Town of Arlington
Design Review Committee
Meeting

June 09, 2020
6:30 P.M.
AGENDA
Design Review Committee
Tuesday, June 9, 2020
6:30 p.m.

I. Call to Order & Establishment of a Quorum

II. Approval of the May 12, 2020 Meeting Minutes

III. Old Business
   A. Other as Properly Presented.

IV. New Business
   A. HNA Engineering - Site Plan – application to build a 3,390-sf office building at 5411 Hayes Road, on Lot 3 of the Center at Hayes Crossing PD.
   B. Sherwin Williams – Sign Permit – application for a wall sign with color copy on the Sherwin Williams building at 5405 Airline Road.
   C. Other as Properly Presented.

V. Adjourn
DATE:       June 9, 2020

STAFF:      Angela Reeder, AICP, Town Planner

SUBJECT:    Site Plan Review

APPLICANT:  HNA Building, LLC; Representative: Joshua Holtgrewe

DESIGN PROF./CONSULTANT:  The Renaissance Group, Inc.; Representative: Wesley Wooldridge

SITE LOCATION:  5411 Hayes Road, Lot 3 of the Center at Hayes Crossing PD

SITE ACREAGE:  0.496 Acres

ZONING: O (Office) with a PD Overlay (Center at Hayes Crossing)

PROPOSAL: The applicant is requesting DRC approval of a site plan for a new office building on Hayes Road, east of Airline, in the Center at Hayes Crossing PD. The proposed site is undeveloped other than an existing driveway apron, approximately 0.5-acre in size, and zoned O: Office. This proposal is for Lot 3 of the Center at Hayes Crossing PD; other recent approvals in the PD include Pediatrics East and Arlington Physical Therapy center.

The Planning Commission approved the Site Plan layout for this site on May 18, 2020.

Building Elevations: The applicant proposes to construct a 3,390 square foot office building for their engineering firm. The building is shown in the center of the lot facing Hayes Road, with parking spaces in the front and along the west side.

The applicant proposes an exterior of primarily clay brick in tan and red-brown colors, along with accents of stone veneer wainscoting (suede) at the entrance, and off-white board and batten siding over fiber cement panels. Brick, stone, wood siding, and fiber cement board are all approved Primary Materials in our Design Guidelines. The PD requires buildings be 100% primary materials and at least 85% brick/stone, which this project meets.

The entrance has a covered front porch with a bronze standing seam roof and cedar columns. The roof is architectural asphalt shingles in a weathered wood (gray) color. Other details include brick soldier
headers over the doors and windows and a decorative gooseneck light fixture. Trim is proposed in a sugar dust white color. Window and door framing is shown as a light bronze (amber). The side door is proposed to match the board and batten siding color.

Color and material samples will be available at the meeting and a color rendering is included. Both the design and materials are similar to and complement the existing approved buildings within the PD. The building design utilizes the same materials around all four sides to maintain quality.

**Landscaping and Tree Ordinance:** The project meets open space requirements and will provide 12.5 tree density units (tdu), which exceeds the site requirement. The PD also requires a minimum amount of parking lot landscaping (300 sf + 1 tree), which is met with the 440sf island on the west end.

The site is landscaped with a variety of plant materials and includes sod in open disturbed areas. The streetscape includes alternating Redbud and Nuttal Oak, with a row of Dwarf Burford Holly behind. Other trees on-site include two cherry trees, a maple, a magnolia, and another Forest Pansy Redbud. Clusters of other smaller shrubs and groundcover are proposed around the perimeter of the building, in landscape islands, and to screen the transformer and backflow preventer.

A pedestrian crosswalk is proposed from Hayes to the front of the building, as required for access.

**Exterior Lighting and Photometric Plan:** The lighting plan shows three (3) LED pole lights within the parking lot. They are proposed on square, 20’ tall poles, and at 4000K temperature, consistent with previous projects in this PD.

Building lighting includes a gooseneck fixture on the front of the building, a decorative sconce at the side exit, wallpacks around the perimeter, and downlights under the front porch. These shall be in a finish to match the building. The photometric shows adequate coverage of the parking lot, entrances and sidewalks alongside the building.

**Garbage Collection Areas / Mechanical Units:** A 6-foot tall cedar fence with a cedar cap is proposed at the back of the building to enclose an area and screen condensing units, a backup generator, and roll-off trash cans to serve the office. No roof mounted equipment is proposed.

As typical, any other ground or wall mounted meters must be screened by landscaping, fencing, or painted to match adjacent surface if surface mounted. Plans show landscape plantings to screen equipment, such as the transformer, as required by Code. During construction, final location of those items may require additional landscape materials, paint, or other screening be provided.

**Signage:** No application for signage has been submitted at this time, although a potential sign location is shown on the rendering. Staff would review a sign application for approval when it is presented for consideration, confirming size, design, and lighting meets our Code allowances.

**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: The proposed building meets Town and PD requirements for materials, colors, roof form, and façade design. It also includes landscaping, colors, and materials that should complement existing office structures nearby. As such, Staff recommends approval of the proposed HNA Office, subject to the following conditions:

CONDITIONS OF APPROVAL:

1. It is found that the DRC application and plans dated May 29, 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. All ground mounted equipment or meters must be screened by landscaping, fencing or other approved measures to the satisfaction of staff, unless equipment is required to maintain visibility and access. Wall mounted equipment may be painted to match the adjacent wall, if an option.

6. Any exterior signage on plans is conceptual only and will require submittal of a Town Sign Permit application for staff review and approval.

7. 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.
LOCATION MAP

HNA Office (Center at Hayes Crossing, Lot 3)

5411 Hayes Rd - Site Plan
# Town of Arlington Design Review Committee

## SITE PLAN APPLICATION

Refer to Meeting and Submittal Dates Calendar for Application Deadlines

<table>
<thead>
<tr>
<th>Project Name:</th>
<th>HNA Office Building</th>
<th>Zoned:</th>
<th>B1</th>
</tr>
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<tbody>
<tr>
<td>Project Address:</td>
<td>5411 Hayes Road</td>
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<tr>
<td>Developer Contact:</td>
<td>Josh Holtgrewe</td>
<td></td>
<td></td>
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<tr>
<td>Company Name (if applicable):</td>
<td>HNA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Address:</td>
<td>11880 Cranston Dr. Ste. 104 Arlington, TN 38002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td>901-290-6377</td>
<td>Fax Number:</td>
<td></td>
</tr>
<tr>
<td>E-mail Address:</td>
<td><a href="mailto:josh@hnaengineering.com">josh@hnaengineering.com</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Architect Contact: | Ron Colin |        |    |
| Company Name: | Renaissance Group Inc. |        |    |
| Mailing Address: | 9700 Village Circle, Suite 100; Lakeland, TN |        |    |
| Daytime Phone: | 901-332-5533 | Fax Number: |    |
| E-mail Address: | rcolin@rgroup.biz |        |    |

| Engineer Contact: | Wesley Wooldridge |        |    |
| Company Name: | Renaissance Group Inc. |        |    |
| Mailing Address: | 9700 Village Circle, Suite 100; Lakeland, TN |        |    |
| Daytime Phone: | 901-332-5533 | Fax Number: |    |
| E-mail Address: | wwooldridge@rgroup.biz |        |    |

| Name of Property Owner: | HNA Building, LLC |        |    |
| Mailing Address: | 11880 Cranston Dr. Ste. 104 Arlington, TN 38002 |        |    |
| Daytime Phone: | (901) 290-6377 | Fax Number: | (901) 290-6378 |
| E-mail Address: | josh@hnaengineering.com |        |    |

### Instructions for Submitting an Application:

- **X** Fee Schedule: $400.00
  
  *Make checks payable to the Town of Arlington* 

- **X** 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: 
Amount: 
Fee Receipt #: 

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

Updated 09-23-19
**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.

*Copy and use additional pages if necessary*

<table>
<thead>
<tr>
<th>APPLICANT:</th>
<th>OWNER: (if different from applicant)</th>
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<tbody>
<tr>
<td><strong>If an Entity:</strong></td>
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<tr>
<td>Name of Entity: Renaissance Group Inc.</td>
<td>Name of Entity: HNA Building, LLC</td>
</tr>
<tr>
<td>By (Signature):</td>
<td>By (Signature):</td>
</tr>
<tr>
<td>Print Name: Ron Colin</td>
<td>Print Name: Josh Holtgrewe</td>
</tr>
<tr>
<td>Title: Project Architect</td>
<td>Title: Member</td>
</tr>
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DATE: June 9, 2020

STAFF: Angela Reeder, AICP, Town Planner

SUBJECT: Wall Sign Application Review

APPLICANT: Sherwin-Williams

SIGN COMPANY: Frank Balton & Company; Representative: Mitchell Robinson

SITE LOCATION: 5405 Airline Road

ZONING: SC: Shopping Center commercial zone

ANALYSIS:
The applicant is requesting DRC consideration of a wall sign for Sherwin-William’s new building which is under construction at 5405 Airline Road. The specifics of the request are as follows:

- Size Requested: 49 square feet (21’5” x 27.5”)
- Max allowable size: 53 square feet
- Location: Front elevation, facing Airline Road
- Colors: Individually mounted blue letters, red/blue/white logo
- Materials: Aluminum
- Illumination: Halo lighting

The proposal meets size, location, and lighting requirements. The deviation requested is the proposed blue lettering (plans attached). The Code states wall sign may use color logos, but wall sign text or copy is limited to the following 5 colors: white, cream, bronze, gold, or black.

However, the Ordinance also states the DRC may “at its discretion, allow minimal use of color on a single-tenant building for those businesses seeking to incorporate colored sign copy into the signage.” Only the Design Review Committee can approve the use of corporate colors in this instance.

The applicant states blue lettering is tied to their brand. They provided corporate guidelines (attached) which note signs should use blue text or use white lettering on a blue background. As our Design
Guidelines call for background colors to be more muted, natural colors, the request for blue text was seen as the more suitable request.

Staff has no reason to doubt the corporate guidance and did confirm these are the colors of text/logo that appear most often on new Sherwin-Williams stores. Many examples were found with white text and a bright blue backer (ie. pic on right), which our Guidelines would not support.

Alternative: The applicant also provided an alternative, less-preferred option, which uses white text and a color logo. Given the light wall color on the building, if white text is used, staff would encourage a dark backer similar to the picture on right below, which would also match other materials on building.

As a note, while color copy is permitted on ground signs, the applicant plans to have their ground sign match whatever color copy is permitted on the building. Plans include a stone base and a tan painted aluminum cabinet with routed copy (no vinyl).

As a single-tenant building, this request is permitted. The Design Review Committee is now tasked to consider whether the proposal meets the intent of the Code as a “minimal use of color,” is a standard corporate branding for the business, and is appropriate.

RECOMMENDATION:
Staff recommends any approval of the request based on the information provided be 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.
Front Elevation (East)
Scale: 1/8" = 1'-0"

NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION

Allowable Square Footage this Elevation: 53.00
Actual Square Footage this Elevation: 49.12

Sherwin Williams
5405 Airline Road,
Arlington, TN 38002

Project ID#: 121150
Project Mgr: Meghan Lowry
Designer: Mike DeMarco
Created on: 08/05/2019

R8 01/27/20 MD Updated banner dimensions to 2'-0" x 8'-0"
R9 02/04/20 EH Revised size of banner to be smaller
R10 02/11/20 EH Revised banner to be within code and removed monument option
R11 04/22/20 MD Added options for sign A, updated sign B to new height
R12 04/22/20 MD Changed sign A option 2 to blue letters
R13 04/06/20 MD Changed copy color on monument to PMS 293C
**Sign A**

22" Sherwin Williams

**Option 2**

<table>
<thead>
<tr>
<th>Type</th>
<th>Individual reverse-lit channel letters</th>
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</thead>
<tbody>
<tr>
<td>Illumination</td>
<td>Internally illuminated LED</td>
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<tr>
<td>Square Footage</td>
<td>49.12</td>
</tr>
</tbody>
</table>

**NOTE:** Channel letters to be lit by "photo cell" vs a timer

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**Color Specifications**

- PMS 032C
- PMS 293C

**Electrical Detail:**

- White LEDs
  - (X) 60W Power Supplies
  - Total Amps: X.XX
  - (1) 20 amp 120V Circuit Req.

**UL Listed**

**General Notes:**

This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.

- Grounded and bonded per NEC 600.7/NEC 250
- Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
- Sign is to be UL listed per NEC 600.3
- UL disconnect switch per NEC 600.8 required per sign component before leaving manufacturer. For multiple signs, a disconnect is permitted but not required for each section
- The location of the disconnect switch after installation shall comply with article 600.8 (A) (1) per NEC

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**Specifications: Channel Letters**

1. Existing Facade: To be determined
2. 0.063" Aluminum letter returns painted to match PMS 293C Blue for letters and Logo
3. 3/16" Clear lexan backs
   (interior of sign can painted ultra white for maximum illumination)
4. White LEDs
5. 0.125" Aluminum faces painted to match PMS 293 C Blue for letters and Logo w/ First surface applied vinyl to match White and PMS 032C for Logo.
6. Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6
7. Primary electrical feed in UL conduit / customer supplied UL junction box
8. Power Supplies within UL enclosure (removable lid)
9. 1/2" Sleeve spacers w/ mounting hardware to suit ptm facade
10. 1" x 0.0625" Aluminum angle pop-riveted to backs attached to returns via #8 counter sunk screws (ptm returns)

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**Section @ LED Channel Letter**

**Scale:** N.T.S.
**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): | Sherwin Williams |
| Business Address (where sign will be located): | 5405 Airline Road, Arlington TN 38002 |
| Contact Person (for business where sign will be located): | Teddy Obosu |
| Daytime Phone: | O: 678-942-5902 | M: 336-577-1352 | Fax Number: |
| E-mail Address: | martin.t.obosu@sherwin.com |

| Company Name of Sign Installer: | Frank Balton & Company |
| Contact Person: | Mitchell Robinson |
| Mailing Address: | 5385 Pleasant View Rd, Memphis TN 38134 |
| Daytime Phone: | 901-388-1212 | Fax Number: |
| E-mail Address: | mitchell@fbalton.com |

| Company of Sign Designer (if different than sign installer): | Apex Sign Group |
| Contact Person: | Cheryle Roberts |
| Mailing Address: | 7208 S. WW White Road, San Antonio TX 78222 |
| Daytime Phone: | 210-425-1975 | Fax Number: |
| E-mail Address: | cheryle.roberts@apexsigngroup.com |

| Name of Property Owner: | Justin Davis - RDM3 LLC |
| Mailing Address: | 431 West Main Street, Ste 108 Tupelo, MS 38804 |
| Daytime Phone: | 662-213-4917 | Fax Number: |
| E-mail Address: | Justin@southernrp.com |

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

**APPLICANT 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 #: 

5854 Airline Road • P.O. Box 507 • Arlington, TN 38002-0507
Telephone (901) 867-2620 • 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 Checklist page shall be completed for each sign being requested (add additional as needed).

- 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: ____________________________
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 description (provide a rendering or graphic showing location on the wall or site, with dimensions from rights-of-way and property lines.): See Attached

- Lineal feet of building or tenant frontage: ____________

- Sign height from surrounding grade: ____________________________

- Sign dimensions: width: 21'-5/4"  height: 27-1/2"

- Sign area (see attached for information on sign area measurement): _______sq ft

- Sign colors and materials (samples required for any color other than white):
  letter colors:  PMS 293 C  letter materials:  OBC Alum
  logo colors:  PMS 032 C  PMS 293C
  background color:  existing Facade
  return and trim color:  PMS 293C

ILLUMINATION:
- Will the sign be illuminated?  ☑ yes  ☐ no

- If yes, will it be  ☑ internal  ☐ external?
  ☑ If internal, provide detail. Only Reverse Channel individually mounted letters permitted on wall signs.
  ☐ If external, provide cut sheet showing fixture and wattage.

LANDSCAPING:
Provide a landscaping plan for any freestanding, grouping, or residential subdivision signs.
May 27, 2020

APEX Sign Group
Attn: Cheryle Roberts
7208 South WW White Rd
San Antonio, TX 78222

RDM3, LLC
440 N Lamar Blvd
Suite 3
Oxford, MS 38655

RE: Sherwin-Williams Signage
5405 Airline Rd
Arlington, TN 38002

Ms. Cheryle Roberts,

At your request, we reviewed the signage package you are working towards permitting for the Sherwin-Williams paint store in Arlington, TN. We approve you moving forward with the sign package proposed in either option that the Town of Arlington will approve.

If you need any further assistance in this, please feel free to reach out.

Thank you.

Sincerely,
RDM3, LLC
COLOR PALETTE

TWO-COLOR USAGE

The standard colors for the Sherwin-Williams corporate logos and backgrounds are Sherwin-Williams Blue: 100% cyan; 57% magenta; 0% yellow; 2% black; and Sherwin-Williams Red: 0% cyan; 90% magenta; 86% yellow; 0% black.

In lieu of the Sherwin-Williams Blue and Sherwin-Williams Red colors specified in this manual, you may use the following PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE formula guide.

For Sherwin-Williams Blue, use PANTONE® 293 C.

For Sherwin-Williams Red, use PANTONE® 032 C.

Consult current PANTONE Publications for accurate color.

NOTE: The color formats shown in this manual are designed exclusively for color reproduction.

Do not convert color formats to black & white.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. PANTONE® is the property of Pantone, Inc.
Front Elevation (East)
Scale: 1/8" = 1'-0"
NOTE: Channel letters to be lit by "photo cell" vs a timer

**Color Specifications**
- PMS 032C
- PMS 293C

**Electrical Detail:**
White LEDs
(X) 60w Power Supplies
Total Amps: XXX
(1) 20 amp 120V Circuit Req.

**General Notes:**
This sign is to be constructed in accordance with the requirements of Article 600 of the National Electrical Code.
- Grounded and bonded per NEC 600.7/NEC 250
- Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
- Sign is to be UL listed per NEC 600.3
- UL disconnect switch per NEC 600.8 required per sign component before leaving manufacturer. For multiple signs, a disconnect is permitted but not required for each section
- The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) per NEC

**Specifications: Channel Letters**
1. Existing Facade: To be determined
2. 0.063" Aluminum letter returns painted to match White for letters and Logo
3. 3/16" Clear lexan backs
   (interior of sign can painted ultra white for maximum illumination)
4. White LEDs
5. 0.125" Aluminum faces painted to match White for letters w/ First surface applied vinyl to match PMS 293C, PMS 032C for Logo
6. Disconnect switch UL Outdoor rated toggle type w neoprene boot per NEC 600-6
7. Primary electrical feed in UL conduit / customer supplied UL junction box
8. Power Supplies within UL enclosure (removable lid)
9. 1 1/2" Sleeve spacers w/ mounting hardware to suit pin facade
10. 1" x 0.0625" Aluminum angle pcp riveted to backs attached to returns via #8 counter sunk screws (pin returns)

**Section @ LED Channel Letter**
Scale: N.T.S.

**Apex Sign Group**
Sherwin Williams
5405 Airline Road, Arlington, TN 38002
Project ID#: 121150
Project Mgr: Meghan Lowry
Designer: Mike DeMarco
Created on: 08/05/2019

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