



COUNTY OF ALBEMARLE
Department of Community Development
401 McIntire Road, North Wing
Charlottesville, Virginia 22902-4596

Phone (434) 296-5832

Fax (434) 972-4126

MEMORANDUM

TO: Architectural Review Board
FROM: Margaret Maliszewski
RE: ARB-2020-90: Aldi at Albemarle Square – wall signs
DATE: December 1, 2020

At the October 5, 2020 meeting, the ARB discussed a proposed renovation of a portion of the Albemarle Square Shopping Center for an Aldi store. A part of the proposal was the installation of two cabinet style wall signs. Staff's recommendation on the signs was to revise the cabinets to channel letter style signs. After discussion with staff and the applicant, the ARB's action on the signs was: "The sign design must be submitted for staff review and further consideration." Images of the signs considered at the October 5 meeting are copied below (Images 1A-C).

In early November, the applicant submitted a revised sign design (see Attachment A). The revision included a change to the sign type; the revised sign included channel letters and a logo. Staff commented that the logo appeared over-scaled in relation to the letters, noting that the EC sign guidelines discourage over-scaled logos. Staff consulted with the ARB chairperson, who supported staff's recommendation. The applicant was disappointed with this determination for the reasons listed below, and provided renderings showing their preferred sign size and a logo reduced to 60% of the preferred size (Images 2A-B).

- the proposed sign meets county zoning ordinance requirements
- the large logo is appropriate for such a long facade / corner anchor tenant
- the proposed sign is a very long way away from an Entrance Corridor
- Aldi has already substituted their preferred sign for the County-preferred channel letters
- Aldi has been amenable to recommended building design revisions

This information was shared with the ARB chairperson, who recommended that the issue be brought to the full board for discussion. The item has been added to the December 7, 2020 ARB meeting for discussion.



Image 1A: Aldi signs considered at the October 5, 2020 ARB meeting.



Image 1B: Aldi sign considered at the October 5, 2020 ARB meeting.



Image 1C: Aldi sign considered at the October 5, 2020 ARB meeting.



Image 2A: Revised sign type at applicant’s preferred size.



Image 2B: Revised sign type at 60% of applicant’s preferred size.