Agenda Item: Master Sign Plan—Aldi, Brusters, Rite Aid

DATE: August 30, 2017
FROM: Dillon Lackey, Planner

Background/Issue:

Aldi has requested, on behalf of Matthews Village Center, a Master Sign Plan to be considered in an effort to gain an additional 15% of the allowed maximum square footage of signage. The proposed additional square footage will allow the newly renovated Aldi to meet the organizations National Real Estate Design Criteria. These properties are outside of the Downtown Overlay District.

The Master Sign Plan encompasses three businesses: Brusters Ice Cream, Aldi, and the former Rite Aid building. These parcels were rezoned in 1996 as one development named Matthews Village Center.

The applicant is requesting that the Master Sign Plan allow the following:

- Additional 15% of sign area (36 square feet) is to be split between the three establishments
- 12 additional square feet allotted for former Rite Aid, and 24 for Aldi and Brusters
- Signage to be located on the front face of the building and on one side of Aldi and Brusters
- Location of signage not specified for the former Rite Aid building
- At this time, no changes to the existing shared monument sign located at the corner Matthews Township Parkway
- Signage will meet Matthews UDO requirements for permitting.

Proposal/Solution:
The request will allow additional square footage of signage to meet the organization’s standards.

Financial Impact:
None.

Related Town Goal(s) and/or Strategies:
Quality of Life: #1 To implement plans, updating each as appropriate, and ensure they coordinate with and fulfill the goals of each other.
Economic Development and Land Use Planning

Recommended Motion/Action:
Staff recommends approval of the Master Sign Plan as requested.
Request for Master Sign Plan

Submitted: August 24, 2017

On behalf of Matthews Village Center, ALDI requests to record a Master Sign Plan in an effort to increase the maximum allowable square footage for attached signage. As such, we are formally requesting the additional 15% increase in total sign area for parcels 21301111 (formerly Rite Aid) & 21301119 (Aldi & Brusters Ice Cream).

There are currently 3 businesses between the 2 parcels, each business is currently allowed 80 square feet of signage. The 15% increase would provide each business with a new total allowable square footage of 92 Square feet. Brusters Ice Cream (residing on parcel 21301119, owned by Aldi) currently utilizes 73 square feet of attached signage (per Charlotte Mecklenburg records). The former Rite Aid building is not currently using any attached signage. Aldi is in process of completing a renovation and would like to use the proposed increase in square footage to meet our organizations National Real Estate design criteria. Upon approval of the master sign plan, it is Aldi’s intention to install attached signs (per the included order form) on each the south and cast elevations of the entrance tower. Any unused signage square footage would be for future use of the entities of the parcel they sit on.

Attached are multiple exhibits for your consideration.

1) The current site plan from the Aldi renovation showing the 2 parcels and all 3 buildings.

2) The recorded site plan from 1996 for the purpose of re-zoning Matthews Village Center.

3) A spreadsheet detailing the current & proposed attached signage of all 3 entities including individual breakdowns of usage & surplus square footage.

4) New building signage order sheet for Aldi.

5) Printed copies of Charlotte Mecklenburg’s record of installed signs on Brusters Ice cream.

6) Affidavit attesting to the facts that Aldi will not be utilizing any of the current or proposed signage allotted to parcel 21301111 (formerly Rite Aid) nor does the approval of this requested master sign plan prohibit and/or prevent a future master sign modification.
<table>
<thead>
<tr>
<th>Parcel #</th>
<th>Business</th>
<th>Location of Signage</th>
<th>Current Attached Sign Sq. Footage</th>
<th>Current Total Sq. Footage Allowed</th>
<th>Proposed Parcel Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2130111</td>
<td>Brusters</td>
<td>Front of store</td>
<td>48</td>
<td>73</td>
<td>80</td>
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<tr>
<td></td>
<td></td>
<td>Side of store</td>
<td>25</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Aldi (current)</td>
<td>Front of store</td>
<td>76</td>
<td>80</td>
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<tr>
<td></td>
<td></td>
<td>Side of store</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21301119</td>
<td>Aldi (proposed)</td>
<td>Front of store</td>
<td>46.35</td>
<td>93</td>
<td>80</td>
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<tr>
<td></td>
<td></td>
<td>Side of store</td>
<td>46.35</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>21301119</td>
<td>Rite Aid</td>
<td>None currently</td>
<td>0</td>
<td>80</td>
<td>12</td>
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<td>Total Sq. Ft.</td>
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<td>240</td>
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<td>Requested 15% extra area</td>
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<td>36</td>
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<td>Total new area</td>
<td></td>
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<td>276</td>
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</table>

Shared Monument

*(Located at the corner of John St. & Matthews Township Parkway)*
Affidavit of Intent

August 24, 2017

Aldi, as a property owner in Matthews Village Center, declares the following statements:

1) As party to the Master sign Plan, the ownership of parcel # 2130111 will continue to possess, for its sole use, its original 80 square feet of attached signage space plus the 15% increase upon approval of the master sign plan.

2) Approval of the master sign plan in no way prevents and/or prohibits later requests for modification of the approved master sign plan.

Signature of Affiant: [Signature]

I certify that the following person(s) personally appeared before me this day, each acknowledging to me that he or she signed the foregoing document: name(s) of principal(s).

[Signature]

[Official Signature of Notary]

Notary's printed or typed name, Notary Public