Town of Arlington
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Design Review Committee
July 09, 2019
6:30 P.M.
Meeting Minutes

I. Call to Order and Roll:

Present:
Jeremy Biggs, Secretary
Ronald Colin
Deadrick Turner
Josh Holtgrew, Chairman
Jeanne Myers
Tommy Reyes

Absent:
Daniel Davidson, excused

Others Present:
Angela Reeder, Town Planner
Lynette Kirk, Administrative Assistant
Janet Lucci, Administrative Assistant

II. Approval of Minutes from June 11, 2019, Meeting:

Chairman Holtgrew called for a motion to approve the June 11, 2019 meeting minutes as submitted.

Motion: Deadrick Turner made the motion. Ron Colin seconded it.
Jeanne Myers requested to amend/correct the language on page 7 referencing brick and painting to be life cycle not maintenance cycle.

Vote on Motion: The motion carried unanimously as corrected.

III. Old Business:

Chairman Holtgrew stated he wanted to change the order of the agenda to discuss new business first, then conclude with old business to be fair to the applicant. Members Agreed.

IV. New Business:

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

Chairman Holtgrew recognized Angela Reeder, Town Planner, who presented the staff report for Depot Square Cotton Gin Suites (on file). Ms. Reeder stated the applicant
received approval for the Depot Square Commercial project, a 1.4-acre site located on the northwest corner of Quintard and Walker Streets, from the Planning Commission on October 1, 2018. The project was for a roughly 13,000 sf, two-story retail/office building and associated parking lot; their intent is to submit plans to add two other buildings on the site in the future. The site is within Depot Square and zoned B-3: Downtown Commercial. The first building has been built and includes nine (9) potential suites for commercial and office uses.

Ms. Reeder said 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. She said the intent of a sign policy is to guide future signage within the PD for consistency and quality. Ms. Reeder explained this is especially important in our historic area.

She said this project reiterates the Town code and does not ask for additional signage. She commented it also follows our Town guidelines regarding lighting. Ms. Reeder stated the Master Sign Plan requires wall signs be redwood, cedar or HDU, which shall be routed or sandblasted to result in raised letters (1/5” – 2” thick). Signs marking the rear delivery doors of the suites will be 3” black, vinyl letter in Arial font.

Ms. Reeder said due to the uniqueness of the site, with the building just behind the sidewalk, the grouping sign is proposed as a wall sign. She said the group sign is proposed on the east elevation, close to Walker street and will include nine (9) removable panels with a black background and white letters.

She stated all sign sizes for the tenants shall be consistent with Town Guidelines which are 30 square feet for tenants with separate entrances and 15 square feet for 2nd floor tenants with shared exterior entrances. Ms. Reeder said the sign colors will be heritage or antique paint colors; specifically, red, blue, brown, black, green, gold, white and ivory. She said there is no specific text color noted on the individual wall signs although our guidelines restrict colors to white, black, beige, gold, and bronze. She also noted the Town allows logos to have color on them. She recommended this section be pared down to only a few colors.

Ms. Reeder stated staff recommends approval of the Arlington Depot Square master sign plan subject to the following proposed conditions.

Chairman Holtgrew called for a motion.

**Main Motion:** Tommy Reyes made a motion to approve the Arlington Depot Square Master Sign Plan. Jeremy Biggs seconded the motion.

**Discussion:** Ron Colin first stated he was going to recuse himself, as he is the architect for this project; he left the room.

Jon Moultrie, Enterprise Realtors and managing partner with Cotton Gin JV, said three fourths of the top floor is Enterprise Realty, and there was one door at the street to the 9 office suites on the corner. He stated the suites are different sizes which share a conference room, two bathrooms and a break room. He said the upstairs was not meant for retail and would remain office space. Angela Reeder, Town Planner, asked Mr. Moultrie to provide a floor plan.

Mr. Moultrie asked if one tenant has more than one rear door; if they could use one address identification sign to reduce clutter. He said if a tenant occupies a suite with three doors they only be required to have one sign on one door. Ms. Reeder said suite numbers
should be listed on each door, likely for Fire Code. Mr. suggested the signs all be white font.

Mr. Moultrie expressed his concern with limiting sign colors, as his sign color is very important as it represents Enterprise Realty. He asked the Committee to understand limiting sign colors would impact his ability to obtain tenants. Ken Goldsby, KSG, Inc, said he put the plan together and intended to say white or ivory text not sign color. Jeanne Myers asked about specifying the colors be antique or heritage. Ms. Reeder said Town policy has been to encourage heritage colors.

Mr. Goldsby explained high-density urethane (HDU) was a modern equivalent of Styrofoam made to hold paint which gives the appearance of wood. He said when sandblasted, HDU looks antique. Mr. Goldsby also said wood warps over time and painted HDU is a good alternative.

Mr. Turner asked about the Cotton Gin sign and which door would lead to it. He stated he was concerned people would think it was associated with the corner suite. Mr. Moultrie stated he would have a Cotton Gin Office Suites sign on the entrance door leading upstairs to be clear. Ms. Reeder confirmed the Code permits to have signs on their doors to identify them, as incidental signage. Mr. Reyes asked if it could instead be beside the door, not on it. Ms. Reeder confirmed the incidental signs were allowed on, or within five feet of a door, so it could be beside it.

Mr. Turner also noted there are other developments around Town with no colors around that perform fine. He was worried with too many colors that it would look too busy.

Ms. Myers suggested picking two colors, using only white letters, and allowing logos. She said it would be a better alternative to having multiple colors. Ms. Reeder said the colors are narrowed down to red, blue, brown, black and green since the applicant stated the white and beige comments were an error. She suggested nailing down a specific heritage color of any they want to accept. Ms. Myers recommended the applicant pick specific Pantone colors to be used on signage. Mr. Holtgrewe asked the applicant to work through Town Staff on specific colors. He said the applicant would then bring the color tones to Staff for approval.

Ms. Reeder read back changes to revise the Master Sign Plan. She said number 4 (a) will read if more than one elevation, signs shall be consistent. Ms. Reeder continued (b) will specify five possible shades of sign color to be from the Town Heritage colors for red, blue, green, brown, and black. She said (c) will revise to specify a specific text color of white be used for consistency. Lastly, she said (f) will add verbiage to include adding signage to the north elevation no more than 30 square feet over entrance up to the door.

Chairman Holtgrewe called for a motion.

**Motion:** Jeanne Myers made a motion to approve Arlington Depot Square Master Sign Plan with added conditions noted by Angela Reeder. Deadrick Turner seconded the motion.

**Vote on Main Motion as Amended:** The motion carried unanimously.

**CONDITIONS OF APPROVAL:**

1. The Master Sign Plan for the Depot Square Plan/Cotton Gin Suites dated June 26, 2019, is only official once it is approved by the Design Review Committee. The Town’s Zoning Ordinance, Design Guidelines, and Depot Square Guidelines shall
govern development of the Subject Property unless specifically modified as part of the approved Master Sign Plan.

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 plan to specify each suite is only permitted one wall sign per elevation, to reduce visual clutter. **On suites with more than one street facing elevation, all walls signs shall match.**
   b. Identify the specific pantone color for staff approval of each of the five (5) possible Heritage sign colors: red, blue, green, brown, and black.
   c. Revise plan to specify a specific text color of **white** be used for consistency on all wall signs.
   d. Revise rendering of the East Elevation to clarify where signage for the second suite from the left would be located.
   e. Note that rear suite/address identification shall be required on all rear or service entrances for deliveries and emergency personnel.
   f. **Note that the north elevation on the current building is permitted up to 30 square feet of wall signage over the entrance door.**

III. Old Business:
   Chairman Holtgrewe returned to Old Business, Item A which was postponed.
   Mr. Colin returned.

**Main Motion:** Tommy Reyes made a motion to recommend approval of the Design Guidelines Manual - Amendment. Jeanne Myers seconded the motion.

**Discussion:** Mr. Holtgrewe asked if all revisions had been received in order to move forward to BMA. Ms. Reeder confirmed changes included a typo revision and change in masonry description to say painted masonry, natural gray and smooth. She said chapter 3, Landscaping and Screening, section G: maintenance and irrigation items number, 4, 5, 6 and 7 were all added. Ms. Reeder said these were added guidelines for irrigation plans, irrigation lines, backflow preventers, and coverage.

Jeremy Biggs asked about the language noting stucco and EIFS will not be used within 3 feet of grade and about it as ornamental only on the front. Ms. Reeder said it was a compromise between allowing 30% EIFS and not allowing EIFS at all. Ms. Myers said the owner gets a cost savings of EIFS but only allowed sides and back.
Mr. Colin mentioned the weight difference with EIFS versus stucco. He gave example of O’Reilly and how EIFS over the large window area is more desirable due to weight. Brick and stone would be much heavier on a building like that. Ms. Myers also pointed out the benefits of keeping it away from people to not get it easily damaged, thus the proposed language.

Mr. Biggs expressed concern of EIFS staining and believes staining doesn’t happen with stucco. Ms. Myers said stucco can stain but is easier to clean. Mr. Holtgrewe suggested a required maintenance plan. He said we want people to come to Town and build nice buildings; we also want them to afford to come here and maintain what they build. Ms. Reeder said the Town does have property maintenance guidelines in place, but limited Code Enforcement staff.

Mr. Biggs said every time a tenant leaves and removes their sign, it leaves holes in the stucco. He said you can still see it around the new sign and it looks bad. Mr. Reeder said the Town can add language to the sign application that tenants shall repair and repaint behind new signs.

Mr. Biggs said he wasn’t concerned about ornamental EIFS, just the 30%. Jeanne Myers said she would be ok with removing EIFS all together, but it would alter the price point for the building owner. Mr. Biggs said all the guidelines changes peoples price point.

Mr. Biggs said he has read meeting comments from the meeting he missed regarding 30% secondary and decided he’s likely in minority on that topic, so he’d move along but he did have a question about another item.

Mr. Biggs asked about painted masonry restriction. Ms. Myers said it was more of a maintenance issue.

Mr. Biggs asked if the Town guidelines addresses mailboxes. He said in a development all the mailboxes should match. Mr. Holtgrewe said the Post Office is eliminating individual mailboxes. He said future developments will be required to have a group mailbox. Ms. Reeder confirmed.

**Vote on Main Motion:** The motion carried unanimously.

**V. Adjournment:**
Chairman Holtgrewe called for a motion to adjourn.

**Motion:** Jeremy Biggs made the motion. Ron Colin seconded it.

**Vote on Motion:** The motion carried unanimously.

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Josh Holtgrewe, Chairman  
8/13/19  
Date

Jeremy Biggs, Secretary  
8/13/19  
Date

Submitted By: Lynette Kirk, Planning Administrative Assistant