

FARRAGUT VISUAL RESOURCES REVIEW BOARD - Minutes

The Farragut Visual Resources Review Board met on Tuesday, December 3, 2013 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Duane Winkler, Linda Johnson, Marty Layman, Cindy Hollyfield, Brittany Moore, Jerry Benton, and Jeanie Stow.

1. Minutes:

The October 22 2013 minutes were approved as submitted.

2. Ground Mounted Sign Applications:

- a) **First Watch Café** – 11682 Parkside Drive
Tenant panel on ground mounted sign

The staff reviewed this item and expressed a concern about the legibility of “The Daytime Café” wording. It was noted that this is important information since the words “First Watch” would not necessarily indicate that this is a café. Having larger and more legible lettering on the panel would not only meet the requirement for legibility but would also assist the tenant in providing a more effective panel.

Board members were in complete agreement that the Daytime Café panel lettering was too small and was essentially useless for the business. A motion was made by Stow to require the tenant to revisit the layout so that the Daytime Café lettering was legible to a passing motorist. Motion was seconded by Johnson. Motion passed unanimously.

- b) **La Cabana Cuban Flavor** – 723 N. Campbell Station Road
Tenant panel on ground mounted sign

The staff reviewed this item and recommended that the lettering for this tenant be placed on the Capt. Ernie’s panel (since this business is no longer in the building and the panel needs to be removed anyway). By doing so the lettering for La Cabana could be larger and more effective.

A motion was made by Hollyfield to follow staff’s recommendation. The motion was seconded by Winkler. Motion passed unanimously.

- c) **Farragut Men’s Barber Shop** – 11420-B Kingston Pike
Tenant panel on ground mounted sign

The staff reviewed this item and recommended that this proposed panel layout be modified in order to be compatible with the surrounding tenant panels. Board member Hollyfield suggested that the barber pole be turned vertical and be to the left of the word “Barber” and the background be white to match surrounding panels. A short discussion ensued. A motion

was made by Hollyfield to recommend her suggestion for this tenant panel. Motion was seconded by Moore. Motion passed unanimously.

- d) **Farragut Presbyterian Church/Faith Lutheran Church** – 209 and 239 Jamestowne Boulevard
Modifications to existing off premise directional church sign

The staff reviewed this item and recommended approval. Mikie Lancaster was present on behalf of Farragut Presbyterian Church. Ms. Lancaster indicated that Faith Lutheran Church was not ready at this time to proceed with their panel but that Farragut Presbyterian Church would like to get started as soon as possible with their panel.

Board members agreed with staff that the proposed layout looked good. A motion was made by Layman to approve the panel for Farragut Presbyterian Church. The motion was seconded by Hollyfield. Motion passed unanimously.

3. Sign Interpretation:

The staff introduced this item and noted that Panda Express was requesting a review of different murals or designs that they would like to incorporate into their building's appearance. Kane Lester was present on behalf of Panda Express.

Mr. Lester presented two options that are most commonly used at Panda Express restaurants. The first was a large Panda bear mural and the second was a mural of the Great Wall of China. The staff expressed a concern over each option and that these murals would clearly fall within the Town's definition of a sign.

In the staff's view, a mural, in general, is a graphic or design and a mural with an Asian theme associated with an Asian restaurant would be a graphic or design used to identify or advertise the business. This would be comparable to a large taco mural for Taco Bell or a large tire mural on the side of the Discount Tire building. These are devices that are clearly functioning in the same fashion as a traditional sign.

Board members were in agreement with the staff's concerns. Mr. Lester presented a third option which incorporated a color scheme that simulated bamboo but that did not have the appearance of a mural. Board members were very supportive of this option and indicated that this would be considered a color arrangement and not a sign.

4. Sign Ordinance Amendment – Vehicular signs

The staff provided an overview of this item and indicated that recently the Town has been having problems with different types of vehicular signs. The staff reviewed the wording that is currently provided in the sign ordinance with regards to vehicular signs. From the staff's perspective this wording was too open ended and perhaps in need of some clarity that could distinguish between acceptable vehicular signage for delivery vehicles and signage that was clearly being used primarily for advertising.

The board agreed that the current wording was very broad and could include any vehicle with advertising. Board members felt that this was becoming a real problem and that something needed to be done. A number of options were discussed which ranged from defining a delivery vehicle (and thus exclude it from being considered a vehicular sign) to limiting where vehicles can be parked and for how long they can be parked without being moved. Everyone agreed that there were no easy answers and that an ordinance modification could take a while.

The staff indicated that they would work on some wording and check with some other municipalities in terms of what they are doing in this regard. This would then be presented to the board in January. In the mean-time, the board recommended that those that were obviously using vehicles for primarily advertising purposes (e.g. Silo Cigars, Knoxville Academy of Martial Arts, Estate Treasures, and Elliott's Boots) should be notified and asked to not use vehicles in this regard.