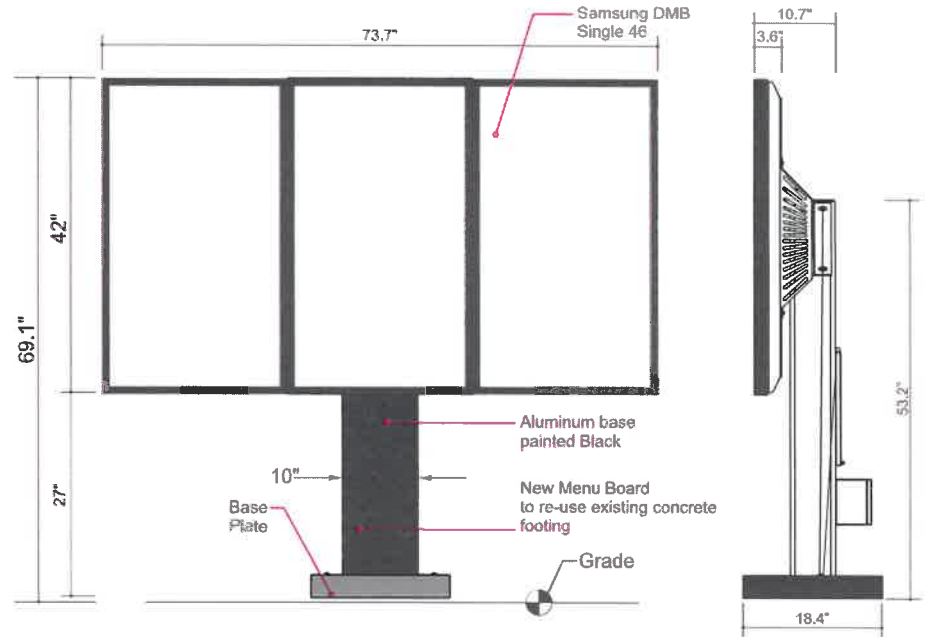


PROPOSED

Drive-Thru Elevation - AFTER

New Main Menu Board angled 45° degrees

NOTE: Menu board brightness to be kept between 500-1500 nits



DIGITAL Main Drive-Thru Menu Board -

Scale 3/4" = 1'-0"

Square Footage: 21.4

New Main Menu Board to use existing main support, foundation and electrical service. New board to be installed at 45 degrees to drive-thru lane, as to avoid being directly pointed at Lake Cook Road.

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SIGNS**

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Comments:

MAIN MENU