

EXHIBIT A

JJ Gift, Inc.
George H Grindstaff
504 W Douglas Street
New Douglas IL 62074
GHG2010@ICLOUD.COM

September 25, 2025

Mayor Hartwick and the NLR City Council
300 Main Street
North Little Rock, AR 72114

Dear Mayor Hartwick and NLR Council Members,

On behalf of ALDI Inc we respectfully request a waiver of the typical sign standards of the Maumelle Boulevard Overlay. Article 14 – Signs, Section 14.103(D) allows for a ground mounted sign with a maximum height of 10-feet and a maximum sign area of 64-square feet. Freestanding signs within the District are prohibited without City Council approval. ALDI, a fast growing grocery chain, is requesting to place a pylon sign 30-feet in height and 80 square feet of sign area for a new ALDI's store location near the intersection of Counts Massie Road Maumelle Boulevard, NLR, AR.

The purpose of this request is to allow signage which will increase visibility to this ALDI location, support the success of the ALDI Brand and bring customer awareness as ALDI enters this new market. The request also allows ALDI's the same or similar signage presence as has been allowed for ALDI's direct and indirect competitors within the North Little Rock market. ALDI has researched signage across their store locations to determine the impact signage has on customer traffic to these stores. It has been proven without the proper signage and signage visibility the successes of a store is directly affected. In support of the request, in direct view of this site, McDonalds, ACME Brick (has 2 pylon sign locations) Phillips 66 and a strip shopping center all have pylon signs.

ALDI also requests the allowance of a wall sign without direct street frontage. The wall sign located along the east side of the building, the front entrance to the store, will be located without the benefit of a public or private street. The sign will face into the parking lot. The signage plan includes a wall sign on the Maumelle Boulevard side of the store as well. The wall signs are proposed 6-feet 3-inches by 7-feet 5-inches or 47.25 square feet each. Section 14.25(E) of Article 14 states all wall signs must face a required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. A wall sign over the front entrance is very important to the store.

Please accept this request and place the item on an agenda to be considered by the City Council. If there are any questions or additional information is required please do not hesitate to contact me.

Respectfully,

George H Grindstaff

George H Grindstaff, JJ Gift, Inc.



O'Fallon Division

475 Pearl Dr.
O'Fallon, MO 63376

P: 636.278-4700

F: 636.278.4773

May 12, 2023

Attention - Building & Zoning Department

To Whom It May Concern:

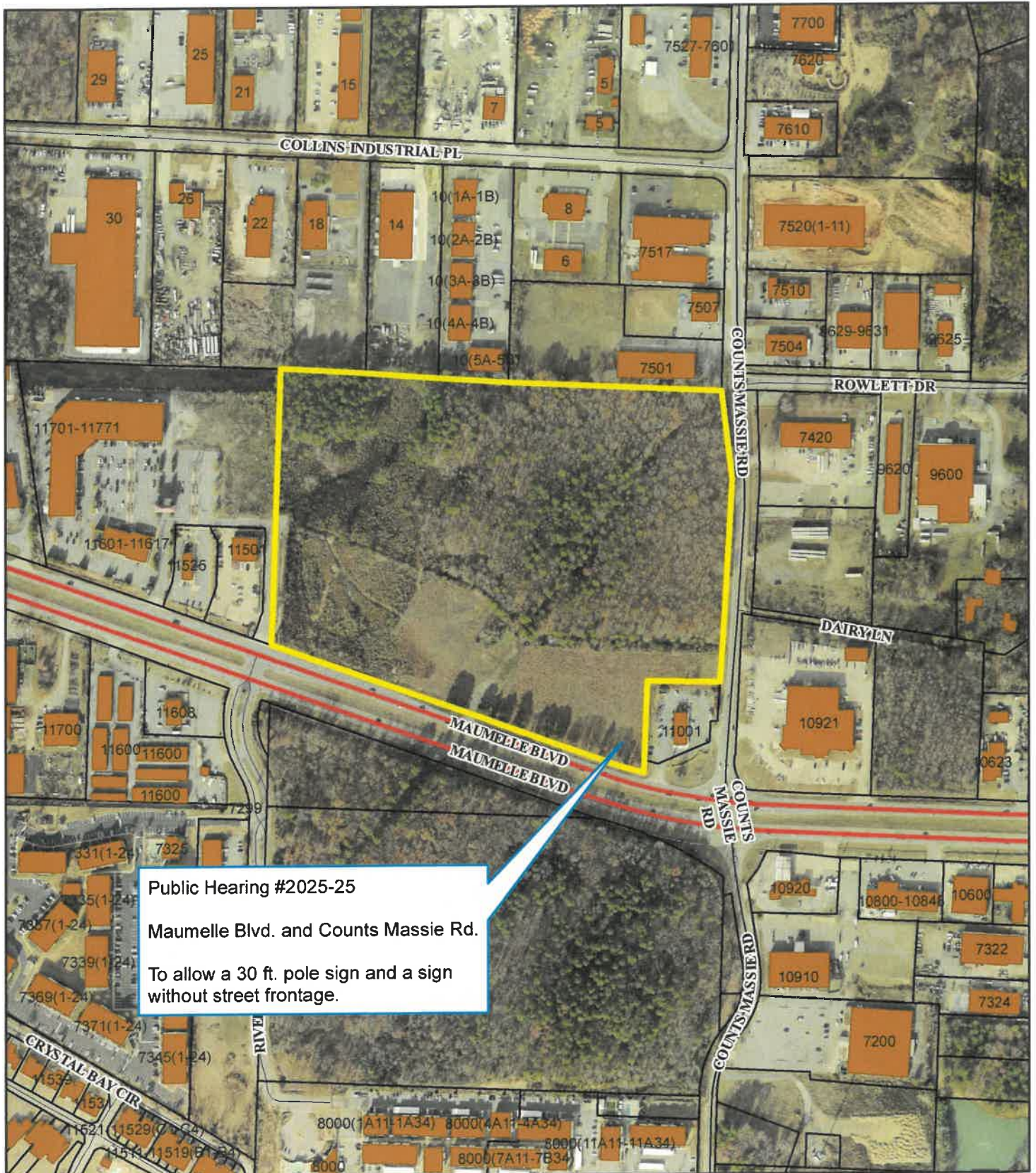
ALDI, Inc. hereby grants permission to George Grindstaff with The Graphic Department to apply for all banner and sign permits, and install the signs for ALDI.

If you require any additional information from ALDI, Inc., please feel free to contact us.

Best Regards,

A handwritten signature in cursive script that reads 'Chad Lane'.

Chad Lane
Director of Real Estate

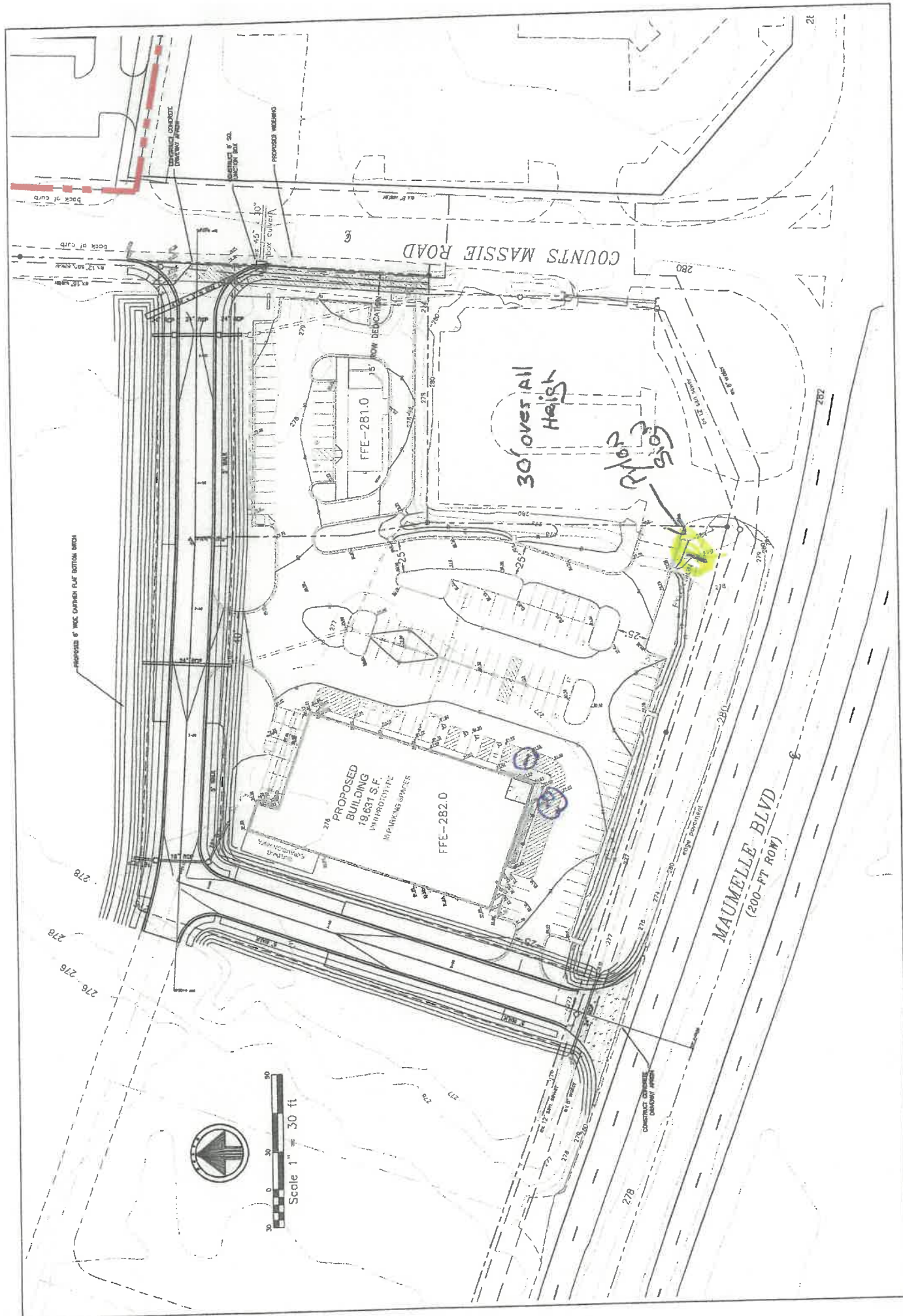


Ortho Map

1 inch = 400 feet

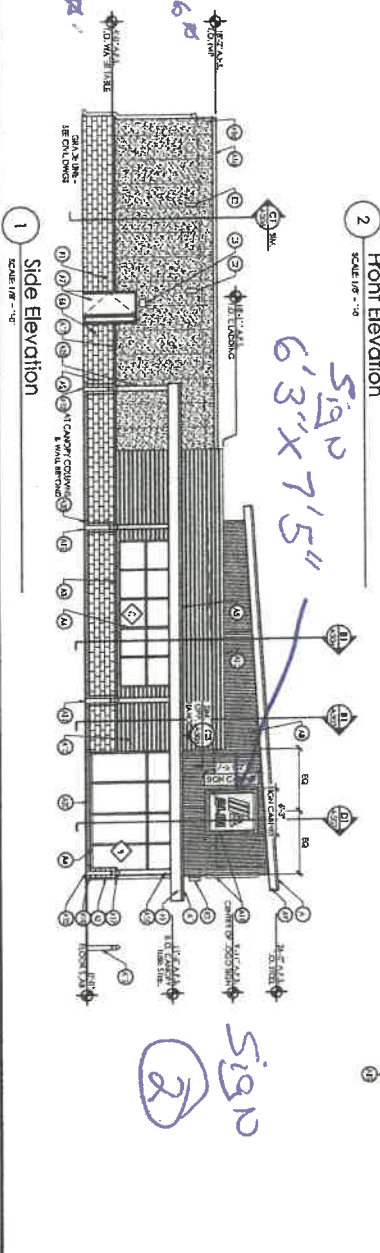
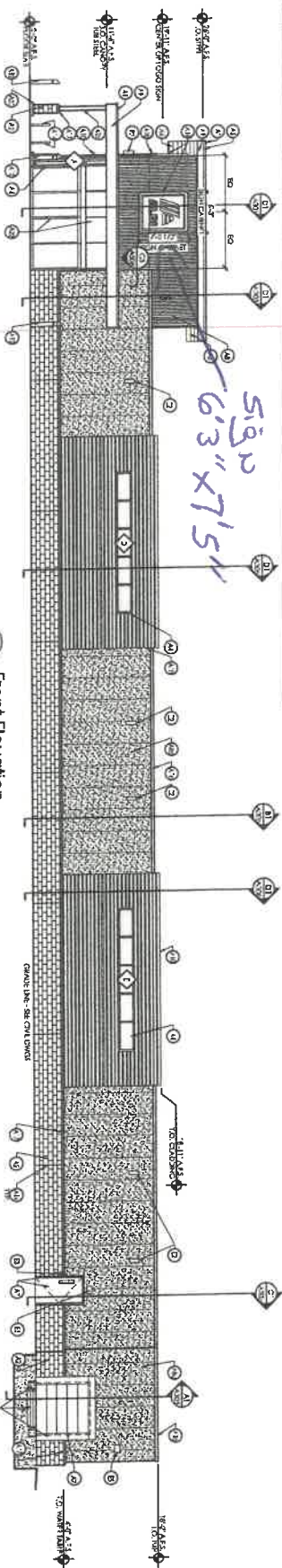


Date: 10/1/2025





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- A circular professional engineer seal for the State of Missouri. The outer ring contains the text "STATE OF MISSOURI" at the top and "PROFESSIONAL ENGINEER" at the bottom, separated by two stars. Inside the ring, the name "CARL E. JOHNSON, JR." is written in an arc. In the center, the word "REGISTERED" is at the top, "NUMBER" is in the middle, and "F-25979" is at the bottom. The date "11/20/22" is stamped over the center text. The seal is stamped in black ink on a white background.

[illegible][illegible]

025


Frontage 243'

Frontage 129' 1866
Height 14' 7205
Bump

5'7" 2
6'3" X 7'5"

5/10/22

1
Side Elevation
SCALE 1/8" = 1'-0"

<p>  Aldi Inc. 10747 Borden Boulevard, Suite 800 Tulsa, Oklahoma 74125 T: 918.481.8000 F: 918.481.8001 www.aldi.us </p>		<p> SEA Design Group, LLC 1447 Borden Boulevard, Suite 800 Tulsa, Oklahoma 74125 T: 918.481.8001 www.seadsgroup.com </p>											
<p> PRELIMINARY - NOT FOR CONSTRUCTION </p>		<p> CONCEPT PLAN </p>											
<p> Revisions: </p> <table border="1"> <thead> <tr> <th>Revisions</th> <th>Date:</th> </tr> </thead> <tbody> <tr> <td>Change Comment 1</td> <td>09/11/23</td> </tr> <tr> <td>Change Comment 2</td> <td>09/21/23</td> </tr> <tr> <td>Change Comment 3</td> <td>04/12/24</td> </tr> <tr> <td>Change Comment 4</td> <td>01/14/25</td> </tr> </tbody> </table>		Revisions	Date:	Change Comment 1	09/11/23	Change Comment 2	09/21/23	Change Comment 3	04/12/24	Change Comment 4	01/14/25	<p> Project Name & Location: </p>	
Revisions	Date:												
Change Comment 1	09/11/23												
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<p> Concept Exterior Elevations Drawing Name: </p>		<p> Project No. </p>											
<p> Prototype: </p>		<p> Project No. </p>											
<p> TYPE: </p>		<p> Project No. </p>											
<p> GROUND UP </p>		<p> Project No. </p>											
<p> Drawn By: </p>		<p> Project No. </p>											
<p> XXX </p>		<p> Project No. </p>											
<p> Scores As Noted </p>		<p> Project No. </p>											
<p> CEE -1 </p>		<p> Project No. </p>											
<p> Drawing No. </p>		<p> Project No. </p>											
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