

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.

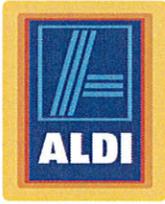
Related Town Goal(s) and/or Strategies:

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.



Salisbury Division

1985 Old Union Church Road
© Salisbury, NC 28146

P: 704-642-0023

F: 704-642-0078

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 east 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.

Source:	Date:
A. LOCAL SITE PLAN REVIEW	11/29/16
B.	
C.	
D.	
E.	
Revisions:	Date:
1. CITY SITE PLAN REVIEW	12/14/16
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	

B.M. ELEVATION = 728.85
 PK 102 set in easement approximately 50' west of ALDI store entrance near the south west corner of the parking lot.



MINNEAPOLIS, MN
 7900 INTERNATIONAL DRIVE
 INTERNATIONAL PLAZA, SUITE 550
 MINNEAPOLIS, MN 55425
 PHONE: 952-463-8899

ALDI Inc.
 195 Oldfield Road
 Matthews, NC 28105
 704.241.6379

ALDI, INC. STORE #5
 MATTHEWS, NC
 555 WEST JOHN STREET
 MATTHEWS, NORTH CAROLINA
 MECKLENBURG COUNTY

Project Name & Location:
**SITE LOCATION
 MAP**

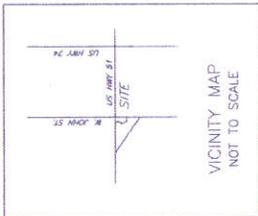
Drawing Name:
 Project No.
 Date: 10/17/16
 Type: VI.07
 Drawn By: JMF
 Scale: As Noted
 Drawing No. C1.10



N
 GRAPHIC SCALE
 0 10 20 30 40 50 FEET

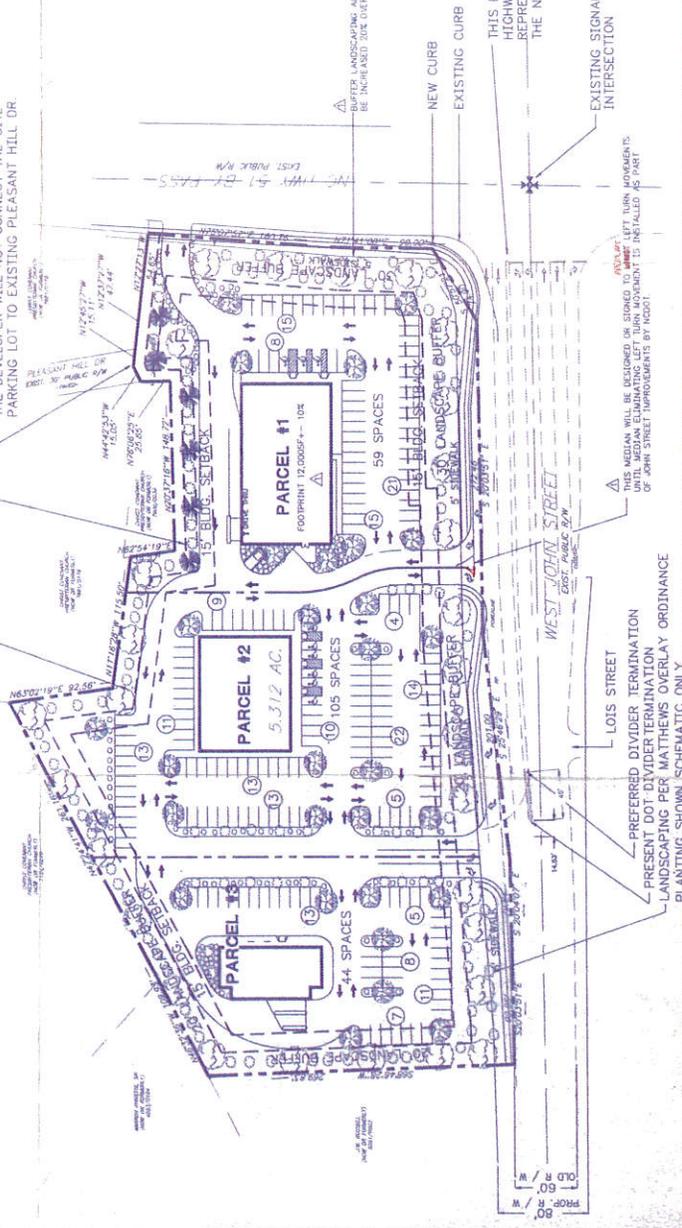
PROPOSED ZONING PLAN

NEIGHBORHOOD BUSINESS (CD)



LANDSCAPING PER MATTHEWS OVERLAY ORDINANCE
PLANTING SHOWN SCHEMATIC ONLY
5' HIGH EXTRUDED ALUMINUM FENCE TO BE INSTALLED
ALONG PERIMETER OF DEVELOPER'S PARCEL #1
LANDSCAPING PER MATTHEWS OVERLAY ORDINANCE
PLANTING SHOWN SCHEMATIC ONLY

THE DEVELOPER WILL NOT CONNECT THE SITE
PARKING LOT TO EXISTING PLEASANT HILL DR.



REZONING CONDITIONS

- THIS PLAN IS TYPICAL OF THE TYPE FACILITIES THAT WOULD BE CONSTRUCTED BUT IS CONCEPTUAL. LOT LINE DEVIATIONS GREATER THAN 10% SHALL BE FORWARDED TO THE TOWN ENGINEER FOR REVIEW. CROSS ACCESS AND PARKING AGREEMENTS TO BE PROVIDED BY THE DEVELOPER FOR ALL SITES. SINCE THE PLAN AND AGREEMENTS MAY VARY IN ACCORDANCE WITH FINAL SITE USE REQUIREMENTS.
- THE FRONT, LEFT SIDE AND RIGHT SIDE OF THE BUILDINGS WILL BE ACCENTS OF STUCCO OR DECORATIVE BLOCK ALLOWED FOR TRIM. THE REAR OF BUILDINGS ON PARCELS #1 & #2 WILL ALSO BE FINISHED WITH STUCCO OR DECORATIVE BLOCK. FINISH MATERIALS TO BE PROVIDED BY THE DEVELOPER. RESTRICTING CONSTRUCTION TO USE OF THESE MATERIALS IS TO BE A BUSINESS DISTRICT. BUILDING ARCHITECTURE, PARKING, LIGHTING & LANDSCAPING SHALL BE OF SIMILAR NATURE TO CREATE CONTINUITY OF CHARACTER AND A RESTRICTED LOOK OF QUALITY CHARACTER OR LOCAL CHARACTER.
- THIS PLAN SHOWS NEGOT PROPOSED LAKE IMPROVEMENTS WITH RESERVED ROW WHICH MEETS THE NDOT REQUIREMENTS OF THIS REDEVELOPMENT.
- LOADING SERVICE AREA WILL BE SCREENED.
- A MINIMUM SIGN UP TO 10 FT. HEIGHT AND 100 SQ. FT. SIGN AREA ILLUSTRATED WITH DISPLAY FOR BOTH SIDES OF EACH SIDEWALK OR DRIVEWAY SHALL BE PROVIDED BY THE DEVELOPER. SIGNAGE SHALL BE LOCATED AND DETERMINED BY FURTHER REVIEW BY TOWN OF MATTHEWS AND DEVELOPER.
- ORDINANCE BUILDING SIGNS MAY BE PLACED AS PER MATTHEWS SIGN ORDINANCE.
- THIS SITE MAY BE USED FOR ANY USE ALLOWED IN THE R-1 ZONING DISTRICT UNLESS SPECIFICALLY RESTRICTED IN WRITING BY PETITIONER REQUIREMENTS. LANDSCAPING SHOWN IS CONCEPTUAL ONLY AND IS NOT THE FINAL LANDSCAPING PLAN.
- ATTITUDE OF JOHN STREET WILL BE ESTABLISHED BY THE PETITIONER OR PETITIONER IN CONSULTATION WITHIN THE BOUNDARIES OF THE NEW ROW.
- PETITIONER WILL INSTALL AND CONSTRUCT 50 FOOT RIGHT TURN LANE AND DECELERATION TAPER TO CURB CUT ON N.C. 51. IF NDOT HAS ACQUIRED OR WILL ACQUIRE REQUIRED R/W AND / OR REQUIRED GRADING EXISTENCE.
- LIST OF PERMITTED USES ATTACHED TO THIS PLAN AS PART OF THIS ZONING ORDINANCE OF BUILDING ON PARCEL 1 PROVIDED ONLY TO SHOW ARCHITECTURE ANTICIPATED FOR **REDEVELOPMENT**.

BUFFER LANDSCAPING ALONG HIGHWAY 51 REQUIRED BY HIGHWAY 51 OVERLAY DISTRICT WILL BE INCREASED 20% OVER REQUIRED AMOUNT PER PREVIOUS BOARD OF ADJUSTMENT VARIANCE APPROVAL.

72, HILTON 202
includes 400 sq ft plus 100 sq ft
permitted uses, reworking of 1st rd
Parcel 1 building

APPROVED
TOWN OF MATTHEWS
COUNCIL
[Signature]

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JMA
James McGovern & Associates
Consulting Engineers

MATTHEWS VILLAGE CENTER
SITE PLAN

JJIMSGOVERN
CITY ENGINEER
C.D.O. SHIELDS
Drawn By: 4-4-96

Project Number: 357V001
Sheet: Z-1 of 1

Parcel #	Business	Location of Signage	Current Attached Sign Sq. Footage	Current Total Sq. Footage Allowed	Proposed Parcel Increase
21301111	Brusters	Front of store	48	80	
		Side of store	25		
	Aldi (current)	Front of store	76	80	
		Side of store	0		
(To be changed to the proposed plan following approval)					
21301119	Aldi (proposed)	Front of store	46.35	80	24
		Side of store	46.35		
21301119	Rite Aid	None currently		80	12
				0	
		Total Sq. Ft.		240	
		Requested 15% extra area		36	
		Total new area		276	
		Shared Monument	No change requested		
(Located at the corner of John St. & Matthews Township Parkway)					



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® 1985 Old Union Church Road
Salisbury, NC 28146

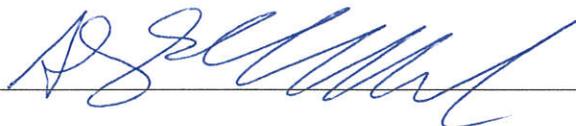
P: 704-642-0023
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Affidavit of Intent

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 # 21301111 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.

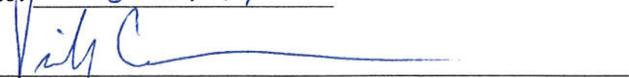
Signature of Affiant: 



Rowan County, North Carolina

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).

Date: 8-24-17


Official Signature of Notary

Vicky Connelly
Notary's printed or typed name, Notary Public

(Official Seal) My commission expires: 7-2-22