

FARRAGUT VISUAL RESOURCES REVIEW BOARD - Minutes

The Farragut Visual Resources Review Board met on Tuesday, February 28, 2012 in the Board Room at the Farragut Town Hall. James Marks presided. Members in attendance were James Marks, Marty Layman, Cindy Hollyfield, Tyler Mallison, and Duane Winkler. Linda Johnson and Rhoda Brock were absent.

1. Minutes:

The January 24, 2012 minutes were approved as submitted.

2. Ground Sign Applications:

- a) **Auctionurstuff.com** – 11428-B Kingston Pike
Tenant panel on existing sign

The staff reviewed this item and noted that the lettering is not visually consistent with the other tenant panels because it uses all lower case lettering and the other panels use either uppercase or a mixture of uppercase and lowercase lettering. The text is also thicker than the text on the other panels.

The staff indicated that the questions before the board are whether this panel is legible and whether such a presentation (all lowercase lettering with a thicker font) is acceptable and something that future tenant panel modifications could also employ.

The staff noted that, because this lowercase lettering ends up being smaller than the lettering on the other panels, it is more difficult to read. The staff recommended against the panel in its current configuration.

A discussion ensued and, although board members were generally okay with the lowercase lettering and thicker font, they agreed with staff that the lettering needed to be increased to enhance its legibility. Board member Mallison also recommended that the letters “ur” be in red because “auctionurstuff” is not a word and this would highlight this aspect of the business’ name. Board members and staff felt that this was a good suggestion. A motion was made by Winkler to recommend that the lettering on the panel be increased in size and fill up more of the tenant panel space. This would mean that the arrow would need to be removed. Also, as part of the motion, the letters “ur” would need to be red as recommended by board member Mallison. Motion was seconded by Marks and passed unanimously.

- b) **Medical Center West** – 11808 Kingston Pike
26 square foot externally illuminated sign face replacement

The staff reviewed this item and noted that the Medical Center West is proposing to replace their existing sign face with a new sign face. The staff noted that this would be a great improvement to the existing face in terms of appearance and legibility. There were, however, some concerns about the size of the doctor’s names under the Summit Medical

Group – Farragut heading. The staff recommended that either these be removed or spaced apart or otherwise manipulated to make them more legible.

Keith Pankey with SignCo was present as the applicant. A fairly long discussion ensued mainly about how to address the individual names listed under the Summit Medical Group – Farragut heading. Board members agreed with staff that this lettering needed to be revisited to make it more legible and effective. Mr. Pankey was asked if the names could be abbreviated so as to free up more space within the panel. Mr. Pankey said that he would check with the client to see if this would be acceptable.

Staff indicated that the setbacks and existing landscaping are compliant with Town requirements but the existing external lighting fixtures did not comply. Consequently, if external lighting is proposed for the new sign face such lighting would have to be fully compliant with the Town's outdoor site lighting requirements.

A motion was made by Layman to approve the replacement sign face subject to the recommendation that the names under the Summit Medical Group – Farragut heading be abbreviated to enhance their legibility and, if used, the external lighting be brought into compliance with Town requirements. If such lighting is not used then the existing fixtures would need to be removed.

Motion was seconded by Winkler and passed unanimously.

c) Krispy Kreme Doughnuts

The staff noted that this item is for discussion purposes only and is intended to provide feedback to the applicant with regards to the ground mounted sign that is proposed for a potential Krispy Kreme Doughnuts establishment that is considering coming to Farragut. The staff displayed a revised drawing that showed the business name under the fresh donuts portion of the sign. The staff indicated that this was being presented to the board because the fresh donuts portion of the sign would be illuminated when fresh donuts were ready. It would not be a flashing or moving message sign.

Board members felt that the sign proposed would meet Town requirements assuming setbacks, landscaping, and other sign ordinance provisions would be satisfied and approved as part of a formal submittal that would occur in the future.

3. Building Design Workshop:

The staff delivered a power point presentation on different building design considerations. Though the Town is not currently pursuing in depth architectural review requirements, should this occur at some future date the VRRB would likely have some involvement.