

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB-2020-82: Valvoline Final Site Development Plan
Review Type	Review of a Final Site Development Plan and Architectural Design
Parcel Identification	04500-00-00-111C0
Location	East of 29 North, west of Gander Drive between Atlantic Union Bank and Goodwill
Zoned	Highway Commercial (HC), Entrance Corridor (EC)
Owner/Applicant	First Gold Leaf Land Trust / CESO (Kelly Schwieterman)
Magisterial District	Rio
Proposal	To construct a 2,080-sf oil change facility with associated site improvements on approximately .52 acres.
Context	The subject property is accessed by an internal road, Gander Drive, and is located within the Northtown Center development. Route 29 is largely characterized by commercial development with nearby developments including Rivanna Plaza across Route 29 to the west, Lowe’s and Rio Hill Shopping Center to the southwest, Harbor Freight and Goodwill in the former Gander Mountain store to the south, and another phase of the Northtown Center to the southeast. (See Figure 1.)
Visibility	The north, south (sides), and west (front) elevations are expected to be visible from the Entrance Corridor.
ARB Meeting Date	August 17, 2020
Staff Contact	Khris Taggart

PROJECT HISTORY

The ARB recommended approval of the initial plan and provided comments on the architectural design at the May 18, 2020 ARB meeting.

CHANGES TO THE PROPOSAL

The site layout and architectural design remains much as it was proposed in the initial site plan review and preliminary architectural review in May. Minor changes to the site layout and architectural design include: 1) Landscaping has been revised; trees and shrubs have been added; 2) An interior sidewalk has been added; 3) Brick has been added to the corners of the tower element; and 4) The north and south elevations have been revised to show EIFS accents and the window along the south elevation has been extended to the ground (See Figure 2).

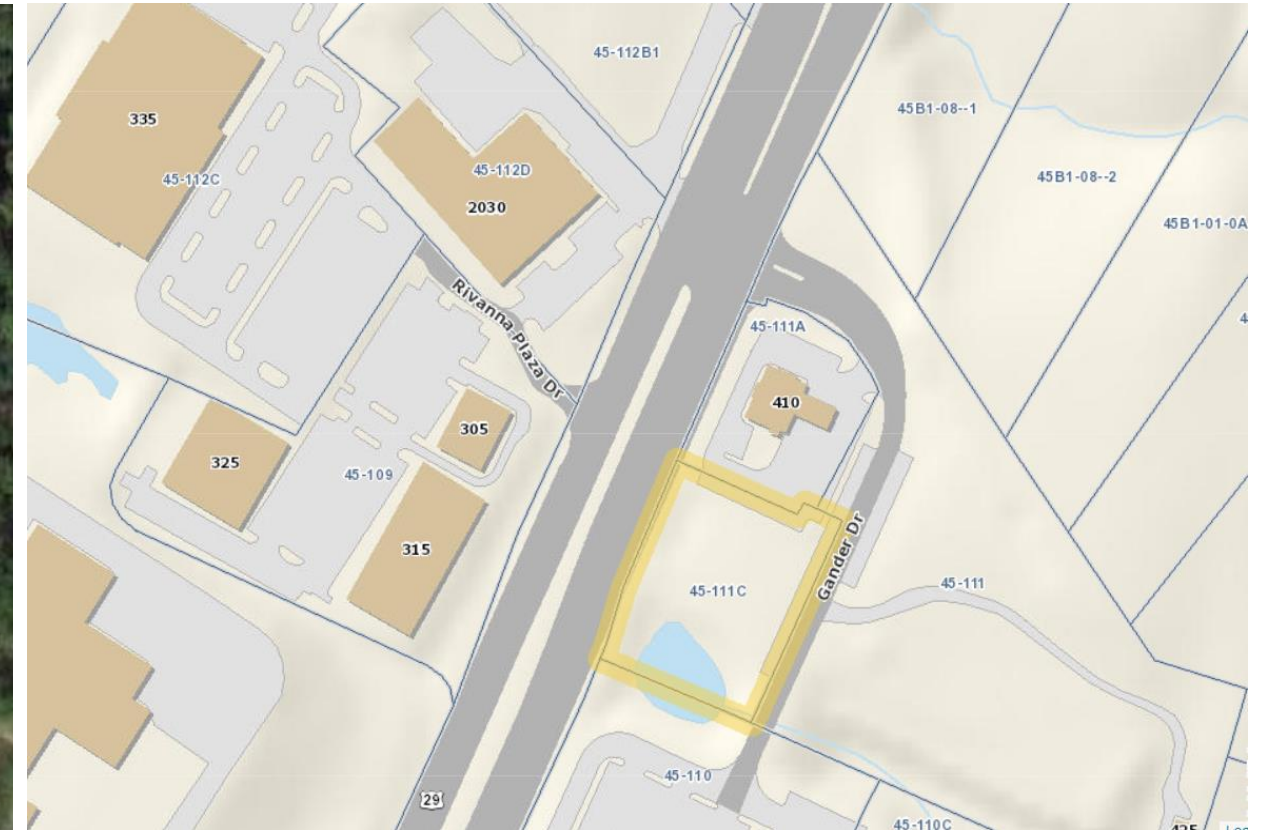
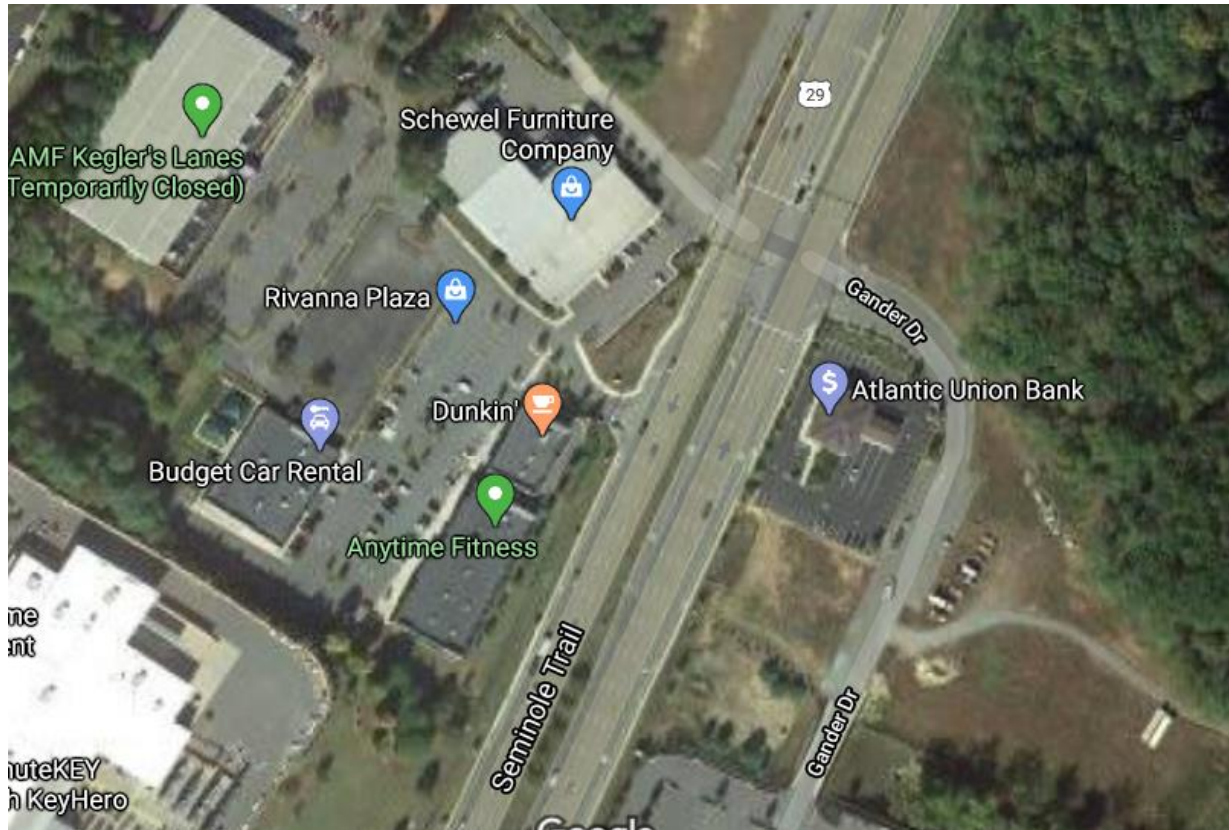
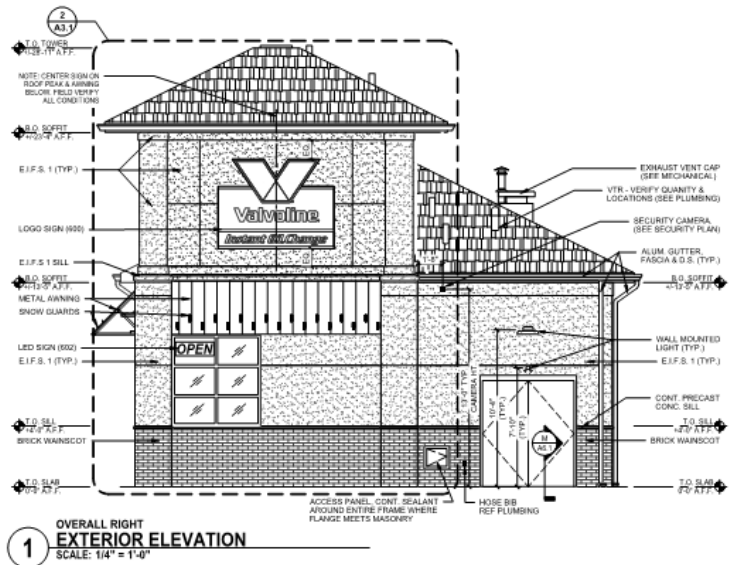
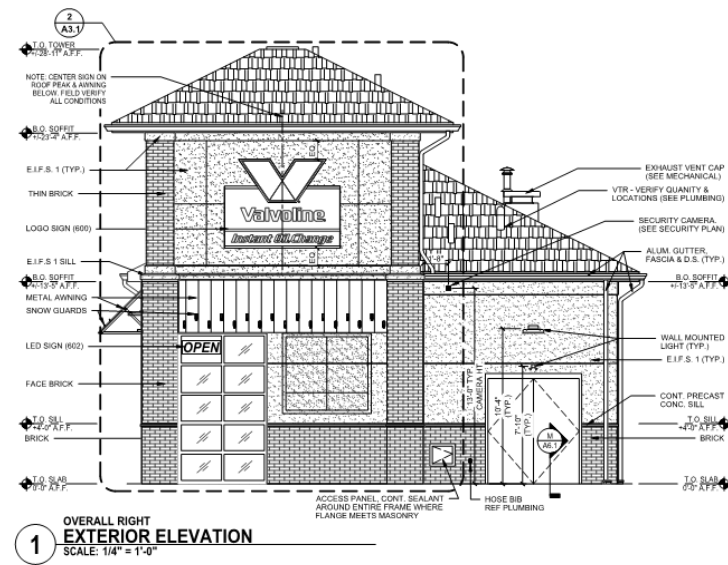


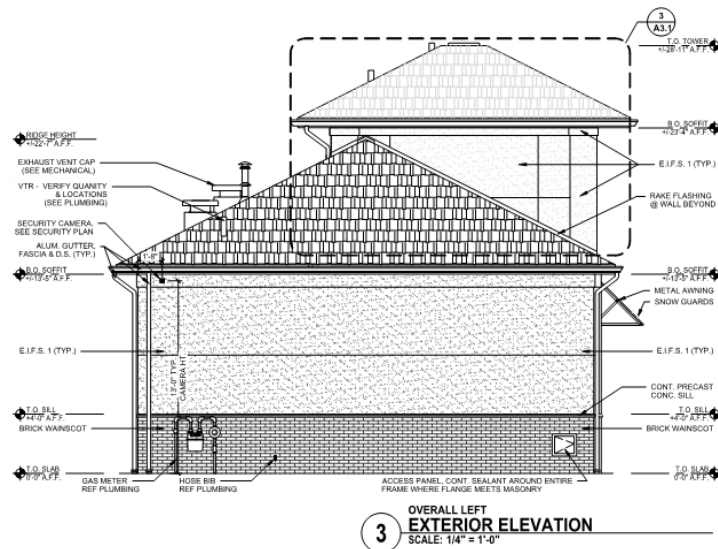
Figure 1: Google Image (left) showing the vicinity of the project area along the Rt. 29 Entrance Corridor and County GIS map (right) highlighting subject property.



Original North Elevation. March 09, 2020.

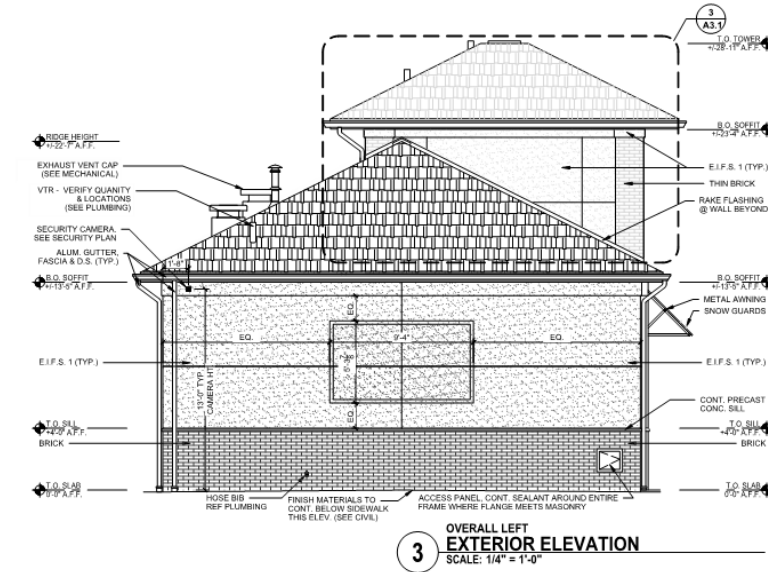


Proposed North Elevation. June 30, 2020.



Original South Elevation. March 09, 2020.

Figure 2: Comparative side elevations – March and June 2020.



Proposed South Elevation. June 30, 2020.

ANALYSIS

REF	GUIDELINE	ACTIONS 5/18/2020	ISSUES 8/17/2020	RECOMMENDATION 8/17/2020
<i>Purpose, Compatibility with significant historic sites and the character of the Entrance Corridor; Structure design</i>				
1	The goal of the regulation of the design of development within the designated Entrance Corridors is to ensure that new development within the corridors reflects the traditional architecture of the area. Therefore, it is the purpose of ARB review and of these Guidelines, that proposed development within the designated Entrance Corridors reflect elements of design characteristic of the significant historical landmarks, buildings, and structures of the Charlottesville and Albemarle area, and to promote orderly and attractive development within these corridors. Applicants should note that replication of historic structures is neither required nor desired.	Rearrange brick and EIFs to accentuate the key architectural elements of the building. Indicate in the architectural drawings the materials to be utilized in the overhead doors.	The building design has been revised little from the preliminary plan. Brick veneer has been incorporated at the corners of the tower to help emphasize the tower as a key architectural element. However, EIFS is still the primary building material which is not reflective of traditional architecture of the area. Revising the design to incorporate additional brick (in the same color or a coordinating color) or stone veneer as has been done for other Valvoline sites would be more appropriate. The architectural drawings have been revised to indicate that the overhead doors have a clear anodized finish. The doors are rendered with glass infill. However, it is still unclear if glass is incorporated in the overhead doors.	Revise the design to replace EIFS with brick or stone veneer, limiting EIFS to an accent material. Add a note to the architectural drawings indicating that the overhead doors have clear glass panes.
2	Visitors to the significant historical sites in the Charlottesville and Albemarle area experience these sites as ensembles of buildings, land, and vegetation. In order to accomplish the integration of buildings, land, and vegetation characteristic of these sites, the Guidelines require attention to four primary factors: compatibility with significant historic sites in the area; the character of the Entrance Corridor; site development and layout; and landscaping.			
3	New structures and substantial additions to existing structures should respect the traditions of the architecture of historically significant buildings in the Charlottesville and Albemarle area. Photographs of historic buildings in the area, as well as drawings of architectural features, which provide important examples of this tradition are contained in Appendix A.			
4	The examples contained in Appendix A should be used as a guide for building design: the standard of compatibility with the area’s historic structures is not intended to impose a rigid design solution for new development. Replication of the design of the important historic sites in the area is neither intended nor desired. The Guideline’s standard of compatibility can be met through building scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The Guidelines allow individuality in design to accommodate varying tastes as well as special functional requirements.			
5	It is also an important objective of the Guidelines to establish a pattern of compatible architectural characteristics throughout the Entrance Corridor in order to achieve unity and coherence. Building designs should demonstrate sensitivity to other nearby structures within the Entrance Corridor. Where a designated corridor is substantially developed, these Guidelines require striking a careful balance between harmonizing new development with the existing character of the corridor and achieving compatibility with the significant historic sites in the area.			
9	Building forms and features, including roofs, windows, doors, materials, colors and textures			

	should be compatible with the forms and features of the significant historic buildings in the area, exemplified by (but not limited to) the buildings described in Appendix A [of the design guidelines]. The standard of compatibility can be met through scale, materials, and forms which may be embodied in architecture which is contemporary as well as traditional. The replication of important historic sites in Albemarle County is not the objective of these guidelines.			
10	Buildings should relate to their site and the surrounding context of buildings.			
12	Architecture proposed within the Entrance Corridor should use forms, shapes, scale, and materials to create a cohesive whole.			
11	The overall design of buildings should have human scale. Scale should be integral to the building and site design.	None at this time.	The storefront bays, garage bay doors, and the awning help to break up the façade of the building and create a sense of human scale.	None.
13	Any appearance of “blankness” resulting from building design should be relieved using design detail or vegetation, or both.	Revise the north elevation to incorporate additional design details to relieve “blankness”. Revise the design to better coordinate the window on the south elevation with the awning.	The north elevation has been revised to incorporate a 5’10” x 5’3” EIFS accent, which appears to be composed of a simple raised molding with no change in material or color. The molding does break up the EIFS wall, but the overall blankness remains. Revising the design to incorporate architectural changes rather than applique would be more appropriate. The south elevation has been revised to extend the window under the awning down to the ground and to add an EIFS accent in the blank wall area to the east of the window. Extending the window to the ground helps to visually connect it to the storefront bay on the façade; however, the EIFS accent does not coordinate with the window. Replacing the EIFS under the awning with brick or revising the EIFS accent to mimic the window size, configuration, and placement would create a more uniform appearance.	Revise the north elevation to incorporate architectural changes rather than applique to relieve “blankness”. Revise the south elevation to replace the EIFS under the awning with brick or revise the EIFS accent to mimic the window size, configuration, and placement create a more uniform appearance.

				
14	Arcades, colonnades, or other architectural connecting devices should be used to unify groups of buildings within a development.	None.	There are no connecting devices proposed in this site. A single building is proposed, so a connecting device is not necessary.	None.
15	Trademark buildings and related features should be modified to meet the requirements of the Guidelines.	None.	This building appears to be a standardized design with options for building materials.	None.
16	Window glass in the Entrance Corridors should not be highly tinted or highly reflective. Window glass in the Entrance Corridors should meet the following criteria: Visible light transmittance (VLT) shall not drop below 40%. Visible light reflectance (VLR) shall not exceed 30%. Specifications on the proposed window glass should be submitted with the application for final review.	Provide specifications on the proposed window glass. Provide samples, if tinted window glass is proposed.	The applicant indicates that the proposed glass complies with ASTM E77 and that no tinting is proposed. Information on VLT and VLR has not been provided.	Provide specifications on the proposed window glass confirming that VLT is not below 40% and VLR does not exceed 30%.
Accessory structures and equipment				
17	Accessory structures and equipment should be integrated into the overall plan of development and shall, to the extent possible, be compatible with the building designs used on the site.	None.	There are no accessory structures proposed. The proposed equipment, located behind the building, is not expected to be visible from the Entrance Corridor.	None.
18	The following should be located to eliminate visibility from the Entrance Corridor street. If, after appropriate siting, these features will still have a negative visual impact on the Entrance Corridor street, screening should be provided to eliminate visibility. a. Loading areas, b. Service areas, c. Refuse areas, d. Storage areas, e. Mechanical equipment, f. Above-ground utilities, and g. Chain link fence, barbed wire, razor wire, and similar security fencing devices.	Revise the building elevations to show the gas meter along the rear elevation.	The building elevations have been revised to show the gas meter along the rear elevation near the southeast corner of the building. In this revised location, the meter is not expected to be visible from the Entrance Corridor.	None.
19	Screening devices should be compatible with the design of the buildings and surrounding natural vegetation and may consist of: a. Walls, b. Plantings, and c. Fencing.	None.	The dumpster enclosure is clad in brick/EIFS veneer matching the building.	None.
21	The following note should be added to the site plan and the architectural plan: “Visibility of all mechanical equipment from the Entrance Corridor shall be eliminated.”	Add the standard mechanical equipment	The note is not present on the site or architectural plan.	Add the standard mechanical equipment

		note to the site and architectural plans.		note to the site and architectural plans.
	Lighting			
22	Light should be contained on the site and not spill over onto adjacent properties or streets;	None.	The lighting does not exceed .5 foot-candles over any public roadways or adjacent properties.	None.
23	Light should be shielded, recessed or flush-mounted to eliminate glare. All fixtures with lamps emitting 3000 lumens or more must be full cutoff fixtures.	None.	The proposed lighting is flush mounted. The proposed lamps emitting 3000 lumens or more are full cutoff.	None.
24	Light levels exceeding 30 foot-candles are not appropriate for display lots in the Entrance Corridors. Lower light levels will apply to most other uses in the Entrance Corridors.	None.	The maximum proposed illumination at the ground is 6.8 fc, which is expected to have an appropriate appearance.	None.
25	Light should have the appearance of white light with a warm soft glow; however, a consistent appearance throughout a site or development is required. Consequently, if existing lamps that emit non-white light are to remain, new lamps may be required to match them.	Revise the pole-mounted fixtures to soft, warm white (3k).	The proposed fixtures still do not have a consistent color temperature. The pole-mounted fixtures have a color temperature approximating white daylight (5000K) while the wall-mounted fixtures have a color temperature of soft, warm white (3000K).	Revise the pole-mounted fixtures to a soft, warm white (3000K) color temperature.
26	Dark brown, dark bronze, or black are appropriate colors for free-standing pole mounted light fixtures in the Entrance Corridors.	Include a note on the lighting plan indicating that the 20' maximum height of the pole-mounted light fixtures includes any base. Revise the lighting plan to include cut sheets for all wall lights. Revise lights with an LLF (maintenance factor) of less than 1.0 to 1.0.	A note has been added to the lighting plan to indicate that the 20' maximum height of the pole-mounted fixtures includes any base. The applicant has indicated that the lighting shown just above each entrance/exit doorway are remote emergency fixtures. Emergency lighting is exempt from outdoor lighting regulations. The plans should be revised to clarify the previously mentioned lighting are emergency fixtures. The photometric plan has been revised to show all lighting with an LLF of 1.0.	Revise the plans to clarify the locations of the emergency fixtures.
27	The height and scale of freestanding, pole-mounted light fixtures should be compatible with the height and scale of the buildings and the sites they are illuminating, and with the use of the site. Typically, the height of freestanding pole-mounted light fixtures in the Entrance Corridors should not exceed 20 feet, including the base. Fixtures that exceed 20 feet in height will typically require additional screening to achieve an appropriate appearance from the Entrance Corridor.			
28	In determining the appropriateness of lighting fixtures for the Entrance Corridors, the individual context of the site will be taken into consideration on a case by case basis.			
29	The following note should be included on the lighting plan: "Each outdoor luminaire equipped with a lamp that emits 3,000 or more initial lumens shall be a full cutoff luminaire and shall be arranged or shielded to reflect light away from adjoining residential districts	Add the standard lighting note to the lighting plan.	The standard lighting note has been added to the lighting plan.	None.

	and away from adjacent roads. The spillover of lighting from luminaires onto public roads and property in residential or rural areas zoning districts shall not exceed one half footcandle.”			
30-31	<i>Guidelines for the Use of Decorative Landscape Lighting</i>	None.	There is no decorative landscape lighting proposed for the site.	None.
Landscaping				
7	The requirements of the Guidelines regarding landscaping are intended to reflect the landscaping characteristic of many of the area’s significant historic sites which is characterized by large shade trees and lawns. Landscaping should promote visual order within the Entrance Corridor and help to integrate buildings into the existing environment of the corridor.	Revise the landscape plan to show interspersed ornamentals trees along the EC.	The landscape plan has been revised to show interspersed ornamental trees along the EC. The plan has also been revised to show the previously approved landscaping for the rain garden between the EC and the paved area west of the proposed building. However, there are still ongoing discussions regarding the landscaping required for the rain garden. The landscaping as currently shown provides appropriate screening of the paved area and services bays from the EC.	None.
8	Continuity within the Entrance Corridor should be obtained by planting different types of plant materials that share similar characteristics. Such common elements allow for more flexibility in the design of structures because common landscape features will help to harmonize the appearance of development as seen from the street upon which the Corridor is centered.			
32	Landscaping along the frontage of Entrance Corridor streets should include the following: a. Large shade trees should be planted parallel to the Entrance Corridor Street. Such trees should be at least 3½ inches caliper (measured 6 inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 35 feet on center. b. Flowering ornamental trees of a species common to the area should be interspersed among the trees required by the preceding paragraph. The ornamental trees need not alternate one for one with the large shade trees. They may be planted among the large shade trees in a less regular spacing pattern. c. In situations where appropriate, a three or four board fence or low stone wall, typical of the area, should align the frontage of the Entrance Corridor street. d. An area of sufficient width to accommodate the foregoing plantings and fencing should be reserved parallel to the Entrance Corridor street, and exclusive of road right-of-way and utility easements.			
33	Landscaping along interior roads: a. Large trees should be planted parallel to all interior roads. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 40 feet on center.	None.	There is no planting area proposed along Gander Drive. The proposed site layout leaves the Gander frontage open for vehicular circulation. Adding planting in this area does not appear to be feasible.	None.
34	Landscaping along interior pedestrian ways: a. Medium trees should be planted parallel to all interior pedestrian ways. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a species common to the area. Such trees should be located at least every 25 feet on center.	None.	The site plan has been revised to show a sidewalk that connects the sidewalks that exist along Rt. 29 and Gander Drive. The landscape plan shows large shade trees (Riverbirch, Red Maple, Black Gum, Willow Oak, Scarlet Oak)	None.

			along the proposed pedestrian ways. While, the spacing exceeds 25' on center in some places, the spacing is appropriate to the tree size and the landscaping appropriately shelters and softens the sidewalk.	
35	Landscaping of parking areas: a. Large trees should align the perimeter of parking areas, located 40 feet on center. Trees should be planted in the interior of parking areas at the rate of one tree for every 10 parking spaces provided and should be evenly distributed throughout the interior of the parking area. b. Trees required by the preceding paragraph should measure 2½ inches caliper (measured six inches above the ground); should be evenly spaced; and should be of a species common to the area. Such trees should be planted in planters or medians sufficiently large to maintain the health of the tree and shall be protected by curbing. c. Shrubs should be provided as necessary to minimize the parking area's impact on Entrance Corridor streets. Shrubs should measure 24 inches in height.	Revise the landscape plan to include additional planting in the gap along the western perimeter of the paved area. Revise the landscape plan to show large shade trees at 40' on center and 2.5" caliper along the northern perimeter of the parking area. Revise the caliper of the proposed interior and perimeter parking trees to the required 2.5".	Glossy Abelia are proposed in the gap along the western perimeter of the paved area. A combination of Red Rocket Crape Myrtles (6) with interspersed North Star Dwarf Boxwoods (42) is proposed along the northern perimeter of the parking area. The Crape Myrtles are proposed at 8' high and approximately 18' on center. The planting island is only 2' wide, so a smaller tree is a better choice, but 2' may not be sufficient to support healthy trees. With the exception of the previously mentioned Crape Myrtles the proposed interior and perimeter parking trees have been revised to the required 2.5" caliper.	Consider alternate landscaping for the 2'-wide planting island on the northern perimeter of the lease area that will have a chance to thrive in the narrow planting area.
36	Landscaping of buildings and other structures: a. Trees or other vegetation should be planted along the front of long buildings as necessary to soften the appearance of exterior walls. The spacing, size, and type of such trees or vegetation should be determined by the length, height, and blankness of such walls. b. Shrubs should be used to integrate the site, buildings, and other structures; dumpsters, accessory buildings and structures; "drive thru" windows; service areas; and signs. Shrubs should measure at least 24 inches in height.	Revise the landscaping proposed to shrubs that are at least 24" in height.	Shrub planting size has been revised to 24" in height.	None.
37	Plant species: a. Plant species required should be as approved by the Staff based upon but not limited to the <i>Generic Landscape Plan Recommended Species List</i> and <i>Native Plants for Virginia Landscapes (Appendix D)</i>.	None.	The proposed plants are on the recommended species list.	None.

38	Plant health: The following note should be added to the landscape plan: “All site plantings of trees and shrubs shall be allowed to reach, and be maintained at, mature height; the topping of trees is prohibited. Shrubs and trees shall be pruned minimally and only to support the overall health of the plant.”	Add the standard landscaping note to the landscape plan.	The standard landscaping note has been added to the plan.	None.
Development pattern				
Site development and layout				
6	Site development should be sensitive to the existing natural landscape and should contribute to the creation of an organized development plan. This may be accomplished, to the extent practical, by preserving the trees and rolling terrain typical of the area; planting new trees along streets and pedestrian ways and choosing species that reflect native forest elements; insuring that any grading will blend into the surrounding topography thereby creating a continuous landscape; preserving, to the extent practical, existing significant river and stream valleys which may be located on the site and integrating these features into the design of surrounding development; and limiting the building mass and height to a scale that does not overpower the natural settings of the site, or the Entrance Corridor.	None.	The site was previously graded; no natural landscape remains, but holly trees are shown just off-site to the south.	None.
39	The relationship of buildings and other structures to the Entrance Corridor street and to other development within the corridor should be as follows: a. An organized pattern of roads, service lanes, bike paths, and pedestrian walks should guide the layout of the site. b. In general, buildings fronting the Entrance Corridor street should be parallel to the street. Building groupings should be arranged to parallel the Entrance Corridor street. c. Provisions should be made for connections to adjacent pedestrian and vehicular circulation systems. d. Open spaces should be tied into surrounding areas to provide continuity within the Entrance Corridor. e. If significant natural features exist on the site (including creek valleys, steep slopes, significant trees or rock outcroppings), to the extent practical, then such natural features should be reflected in the site layout. If the provisions of Section 32.5.2.n of the <i>Albemarle County Zoning Ordinance</i> apply, then improvements required by that section should be located so as to maximize the use of existing features in screening such improvements from Entrance Corridor streets. f. The placement of structures on the site should respect existing views and vistas on and around the site.	None.	The building is parallel to the EC and the distance from the building to the EC and on-site circulation patterns are similar to the surrounding area. An existing sidewalk runs along Seminole Trail and is to remain. The plan has been revised to show an interior sidewalk that connects the existing pedestrian ways along Rt. 29 and Gander Rd. The site has been previously graded. No significant natural features remain. Views are not expected to be negatively impacted.	None.

Site Grading				
40	Site grading should maintain the basic relationship of the site to surrounding conditions by limiting the use of retaining walls and by shaping the terrain through the use of smooth, rounded landforms that blend with the existing terrain. Steep cut or fill sections are generally unacceptable. Proposed contours on the grading plan shall be rounded with a ten-foot minimum radius where they meet the adjacent condition. Final grading should achieve a natural, rather than engineered, appearance. Retaining walls 6 feet in height and taller, when necessary, shall be terraced and planted to blend with the landscape.	None.	The plan shows some new grading at the north end of the rain garden and at the southwest corner of the lease area. It also shows a retaining wall with a maximum height of 4.5' along the southern side of the lease area. The retaining wall material is proposed to be Redi-Rock to match other retaining walls on site. Although coordination among site elements is typically preferred, Redi-Rock is a large block retaining wall system and at this development it has an off-white color. The color and scale of the block is not appropriate for the new wall in this proposal. 	Revise the retaining wall material to one with a smaller scale block and a muted earth-tone color.
41	No grading, trenching, or tunneling should occur within the drip line of any trees or other existing features designated for preservation in the final Certificate of Appropriateness. Adequate tree protection fencing should be shown on, and coordinated throughout, the grading, landscaping and erosion and sediment control plans.	Show existing trees on the existing conditions plan Show areas designated for preservation on the site plan. Maintain grading outside the driplines of trees to remain. Show tree protection fencing on and coordinated throughout the grading, landscaping, and erosion and sediment control plans.	The existing conditions plan has been revised to show existing trees. While there are no areas in the project/lease area that are designated for preservation, the plans have been revised to show tree protection fencing for the existing trees within the parcel boundaries on, and coordinated throughout, the appropriate plans.	None.
42	Areas designated for preservation in the final Certificate of Appropriateness should be clearly delineated and protected on the site prior to any grading activity on the site. This protection should remain in place until completion of the development of the site.			
43	Preservation areas should be protected from storage or movement of heavy equipment within this area.			
20	Surface runoff structures and detention ponds should be designed to fit into the natural topography to avoid the need for screening. When visible from the Entrance Corridor street,	None.	The proposed stormwater features are underground.	None.

	these features must be fully integrated into the landscape. They should not have the appearance of engineered features.			
44	Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.	None.	The site has been previously graded. Drainage patterns are not changing.	None.
	SIGNS	Sign applications are required for all proposed signs. Eliminate cabinet style signs or limit them to secondary signs. All cabinet type signs must have opaque backgrounds. Reduce the number of colors used in the sign to be no more than three (including white). Eliminate overly intense colors from the sign proposal.	Signage is reviewed and approved by a separate submission. However, the following comments are provided to assist the applicant in making an approvable submittal. The signs, as illustrated, do not meet the Entrance Corridor Sign Guidelines and the Northtown Center Comprehensive Sign Plan in the following areas: Cabinet style signs must be revised to channel letter signs; secondary tagline cabinets are allowed. Secondary tagline cabinets, if internally illuminated, must have opaque backgrounds. The signs appear to propose four colors. The use of three colors or fewer is appropriate for signs in the Entrance Corridor. Consult the Northtown Center Comprehensive Sign Plan for approvable colors (see Figure 3).	Sign applications are required for all proposed signs. Revise the sign proposal to meet the EC Sign Guidelines, including (but not limited to) the following changes: Revise cabinet style signs to channel letter signs; Secondary tagline cabinets, if internally illuminated, must have opaque backgrounds; Revise the sign design to use three colors or fewer. Note that Pantone 485 is not approvable as a primary sign color.

NORTHTOWN CENTER COMPREHENSIVE SIGN PLAN
ARB-2019-83: Harbor Freight at Northtown Center
04500-00-001100 & 110C0

WALL SIGN TYPE	Channel Letters, Secondary Tagline Cabinet
LETTER COLOR CABINET BACKGROUND COLOR	White, Red or Blue with Black as accent; Acceptable shades of blue fall within this range: Pantone 280, 281, 282, 286, 287, 288, 289, 293, 294, 295, 296, 301, 302, 303, 2945, 2955, and 2965. Acceptable shades of red fall within this range: Pantone 1797, 1807, 186, 187, 193, 194, 1935, 1945, 1955, 200, 201, and 202.
TRIM CAP/RETURN COLOR	Black, bronze, brushed aluminum or to match the letter face color
RACEWAY COLOR	To match the color of the wall to which it is attached
SIZE LIMITATIONS	Channel letters - maximum heights: Heights listed are the maximums allowed. Signs must not appear over-scaled within the architectural element, the wall, or the sign area. Building A- 27" Building B -15-18" Building C Tenant 1 - 48" Building C Tenant 2, 3 – 38.5" Tagline Cabinets: Must be secondary to channel letters in size and scale
LOCATION	Centered horizontally within the sign areas outlined on the approved drawings on west & south elevations of Building A; on the west elevation of Building B; & on the north & west elevations of Building C.
MOUNTING DETAILS	Channel letters mounted on raceway.
LOGO AND GRAPHICS DETAILS	Maximum logo and graphic heights: Building A- 84" Building B- 30" Building C – 72" Logo and graphics colors must comply with criteria 4e and 4f of the Entrance Corridor Sign Guidelines.
ILLUMINATION DETAILS	Internal illumination of channel letters is preferred; external illumination of channel letters is acceptable. Internal illumination of graphics is not approved except for the ULC graphic. External illumination of graphics acceptable.
LETTER TYPE FONT	Maximum limit of three typefaces. Additional typefaces may be approved only if they contribute to a balanced, legible, unified sign design.
MATERIAL	Acrylic, plexiglass or similar for letter faces & aluminum returns.

FREESTANDING SIGN - TENANT PANELS (ARB 2013-88)

TAX MAP/PARCEL#: Tax Map 45, Parcel 110

SIGN FEATURE	APPROVED CONDITION
SIGN TYPE	Freestanding Sign - Tenant Panel
TENANT PANEL GRAPHICS	Permitted, as per ARB Guidelines
TENANT PANEL BACKGROUND COLORS	Black
TENANT PANEL TEXT COLOR	White
TENANT PANEL GRAPHIC COLORS	Green: PMS 343; Red: PMS 188; Yellow: PMS 122; Black or White.
TENANT PANEL ILLUMINATION DETAILS	Internal fluorescent, only the text and graphics shall illuminate

All standard ARB Sign Guidelines also apply.

Figure 3: Northtown Center Comprehensive Sign Plan.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. The proposed building materials: Limiting EIFS to an accent material; increasing the amount of brick or stone.
2. The design of the north and south elevations: treatment of the wall area under the awnings.
3. Landscaping along northern perimeter of the lease area.
4. The material for the retaining wall.
5. The signage shown in the elevations: consistency with the sign guidelines and the Comprehensive Sign Plan.

Staff recommends approval with the following revisions:

1. Revise the design to replace EIFS with brick or stone veneer, limiting EIFS to an accent material.
2. Add a note to the architectural drawings indicating that the overhead doors have clear glass panes.
3. Revise the north elevation to incorporate architectural changes rather than applique to relieve “blankness”.
4. Revise the south elevation to replace the EIFS under the awning with brick or revise the EIFS accent to mimic the window size, configuration, and placement create a more uniform appearance.
5. Provide specifications on the proposed window glass confirming that VLT is not below 40% and VLR does not exceed 30%.
6. Add the standard mechanical equipment note to the site and architectural plans.
7. Revise the pole-mounted fixtures to a soft, warm white (3000K) color temperature.
8. Revise the plans to clarify the locations of the emergency fixtures.
9. Consider alternate landscaping for the 2’-wide planting island on the northern perimeter of the lease area that will have a chance to thrive in the narrow planting area.
10. Revise the retaining wall material to one with a smaller scale block and a muted earth-tone color.
11. Sign applications are required for all proposed signs. Revise the sign proposal to meet the EC Sign Guidelines, including (but not limited to) the following changes:
 - a. Revise cabinet style signs to channel letter signs; Secondary tagline cabinets, if internally illuminated, must have opaque backgrounds;
 - b. Revise the sign design to use three colors or fewer. Note that Pantone 485 is not approvable as a primary sign color.

TABLE A

This report is based on the following submittal items:

Sheet #	Drawing Name	Drawing Date/Revision Date
Site Plan		
C1.0	Title	06/16/20
C2.0	Ex. Conditions and Demolition Plan	06/16/20
C3.0	Site Plan	06/16/20
C4.0	Grading Plan	06/16/20
C5.0	Existing Drainage	06/16/20
C5.1	Proposed Drainage Plan	06/16/20
C5.2	Storm Sewer Profile	06/16/20
C5.3	Drainage Details	06/16/20
C5.4	Drainage Details	06/16/20
C6.0	Utility Plan	06/16/20
C6.1	Utility Plan Details	06/16/20
C7.0	Construction Details	06/16/20
C7.1	Construction Details	06/16/20
C8.0	Photometric Plan	06/16/20
L1.0	Landscape Plan	06/16/20
L1.1	Landscape Plan	06/16/20
L2.0	Irrigation Plan	06/16/20
Architectural Drawings		
A-3a	Exterior Elevations	06/30/20
A-3b	Exterior Elevations	06/30/20
A-3.1	Tower Details	06/30/20
A-3.2	Roof Plan/Tower Sections & Details	06/30/20
A-4	Building Sections	06/30/20
A-4.1	Wall Sections and Details	06/30/20
A-5	Wall Sections	06/30/20
A-10	Dumpster Enclosure	06/60/20
A-10a	Vendor Signage	06/30/20
Material Board		

ATTACHMENTS

- 1. [Valvoline Final Site Plan and Architectural Drawings](#)
- 2. [Valvoline Material Board](#)