Town of Arlington
Design Review Committee
Meeting

March 10, 2020
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, March 10, 2019
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Approval of the February 11, 2020 Meeting Minutes

III. Old Business
   A. Other as Properly Presented.

IV. New Business
   A. **Patriot Bank - Site Plan** – application for a new bank building at 5332 Airline Road, on the northeast corner of Airline and Milton Wilson.

   B. **R&L Carrier – Site Plan** – application to consider an expansion of the existing R&L Carrier building and loading dock facilities, located at 11305 Gulf Stream Rd.

   C. **Sign Lighting Amendment** – discussion of a proposed amendment to the Town Design Guidelines regarding lighting of monument signs.

   D. Other as Properly Presented.

V. Adjourn
DATE: November 13, 2018

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Site Plan Review

APPLICANT: Patriot Bank; Representative: Kirk Richardson, VP

DESIGN PROF./CONSULTANT: Ledford Engineering; Representative: Kevin Ledford, P.E.

SITE LOCATION: 5332 Airline Road, on the northeast corner of Airline Rd and Milton Wilson

SITE ACREAGE: 2.6 Acres

ZONING: B-2 (General Commercial) – with PD overlay (Milton Wilson/Airline Rd PD)

PROPOSAL: The applicant is requesting DRC approval of a site plan for a new bank on the northeast corner of Airline Road and Milton Wilson. The property is just over 2½ acres in size and subject to the B-2 zoning district per the Milton Wilson/Airline Road PD overlay.

The applicant proposes a 6,950 square foot building for Patriot Bank on the south side of the lot. The building is proposed to front both Milton Wilson and Airline with parking on three sides. In addition to bank services and offices, the site includes four (4) drive-up lanes and a large meeting room on the east side of building. All site improvements (building and parking) lie outside the front 25-foot streetscape and the building meets B-2 setbacks.

The Planning Commission approved the Site Plan for this site on January 21, 2020.

Building Elevations: The proposal is single-story building with a pitched metal roof and a tower feature at the entrance on the southwest corner of the building. The exterior has a stone veneer wainscoting and details (champagne color) with fiber cement Shake Siding above (gray color). Both are approved primary materials.

Other details include cedar architectural brackets, a stone ledger above the wainscoting, stone columns at the drive-throughs, and wood columns...
at the entrances. Trim, downspouts, and gutters are proposed in the medium bronze, as are window and door framing. All entrance doors are glass.

The bank teller lanes are under the same roofline as the rest of the building. Thick stone columns with cedar brackets and stone arches matching the building frame each lane. Bollards are proposed along the columns for safety purposes, no color is noted.

Town Design Guidelines call for exterior finish colors to fit into the built environment, using subtle earth tones. The proposed exterior colors and wood accents clearly follow that guidance. Unlike the existing buildings on two corners across from this site, it does not include any brick or a flat roof. However, one of those buildings is beige tones of stone and brick, the other includes mostly dark red-brown brick. As such, the proposal should be complementary, while not matching them.

**Landscaping and Tree Ordinance:** A landscape plan shows the site will well exceed the required 53 tree density units, by providing a total of 169 tdu across the site (including 93 tdu for new + 76 tdu for existing trees to remain).

The plan includes a streetscape with alternating Pin Oak and Crape Myrtle on Airline Road, and Crepe Myrtle and Red Oak on Milton Wilson. A row of alternating Loropetalum and Compacta Holly lines the parking lot behind the street trees. The site also includes 6 additional Chinese Pistache trees, 4 Redbuds, and 5 Kousa Dogwoods around the parking lot.

The remainder of the site includes a variety of shrubs and groundcover around the building and at the site entrances, including more holly and loropetalum, sky pencil holly, and camellia. The northern portion of the site will be A line of 6'-8’ tall Nellie R. Stevens are proposed around the trash enclosure. Additional screening may be required just south of the trash enclosure, depending on the final location of the MLGW transformer for the site. All remaining disturbed areas will be sodded.

The applicant proposes a striped pedestrian walkway from Milton Wilson to the building, as required.

A preliminary irrigation plan was submitted with this proposal. Several revisions are required to be consistent with Town Guidelines and conditions of approval are added to note this. For example, the plan shows the backflow preventer at the Milton Wilson entrance, which will have to be relocated out of the streetscape per DG requirements. Plans should also note that mainlines should be at a minimum depth of 18 inches and laterals shall be at a minimum depth of 12 inches.

**Exterior Lighting and Photometric Plan:** The lighting plan shows five pole lights within the parking lot, each with 17-foot, black “antique” poles and post-top “antique” lamp fixtures. Photometrics appear to show adequate coverage across much of the site, with low levels on the northern-most drive through aisle. However, undermount lighting is often installed under canopies and may have been left off the photometric. If proposed in the future, cutsheets and a revised photometric shall be provided prior to installation to ensure conformance with Town regulations.

Bronze, lantern fixtures are proposed around the outside of the building, which should complement building elements. Proof these fixtures can meet shielding requirements shall be provided prior to final approval and installation. Similar bollard lighting is also proposed at the rear/east entrance to the meeting room, which was an area that was dark in the initial photometrics.
**Garbage Collection Areas:** A trash enclosure with a stone veneer is proposed at the northeast side of the parking lot. Plans note the metal gate will be painted black. Staff recommends it be dark bronze instead, to complement features on the building.

**Mechanical Units and Meters, Transformers, Rooftop Units:** No rooftop units are proposed. A concrete pad on the east side of the building is proposed for condensing units. Landscaping is proposed around it. An electrical transformer is shown on the east side of the parking lot and a condition requires it must be screened by landscape as well.

**Signage:** No application for signage has been submitted at this time. Separate sign applications must be presented to staff for consideration and approval of any signs at a future date.

**Next Steps:** If approved, the applicant must next complete all conditions of approval and have a pre-construction meeting with staff before starting work.

**RECOMMENDATION:** Staff recommends approval of the proposed Patriot Bank Site Plan, subject to the following conditions and any additional conditions recommended by the Design Review Committee:

**CONDITIONS OF APPROVAL:**

1. It is found that the DRC application and plans dated March 4, 2020, along with the conditions of approval, meets the provisions of the Town of Arlington Zoning Ordinance and the Design Guidelines Manual. The project shall be constructed in accordance with all provisions of the Zoning Ordinance and Design Guidelines Manual.

2. Any approval shall be contingent upon the applicant satisfying all requirements/conditions of Site Plan approval levied by the Planning Commission.

3. All plans submitted to Shelby County for the issuance of a building permit shall be consistent with the plans approved by the Planning Commission and Design Review Committee. Any plan changes require prior approval by Town of Arlington staff and/or the appropriate Committee.

4. The site shall be maintained in accordance with the approved plans for the life of the project. Any revisions to the site or building require prior approval from the appropriate Board/Commission.

5. No application for signage has been presented. A separate application shall be presented to staff for consideration and shall conform to the requirements of the Arlington Zoning Ordinance.

6. If downlights are proposed under the drive-through teller canopy in the future, fixture Cutsheets and a revised Photometric Plan shall be provided prior to installation to ensure conformance with Town regulations.

7. Prior to a PreConstruction meeting, the applicant shall address the following conditions and make any necessary amendments to the plans. Amended plans must be submitted to staff for consideration and approval.

   a. Revise the irrigation plan to meet Design Guideline requirements, including relocating the backflow preventer out of the streetscape and noting mainlines should be at a minimum depth of 18 inches and laterals shall be at a minimum depth of 12 inches.
b. Revise landscape plan as necessary to appropriately screen the MLGW transformer.

c. Revise dumpster enclosure doors to be dark bronze or another color to complement the building.

d. Provide proof the bronze, lantern fixtures on the building can meet shielding requirements and will not produce unacceptable glare.
Town of Arlington
Design Review Committee
SITE PLAN APPLICATION

Refer to Meeting and Submittal Dates Calendar for Application Deadlines

Project Name: Patriot Bank
Project Address: 5332 Airline Road, Arlington, TN 38002
Developer Contact: Charles Ennis
Company Name (if applicable): Patriot Bank
Company Address: 9105 Barret Road, Barretville, TN 38053
Daytime Phone: 901-829-4211 Fax Number: 901-829-3173
E-mail Address: cennis@downhomebank.com

Architect Contact: Jennifer Pickler
Company Name: IBT Enterprises, LLC
Mailing Address: 500 Pinnacle Ct. Suite 130, Norcross, GA 30071
Daytime Phone: 678-823-3837 Fax Number:
E-mail Address: pda1981@comcast.net

Engineer Contact: Kevin Ledford
Company Name: Ledford Engineering
Mailing Address: 5507 Commander Drive, Arlington, TN 38002
Daytime Phone: 901-867-5220 Fax Number: 901-867-5331
E-mail Address: kaleford@ledfordlep.com

Name of Property Owner: Patriot Bank
Mailing Address: 9105 Barret Road, Barretville, TN 38053
Daytime Phone: 901-829-4211 Fax Number: 901-829-3173
E-mail Address: cennis@downhomebank.com

Instructions for Submitting an Application:
☐ Fee Schedule: $400.00
*Make checks payable to the Town of Arlington*
☐ Attached is a Site Plan Checklist of required items. All items must be addressed or the application may be deemed incomplete and returned to the applicant.

Office Use Only
Date Received: 1-30-20
Amount: 400
Fee Receipt #: 44100

5854 Airline Road • P.O. Box 507 • Arlington, TN 38002-0507
Telephone (901) 867-2620 • Fax (901) 867-2638

Received

5854 Airline Road • P.O. Box 507 • Arlington, TN 38002-0507
Telephone (901) 867-2620 • Fax (901) 867-2638

Received
Design Review Committee  
Site Plan Application

It is understood that:

1. The applicant and owner bear the responsibility to submit a complete application package by the submittal deadline.

2. If all required materials/documents are not submitted to and received by the Planning Department by the deadline, the application will NOT be accepted or posted on the Design Review Committee Agenda.

3. In cases where the applicant is not the property owner, it is also hereby acknowledged by the property owner that he or she is in full agreement with the content of this application.

4. By signing this document, the applicant and owner accept the above conditions.

*Owner information is required

Copy and use additional pages if necessary

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<td><strong>JBT Enterprises, LLC</strong></td>
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<td>By (Signature):</td>
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<tr>
<td><strong>Jennifer Pickler</strong></td>
<td><strong>Charles Ennis</strong></td>
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<td><strong>Charles Ennis</strong></td>
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<tr>
<td>Title:</td>
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<tr>
<td><strong>Project Manager / Designer</strong></td>
<td><strong>President CEO</strong></td>
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R&L Carriers Expansion  
SITE PLAN REVIEW

DATE: March 10, 2020

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Site Plan Review

APPLICANT: R & L Carriers; Representative: Neil Mullins

DESIGN PROF./CONSULTANT: Carlson Consulting Engineers; Representative: Joseph Parsley, P.E.

SITE LOCATION: 11305 Gulf Stream Road

SITE ACREAGE: 54.47 Acres

ZONING: M-1 (Light Industrial)

PROPOSAL: The applicant is requesting DRC approval of an expansion of R&L Carriers, an existing freight shipping business located within the Town’s Light Industrial (M-1) district. The property includes almost 55 acres situated between Gulf Stream and Memphis-Arlington Roads, on west side of I-269.

Planning Commission approved the Site Plan for this site on February 18, 2019.

Building Elevations: The applicant proposes to add 19,645 square feet (sf) to the existing shop on the east side of the property, expand the front parking lot to accommodate new employees, and expand the existing cross docks by adding 62,822sf and 100 new docks. The building will be expanded to the south, onto a 29.6-acre lot owned by the applicant. The proposed expansion will extend south but will maintain the current setback from the west property line.

Cross Docks: The applicant proposes to continue the existing exterior of each of the buildings being expanded. On the cross docks, this includes an exterior of concrete tilt-up wall panels in a beige color,
with a white roof, and green metal awning running the length of the building over all the doors. The walls are lined with white, overhead loading dock doors and green metal trim and man doors. The Guidelines permit industrial zoned properties to use tilt-up concrete wall panels where not visible from a public right-of-way. This expansion is at the rear of the existing industrial site.

**Maintenance Shop:** Similar to the cross-docks, the maintenance shop is an expansion of the existing design. The maintenance building is also built of concrete tilt-up walls of the same beige color, with a white roof, and green metal details, man doors, and small awning.

**Landscaping and Tree Ordinance:** The project site well exceeds minimum open space requirements and will exceed the required 806 tree density units (not including agricultural acreage). Calculations show it will provide just over 882 tdu as proposed, not including credit for most of the trees along the creek that will also remain.

The front (north) parking lot is currently well landscaped for an older industrial site, including rows of Crepe Myrtles lining each side of the driveway and Willow Oaks around the parking lot. A handful of trees will need to be removed to allow for expansion of the front parking lot; however, plans show them being replaced with 4 new Willow Oak and 3 Crepe Myrtles, as well as some evergreens along the front fence.

Along the south end of the site, plans include a new streetscape with 9 Nuttal Oak and 21 Foster’s Holly to be planted along Memphis-Arlington Road. This new landscaping will provide a buffer for the south side of the site where there is none currently, softening views of the field and business beyond it.

Myer’s Park, under construction to the west, includes a detention basin and row of single-family homes that back up to R&L land. When it was approved in 2018, only nine (9) of the homes would abut industrial activities and to provide a buffer between the uses, they were required to install a wood privacy fence and plant evergreens behind the 9 lots.

R&L was asked to continue that buffer for their expansion area. They propose to extend an 8-foot wood fence south along their property line, stopping roughly 30 feet beyond the end of their expansion. The wood fence would then turn east across the rear of the site, terminating at the tree line along Hwy 385, and further screening views from the south. Their plans also include Green Giant Arborvitae (6’-7’ tall) planted every 15 feet along the shared fence line, to match the Myer’s Park buffer.

Staff has learned that Myer’s Park has already planted their Arborvitae, with hopes they would be mature by the time homes are built there. However, they have planted them at roughly half the original distance, closer to 6-foot centers. Staff would recommend these be planted at a similar spacing, to ensure a good hedge or screen results once they are reach a mature size.

**Exterior Lighting and Photometric Plan:** The lighting plan shows pole lights in the front employee parking lot and along the north end of the maintenance shop area only. All other site lighting is from building-mounted fixtures. No new pole lights are proposed; however, the applicant is looking at replacing the current sag lenses in the employee parking lot with full cutoff fixtures and bringing it more into conformance with Town Guidelines.
The expansion is proposed to continue to have the same lighting fixtures as on the existing building. Photometric plans note little to no spillage at the property line. However, staff noted Town Guidelines require all exterior fixtures be full cut-off and all building mounted fixtures have a shielded lamp source to minimize glare, which these fixtures do not.

The applicant is requesting that requirement be waived, and they be able to use the same fixtures as on the existing building. They have offered the following justification:

The proposed building lights have been evaluated on the photometric plan with a 60-degree tilt which matches the existing building lighting. R&L Carriers is requesting a waiver from this requirement due to the existing building light being tilted and due to the low light levels along the edge of pavement in the crossdock yard. Beside the western property line where this property abuts residential, light levels along the edge of pavement will be approximately 0.2 footcandles. Between the curb line and the residential property there will be a 75’ wide grass buffer just as it is today. Adjacent to the property line, an 8’ tall wood fence will be constructed along with a row of evergreens planted 15’ on center which matches the buffer required for the residential subdivision. Requiring shielded lights would likely require additional lights to be installed around the perimeter of the yard placing the lights closer to the residential property. To the north of this site is more industrial, to the east is 385, and there is more than 650’ of farm field before you get to the ROW of Memphis Arlington Road to the south.

If the Committee agrees with the applicant and would like to allow use of the existing fixture, the recommended condition to revise the lighting should be removed prior to approval.

**Mechanical Units and Meters, Transformers, Rooftop Units:** Mechanical units on the maintenance shop are roof mounted and screened on three sides parapet and mostly by existing vegetation along Hwy 385. The applicant notes that future units and exhaust equipment should also be screened by vegetation along the highway. If possible, new rooftop exhausts should be painted to match the roof and further aid in their screening.

**Signage:** No new signage is proposed, other than directional signs on the building (such as loading bay numbers). No signage requiring a permit is anticipated.

**Next Steps:** If approved, the applicant must next complete all conditions of approval, complete construction plans, and have a pre-construction meeting with staff before starting work.

**RECOMMENDATION:** Staff recommends approval of the proposed expansion of the R&L Carrier facility, subject to the following conditions:

**CONDITIONS OF APPROVAL:**

1. It is found that the DRC application and plans dated March 3, 2020, along with the conditions of approval, meets the provisions of the Town of Arlington Zoning Ordinance and the Design Guidelines Manual. The project shall be constructed in accordance with all provisions of the Zoning Ordinance and Design Guidelines Manual.
2. Any approval shall be contingent upon the applicant satisfying all requirements/conditions of Site Plan approval levied by the Planning Commission.
3. All plans submitted to Shelby County for the issuance of a building permit shall be consistent with the plans approved by the Planning Commission and Design Review Committee. Any plan changes require prior approval by Town of Arlington staff and/or the appropriate Committee.

4. The site shall be maintained in accordance with the approved plans for the life of the project. Any revisions to the site or building require prior approval from the appropriate Board/Commission.

5. Any exterior signage on plans is conceptual only and will require submittal of a Town Sign Permit application for staff review and approval, not including small directional signage or numbering.

6. Prior to starting construction, the applicant shall address the following conditions and make any necessary amendments to the plans. Amended plans must be submitted to staff for consideration and approval.
   a. Irrigation for designated landscape areas is required. An irrigation plan shall be submitted to Staff for review and approval prior to issuance of a building permit.
   b. Paint any new roof exhausts or equipment to match adjacent rooftop and further aid in their screening, if possible.
   c. Revise tree spacing along the west property line closer to 6-foot o.c to result in a full screen wall and match existing screen plant spacing on the Myer’s Park site.
   d. Correct any notes on the landscape plans to note the wood screen fence will be 8 ft tall, not 6 ft.
   e. Revise proposed fixture on the building addition to a full cut-off design with a shielded lamp source to minimize glare. Provide a revised photometric plan to ensure lighting levels are still adequate with the new fixture.
LOCATION MAP

R&L Carriers
11305 Gulf Stream Road
## Town of Arlington

**Design Review Committee**

**Site Plan Application**

Refer to Meeting and Submittal Dates Calendar for Application Deadlines

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<th>R &amp; L Carriers</th>
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<tr>
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<tr>
<td>Developer Contact:</td>
<td>Neil Mullins</td>
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<tr>
<td>Company Name (if applicable):</td>
<td>R &amp; L Carriers</td>
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<tr>
<td>Company Address:</td>
<td>600 Gillam Road, Wilmington, OH 45177</td>
<td></td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td>(800) 543-5589</td>
<td>Fax Number:</td>
</tr>
<tr>
<td>E-mail Address:</td>
<td><a href="mailto:neil.mullins@rlcarriers.com">neil.mullins@rlcarriers.com</a></td>
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<th>Phillip Fowler</th>
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<tr>
<td>Company Name:</td>
<td>ArcWest Architects</td>
</tr>
<tr>
<td>Mailing Address:</td>
<td>1525 Raleigh Street, Suite 320, Denver, CO 80204</td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td>(303) 455-7741</td>
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<tr>
<td>E-mail Address:</td>
<td><a href="mailto:pfowler@arcwestarchitects.com">pfowler@arcwestarchitects.com</a></td>
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<tr>
<td>Company Name:</td>
<td>Carlson Consulting Engineers</td>
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<tr>
<td>Mailing Address:</td>
<td>7068 Ledgestone Commons, Bartlett, TN 38133</td>
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<tr>
<td>E-mail Address:</td>
<td><a href="mailto:josephparsley@carlsonconsulting.net">josephparsley@carlsonconsulting.net</a></td>
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<td>E-mail Address:</td>
<td><a href="mailto:neil.mullins@rlcarriers.com">neil.mullins@rlcarriers.com</a></td>
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### Instructions for Submitting an Application:

- Fee Schedule: $400.00
  - Make checks payable to the Town of Arlington
- Attached is a Site Plan Checklist of required items. All items must be addressed or the application may be deemed incomplete and returned to the applicant.

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**OFFICE USE ONLY**

Date Received: 1-29-20

Amount: 400

Fee Receipt #: 414277

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Town of Arlington

JAN 29 2020

Received
Design Review Committee  
Site Plan Application

It is understood that:

1. The applicant and owner bear the responsibility to submit a complete application package by the submittal deadline.

2. If all required materials/documents are not submitted to and received by the Planning Department by the deadline, the application will NOT be accepted or posted on the Design Review Committee Agenda.

3. In cases where the applicant is not the property owner, it is also hereby acknowledged by the property owner that he or she is in full agreement with the content of this application.

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*Copy and use additional pages if necessary*

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<tr>
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<td>By (Signature): [Signature]</td>
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<tr>
<td>Print Name: Phillip Fowler</td>
<td>Print Name: [Signature]</td>
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<tr>
<td>Title: Project Architect</td>
<td>Title: CONSTRUCTION ENGINEER</td>
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If an Individual(s):

| Print Name: | Print Name: |
| Signature: | Signature: |

Print Name:

Signature:

Print Name:

Signature:
Design Guidelines

Ground Sign Lighting Amendment

DATE: March 10, 2020

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Sign Lighting Amendment Discussion

BACKGROUND: Members of the Board of Mayor and Aldermen have expressed an interest in amending Town’s Design Guidelines regarding monument sign lighting. While the BMA has the ultimate authority to adopt any changes, they would like DRC input on this proposal.

Currently, Town Guidelines permit ground/monument signs to be lit by 1) an external source, 2) an internal source (text & logo only), or 3) with reverse-channel lighting. Details are in Chapter IV, Section G of the Guidelines.

PROPOSAL: The proposed amendment would remove the option to use internal illumination, leaving only reverse-channel or external lighting options on ground signs. Below is the text change being proposed, in red strikethrough/underline format:

Chapter IV. SITE DESIGN AND SITE ELEMENTS

G. SIGNAGE

5. Sign Illumination

a. The light for or from any sign shall be so shaded, shielded or directed that intensity will not be objectionable to surrounding areas.

b. No sign shall have blinking, flashing or fluttering lights or other illuminating devices that change light intensity, brightness or color.

c. Reverse-channel lighting is encouraged. Exposed bulbs and neon shall not be used on the exterior surface of any sign.

d. Canopies and awnings shall not have backlighting. Canopy signs shall not be illuminated. Beacon lights are prohibited.

e. **Illuminated translucent sign backgrounds are not permitted on ground signs. A solid opaque material, such as aluminum, shall be used for the background of any internally illuminated ground sign, with routed letters and logo. Light may illuminate only the letters and logo.**

f. **The Any use of external lighting requires with a shielded light source is required.**
**ANALYSIS:** Lighting regulations need to strike a balance between the goals for safety, aesthetics, and advertising our businesses. Adequate lighting is necessary for drivers and pedestrians to navigate at night, which includes signage. Signs that are over-lit or too bright can cause glare and blind drivers. While poorly visible signs can result in drivers slowing to read them and performing erratic, last-second maneuvers.

A 2009 study with the US DOT and US Sign Council, found internally illuminated signs are safer for drivers, as they are more legible and avoid some drawbacks of external illumination: non-uniform lighting, difficulty maintaining light directionality, and the potential for light trespass or glare. Reverse channel or halo lighting goes a step further to softens the light on a sign and avoid direct glare at drivers. It also gives a more upscale look. However, they can be difficult for residents to read from a distance, if they have vision problems, or if the signs are not designed correctly.

The Town of Arlington addressed signage in our 2008 Design Guidelines to try to strike that balance of safety and aesthetics. Signs must use white lighting only, must use steady lighting only, and must ensure light sources are as shielded as possible to avoid glare. In addition, internally illuminated signs were limited to only lighting the text and logos, to reduce brightness and remove the “light boxes” built in the past.

Staff feels additional restrictions or clarification could be added to existing language to ensure a higher standard of design, while also maintaining this option for our businesses. Removal of the internal illumination option would reduce sign variety and be an aesthetic move to maintain a more consistent design in our Town.

As a note, if approved, this change would apply to new projects moving forward. Existing signage would be considered legal nonconforming and would only be required to be revised if removed or replaced.

**NEXT STEPS:**
Staff encourages DRC discussion and consideration of the proposal. If a recommendation is given, to approve as proposed, approve with changes, or reject, it will be forwarded to the Board of Mayor and Aldermen for their use when considering a change.

An additional amendment to the Zoning Ordinance, which similarly references internal lighting of freestanding signs, will also be required to formalize this change.
SIGN LIGHTING EXAMPLES:

**EXTERNAL LIGHTING** (effective design)

**REVERSE CHANNEL LIGHTING**
( effective design)

**INTERNAL ILLUMINATION, WITH OPAQUE BACKGROUND** (effective design)
EXTERNAL LIGHTING
(less effective – hard to read, blocked by landscaping)

INTERNAL ILLUMINATION, WITH and WITHOUT OPAQUE BACKGROUND
(less effective – too bright and glaring, busy)

REVERSE CHANNEL LIGHTING
(less effective – can be harder to read from distance or angle if not designed or lit correctly)