IV. SITE DESIGN AND SITE ELEMENTS

A. SITE DESIGN

Sites should be designed so as to consider adjacent land uses and design, site size, location, vehicular and pedestrian movement, interconnectivity, ingress/egress, and the proposed use of the site.

1. Building Orientation
   a. Buildings should be oriented such that their main entrances are visible from the public right-of-way and streets located therein.
   b. Building service areas, loading and utility areas shall not be visible from public streets. Such service areas should be located behind the façade of the main structure. Review of local sanitation company criteria is essential in the placement and number of sanitation collection service areas.
   c. Primary entrances to office and retail buildings should be oriented to the public right-of-way, with secondary entrances opening to parking areas.

2. Parking Lot Design
   a. Parking islands shall be interspersed between every fifteen (15) parking spaces with an island being a minimum of ten (10’) feet in width and twenty (20’) feet in length or forth (40’) feet long if there is a double row of parking.
   b. All required parking islands shall be surrounded with a continuous six (6”) inch standard or rolled curb.
   c. Landscape divisions between double rows of parking are encouraged for large developments. This helps to break the visual impact of an expanse of a large parking lot.

3. Interconnectivity
   a. Sites shall be interconnected to eliminate the need for residents to utilize the adjacent street to gain access to adjoining sites, and to encourage pedestrian movement between sites.
   b. An internal drive network can be used to gain interconnectivity.

4. Pedestrian and Bicycle Movements
   a. Sites shall be designed to provide for internal pedestrian movements, and to neighboring sites and rights-of-way to enhance pedestrian safety and comfort.
   b. Areas for bicycle storage should be incorporated into the site.
   c. Pedestrian crosswalks should be incorporated in the site, providing clear access from the public right-of-way to the building’s main entrance.
   d. Crosswalks can be marked with different paving mechanisms. Examples include pavers, bricks, and scored or stained concrete.

5. Open Space

The Town of Arlington Zoning Ordinance provides for minimum open space percentages for developments. The location of the open space can be integral to a sites characteristics and scale.

   a. As discussed in Section III, streetscapes are required along all roadways.
   b. Landscaping should be located along a building’s base to soften the building and add a pedestrian scale to it.
   c. Industrial-zoned property should locates the majority of open space to the front of the parcel, to be visible from the public right-of-way.

B. Site Elements

Site elements, such as furniture, amenities and public spaces within a site contribute to placemaking and the visitor’s overall experience. The addition of site elements
may not be appropriate on all sites. However, coordinated and well-placed elements can provide for a greater sense of community, provide places for people to gather, focal points and prominence of a site.

1. Furniture
   a. Furniture should be provided to allow for visitor resting places, eating or gathering.
   b. Furniture should be of high-quality materials and should coordinate with the scale and design of the development.
   c. Furniture colors should be of a natural color. Colors such as cream, black and dark green are appropriate.

2. Outdoor Dining
   a. Restaurants are encouraged to provide for outdoor dining spaces.
   b. The use of any umbrella covering shall be coordinated with the character of the development in terms of color and design.
   c. No signage is permitted on umbrellas.
   d. Canvas umbrellas should be of a flame-retardant, mildew-resistant fabric.
   e. Outdoor dining areas should be kept clean and free of litter

3. Art, Water Features
   a. The use of public art, water fountains and other water features and architectural elements that enhance the site may be appropriate.

4. Miscellaneous
   a. Coordinated trash receptacles made of metal, wrought iron, stone or other durable material.
   b. Planters made of durable materials should be compatible with other site elements.
   c. Bike racks should be provided and located so as not to interfere with vehicular and pedestrian traffic, but still provide easy access to the building entrance.
C. EXTERIOR LIGHTING

Exterior lighting plays an important role in the design of a development site whether its function is to emphasize architectural features of a building, the landscape of the site, or to illuminate a parking area serving as a security measure.

However, left unregulated, poor site lighting can result in the degradation of the nighttime visual environment as a result of obtrusive light trespass, glare and light pollution.

The site lighting standards contained herein are intended to regulate exterior lighting in order to reduce or prevent light pollution. This means to the extent reasonably possible the reduction or prevention of glare and light trespass, the conservation of energy, and the promotion of safety and security.

Site Lighting Definitions –

*Footcandle* - A quantitative unit of measure referring to the measurement of illumination incident at a single point. One footcandle is equal to one lumen uniformly distributed over an area of one square foot. By way of reference, the illuminance of full moonlight is measured at 0.01 footcandles.

*Glare* - The sensation produced by a bright source within the visual field that is sufficiently brighter than the level to which the eyes are adapted to cause loss in visual performance and visibility.

*Light* - That part of the electromagnetic radiation in the wavelength range visible to the naked eye.

*Lighting* - An artificial supply of light.

*Lumen* - A standard unit of measurement referring to the amount of light energy emitted by a light source, without regard to the effectiveness of its distribution.

*Luminaire* - A complete light unit consisting of a lamp or lamps together with the components designed to distribute light on any property, to position and protect the lamps, and to connect the lamps to the power supply. A luminaire is also commonly referred to as a fixture.

*Outdoor Light Fixtures* - Any illuminating device, including electrically powered devices; reflective or refractive surfaces; and lamps and similar devices that is installed outdoors, including, but not limited to, devices used to illuminate any site, structure, or sign.

*Maintenance Factor* - A factor related to the lumen depreciation throughout the life of a luminaire as a result of electrode deterioration, lamp blackening, and gradual accumulation of airborne particles on the optical surfaces of luminaries.

*Photometric Plan* - A point-by-point plan depicting the intensity and location of lighting on the subject property.

*Shield* - A protective cover or shelter designed to obscure light emission.

*Shielded (Fully)* - A lighting fixture that is shielded in such a manner that all light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point on the fixture from which light is emitted.

*Shielded (Partially)* - A lighting fixture that is shielded in such a manner that ninety percent (90%) of the light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point of the shield.

*Uniformity Ratio* - A quantitative unit of measure referring to the measurement of lighting uniformity over a specific area. Specified uniformity ratios are designed to protect against areas of insufficient or excessive luminance.
C. EXTERIOR LIGHTING – cont.

Parking lot lighting (low intensity)

Decorative parking lot lighting

Wall-mounted lighting (fully shielded fixtures)

Decorative site lighting

Decorative building lighting

Decorative building lighting
C. EXTERIOR LIGHTING – cont.

The Design Review Committee shall review a Lighting Plan illustrating the style, location, height, and intensity of fixtures proposed, in addition to a Photometric Plan illustrating compliance with the required lighting levels. The following design criteria shall apply to all exterior site lighting.

1. Lighting levels should meet the minimum IESNA standards, and shall not exceed 200% of the recommended values.

2. The maximum permitted pole heights for all non-residential applications shall be as follows: Perimeter Lighting (within 50-feet of residential property) - fourteen (14) feet; Interior Applications (50-100 feet from residential property) - twenty-five (25) feet; Interior Applications (over 100 feet from residential property) - thirty (30) feet. Generally, the height of light fixtures should be in proportion to the building mass. For the purposes of these standards, height shall be measured from the ground surface to the bottom of the lighting fixture.

3. The lighting of a structure or parking area should not cast light beyond property boundaries, and shall not, under any circumstance, exceed one (1) footcandle at a commercial property line, or one-half (1/2) footcandle at a residential property line, and one-quarter (1/4) footcandle ten feet over the property line.

4. Building mounted light fixtures shall not be located higher than the roofline, and shall have its lamp source shielded from view to minimize glare.

5. The use of creative lighting, such as uplighting, downlighting, accent lighting and façade lighting should be used to prevent glare with the fixtures being aimed away from the pedestrian or motorist.

6. Lighting levels shall be based on initial lamp lumens and 1.0 maintenance factor.

7. All lighting installations shall be maintained such that they continually provide acceptable luminance levels and glare control.

8. All exterior illuminating devices shall be full-cutoff.

For examples of acceptable and unacceptable light fixtures, see Appendix C.
C. EXTERIOR LIGHTING – cont.

Site Specific Standards and Requirements

1. Gasoline Station/Convenience Store Aprons and Canopies:
   a. Light fixtures mounted under canopies should be completely recessed into the canopy with flat lenses that are translucent and completely flush with the bottom surface (ceiling) of the canopy.
   b. The sides (fascias) of the canopy should extend below the lens of the fixture twelve (12) inches to block the direct view of the light sources and lenses from the property line.
   c. Lights shall not be mounted on the top or sides (fascia) of the canopy, and the sides of the canopy shall not be illuminated.
   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.

2. Parking Lot:
   a. All luminaires should be a full cut-off design, aimed downward and away from the property line.
   b. Maintained average horizontal illuminance at grade shall not exceed two and one half (2.5) footcandles and should conform to IESNA recommended uniformity ratios (max. to min.) of 20:1 for basic design and 15:1 for enhanced security.

3. Recreational Areas:
   a. Where playing fields or other recreational areas are to be illuminated, lighting fixtures shall be specified in the Photometric Plan, mounted and aimed so that the illumination falls within the primary playing area and immediate surroundings so that no direct light illumination is directed off site. No outdoor recreational facility, public or private, shall be illuminated after 11:00 p.m. except to conclude any recreational event in progress prior to 11:00 p.m.

4. Exterior Illumination of Building, Landscaping and Signs:
   a. The unshielded outdoor illumination of any building or landscaping is prohibited. Lighting fixtures used to illuminate an outdoor sign either shall be by directed ground lighting or mounted on the top of the sign, and shall comply with shielding requirements provided herein.
   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.

5. Exemptions:
   a. Municipal Roadway lighting, approved by the Town of Arlington;
   b. Temporary exemptions (with specific written permission from the Board of Mayor and Aldermen, based on findings and a recommendation from the Planning Commission);
   c. Construction and emergency lighting (Lighting necessary for construction or emergencies is exempt from these provisions provided said lighting is temporary and is discontinued immediately upon completion of the construction work or abatement of the emergency necessitating said lighting).

6. Prohibitions:
   a. Floodlights
   b. Searchlights
   c. Sag or drop lens

7. Required Submittals:
   a. A site plan drawn to scale showing building(s), landscaping, parking areas and proposed exterior lighting fixtures.
   b. Location of all post, canopy, supports and light fixtures, including the height of each fixture.
   c. Specifications of the illuminating devices, lamps, supports and other devices, including designation as IESNA “cut-off” fixtures.
   d. A photometric report stamped by a licensed professional with point-by-point spacing no greater than 10’ x 10’. Report shall include minimum, maximum and average footcandle lighting levels, max-to-min ratio; uniformity ratio, and shall indicate the lighting level at the property line.
   e. Indicate the means intended for on/off control of exterior lighting fixtures.
   f. A vertical photometric plan may be determined necessary based on project lighting proposals.
D. GARBAGE COLLECTION AREAS

Trash containment areas including dumpsters, trash, refuse, compactors, and recyclable containers shall be set in a location that is at the rear of the buildings or site and shall not be located within any designated streetscape/peripheral scape. The following criteria shall apply.

1. Dumpster enclosures shall be located on a concrete pad of sufficient size to accommodate the desired number of receptacles.

2. All garbage collection areas shall be enclosed by opaque material on all sides including doors used to remove cans or front-end commercial dumpsters.

3. Dumpster enclosures shall be constructed of brick and/or masonry walls, and screened with appropriate plant material. The dumpster enclosure shall be constructed of a similar material from which the principal use was constructed.

4. The screening of all dumpsters shall be at least two feet taller than the dumpster, but no more than eight feet. Doors shall be in a closed position when the dumpster is not being loaded or emptied and the doors shall have a usable latch to ensure that they can stay closed.

5. The door framework shall be of metal construction.

6. For compaction units the concrete pad shall have a floor outside drain, which ties directly to the sanitary sewer.

7. For restaurants, exterior grease collection devices shall be located underground or within an opaque enclosure similar to the dumpster enclosure.

8. For restaurants, exterior grease collection devices shall be located underground or within an opaque enclosure similar to the dumpster enclosure.

9. Grocery cart storage should be concealed from public view. Storage of carts should be provided within the interior of the building, or if outside, be incorporated into the exterior design of the building frontage. For cart storage within parking lots, the storage should be screened within or adjacent to planter islands.
E. GAS, ELECTRIC METERS AND TRANSFORMER LOCATIONS

Utility meters shall be screened from public view with an opaque fence wall or evergreen hedge that screens objectionable views.

Transformers shall be screened with evergreen landscape materials of sufficient height and width at the time of planting. An area of fifteen (15’) feet shall remain open on the side of the transformer used for access.

Locations of all meters, gas and electric must be identified with the type of screening proposed.

Mechanical equipment on roofs or sides of a building shall not be visible from streets. When mechanical equipment is ground mounted, screening shall include either an opaque fence or wall or a suitable evergreen hedge that screens objectionable view from the public.
F. MECHANICAL UNITS, VENTS, PLUMBING, HEATING

Ground-mounted mechanical and air conditioning units shall be screened from public view with an opaque fence, wall or evergreen hedge that screens objectionable views.

Roof-mounted mechanical and air conditioning units, vents and pipes must be screened from public view. Where parapets are used, they must be of a height to completely screen such items from neighboring properties and rights-of-way. Individual rooftop screens are not acceptable. Vents, pipes and other rooftop items on a pitched roof must be incorporated into the design of the building. The use of dormers is one way to conceal such items.

The location of all ground and roof-mounted mechanical and air conditioning units must be identified on the plans with the type of screening proposed.

Screening shall cover the height of the units proposed.
G. SIGNAGE

The Town of Arlington permits a wide variety of signage intended to identify businesses and institutions, and to convey commercial and non-commercial messages alike. The primary purpose of the Town’s sign standards is to promote the reasonable, orderly, and effective use and display of signs, while enhancing the physical appearance of the Town. Specific sign requirements, including the types of signs allowed and prohibited, dimensions, and siting restrictions are found in Article 9.2 of the Town of Arlington Zoning Ordinance.

1. General Design Criteria
   a. Signage should be consistent in size, material, and location within each development, and proportional to the building it is placed on.
   b. Signage shall conform to the architectural character of the principal building in terms of style, location, size, configuration, materials, and color.
   c. Sign logos shall be subordinate to the overall sign design.
   d. All business signs shall face a public street and/or recorded permanent easement and not be located on the rear of buildings.
   e. The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.
   f. A Comprehensive Sign Policy is required for developments of four or more tenants outlining the colors, type, illumination, size, and location of all development signage. The policy should result in signage that is consistent throughout each multi-tenant development.

2. Sign Types and Location
   a. Wall Signs:
      (1) Wall signs should be placed in a manner that does not obstruct or crowd architectural elements and detail that define the design of the building.
      (2) Wall signs for commercial buildings can be located above the storefront, within the frieze of the cornice, on covered transoms, or on the pier that frames display windows or on flat, unadorned surfaces of the façade. Wall signs that extend beyond the building roof line are not permitted.

(3) Box panel/cabinet wall signs are not permitted. Only channel letter signs shall be permitted.

(4) Sign color shall be permitted as stated in the Zoning Ordinance.
G. SIGNAGE – cont.

b. Ground Signs:

(1) Ground signs, including single tenant and project signs should emulate the materials and architecture of the principal building.

(2) The base of ground signs shall have a solid skirt that is landscaped.

(3) Ground signs should be located so as not to impede visibility at entrances, exits, and intersections.

(4) Sign structures for incidental signage (i.e. directional, traffic management, etc.) within commercial retail centers, shall be comprehensively approved by the Design Review Commission.

Consistent signs in a multi-tenant center that compliment building architecture

Sign constructed of appropriate material with adequate screening of the base

Attractive project sign that compliments principal building architecture

Single tenant ground sign that compliments architectural elements of principal building
3. Subdivision Entrance Signs:
   a. Subdivision entrance signs shall be constructed of quality materials such as brick and stone.
   b. Subdivision entrance signs may be placed on one or both sides of the entrance.
   c. Subdivision entrance signs shall be placed in a landscape easement or common open space and shall be maintained by the homeowner’s association.
   d. Subdivision entrance signs and their appurtenances (support structures, landscaping, etc.) shall not obstruct the “clear site triangle” established for motorists at the subdivision entrance. The “clear site triangle” shall be measured 35 feet back from the point of the intersection of the roadways.

4. Sign Materials:
   a. Preferred sign materials include brick, stone, limestone, molded concrete, wood, raised individual non-corrosive metal or painted wood letters, painted letters on wood, metal, or glass, reverse channel letters, or channel letters.
   b. Individual letters are strongly encouraged. Acceptable materials include acrylic, lexan, and sentra.
   c. Plastic-faced cabinet signs are not permitted for wall or ground signs.

5. Sign Illumination:
   a. The light for or from any sign shall be so shaded, shielded or directed that intensity will not be objectionable to surrounding areas.
   b. No sign shall have blinking, flashing or fluttering lights or other illuminating devices that change light intensity, brightness or color.
   c. Reverse-channel lighting is encouraged. Exposed bulbs and neon shall not be used on the exterior surface of any sign.
   d. Canopies and awnings shall not have backlighting. Canopy signs shall not be illuminated. Beacon lights are prohibited.
   e. Illuminated translucent sign backgrounds are not permitted on ground signs. A solid opaque material, such as aluminum, shall be used for the background of any internally illuminated ground sign, with routed letters and logo. Light may illuminate only the letters and logo.
   f. The use of external lighting with a shielded light source is required.

6. Sign Colors:
   a. Use colors that complement the materials and color scheme of the associated building, including accent and trim colors.
   b. Use earth tone tints of reds, browns, tans, grays, and greens.
   c. Full chroma colors shall be avoided.