Town of Arlington
Design Review Committee Meeting

September 13, 2016
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, September 13, 2016
6:30 p.m.

I. Call to Order & roll call

II. Approval of the August 9, 2016 Meeting Minutes

III. Old Business
   A. Other as Properly Presented

IV. New Business
   A. Ooze Snowcones- 5055 Airline Rd- Sign application
   B. Other as Properly Presented

V. Adjourn
TOWN OF ARLINGTON, TENNESSEE
DESIGN REVIEW COMMITTEE

DEVELOPMENT STAFF REPORT

Ooze Snowcones
Sign Application Review

DATE: September 13, 2016

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Wall Sign Application Review

APPLICANT: Muhammad Bhamani

SIGN COMPANY: Thomas Sign Designs, Inc.; Representative: Thomas Henderson

SITE LOCATION: 5055 Airline Road (Shell Station)

ZONING: SC: Shopping Center zone

ANALYSIS:

Mr. Muhammad Bhamani is requesting Design Review Committee approval for a wall sign for Ooze Snowcones, a new business moving into a vacant suite at 5055 Airline Road, the Shell Station on the north side of I-40. The specific request is as follows:

Size Requested......22.5 square feet (15ft x 18 in)
Linear store frontage......24 feet street frontage
Max allowable size......24 square feet
Location.......above entrance, east side of the building
Colors........yellow face, black returns, gold trim
Materials.......individual letters with aluminum returns and acrylic faces
Illumination.......none

As proposed, the sign meets size and location requirements of the Zoning Ordinance. The deviation requested involves the proposed yellow lettering (plans attached), which is outside the colors allowed for text in a wall sign.

The Zoning Code states logos on wall signs may use color, but textual sign copy in a wall sign is limited to the following colors: white, cream (Pantone #4545C), bronze (Pantone #448C), gold tone (Pantone #873C), or black. However, the Zoning Ordinance permits the Design Review Committee to allow the use of colors on wall signs for single-tenant, stand-alone buildings that desire to use corporate colors in their sign. Only the Design Review Committee can approve the use of corporate colors in this instance.
While this is a second business license within the building, thus not a single-tenant building, the applicant is asking for consideration as a single-tenant, as the gas station does not have or intend to have a wall sign, making this the only sign on the building.

The applicant states the yellow lettering is tied to their brand, which necessitates the need for the exception for color. However, Staff has been unable find other store locations, websites, advertisements, or other examples of their product materials to support this request. In addition, staff feels the proposed yellow would contrast sharply with the existing brick building and corporate Shell colors used on the fuel canopy, fuel pumps, and monument sign by Airline Road.

The Design Review Committee should determine if the request to consider this as a single-tenant building meets the intent of the Code allowance, given this will be the only sign on the building, and then whether the proposed color has been adequately demonstrated as necessary.

RECOMMENDATION:
Staff recommends denial of the request based on the limited information provided, and that any approval of the proposal be subject to the following conditions, in addition to any other conditions levied by the Design Review Committee.

1. The proposed wall 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. Should the applicant/property owner desire to install lighting for the sign, approval from the Town Planner is required prior to installation.

4. No additional wall signs shall be permitted on the building while this sign is present, as the request is being granted based on an allowance given to single-tenant buildings.
NON-LIGHTING FOR BOTH CHANNEL SIGNAGE
15 FT. TOTAL WIDTH OF CHANNEL SIGN

"18" LETTER HEIGHT

15 FT. TOTAL HEIGHT OF SIGNAGE

OOZE SNOWCONES

CHANNEL LETTERS
(TOP DEMO)

ONE (1) SET OF CHANNEL LETTERS
COPY: 18" (18" - High) 18" NON-LIGHTED

ONE (1) SET OF CHANNEL LETTERS
18" LED CHANNEL NON-LIGHTED
(Custom Font, 5 Deep, 3/16 Std. Color Acrylic Faces
.050 Alum. Backs, .040 Std. Color Alum. Returns,
APPROVED RACEWAY FOR MOUNTING OF SIGNAGE

LETTERS SPECS...
YELLOW ACRYLIC FACES
BLACK-RETURNS
GOLD TRIM-CAP

MOUNTING OPTIONS
LAG SREWS & ANCHORS
OR ALL THREADS w/washers & nuts

COPYRIGHT

THIS RENDERING IS THE PROPERTY OF
THOMAS SIGN DESIGNS INC., ANY REPRODUCTION
OR EXHIBITION OF THIS LAYOUT IS PROHIBITED.
2010 THOMAS SIGN DESIGNS INC.
ALL RIGHTS RESERVED.

CUSTOMER
LOCATION
DATE
CONTRACTOR
CUSTOMER APPROVAL
DATE

THOMAS SIGN DESIGNS INC.
4424 YALE RD.
MEMPHIS, TN. 38128
901-382-1417  FAX 866-492-4943
thomas.signs@yahoo.com

STORE FRONTS • VEHICLES • SHOPPING CENTERS • CHURCH • DAYCARES
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): Ooze Snowcones
Business Address (where sign will be located): 5055 Airline Rd, Arlington, TN 38002
Contact Person (for business where sign will be located): Muhammad Bhamani
Daytime Phone: 770-310-3659 Fax Number: 
E-mail Address: 

Company Name of Sign Installer: Thomas Sign Designs Inc.
Contact Person: Thomas Henderson
Mailing Address: 4424 Yale Rd, Memphis, TN 38128
Daytime Phone: 901-486-1369 Fax Number: 
E-mail Address: thomas.signs@yahoo.com

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

Name of Property Owner: Roozimer Sah
Mailing Address: 4646 Poplar Ave, Suite #301
Daytime Phone: Fax Number: 
E-mail Address: 

Attach a completed "Sign Checklist" and all items required therein.

APPLICATION SUBMITTED BY: Thomas Henderson

NOTE: Sign permits are required to be pulled with the Memphis and Shelby County Office of Construction Code Enforcement prior to installation of the sign. Once the sign is approved by the Design Review Committee and all changes have been made (if required), an approval letter will be sent to Shelby County.