Town of Arlington
Design Review Committee
Meeting

August 13, 2019
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, August 13, 2019
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Approval of the July 9, 2019 Meeting Minutes

III. Old Business
   A. Other as Properly Presented.

IV. New Business
   A. Wright Medical – Sign Permit – Sign Permit for Wright Medical located at 11576
      Memphis Arlington Road.
   
   B. Arlington Fire Station #2 – Presentation of Town’s new Fire Station, at the
      northwest corner of Airline and Donelson Road.
   
   C. Other as Properly Presented.

V. Adjourn
Wright Medical
Sign Application Review

DATE: August 13, 2019

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Wall Sign Application Review

APPLICANT: Wright Medical

SIGN COMPANY: Gayden Signs; Representative: Mike Gayden

SITE LOCATION: 11576 Memphis-Arlington Road

ZONING: M-1: Light Industrial zone

ANALYSIS:
The applicant is requesting Design Review Committee approval for a wall sign for Wright Medical’s new building which is under construction at 11576 Memphis-Arlington Road. The specifics of the request are as follows:

- Size Requested: 55 square feet (15.75’ x 3.5’)
- Max allowable size: 150 square feet
- Location: Front elevation, facing Memphis-Arlington Road
- Colors: Gray background face; red letters; red and orange logo
- Materials: Aluminum
- Illumination: Halo lighting

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

The Zoning Code states wall sign logos may use color, but sign text or copy on a wall sign is limited to the following 5 colors: white, cream, bronze, gold tone, or black. However, the Zoning Ordinance permits the DRC to consider and allow the use of color on wall sign text 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.

The applicant states the red lettering is tied to their brand. They state it is used on their existing two buildings next door and is used on their buildings world-wide. These matters necessitate the need for
the exception for color in this case. Staff confirmed these are the colors of text/logo that are used here in Arlington, on their website materials, and in several other locations worldwide.

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 approval of the request based on the information provided, 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. The sign shall be installed in accordance with all provisions of the Zoning Ordinance and Design Guidelines Manual.
4. No additional wall signs for other tenants 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.
Cover Letter

To: Town of Arlington Design Review Committee
From: Wright Medical
Regarding: Sign Approval Application
Date: July 2, 2019

Committee Members,

The intent of this application is to gain approval for the proposed signage on our new building by waiver of the Town’s Color Ordinance for wall signs. The new manufacturing building is located at the 11576 Memphis-Arlington Rd Campus. Wright Medical already has two existing buildings located at the campus with the same signage. These signs conform to our corporate branding & logo and are displayed on six continents and hundreds of buildings world-wide.

Wright is proud to call Arlington home for over 40 years to our Global Operations Center as we continue to grow our footprint and invest in the town.

Respectfully submitted,

Phil Ward | Sr. Director, Manufacturing
Manufacturing Operations
11576 Memphis Arlington RD | Arlington, TN 38002
Office: 901.867.4345 | Mobile: 901.605.7277
Phillip.Ward@wright.com | www.wright.com
# 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): | WRIGHT MEDICAL |
| Business Address (where sign will be located): | 11576 MEM-ARL. RD |
| Contact Person (for business where sign will be located): | PHIL WARD |
| Daytime Phone: | 901-605-7277 |
| Fax Number: | N/A |
| E-mail Address: | phillip.ward@wright.com |

| Company Name of Sign Installer: | GAYDEN SIGNS |
| Contact Person: | MIKE GAYDEN |
| Mailing Address: | 11789 GEO. R. JAMES RD |
| Daytime Phone: | 901-870-5469 |
| Fax Number: | N/A |
| E-mail Address: | mgayden@yahoo.com |

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

| Name of Property Owner: | WRIGHT MEDICAL |
| Mailing Address: | 1023 CHERRY RD., MEMPHIS, TN. 38117 |
| Daytime Phone: | 901-605-7277 |
| Fax Number: | N/A |
| E-mail Address: | phillip.ward@wright.com |

- **Sign Type & Number Requested (i.e. Wall, Ground, etc.):** WALL SIGN
- **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 #: 

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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: LIGHT INDUSTRIAL M-1
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.): SEE ATTACHED

- Lineal feet of building or tenant frontage: 172’ 5”
- Sign height from surrounding grade: 18’
- Sign dimensions: width: 189” height: 42”
- Sign area (see attached for information on sign area measurement): 55.125 square feet

Sign colors and materials (samples required for any color other than white):
- letter colors: PANTONE C 1788
- letter materials: VINYL
- logo colors: PANTONE C 165 & 1797
- logo materials: VINYL
- background colors: PANTONE Cool Gray 14 1/4
- background materials: ALUMINUM
- return and trim color: 

ILLUMINATION:
Will the sign be illuminated? X yes ____ no
If yes, will it be □ internal □ external?
- If internal, provide detail showing illumination. White lighting only. Reverse channel only on wall signs.
- If external, provide cut sheet showing fixture and wattage. N/A

LANDSCAPING:
Provide a landscaping plan for any freestanding, grouping or residential subdivision sign. N/A
FABRICATE & INSTALL (1) SET OF REVERSE CHANNEL LETTERS. ALUMINUM FACES & RETURNS PAINTED AS PER CUSTOMER'S ARTWORK. BRIGHT RED: PANTONE 1798, ORANGE: PANTONE 165, DARK RED: PANTONE 1797. LETTERS INTERNALLY BACK LIT BY WHITE LED LIGHTS POWERED LED POWER SUPPLIES CONTAINED IN 4" DEEP 5/8" ALUMINUM BOX SIGN LAMINATED WITH BRUSHED ALUMINUM. LETTERS STUD MOUNTED OFF SIGN FOR HALO LIGHTING. ALL TRANSFORMERS AND WIRING CONTAINED IN SIGN. 3" TALL RED VINYL COPY AT BOTTOM OF SIGN.
FABRICATE & INSTALL (1) SET OF REVERSE CHANNEL LETTERS. ALUMINUM FACES & RETURNS PAINTED AS PER CUSTOMER’S ARTWORK. BRIGHT RED: PANTONE 1788, ORANGE: PANTONE 165, DARK RED: PANTONE 1797. LETTERS INTERNALLY BACK LIT BY WHITE LED LIGHTS POWERED LED POWER SUPPLIES CONTAINED IN 4” DEEP S/F ALUMINUM BOX SIGN LAMINATED WITH BRUSHED ALUMINUM. LETTERS STUD MOUNTED OFF SIGN FOR HALO LIGHTING. ALL TRANSFORMERS AND WIRING CONTAINED IN SIGN.

1. 1/8” ALUMINUM FACES
2. MACHINE SCREWS
3. 1/16” LED LIGHTS
4. 0.035 PAINTED ALUMINUM RETURNS
5. LED POWER SUPPLY
6. CONNECT SWITCH ON RACEWAY END
7. 18 GAUGE WIRE PORCELAIN BUSHINGS
8. ALUMINUM BOX SHINE
9. NON-CORRODING ATTACHMENT HARDWARE
10. PRIMARY ELECTRICAL SUPPLY INSIDE CONDUIT
11. STANDARD ELECTRICAL JUNCTION BOX

CIRCUIT REQUIRED ONE (1) 20 AMP 120 VOLT CIRCUIT DESIGNATED TO SIGN ONLY. SIGN MUST BE ORIGINATED IN COMPLIANCE WITH ARTICLE 680 OF NATIONAL ELECTRICAL CODE.
## Color Specifications

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<td>Dark Red</td>
<td>1797</td>
<td>100m 100y 8k</td>
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DATE: August 13, 2019

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Courtesy Review of Town project

SITE LOCATION: Northwest corner of Airline Road and Donelson Road

SITE ACREAGE: 2.05 Acres

PROJECT SUMMARY:
In 2018, Chief Jim Harvill prepared and presented a Proposal for Second Fire Company and Station to the Board of Mayor and Aldermen. The document provided justification for a second fire company in Arlington and called for its location to be south of I-40. The proposal was accepted by the Board, who later that year authorized the purchase of 2-acres of land for a second station at the northwest corner of Airline and Donelson Roads.

The BMA then entered into a contract with Powers Hill Design and Allen and Hoshal in October 2018 for architectural and engineering services for the station. The design has approximately 13,400 square feet of space, including administration areas, two apparatus bays, classroom space, a bed hall, etc.

ELEVATIONS: In our review of the building, staff has ensured that the colors and materials selected are in keeping with our Town Design Guidelines. The exterior is comprised of mix of brick and stone
Arlington Fire Station No 2
DRC Meeting
August 13, 2019

Veneer with a pitched standing seam metal roof. A tower feature highlights the front entrance and includes a Maltese Cross inset above the door. Cast stone lintels and sills are located on all the windows, as additional details.

![Diagram of Arlington Fire Station No 2](image)

Staff will provide additional plans, renderings, landscaping, and details of the plan at the meeting on Tuesday for your review. Our goal as staff was to present it to the Committee to make you all aware of the Town’s plan, and also demonstrate how we are striving to follow our own Guidelines as we build new facilities throughout Town.

**Next Steps:** Plans for the Station are currently out for bid, with a bid opening of August 29th. As such, it may be awarded by the BMA as early as September. If that happens, work on the station would soon follow.
Arlington Fire Station #2  Northwest Corner of Donelson Road and Airline Road