

Town of Arlington

P.O. Box 507 • 5854 Airline Road • Arlington, TN 38002



Design Review Committee September 13, 2016 6:30 P.M. Meeting Minutes

I. Call to Order and Roll:

Chairman Brian Thompson called the meeting to order and advised that a quorum was established.

Present

Brian Thompson, Chairman
Phillip Fung, Secretary
Ron Colin
Jennifer Walls

Others Present

Angela Reeder, Town Planner
Alex Barthol, Planning Clerk

Absent

Josh Holtgrewe - excused
Daniel Davidson- excused
Susan Payne- excused

II. Approval of Minutes from August 9, 2016 Meeting:

Motion: Phillip Fung made a motion to approve the minutes of the August 9, 2016 meeting.
Ron Colin seconded the motion.

Vote on Motion: The motion carried unanimously.

III. Old Business:

A. Other as Properly Presented

There was no old business to come before the Committee.

IV. New Business:

A. Ooze Snowcones – 5055 Airline Rd – Sign Application

Chairman Thompson recognized Angela Reeder, Town Planner, who provided an analysis (on file) and explained that Mr. Muhammad Bhamani is requesting Design Review Committee approval for a wall sign for Ooze Snowcones, a new business moving into a vacant suite at 5055 Airline Road, the Shell Station on the north side of I-40.

As proposed, the sign meets size and location requirements of the Zoning Ordinance. The deviation requested involves the proposed yellow lettering, which is outside the colors allowed for text in a wall sign.

Ms. Reeder explained the Zoning Code states logos on wall signs may use color, but textual sign copy in a wall sign is limited to the following colors: white, cream (Pantone #4545C), bronze (Pantone #448C), gold tone (Pantone #873C), or black. However, the Zoning Ordinance permits the Design Review Committee to allow the use of colors on wall signs for single-tenant; stand-alone buildings that desire to use corporate colors in their sign.

While this is a second business license within the building, thus not a single-tenant building, the applicant is asking for consideration as a single-tenant, as the gas station does not have or intend to have a wall sign, making this the only sign on the building.

The applicant states the yellow lettering is tied to their brand, which necessitates the need for the exception for color. However, Staff has been unable find other store locations, websites, advertisements, or other examples of their product materials to support this request.

Staff recommends denial of the request based on the limited information provided.

Main Motion: Ron Colin made a motion to approve the sign application for Ooze Snowcones subject to Staff conditions and possible added DRC conditions. Jennifer Walls seconded the motion.

Chairman Thompson asked for the applicants to step forward at which point Mr. and Mrs. Bhamani came forward and stated that they are the owners and operators of Ooze Snowcones and that business has been great so far. Chairman Thompson then opened the discussion by explaining why it is that bright colors are not allowed and why a standard has been set. Mr. Fung noted that it is important for the Board to remember any decision they make sets a precedent and even though they may want to make an exception, others are going to want that same privilege in the future. Chairman Thompson then stated that white is the best color for the sign in his opinion. Chairman Thompson asked a question about whether or not there would be lighting, to which the applicant responded that yes there will be, but it will be above the sign. Chairman Thompson said that would be fine, but that the Board would need to approve that lighting. The option was made available for the applicant to use a different color other than white, as long as it was one of the five designated colors in the Zoning Ordinance. The Applicant asked if they could mix and match those colors to which the Committee responded, no.

Motion: Chairman Thompson called for a motion to amend the original motion of approval
Ron Colin made a motion to amend the original motion with Staff and Committee conditions.

Vote on Main Motion: The motion to approve the sign application with the added staff and committee conditions carried unanimously.

Conditions of Approval:

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. Should the applicant/property owner desire to install lighting for the sign, approval from the Town Planner is required prior to installation.
4. The color of the sign shall match one of the following colors, as is laid out in the Town of Arlington Zoning Ordinance: White, Cream (Pantone #4545C), Bronze (Pantone #448C), Gold tone (Pantone #873C), or Black.

B. Other as Properly Presented

There was no new business to come before the Committee.

V. Adjournment:

Chairman Thompson called for a motion to adjourn.

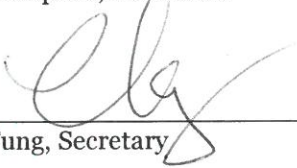
Motion: Ron Colin made a motion to adjourn. Jennifer Walls seconded the motion.



Brian Thompson, Chairman

2/13/17

Date



Phillip Fung, Secretary

6/13/17

Date

Submitted By: Alex Barthol, Planning Clerk