



11/8/2023

On behalf of:
Aldi
2510 Riva Road
Annapolis, MD 21401

Dear,
Anne Arundle County
Office of Planning and Zoning

Aldi is in the process of constructing a new supermarket located at 2510 Riva Road, Annapolis MD. in the county of Anne Arundel
This property is in the Town Center zone where the wall sign allowance reads as follows:

18-3-309 identification signs on not more than three facades, so long as the combined area of the signs does not exceed

12% of the area of each facade and the area of all signs does not exceed 400 square feet;

The building frontage square footage for the front elevation is 4303.5 and 228.72 for the side elevation for a total of 6532.22 of which

12% signage allowance would be 783.87 square feet (not to exceed 400 per the ordinance).

Aldi is proposing 2 wall signs that will be 12' – 0 ½" x 10' - 1 3/16" with an aggregate square footage of 242.7 which falls within the Allowance.

The proposed signs are intended to be installed on a parapet wall which was structurally designed to hold them. By design this parapet wall extends above the roof line which prohibits the signs under Article 18-3-303(b) (4).

We would like a variance to be considered based on the following criteria.

1. The variance will not be contrary to the public interest.
Well-designed signage is intended to be visible vehicular traffic so that motorists can see their destination and give them enough time to safely navigate to their destination.
2. The spirit of the ordinance is observed.
This sign is designed and placed in the intended sign band which happens to be on a parapet wall. The parapet wall is built to structurally withstand wind loads associated with signs that are placed above the roofline. The ordinance calls signage not to be placed above a roofline of the structure. The parapet gives an appearance the roofline is higher than it is so visually the sign looks as if it is placed beneath the roof line as intended in the ordinance.
3. Substantial justice is done.
Aldi has built similar stores and built brand recognition throughout the country and has been previously approved in Anne Arundle County.

Approval of this variance will ensure that Aldi will be able to maintain their brand recognition by matching the architecture of the existing stores.

4. The values of surrounding properties are not diminished.
Attractive architecture and well-designed signage will have no impact on surrounding properties.
5. Literal enforcement of the provisions of the ordinance would result in an unnecessary hardship.
Placing the signs below the roofline would not be possible unless they were installed toward the rear of the building where the roofline has an overall height of 17 feet. If the signs were installed in this location the ALDI portion of the sign would be at 8 feet overall height making it difficult for the public to see.

Sincerely,

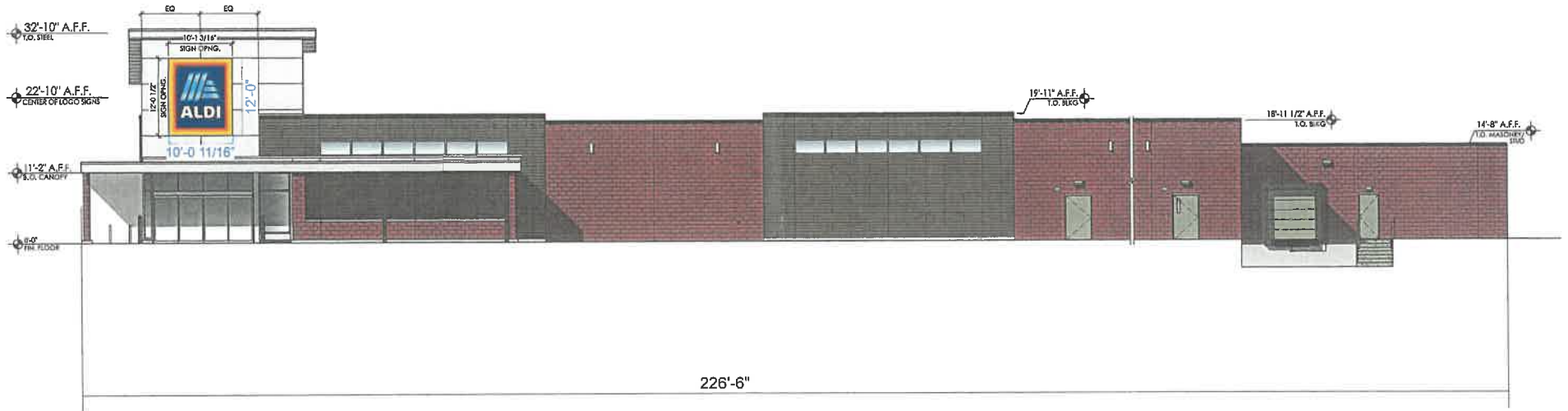
Paul Martin

Paul J. Martin

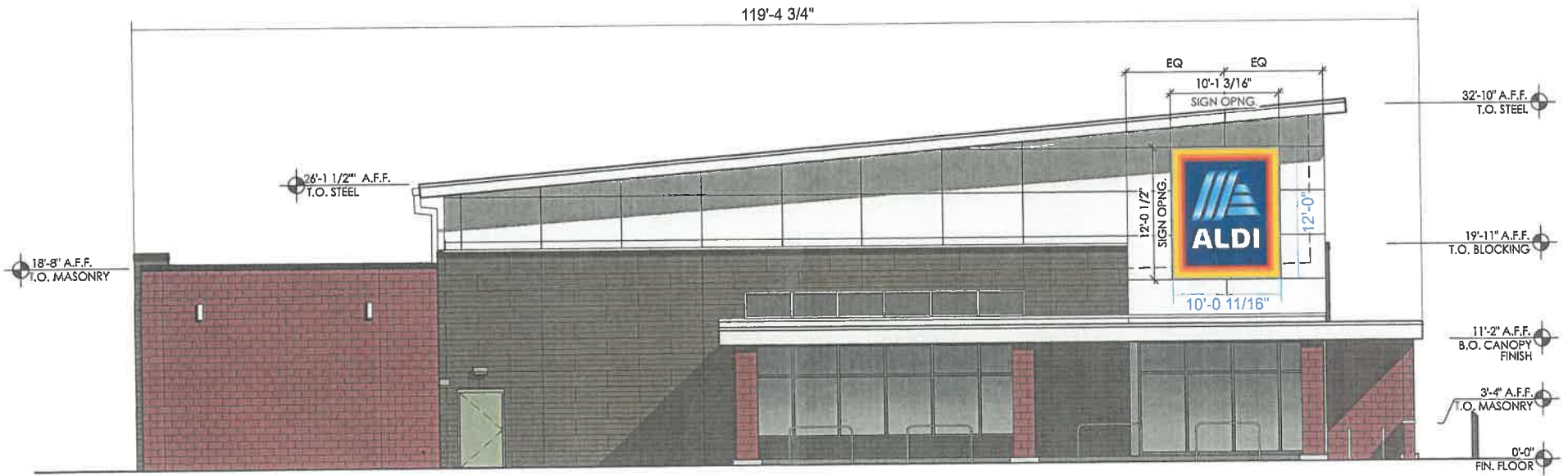
Project Manager
Broadway National

FRONT ELEVATION | SCALE: 1:180

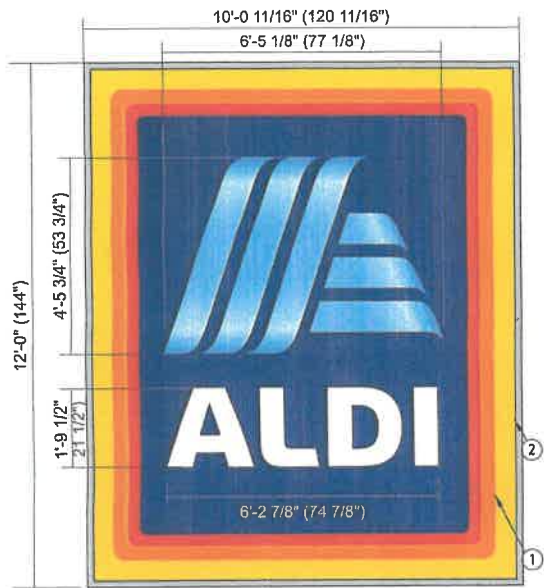
SIGN A1



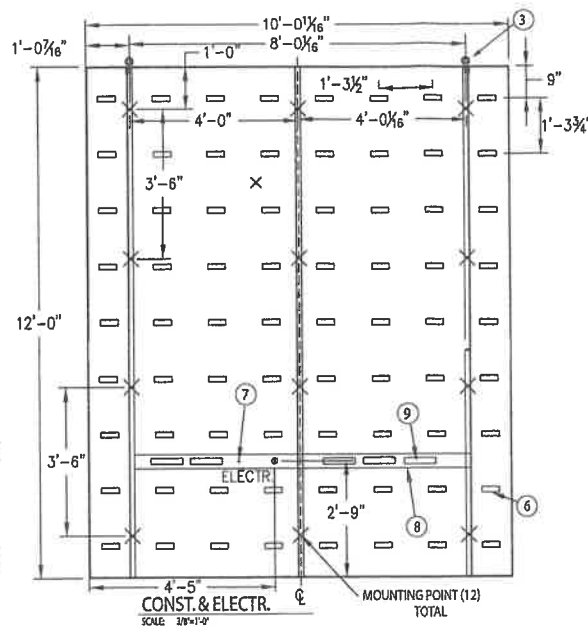
SIDE ELEVATION | SCALE: 1:105
SIGN A2



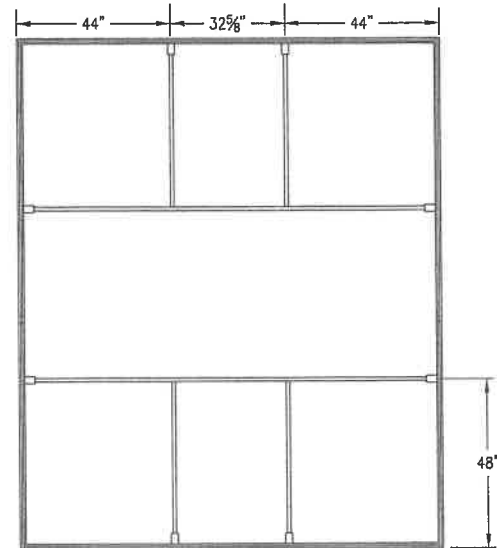
SIGN A | QTY: 2 | SCALE: 3/8"=1'-0" | 120.69 SQ FT
12 X 10 ILLUMINATED CABINET SIGN



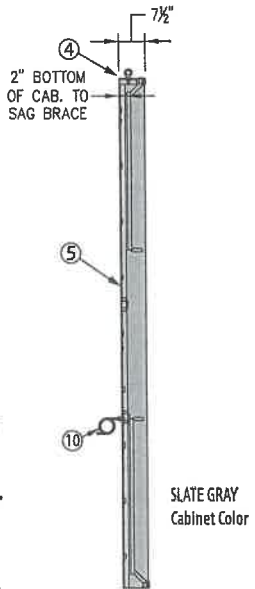
GRAPHIC
SCALE: 3/8"=1'-0"



CONST. & ELECTR.
SCALE: 3/8"=1'-0"



FLEX FRAME
SCALE: 3/8"=1'-0"



SECTION VIEW
SCALE: 3/8"=1'-0"

MATERIAL LIST	
ITEM	DESCRIPTION
1	FLEXIBLE SUBSTRATE W/1ST. SURFACE GRAPHICS
2	BREAK BENT ALUM. RETAINER PAINTED SLATE GRAY
3	LIFTING EYE BOLTS
4	FSC EXTRUSION FINISH SLATE GRAY WITH ROUTED OUT BACK LIP
5	WHITE ALUM. BACK
6	LED MODULE
7	DISCONNECT TOGGLE SWITCH (INTERNAL)
8	FSC ALUM. LIGHT TRACK
9	60W POWER SUPPLY
10	GREENFIELD
11	ELECTRICAL BOX TO CONNECT BOTH SECTIONS
12	SEALTIGHT WITH CONNECTOR

GRAPHIC	
ITEM	DESCRIPTION
A	PMS 7548 YELLOW-OUTSIDE BORDER
B	PMS 3564 ORANGE-MIDDLE BORDER
C	PMS 2035 RED-INSIDE BORDER
D	PMS 281 DARK BLUE-BACKGROUND
E	PMS 298 LIGHT BLUE "DIGITALLY PRINTED" LOGO
F	WHITE-"ALDI" COPY

ELECTRICAL SPECS						
ITEM	QTY	DESCRIPTION	VOLTS	AMPS	WATTS	CIRCUITS
11			120	5	600	1

MOUNTING DETAIL:
 THE SIGN SHOULD BE MOUNTED USING 1/2" X 4" LONG LAG BOLTS MOUNTED TO WOOD BLOCKING BEHIND THE ACM PANEL (2)TOP, (2) MIDDLE AND (2) BOTTOM TTL - (6) BOLTS MINIMUM

NOTE:
 THE SIGN MOUNTING IS DESIGNED FOR 115 MPH, 3 SECOND GUST ULTIMATE WIND SPEED FOR CATEGORY II STRUCTURES AS PER 1609A OF 2012- IBC

COLOR KEY			
PMS 7548 C YELLOW	PMS 3564 C ORANGE	PMS 2035 C RED	PMS 281 C DARK BLUE
PMS 298 C LIGHT BLUE	PMS 430 C SILVER GRAY	WHITE	

NOTES:
 - SIGN TO BE RECESSED INTO EXISTING OPENING WITH APPROX. 1/2" TOLERANCE ON ALL SIDES.

