Town of Arlington
Design Review Committee Meeting

December 11, 2018
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, December 11, 2018
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Approval of the November 13, 2018 Meeting Minutes

III. Old Business
   A. Other as Properly Presented

IV. New Business
   A. Arlington Trails Commercial PD – Master Sign Plan – Airline and Brooks Branch Rd.
   C. Other as Properly Presented

V. Adjourn
BACKGROUND: The applicant received approval for the Arlington Trails Commercial PD, a 17-acre, undeveloped commercial site on the southwest corner of Airline Road and I-40, from the BMA on October 1, 2018. The PD includes seven (7) commercial lots; two intended for hotels, one for a storage facility, and the remaining four (4) for future tenants. The four lots without identified tenants are zoned SC: Shopping Center, and may be developed in the future with a wide variety of commercial uses from individual tenants to multi-tenant buildings.

One condition of the PD approval was to prepare a Master Sign Policy. The Planning Commission considered the Master Sign Policy in November, and asked for DRC input prior to making their recommendation.

PROPOSAL AND ANALYSIS:
The intent of a sign policy is to guide future signage within the PD for consistency and quality. The majority of the proposed Master Sign Policy repeats or is consistent with the Town's existing Sign Guidelines. However, there are also several variations from existing Code, and the primary variations are as follows:

1. The policy stipulates a 5-day time limit for tenants to repair any damaged signs. The Town also requires signs to be maintained, but this should help expedite any repairs (1.c.).
2. Quality of materials on wall mounted signage is stipulated, from materials and finish, to paint guarantees (3. c-j).

3. The policy sets maximum wall sign letter heights for all uses except the hotels (36” and 66” if text is stacked) (4. Chart 1). The maximum sign area does not change from what the Code permits. The addition of max letter heights can result in more consistency.

4. The policy sets a specific number of signs allowed per building elevation (3 on front, 1 on back, and 1 on side of corner tenants). As maximum sign area per frontage still follows the Town Code, this would be anticipated to have minimal impact (4. Chart 1).

5. The policy calls for all wall mounted signs in each multi-tenant building to utilize the same color for their text/lettering (4.a.). The specific color is not identified to allow future flexibility, but it would need to be one of the 5 allowed by the Town. This would result in consistent signage within each building which is a goal of a Master Sign Policy.

6. With regard to the hotels, the policy sets maximum letter heights for wall signs (36” and 96” if text is stacked), allows for 3 wall signs (facing north, east, and west), and sets a sign area of 150 square feet per elevation, with a total not to exceed 450 square feet (4. Chart 2).

   Current Code would allow up to 250 square feet on the elevation facing I-40, and ±70 square feet for the east and west elevations, so the policy requests slightly more signage for the hotel uses. Code would also typically only allow signage on the sides facing north and west (the Cove and I-40). The applicant contends the visibility of a 4-story building from Airline Road offers an argument for signage on that side.

7. Address identification signage is required at all rear or service entrances in a standard format for deliveries and emergency personnel (4.f.ii.). This will provide consistency of those signs.

8. The Policy requests internally illuminated lettering on the upper floor wall signage on Lots 1 & 2 (the hotel lots), due to the size and location of the signage (4.g.iii.). The individual channel letters will appear black in the daylight, but appear white in the evening. An example of this is attached. The applicant states the signage is proposed on the exterior of the fourth floor, and feels reverse channel lighting would not be sufficient at that distance. He feels this is further exacerbated by the hotel names, which are lengthy and can make reverse channel even more difficult.

   Approval of internally illuminated text would be a departure from wall signage allowances in Town over the past decade. The Town has set somewhat unique sign lighting guidelines to create a quality standard for our businesses. However, if it could be tastefully executed, staff could support the consideration of internal wall lighting due to the uniqueness of the situation and building. The building would be the tallest in Arlington at four stories, and its distance from I-40 is a unique circumstance. The Code already distinguishes lots within a ‘Special Sign Corridor’ (those zoned SC and within 1500’ of centerline of 40 or 385) and provides consideration for taller ground signs there.

9. The policy states that any single tenant with over 10,000 square feet or freestanding single tenant user may have an internally illuminated logo on wall signs (4.g.iv.). Lettering would still use external or reverse channel illumination. It also clarifies that the logos shall be
scaled to an appropriate size so as to be proportional in scale to the overall sign or sign panel (5.d). This request mimics the policy approved for the Airline Road PD (Kroger/Shops).

10. The policy notes individual channel letter colors shall follow Town guidelines (black, white, beige, gold, or bronze), with the exception of the 4th floor wall signs on the hotels, which may utilize the dual color film previously mentioned.

In addition to the text of the document, sample sign renderings are provided as follows:

1. **Grouping Sign** - To identify generally how Grouping Signs would be anticipated to look – 2’ brick base, center name at the top, tenant space in the middle, and under the 15’ max height. It is a basic ground mount sign and follows Town guidelines for size, location, and illumination. Staff would encourage additional details to enhance the sign, such as brick framing on the sides or using mounted channel letters for the center name and/or logo.

2. **Wall Sign: Storage** – To identify how the wall mount signs would look on the storage site. The sign detail indicates individual, reverse channel letters and a separate logo, which would be consistent with the policy. However, staff would note a couple items to consider:
   
   a. The text would have to use an approved color, not blue.
   
   b. The elevation shows the signage on a white, square background (increasing sign size). Staff would look for signage to instead be on the wall face, as shown in the detail.
   
   c. The logo could utilize internal illumination, if the policy is approved as submitted. The policy calls for logos to be proportional in scale to the overall sign. This logo is shown at roughly 20% of the size of the lettering, and slightly shorter than the lettering height.

3. **Ground Sign: Storage** – To identify how the ground mount signs would look on the storage site. The ground sign includes a 2’ brick base and internally illuminated aluminum cabinet with an opaque background, which our Code permits.

4. **Wall Signs: Fairfield** - To identify how signs on the Fairfield building are proposed. The signs include three at the top floor of the building, with an approximately 66 sf wall sign on the north frontage (facing I-40) and 72 sf wall signs on the east and west frontage. They are all individual channel letters. Staff items to consider:
   
   a. Signs all are presumably internally illuminated in the format proposed by the plan (black during day, white at night). However, the elevations indicate they may be white during day and night on the E/W elevations.
   
   b. Staff would note these show significantly less wall signage than the Policy would permit as written (total of 210 sf, where policy requests up to 450 sf). Even with the small, 8 sf identification sign on the stone column, it is still far less than 450 sf.
   
   c. Signage would typically only be permitted on the north and west facing sides, as they front roadways. Signage on the east facing would be an exception here. The reverse would be true on a Lot 1 hotel.
5. **Ground Sign: Fairfield** – Limited information on the Fairfield monument sign. Includes a masonry base with internally illuminated box above. Additional information will be ultimately be needed to confirm consistency, and would be anticipated with a future Sign Permit application.

The Planning Commission has asked for input from the DRC on this proposed Master Sign Policy, as the committee who is most used to considering these items. The DRC could 1) recommend the policy as currently written, 2) recommend the policy with changes or conditions, or 3) recommend against the policy as written.

**NEXT STEPS:** The comments of the Design Review Committee will be forwarded to the Planning Commission. The PC will then provide a recommendation to the BMA, who will make the final decision.
Town of Arlington
DESIGN REVIEW COMMITTEE
Sign Approval Application

Refer to Meeting and Submittal Dates Calendar for Application Deadlines

Business Name (where sign will be located): ARLINGTON TRAIL PD
Business Address (where sign will be located): Arlington Trails Road West of Airline Rd
Contact Person (for business where sign will be located): Milton Grant
Daytime Phone: 901-930-0590 Fax Number: 901-930-0591
E-mail Address: mgrant@granthomes.com

Company Name of Sign Installer: To be determined
Contact Person:
Mailing Address:
Daytime Phone:
Fax Number:
E-mail Address:

Company of Sign Designer (if different than sign installer):
Contact Person:
Mailing Address:
Daytime Phone:
Fax Number:
E-mail Address:

Name of Property Owner: Bond Enterprises TN LLC/Grant Properties LLC
Mailing Address: 9075 Forrest Centre Dr, Germantown, TN 38138
Daytime Phone: 901-930-0590 Fax Number: 901-930-0591
E-mail Address: mgrant@granthomes.com

➢ Sign Type & Number Requested (i.e. Wall, Ground, etc.): Policy for different types
➢ You must also attach a completed "Sign Checklist" and ALL items required therein.

APPLICANT SIGNATURE: [Signature]

**NOTE: Sign permits are required from Shelby County Office of Construction Code Enforcement prior to installation of the sign. Once the sign is approved by staff or the Design Review Committee and all changes have been made (if required), an approval letter will be prepared for your delivery to Shelby County.

OFFICE USE ONLY
Date Received: __________________________
Amount: __________________________
Fee Receipt #: __________________________
DATE: December 11, 2018

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: DG Amendments discussion

The DRC has expressed an interest in considering amendments to the Town’s Design Guidelines Manual. Any amendments proposed by the DRC would be drafted by staff and forwarded to the Board of Mayor and Aldermen, who have the ultimate authority to consider and adopt any changes.

Based on prior DRC conversations and comments from individual members, below are the initial Amendments or Areas of Amendment that are of interest for consideration at this time.

Changes are in red strikethrough/underline format, and staff notes are in blue:

Chapter 1. INTRODUCTION

4A. WHAT IS DESIGN REVIEW

2B. BASIS FOR DESIGN GUIDELINE STANDARDS

Section 1. Composition
The design Committee shall consist of nine seven (97) members.

Section 9. Building Applications – Due Consideration
Within 30 days after an complete application shall have been submitted to the Committee, the Town staff shall examine and present it to the members of the Committee for examination and determination of whether…

3C. PURPOSE OF THE DESIGN GUIDELINES MANUAL

Chapter II. BUILDING DESIGN AND ARCHITECTURAL CHARACTER

A. GENERAL BUILDING DESIGN GUIDELINES

5. Exterior building materials shall be high quality and durable materials. Exterior building wall materials shall be subject to the following:

a. Primary Building Materials: The primary materials for exterior wall surfaces, exclusive of all windows, doors, roofs and walkway covers, shall be natural materials such as clay brick, stone, marble, limestone and wood. Cementitious stucco and hardiplank may also be used as primary building materials.
Other Materials may be considered on a case by case basis, but in no case shall the primary building material be a material simulated to give the appearance of the above-listed primary building materials. In consideration of alternate materials, the Design Review Committee and the design professional should consider the architectural style of the building, and select appropriate materials for the architectural style.

Discussion on this section has included: 1) removing stucco from primary list, 2) limiting stucco as a primary material to no more than 50%, 3) clarifying our definitions of ‘stone’ (natural, cast stone, limestone, manufactured, etc.) and simulated materials, and 4) requiring a certain amount of variation of materials.

b. Secondary Building Materials: Secondary materials for exterior wall surfaces may be used for up to 10% of the elevations, exclusive of all windows, doors, roofs, and walkway covers, for the purpose of accent. Acceptable secondary building materials include precast concrete, exterior insulation and finishing systems (EIFS), or dryvit, precast concrete, and textured block. Simulated materials that give the appearance of the primary building materials listed in a. above, may be used as secondary building materials.

Discussion on this section has included: 1) increase secondary to 20-30%, which is a more reasonable limit that will result in buildings we want and are approving, 2) further define ‘textured block’ as we traditionally don’t allow CMU block, 3) consider certain types of metal as a secondary material.

f. Door and window framing systems shall not be clear anodized or silver aluminum. The color should blend with the overall design of the building. Clear anodized or silver aluminum should be avoided unless it compliments the overall color scheme of the building.

h. Color renderings of all elevations and a complete material sample board of proposed exterior materials and colors shall be provided for Design Review Committee consideration.

E. MASSING, FACADES, AND ROOFS

2. Facades
   a. Buildings should have a defined base or cap.

Discussion on this section included stressing this need for a base on larger buildings, and that they be masonry or stone.

Chapter III. LANDSCAPING AND SCREENING

C. STREETSCAPE

4. Streetscape planting shall include a mixture of tree and understory plantings. Street trees should be planted no further apart than thirty (30’) feet on center. All new street tree plantings shall be a minimum of two and one-half (2.5”) inches in caliper at the base of the trunk and multi-stemmed ornamental trees should have a minimum caliper of one (1”) inch. Discussion was had on whether this was too close for some street trees and should be widened.
5. The sidewalk should be set back a minimum of five (5') feet from the back of the curb. Where sidewalks are incorporated within a larger landscaped pedestrian way, street trees shall-may be planted between the curb and sidewalk, unless such plantings would interfere with overhead utility lines or underground utilities.

In such cases, ornamental trees shall be plated behind the sidewalk and shall be of a species that will not interfere with overhead wires at maturity. 

Discussion was had on whether we adequately directed the types of trees under power lines.

D. PERIPHERAL SCAPE AND SCREENING
Screening shall be required in the Town of Arlington in the following instances:

3. In all developments that have outdoor work areas on-for vehicles, provide for the storage of vehicles, or provide auto service functions such as storage of cars while they are being repaired.

Chapter IV. SITE DESIGN AND SITE ELEMENTS

C. EXTERIOR LIGHTING
Discussion was had on adding information on LED lighting to be more current.

G. SIGNAGE
1. General Design Criteria

f. A Comprehensive Sign Policy is required for developments of two-four or more tenants, outlining the colors, type, illumination, size and locations of all development signage. The policy should result in signage should be that is consistent in size, material, location, and design throughout each multi-tenant development.