

PLANNING COMMISSION



ALT26-01:

Alternative Sign Plan

June 26, 2026



- **Applicant:** Walmart Real Estate Business Trust.
Request: Approval of Alternative Signage Plan for Walmart located at 7701 S Raeford Rd.
- **Summary:**
Walmart Real Estate Business Trust is requesting approval of an Alternative Signage Plan to increase the maximum allowable number of building mounted signage (wall signs) from five (5) to fifteen (15) wall signs.
- **Front Elevation:**
 - Proposed Sign Plan includes thirteen (13) total building mounted signs (wall signs) totaling in a cumulative 460.9 sq.ft.
 - The CC zoning district's building mounted signs (wall signs) maximum is one (1) sq.ft. per linear foot of building wall or width of tenant space; or 10% of the area of the building wall whichever is greater.
 - The total proposed signage equaling 460.9 sq.ft. meets the above standard based on the front elevation measurement of 500 ft.

- **Rear Elevation:**

- Proposed Alternative Sign Plan includes two (2) total building mounted signs (wall signs) totaling in a cumulative 5.78 sq.ft.
- The CC zoning district's building mounted signs (wall signs) maximum is one (1) sq.ft. per linear foot of building wall or width of tenant space; or 10% of the area of the building wall whichever is greater.
- The total proposed signage equaling 5.78 sq.ft. meets the above standard based on the rear elevation measurement of 500 ft.



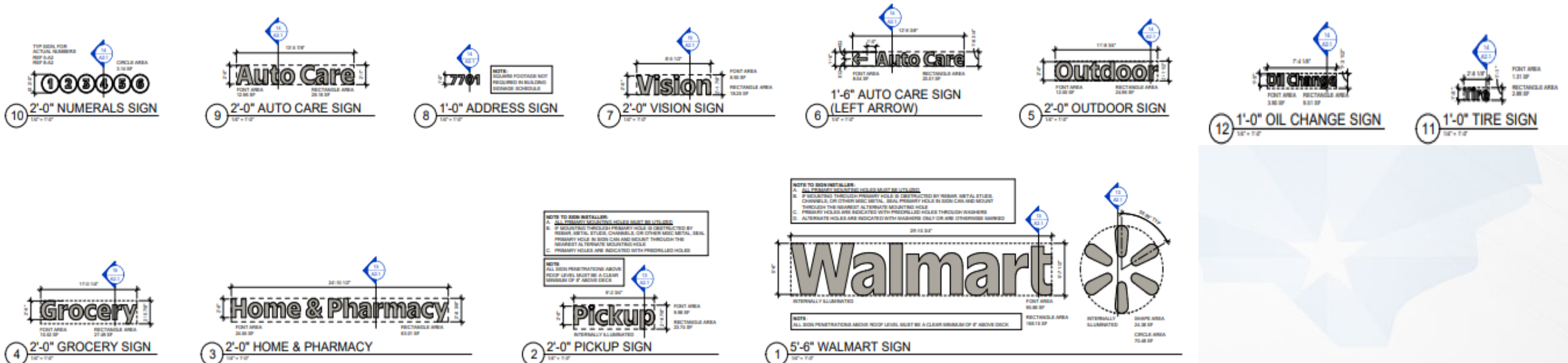
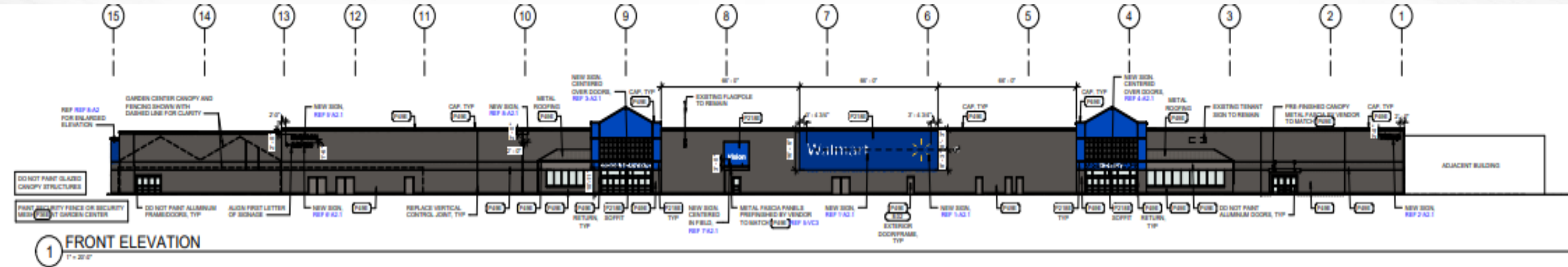
Section 30-5.L.9 – Alternative Signage Plan:

Regardless of the other provisions of this Article, the Planning Commission may, at its sole discretion, approve a signage plan for certain development projects listed in this section. The approved signage plan may include signs of different sizes, type, locations, placement and height from otherwise enumerated in this Article.

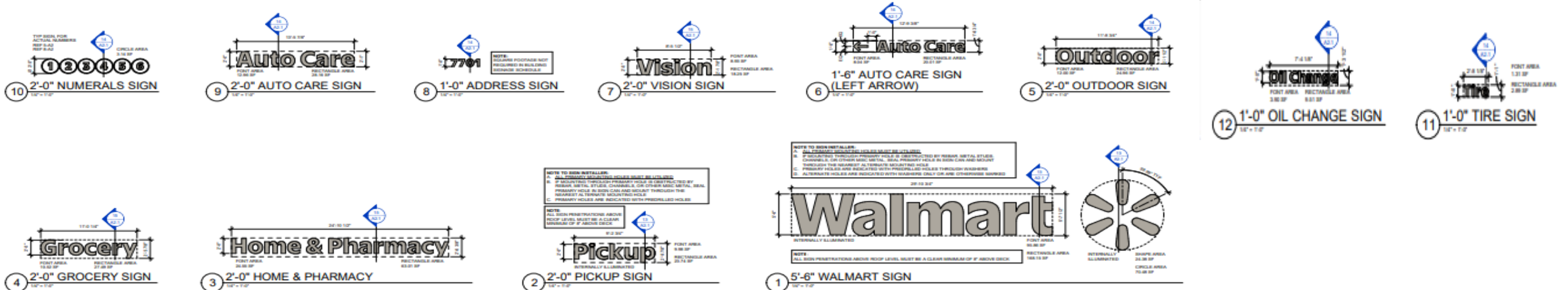
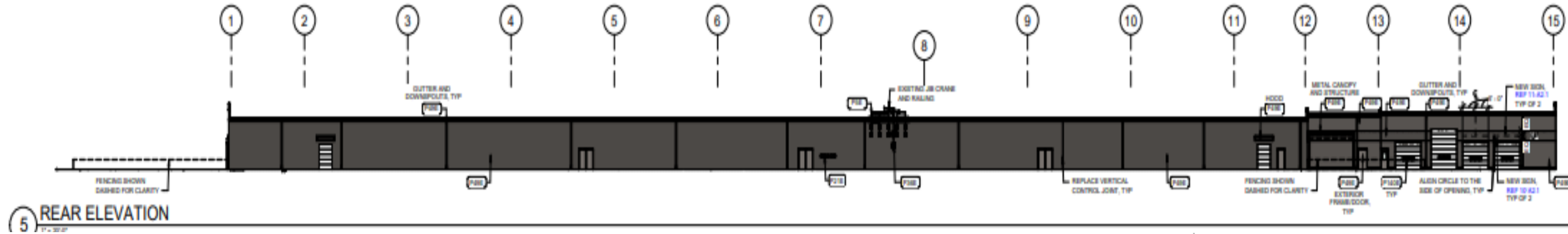
The purpose of the optional provisions for an Alternative Signage Plan are:

- a. To permit creativity in sign design and placement to address site issues and constraints associated with topography, pedestrian-orientation, wayfinding other conditions unique to the subject development.
- b. To encourage the development of comprehensive signage plans for large developments that promote an integrated approach to sign design and placement that is both attractive and informative.

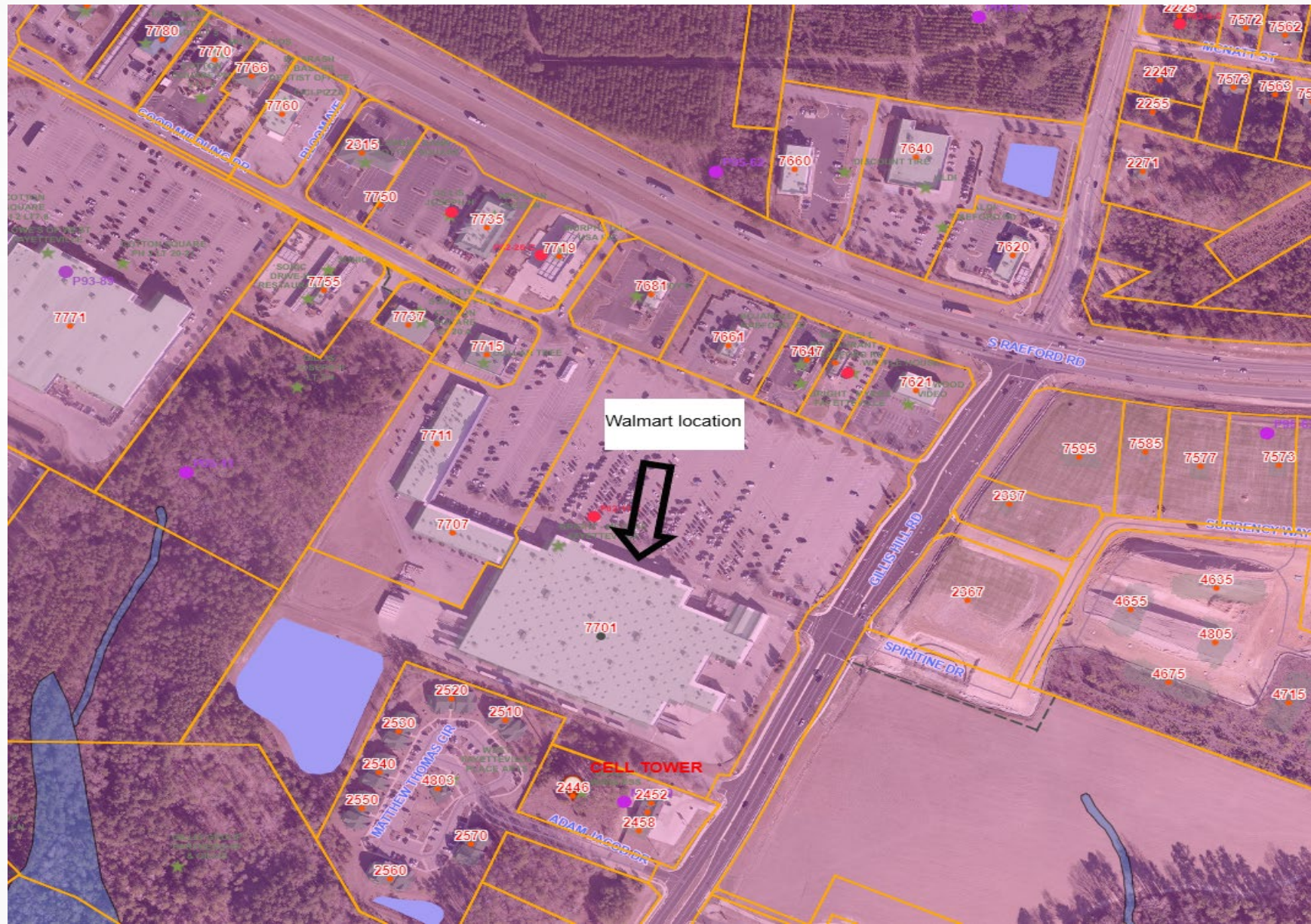
Front Elevation



Rear Elevation



Walmart location



1. **The extent to which the proposed signage plan deviates from the sign allowances otherwise applicable in this Article:** Current ordinance limits building mounted signage (wall signs) to five (5). The proposed sign plan includes fifteen (15) signs total.
2. **The rationale provided by the applicant for the deviations:** A retail store of this size has several departments that require patron direction.
3. **The extent to which the signage plan promotes city goals for way-finding, pedestrian-orientation, and business identification:** Each department identification to direct shoppers.
4. **The degree to which the signage plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage:** This is a 205,622 sq.ft. store that requires way-finders as pedestrians enter the store before parking.
5. **The degree to which the signage plan creates a unified approach to development signage that is attractive and effective in communication:** This is a 205,622 sq.ft. store that requires way-finders as pedestrians enter the store before parking.

The Planning Commission has the following options:

- Revise and approve the alternative signage plan as requested by the applicant;
- Revise and approve the alternative signage plan with conditions; or
- Deny the proposed alternative signage plan.

Recommended Action:

- Staff recommends **approval** of the Alternative Signage Plan request as described above because finding(s) 1-5 appear to have been met with the evidence currently submitted.