

FARRAGUT VISUAL RESOURCES REVIEW BOARD - Minutes

The Farragut Visual Resources Review Board met on Tuesday, April 24, 2012 in the Board Room at the Farragut Town Hall. James Marks presided. Members in attendance were James Marks, Tyler Mallison, Duane Winkler, Cindy Hollyfield, and Linda Johnson. Marty Layman was absent.

1. Minutes:

The March 27, 2012 minutes were approved as submitted.

2. Ground Sign Applications:

- a) **Jet's Pizza** – 11124 Kingston Pike
Tenant panel on existing ground mounted sign

The staff reviewed this item and recommended approval. A motion was made by Mallison to follow staff's recommendation. Motion was seconded by Hollyfield and passed unanimously.

3. Sign Ordinance Amendment:

This item involved a request to amend Section 9-406(4)(p) of the *Farragut Sign Ordinance*. This section of the sign ordinance specifically addresses wall signs for shared entrance buildings with more than 225 feet of building wall facing a public street in the Office District, Three Stories (O-1-3) and Office District, Five Stories (O-1-5) zoning districts. Currently, this section of the ordinance would apply only to the Parkside Plaza Medical building and the Parkside Plaza Office building (Regions/Morgan Keegan building) on Parkside Drive.

The staff explained that this section of the sign ordinance was specifically created when the five story office building was constructed and both Sun Coke (which has now moved out of the building) and Regions/Morgan Keegan wanted to have wall signs on different ends of the north face (Parkside Drive elevation) of the building. Prior to this section being created, this building was treated like any other building in the Town and one (1) wall mounted sign was permitted with the size of the sign being a 1:1 ratio of sign area to building width. The section that was created allowed for two (2) wall mounted signs and for each sign to be calculated separately. In effect, the staff noted, this section doubled the permitted wall signage for this building. Unlike other entities, the two signs could be calculated separately as long as the cumulative total of the two (2) signs did not exceed a 1:1 ratio of the sign area to the building width.

The request that was presented to the board was for a third wall mounted sign on this building elevation in between the two existing signs. This third sign would be for the applicant, Dura-Line.

The staff expressed a number of concerns that were outlined in the staff's background summary that was provided in the board's packet. The staff recommended denial. Mike McNew and Deena Haney were present representing the applicant. Mr. McNew reviewed their position and asked for the requested amendment to be favorably recommended by the board to the planning commission. Chairman Marks echoed many of the concerns expressed by the staff and a lengthy discussion ensued between the applicant representatives, board members, and staff. Board members and staff expressed appreciation for Dura-Line's presence in Farragut. There were, however, serious concerns about the broader implications of the ordinance text amendment that was being requested.

A motion was eventually made by Winkler to recommend to the planning commission that the requested amendment not be approved largely because it could set a bad precedent and there were other options that the applicant could pursue without the need for an amendment to the ordinance. Motion was seconded by Marks and was approved unanimously.

4. Information session on the "Landscaping Implications Related to Upcoming Stormwater Ordinance Modifications."

The staff conducted a Power Point presentation related to landscape ordinance changes that will likely be forthcoming in response to modifications to the Town's stormwater ordinance.