Town of Arlington
Design Review Committee Meeting

June 12, 2018
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, June 12, 2018
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Approval of the May 8, 2018 Meeting Minutes

III. Old Business
  A. Other as Properly Presented

IV. New Business
  A. Zips Car Wash, 6083 Airline Road – Sign Permit
  B. Discussion of amending Design Guidelines
  C. Other as Properly Presented

V. Adjourn
DATE:       June 12, 2018

STAFF:      Angela Reeder, AICP, Town Planner

SUBJECT:    Ground Sign Application Review

APPLICANT:  Zip’s Car Wash, LLC.

SIGN COMPANY: A2Z Signs and More, LLC; Representative: Emily Garner

SITE LOCATION:  6083 Airline Road

ZONING:      SC: Shopping Center zone

ANALYSIS:
The applicant is requesting Design Review Committee approval to reface an existing ground sign for Zip’s Car Wash, which recently purchased Old Town Carwash at 6083 Airline Road. The specifics of the request are as follows:

Size Requested..........................59 square feet (85” x 50” per side)
Max allowable size .......................85 square feet
Location ..................................Existing location – perpendicular to Airline Road
Colors ......................................Tan face, White letters, black/white/gold/blue/red logo
Materials .................................Vinyl covering and letters (on existing signage)
Illumination ..............................External spotlight (existing)

As proposed, the sign meets Size requirements of the Zoning Ordinance. Staff’s initial concern was about the proposed design and colors, given the unique car wash site. The carwash was built in 2015 with the intent to reflect on the old train depot, with a building that mimics the depot design and a decorative ‘water tower.’ The material and color palette for the site utilizes stone, brick, and fiber cement board, and a pitched metal roof. The letters are individually mounted, providing a three-dimensional aspect. Paint and trim colors are dark gray, tan and dark red.
Town Design Guidelines state “signage shall conform to the architectural character of the principal building in terms of style, location, size, configuration, materials, and color.” In addition, signs shall “use colors that complement building materials and color scheme of the associated building including accent and trim colors,” and “sign logos shall be subordinate to the overall sign design” (Chapter IV, Section G)

Staff felt the applicant’s original submittal did not meet these requirements, as it included no color, was primarily just the logo, and used a more modern, block font that wasn’t consistent with the historic depot style of the building. The proposal also removes the individually mounted letters and would use a vinyl application to the face. The applicant has since revised it to the current proposal.

The current proposal still contains a tan background with white lettering. The logo is still just as large, but is now proposed with color (black, white, gold and red, and thin blue lettering around the word Zip’s). The gold and red, if the right colors are chosen, could more closely match coloring on the building. In addition, a more ‘period’ font was proposed for the words “Car Wash” that better matches the site.

While the revisions more closely match the goals of our Design Guidelines, staff felt minor additional changes could further match the integrity of the Town’s approval of the site. With the circular logo of the new owner, using only the logo to identify the site doesn’t lend itself as well to the sign size/shape/design. Staff suggested some possible modifications to be more consistent, like keeping the word ‘Arlington’ at the top, reducing the logo size and adding details on either side of the logo like the current sign, but the applicant is not interested in any additional discussion with staff. As such, this item is being brought forward for DRC review and consideration.

The Design Review Committee is asked to determine if the proposed sign design and colors meet the intent of the Design Guidelines Manual for this site.

RECOMMENDATION:
Staff recommends any consideration of approval of the proposed ground sign be subject to the following conditions, in addition to any other conditions levied by the Design Review Committee.

1. The proposed ground sign as presented and with the conditions of approval, shall in all respects, comply with the applicable provisions of the Zoning Ordinance and Design Guidelines Manual.

2. A sign permit for each sign is required and shall be obtained from Shelby County Code Enforcement prior to installation. Prior to issuance of a sign permit, any changes required by the Design Review Committee shall be reflected on the plans and submitted to staff.

3. The sign shall be installed in accordance with all provisions of the Zoning Ordinance and Design Guidelines Manual.
Existing Signage

Proposed Signage

All signs must meet local city codes color requirements which only allow for tan, black, and gold colors on signs.
Proposed Signage

Existing Signage

All signs must meet local city codes color requirement which only allow for tan, black, and gold colors on signs.
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): Zip's Car Wash
Business Address (where sign will be located): 16083 Airline Rd.
Contact Person (for business where sign will be located): N/A
Daytime Phone: 870-336-5681 Fax Number: N/A
E-mail Address: www.zipscarwash.com

Company Name of Sign Installer: A2Z Signs and More, LLC.
Contact Person: Emily Garner
Mailing Address: 15073 E. Wingbury Paragould AR 72450
Daytime Phone: 870-481-7838 Fax Number: N/A
E-mail Address: emilya2zsignsandmore@gmail.com

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

Name of Property Owner: Zip's Car Wash, LLC.
Mailing Address: 3014 Turman Dr Jonesboro AR 72450
Daytime Phone: 870-336-5681 Fax Number: 870-336-5683
E-mail Address: www.zipscarwash.com

Sign Type & Number Requested (i.e. Wall, Ground, etc.): Grand Sign

You must also attach a completed "Sign Checklist" and ALL items required therein.

APPLICANT SIGNATURE: Emily Garner

**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: 5-4-18
Amount: $50
Fee Receipt #: 041651

5854 Airline Road • P.O. Box 507 • Arlington, TN 38002-0507
Telephone (901) 867-3449 • Fax (901) 867-2638
Town of Arlington
SIGN CHECKLIST, Cont'd

- All items in this Sign Checklist shall be completed. If not filled out fully, the application may be deemed incomplete and returned to the applicant. Where not applicable, note "N/A."
- A separate sign checklist shall be completed for each sign being requested.
- Refer to Chapter 7 of the Arlington Zoning Ordinance and the Design Guidelines Manual, for requirements.
- Note: Any decision that is appealed from the Design Review Committee to the Planning Commission will result in a $300.00 fee. Also, any request to defer where public notice has already been provided or to defer within seven (7) days prior to a meeting will result in a $200.00 fee.

GENERAL INFORMATION:
Zoning classification of property where the sign is to be located: MA-1 SC
If located in a shopping center, note the name of the center: N/A

SIGN INFORMATION:
Sign type proposed (circle one):
- Wall
- Awning / Canopy
- Grouping
- Projecting
- Freestanding (Ground)
- Residential Subdivision
- Other

Sign Location (provide a rendering or graphic showing location on the wall, or on the site for all other signs with dimensions from rights-of-way and property lines):

Lineal feet of building or tenant frontage: N/A
Sign height from surrounding grade: N/A
Sign dimensions: width: 85" height: 50"
Sign area (see attached for information on sign area measurement): 29.12 square feet
Sign colors and materials (samples required for any color other than white):

\[
\begin{align*}
\text{letter colors: } & \text{ Black, white} \\
\text{logo colors: } & \text{ Black, white} \\
\text{background color: } & \text{ Cream, footage} \\
\text{return and trim color: } & \text{ Vinyl, clear}
\end{align*}
\]

ILLUMINATION:
Will the sign be illuminated? \( \checkmark \) yes \( \times \) no
If yes, will it be \( \times \) internal \( \checkmark \) external (Existing: Sign)
- If internal, provide detail showing illumination. White lighting only. Reverse channel only on wall signs.
- If external, provide cut sheet showing fixture and wattage.

LANDSCAPING:
Provide a landscaping plan for any freestanding, grouping or residential subdivision sign.
November 1, 2017

To:     Whom it may concern

From:  Brett Overman, Owner, Zips Car Wash
       Teri Crocker, Integration Manager

RE:    Sign installation

A2Z SIGNS AND MORE employees are authorized to work and install signs on Zips Car Wash properties. They have been requested and hired by Zips Car Wash to perform the work.

Respectfully,

Brett Overman

Teri Crocker
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.

A second copy of the Design Guidelines (DGs) is being provided to each member for your use in considering those amendments (one you can write in). As three specific areas were brought up for consideration so far: building materials, EIFS, and tree spacing, I’ve provided some background information on those topics to assist you in your initial review and future discussion.

1. **Building Materials** – Currently our DGs differentiate between **primary** and **secondary** exterior building materials in Chapter II, Section A.
   - **Primary materials** are specifically identified as natural materials (stone, clay brick, wood, etc.), stucco and hardiplank. Other materials can be considered on a case by case basis.
   - **Secondary materials** are allowed for up to 10% of the exterior and are intended to provide interest and variety. They can include precast concrete, EIFS, precast concrete and textured block, or any materials to simulate the appearance of primary materials. If the rear of a building is not visible, up to 50% of that elevation may consist of these materials.
   - **Non-preferred materials** include painted concrete block, metal, plywood, vinyl or aluminum siding, and plastic materials.
   - **Door/Window framing** is not supposed to use clear anodized or silver aluminum.
   - Variations can be considered by the DRC based on the use (industrial has some leeway), the building architecture and scale, and surrounding built environment.

Variety in materials is encouraged on individual buildings and throughout Town to promote interest. Pictures of several buildings around Town are attached to demonstrate existing variety and materials found here.

2. **EIFS (exterior insulation and finishing systems)** – The Code currently allows EIFS as a secondary building material. It is often seen around a building cornice to provide detail without the weight of
more traditional materials such as stone. We have also seen it proposed as an exterior finish material on metal buildings, as a way to allow for quality appearance with a more economical construction cost. As mentioned above, stucco is allowed as a primary building material and it has a very similar appearance and can be difficult to differentiate from EIFS. My understanding is the distinction deals with durability of the various materials, but I have attached are some articles on the difference between these two materials and encourage more discussion and research.

3. **Tree Spacing** – The DGs currently call for trees in our streetscape plantings to be no further apart than 30 feet (Chapter III, Section C). Based on the tree species chosen, there are times that this may be too close and result in eventual crowding of the trees. Consideration may be needed as to whether some discretion is needed based on the species proposed.