Town of Arlington
Design Review Committee Meeting

July 09, 2019
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, July 9, 2019
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Approval of the June 11, 2019 Meeting Minutes

III. Old Business


   B. Other as Properly Presented.

IV. New Business

   A. Arlington Depot Square – Master Sign Plan – Sign plan for Arlington Depot Square Project located at the northwest corner of Walker Street and Quintard, in the Depot Square area.

   B. Other as Properly Presented.

V. Adjourn
TOWN OF ARLINGTON, TENNESSEE
DESIGN REVIEW COMMITTEE

DEVELOPMENT STAFF REPORT

AMENDMENTS TO THE TOWN OF ARLINGTON DESIGN GUIDELINES
MANUAL CHAPTERS 1, 2, 3, AND 4 TO CORRECT MISSPRAINTS, INCORPORATE
UPDATES TO PREFERRED BUILDING MATERIALS, AND ENCOURAGE
PEDESTRIAN SCALE DESIGN AND LED LIGHTING USE

DATE: July 9, 2019

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Amendment to the Arlington Design Guidelines Manual

BACKGROUND: The DRC expressed an interest in considering amendments to the Town’s Design Guidelines Manual. Based on prior Committee conversations and comments from individual members, the following Town-initiated Amendments are proposed for consideration at this time.

Conversations at the May and June meetings, as well as member comments to staff, have been incorporated. The DRC will provide a Recommendation to the Board of Mayor and Aldermen, who have the ultimate authority to consider and adopt any changes.

PROPOSAL: Attached is Exhibit A, which includes the proposed amendment language to four (4) Chapters of the Code: Chapter 1 (Introduction), Chapter 2 (Building Design and Architectural Character), Chapter 3 (Landscaping and Screening), and Chapter 3 (Site Design and Site Elements). All edits in Exhibit A are shown in red, with deletions in strike-through and additions in underline format.

Below is a brief description and summary of the intent of each change, listed in the order they occur in our Guidelines.

➢ Chapter 1: INTRODUCTION
These changes update the number of DRC members to 7 and adds language to note “complete” applications will be considered within 30 days, not just any application.

➢ Chapter 2 - ZONING DISTRICTS, BULK REGULATIONS, AND USES:

Section A. 5.a: This change clarifies the list of primary materials. It would remove stucco. It also clarifies that we’ve accepted both natural and synthetic stone and removes marble and limestone (as they’re somewhat redundant). It adds the language “fibrous cement board” instead of referencing only a specific brand name (hardiplank).

Additional language is stricken regarding materials simulated to give the appearance of primary materials, as it seemed unnecessary. The list of approved materials always included a simulated wood product, and the remaining language already offers DRC the option to consider other materials if the Committee feels they are appropriate.
Section A.5.b: Revisions include adding the intent of secondary materials and increasing their percentage up to 30%. The list of materials is updated to now include stucco and high-quality architectural metal panels. Language notes that stucco and EIFS are not to be used within 3 feet of grade or in places with regular contact with people or equipment. It also notes that on a street-facing façade, EIFS shall only be used for ornamental details.

Section A.5.e: Non-preferred materials are clarified to include painted masonry, natural gray smooth or textured concrete masonry units, corrugated metal siding, and highly reflective glass curtain wall systems.

Section A.5.f: Clear anodized or silver window framing is to be avoided unless it complements the overall color scheme of a building. Bronze or black is preferred.

Section A.5.h: New language that requires color renderings and complete color material sample boards and also sets minimum sample sizes.

Section A.6: Added section to require consistent architectural style throughout an entire development and requiring attractive pedestrian-scaled features and amenities.

Section E: Added to have developers consider human scale and pedestrian oriented massing in new buildings. Clarifies the base of a building should be masonry or stone, typically.

Chapter 3 – LANDSCAPING AND SCREENING:

Section C: Allows flexibility of street tree spacing based on species. Clarifies that sidewalks are typically 4.5 feet from the back of curb, not 5 feet. Also notes street trees may be planted between a curb and sidewalk in larger landscaped areas, not shall, as this is often not a public works preference.

Section D: Fixes typos.

Section E: Notes that backflow preventers shall be in inconspicuous locations when possible.

Section G: Incorporates several new guidelines for irrigation plans, irrigation lines, backflow preventers, and coverage.

Chapter 4 – SITE DESIGN AND SITE ELEMENTS:

Section C: Adds multiple lighting corrections and updates, including the requirement for a professional photometric report and notification that vertical reports may be necessary. Also notes that the Town prefers energy saving LED technology and auto-dimming features could be required in sensitive areas.
Section D: Clarifies that even roll-off trash can enclosures for uses that don’t have a dumpster shall be in an opaque enclosure. The next section clarifies that if it is for a dumpster, it must also be a masonry enclosure.

Section G: Revises to state that developments with 4 or more tenants, not 2 or more, shall be required to provide a comprehensive sign plan.

RECOMMENDATION:
The DRC shall make a recommendation to the Board of Mayor and Aldermen on the proposed amendment language in Exhibit A: to approve as proposed, approve with changes, or reject.

Next Steps: If recommended by the DRC, a Resolution of the proposed changes will be presented for consideration on a future BMA Agenda (likely August).
EXHIBIT A

Town of Arlington Design Guidelines Manual Amendment: The proposed amendment would revise the existing language in the various section as follows. All edits are in red text to be more visible, with all new language underlined and all removed language in strike-through format.

Chapter I: INTRODUCTION

1A. WHAT IS DESIGN REVIEW

3B. BASIS FOR DESIGN GUIDELINESTANDARDS

Section 1. Composition

The design Committee shall consist of nine seven (7 9) members.

Section 9. Building Applications – Due Consideration

Within 30 days after an complete application shall have been submitted to the Committee, the Town staff shall examine and present it to the members of the Committee for examination and determination of whether the proposed structure will conform to proper urban design standards and be conducive to the proper architectural development of the Town...

3C. PURPOSE OF THE DESIGN GUIDELINES MANUAL

Chapter II – BUILDING DESIGN AND ARCHITECTURAL CHARACTER:

A. GENERAL BUILDING DESIGN GUIDELINES

5. Exterior building materials shall be high quality and durable materials. Exterior building wall materials shall be subject to the following:

a. Primary Building Materials: The primary materials for exterior wall surfaces, exclusive of all windows, doors, roofs and walkway covers, shall be natural materials such as clay brick, natural or synthetic stone, marble, limestone and wood. Cementitious stucco, cast stone, and fibrous cement board (simulated wood siding like hardiplank) may also be used as primary building materials.

Other Materials may be considered on a case by case basis, but in no case shall the primary building material be a material simulated to give the appearance of the above-listed primary building materials. In consideration of alternate materials, the Design Review Committee and the design professional should consider the architectural style of the building and select appropriate materials for the architectural style.

b. Secondary Building Materials: Secondary materials for exterior wall surfaces are intended to provide interest and variety in building design and may be used for up to 40% of the elevations, exclusive of all windows, doors, roofs, and walkway covers, for the purpose of accent. Acceptable secondary building materials include any material appropriate as a primary material, cementitious stucco, precast concrete panels, exterior insulation and finishing systems (EIFS), or dryvit, precast concrete, and high-quality architectural metal panels textured block. Simulated materials that give the appearance of the primary building materials listed in a. above, may also be used as secondary
building materials. Any stucco or EIFS should be at least 36 inches from grade and not in places where there will be regular contact with people or equipment. On a street facing façade, EIFS should only be used for ornamental details only such as parapet caps, cornices, belt courses, window details etc.

c. Non-preferred Building Materials on non-industrially-zoned properties, exclusive of all windows, doors, roofs, and walkway covers, include exposed or painted masonry units, natural gray smooth or textured concrete, bleek-masonry units, corrugated metal siding, plywood, vinyl or aluminum siding, highly reflective glass curtain wall systems, and plastic materials (including fypno) or similar.

f. Door and window framing systems shall not be clear anodized or silver aluminum. The color should blend with the overall design of the building. Bronze or black is preferred. Clear anodized or silver aluminum should be avoided unless it complements the overall color scheme of the building.

h. Color renderings of all elevations and a complete material sample board of proposed exterior materials and colors shall be provided for Design Review Committee consideration. Minimum 3”x3” color material samples, or equivalent, and a panel of brick are considered sufficient sample sizes for those items.

6. A consistent architectural style should be carried throughout the overall design of all development and buildings shall offer attractive and inviting pedestrian-scaled features, spaces, and amenities.

E. MASSING, FACADES, AND ROOFS
1. Massing
   c. Pedestrian oriented massing and material choices should reflect the human scale within its overall composition. The interaction of solid and void can help break down the general volume of a building and relate it back to human proportion and scale. Buildings may also use entries that provide protection from the elements, such as canopies, arcades, recesses, or roof overhands to further reinforce the pedestrian scale.

2. Facades
   a. Buildings should have a defined base or cap, with the base typically comprised of a masonry or stone material.

C. STREETSCAPE
4. Streetscape planting shall include a mixture of tree and understory plantings. Street trees should be planted no further apart than thirty (30’) feet on center, unless it is shown that the proposed species would be ultimately crowded at that distance. All new street tree plantings shall be a minimum of two and one-half (2.5”) inches in caliper at the base of the trunk and multi-stemmed ornamental trees should have a minimum caliper of one (1”) inch.

5. The sidewalk should be set back a minimum of five four and a half (4.5’) feet from the back of the curb, unless otherwise approved. Where sidewalks are incorporated within a larger landscaped pedestrian way, street trees shall may be planted between the curb and sidewalk, unless such plantings would interfere with overhead utility lines or underground utilities.

   In such cases, ornamental trees shall be plated behind the sidewalk and shall be of a species that will not interfere with overhead wires at maturity.
D. PERIPHERAL SC APE AND SCREENING
Screening shall be required in the Town of Arlington in the following instances:

3. In all developments that have outdoor work areas en for vehicles, provide for the storage of vehicles, or provide auto service functions such as storage of cars while they are being repaired.

E. PARKING LOT LANDSCAPING

1. Orientation/Layout
   f. All landscaped parking islands shall be irrigated. Backflow preventors shall be less conspicuously located and screened.

G. MAINTENANCE AND IRRIGATION

3. Irrigation backflow preventors shall be screened or concealed. Backflow preventors shall be placed on the side or rear of buildings and not be located within a required streetscape area.

4. Irrigation systems must be installed below ground, with spray heads flush with the ground surface. Mainlines shall be at a minimum depth of 18 inches; lateral line shall be a minimum depth of 12”.

5. Turf and landscape shall be on separate zones and not watered together on the same zone. The system shall provide head to head coverage with 100% coverage.

6. Rotors are not appropriate for landscaped areas and shall not shoot beyond turf onto any sidewalk or hard surfaces.

7. Irrigation controllers shall be mounted on the side, rear, or inside of a building. All controllers shall be installed with a rain sensor.

Chapter IV. SITE DESIGN AND SITE ELEMENTS

C. EXTERIOR LIGHTING

1. Gasoline Station/Convenience Store Aprons and Canopies:
   d. The lighting levels for new facilities (pump islands and under canopies) shall not exceed a maintained average horizontal illumination level of twenty (20) footcandles and should conform to IESNA recommended practices. Individual luminaire lamp wattage should not exceed 250 watts.

4. Exterior Illumination of Building, Landscaping and Signs:
   b. The Town has a preference toward LED lighting of exterior areas in an effort to conserve energy.
   c. All exterior lighting shall require controls as required per the International Energy Conservation Code (IECC). Sites with 24-hour operation and enhanced security requirements are exempt.

6. Prohibitions:
   a. Floodlights
   b. Searchlights
   c. Mercury-Vapor fixtures
   d. Sag or drop lense

7. Required Submittals:
d. A photometric report stamped by a licensed professional with point-by-point spacing no greater than 10’ x 10’. Report shall include...
   f. A vertical photometric plan may be determined necessary based on project lighting proposals.

D. GARBAGE COLLECTION AREAS
2. All such garbage collection areas shall be enclosed by opaque material on all three sides with including doors used to remove cans or front-end commercial dumpsters.

G. SIGNAGE
1. General Design Criteria
   f. A comprehensive Sign Policy is required for developments of four two or more tenants, outlining the colors, type, illumination, size and locations of all development signage. The policy should result in signage that is consistent in size, material, location and design throughout each multi-tenant development.
TOWN OF ARLINGTON, TENNESSEE
Design Review Committee
DEVELOPMENT STAFF REPORT

MASTER SIGN PLAN
Depot Square Project (Cotton Gin Suites)

DATE: July 9, 2019
STAFF: Angela Reeder, AICP, Town Planner
SUBJECT: Master Sign Plan Review & Recommendation
APPLICANT: Cotton Gin J.V.; Representative: Jon Moultrie
DESIGN PROFESSIONAL: KSG, Inc; Representative: Ken Goldsby
SITE LOCATION: Northwest corner of Quintard and Walker Streets
ZONING CLASSIFICATION: B-3: Downtown Commercial
ACREAGE: 1.4 acres

BACKGROUND: The applicant received approval for the Depot Square Commercial project, a 1.4-acre, undeveloped commercial site on the northwest corner of Quintard and Walker Streets, from the Planning Commission on October 1, 2018. The applicant processed an application for a roughly 13,000 sf, two-story retail/office building and associated parking lot, with the intent to submit plans to add two other buildings on the site in the future. The site is within the Depot Square area and zoned B-3: Downtown Commercial. The first building has been built and includes nine (9) potential suites for commercial and office uses.

One condition of the Site Plan approval, and a condition of our Guidelines, is to prepare a Master Sign Policy for the building to ensure consistency. This is the application for consideration tonight.

PROPOSAL AND ANALYSIS:
The intent of a sign policy is to guide future signage within the PD for consistency and quality. This is especially important in our historic area, to ensure not only consistency with each other, but also with this older portion of Town.

A summary of the proposal is as follows:
2. Any revisions required by the Town shall be made to the Plan and submitted to staff prior to any administrative sign approvals being issued.

3. Prior to the installation of any signs, a sign permit application shall be presented to staff for consideration and shall conform to the requirements of Town Ordinances and this Master Sign Plan.

4. Revise the Master Sign Plan document to address:
   a. Revise the policy to specify each suite is only permitted one wall sign per elevation, to reduce visual clutter.
   b. Revise the policy to reduce the number of sign color choices to 2-3 maximum, as opposed to the current 9 sign colors that would be possible on the building.
   c. Revise to specify a specific text color be used for consistency, such as all white text only, especially if approved with multiple colors for sign backgrounds.
   d. Revise the East Elevation to clarify where signage for the second suite from the left would be located.
   e. Note the rear suite/address identification signage shall be required on all rear or service entrances for deliveries and emergency personnel.
**Design Review Committee**

**Sign Approval Application**

Refer to Meeting and Submittal Dates Calendar for Application Deadlines

| Business Name (where sign will be located): | COTTON GIN SUITES BUILDING |
| Business Address (where sign will be located): | 6225 QUINTARD ST, ARL, TN |
| Contact Person (for business where sign will be located): | JOHN MOULTON |
| Daytime Phone: | 901-967-1000 |
| E-mail Address: | smoultrie@enterprise.com |

| Company Name of Sign Installer: |
| Contact Person: |
| Mailing Address: |
| Daytime Phone: |
| E-mail Address: |

| Company of Sign Designer (if different than sign installer): | KSG, INC |
| Contact Person: | Ken Goldsby |
| Mailing Address: | 4340 HWY 70 W , MASON, TN 38049 |
| Daytime Phone: | 901-219-0905 |
| E-mail Address: | KenGoldsbySigns@yahoo.com |

| Name of Property Owner: | JOHN MOULTON, MANAGING MEMBER |
| Mailing Address: | 6225 QUINTARD ST, ARL, TN STE# 203 |
| Daytime Phone: | 901-967-1000 |
| E-mail Address: | smoultrie@enterprise.com |

- Sign Type & Number Requested (i.e. Wall, Ground, etc.): (SIGN PLAN)
- You must also attach a completed "Sign Checklist" and ALL items required therein.

**APPLICANT SIGNATURE:** COTTON GIN J.V., JOHN MOULTON

**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: 5/29/14
Amount: $50
Fee Receipt #: 043418