AGENDA
DESIGN REVIEW COMMITTEE
Tuesday, November 14, 2017
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Election of Officers

III. Approval of the October 10, 2017 Meeting Minutes

IV. Old Business
   A. Other as Properly Presented

V. New Business
   A. Weichert Realtors SPM – 11998 Mott Street – Sign Permit
   B. Other as properly presented

VI. Adjourn
TOWN OF ARLINGTON, TENNESSEE
DESIGN REVIEW COMMITTEE

DEVELOPMENT STAFF REPORT

Weichert Realtors – SPM Real Estate
Sign Application Review

DATE: November 14, 2017

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Ground Sign Application Review

APPLICANT: Weichert Realtors/ SPM-RE, LLC; Representative: Harry Spore

SIGN COMPANY: Ferocious Graphix Inc.; Representative: Chris Morey

SITE LOCATION: 11998 Mott Street (SPM Real Estate office)

ZONING: B-3: Downtown Business zone / within Depot Square Overlay

ANALYSIS:

Mr. Harry Spore is requesting Design Review Committee approval to reface his existing ground sign for Weichert Realtors / SPM Realtors, which is a renaming of an existing business at 11998 Mott St. The existing sign was also considered by the DRC in December 2015. His request is as follows:

- Size Requested: 24 square feet (72” x 48”)
- Linear building frontage: 59 feet street frontage
- Max allowable size: 50 square feet
- Location: Existing location – parallel to Mott Street
- Colors: Yellow face, Black letters
- Materials: Aluminum background with raised acrylic letters
- Illumination: None

As proposed, the sign meets the size requirements of the Zoning Ordinance. Staff is concerned about the proposed colors. The subject property is within the Historic Depot Square Overlay District and the guidelines specific to the historic district apply. The Depot Square guidelines for signage state “Ground sign colors should complement the building colors, and can emphasize a trim color that may be used on the building. Bright, gaudy colors are not appropriate.” Staff has historically worked with business owners to select colors listed with the National Trust as part of a historic color palette.

The proposed sign contains a bright yellow (Pantone 107C) background with black lettering (attached). Staff is concerned about the proposed yellow background color, which is clearly a “bright, gaudy color” and not appropriate within the Historic Depot Square district. Additionally, the building is gray...
with white trim and window frames, and a black front door, and thus the sign is not complementing the building.

Staff understands that the proposed yellow color is a corporate color of Weichert Realtors; however, we believe the sign can be designed to be considerate to both our Historic District and the business. There are many ways to solve this, such as using a less bright color yellow that’s more appropriate, having a different background and some of the text in a yellow. Another example could be to use a white or gray sign face to match the building, then use black lettering and perhaps a yellow stripe, similar to the sign below.

The Design Review Committee should determine if the proposed sign and colors meet the intent of the Design Guidelines Manual for the Depot Square Historic District Overlay, and primarily if the proposed yellow color is appropriate.

RECOMMENDATION:
Staff recommends denial of the request as proposed, and that 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. Should the applicant/property owner desire to install lighting for the sign, approval from the Town Planner is required prior to installation.

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

5. Prior to the issuance of a sign permit, the applicant shall confirm that previous landscaping is installed and being maintained, as required, or provide a new landscape plan for the sign.
Weichert, REALTORS®

SPM

Independently owned and operated.

Yellow
Pantone: 107C - Color Match

Spot Black

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CLIENT: SPM REAL ESTATE
PROJECT: Ground Mount Sign
STATUS: In progress - Production
JOB: 10160
DATE: 10/03/17 REV 10/05/17

SPECs (Layout A)
4' x 6'
Custom Alumalite - Reface
Mount 1/8" Thick Aluminum to face

Accepted
Signature: ____________________________
Date: ____________________________

Email approval to: chris@moreydigital.com or 901.921.9876

This artwork has been checked by Morey Digital Inc. for conformance to specifications. It is the responsibility of the client to approve art and copy for accuracy prior to production by signing off said proposed artwork. All designs and/or concepts remain the sole property of Ferocious Graphix until a written contract is approved and signed. Designs may be available for purchase without fabrication contract if desired. It is the CLIENT responsibility to conform to applicable municipal city and county code enforcement laws / permits unless requested and purchased from FG to apply and permit on behalf of the client.

This design is protected by the copyright laws of the United States.

MOREY DIGITAL INC. 6220 Greenlee St. Suite 3 Arlington, Tennessee 38002 (901) 867-7838 www.FerociousGX.com

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**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):** Weichert Realtors / SPM-RE, LLC

**Business Address (where sign will be located):** 11998 Mott St, Arlington, TN 38002

**Contact Person (for business where sign will be located):** Harry Spore

**Daytime Phone:** (901) 800-8273

**E-mail Address:**

**Company Name of Sign Installer:** Ferocious Graphix Inc

**Contact Person:** Chris Morey

**Mailing Address:** 6220 Greenlee Ste 3

**Daytime Phone:** 901-867-7838

**E-mail Address:** chris@moreydigital.com

**Company of Sign Designer (if different than sign installer):**

**Contact Person:**

**Mailing Address:**

**Daytime Phone:**

**E-mail Address:**

**Name of Property Owner:** Harry Spore

**Mailing Address:**

**Daytime Phone:**

**E-mail Address:**

☑️ **Sign Type & Number Requested (i.e. Wall, Ground, etc.):** ground monument

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

**APPLICANT SIGNATURE:**

**OFFICE USE ONLY**

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**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.

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: ____________ Depot SQ ____________
If located in a shopping center, note the name of the center: _________________________________________________________

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.): ______ provided.

__________________________
Lineal feet of building or tenant frontage: 60.

__________________________
Sign height from surrounding grade: __________________________

Sign dimensions: width: ______ 48” ______ height: ______ 60” ______

Sign area (see attached for information on sign area measurement): ______ 20 ______ square feet

Sign colors and materials (samples required for any color other than white):
letter colors: Black ____________ letter materials: Acrylic ____________
logo colors: _____________________ logo materials: _____________________
background color: Pantone: 107C - ______ return and trim color: _____________________

ILLUMINATION:
Will the sign be illuminated? ______ yes ______ X ______ 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.

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