

FARRAGUT VISUAL RESOURCES REVIEW BOARD - Minutes

The Farragut Visual Resources Review Board met on Monday, February 24, 2014 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 December 3, 2013 minutes were approved as submitted.

2. Wall Signs:

a) Hallmark Rare Coins – 11681 Parkside Drive

Staff asked the board members to review a wall sign for the Hallmark Rare Coins to determine whether the sign is architecturally compatible with the other wall signs in the center where this tenant will be located. Doug Greene and David Hall were present as the applicant. After a discussion related to different color options, the applicant was asked to e-mail the staff a modified color rendering and the staff would share with board members to obtain their feedback.

3. Ground Mounted Sign Applications:

a) Mike's Electronic Cigarettes – 11316 Station West Drive, Suite 101

Tenant panel on ground mounted sign

The staff reviewed this item and recommended approval. A motion was made by Hollyfield to approve the panel. Motion was seconded by Moore and motion passed unanimously.

b) Farragut Assembly of God (Farragut Fellowship) – 416 N. Campbell Station Road Re-install ground mounted sign that was removed during road improvement project

The staff reviewed this item and recommended approval subject to the area around the base of the sign being landscaped and the external lighting being in compliance with Town requirements. A motion was made by Hollyfield to approve the re-installed sign subject to staff recommendations. Motion was seconded by Benton and motion passed unanimously.

c) The Shops at Lovell Place – 115 Lovell Road

50 square foot internally illuminated ground mounted sign

The staff reviewed this item and recommended approval subject to the setbacks being verified prior to and after installation and the plant material around the sign being approved by the Town staff. A motion was made by Hollyfield to approve the sign subject to the staff recommendations. Motion was seconded by Stow and motion passed unanimously.

d) FSG Bank – 155 N. Campbell Station Road

24 square foot internally illuminated ground mounted sign

The staff reviewed this item and recommended approval subject to the setbacks being verified prior to and after installation. Staff also recommended that the sign placement be centered between two parking spaces so a car overhang would not hit the sign. A motion was made by Layman to approve the sign subject to staff recommendations. Motion was seconded by Benton and motion passed unanimously.

- e) **Fairfield Inn and Suites** – 11763 Snyder Road
198 square foot internally illuminated interstate interchange pole sign

The staff reviewed this item and recommended approval subject to the setbacks being verified prior to and after installation and the height being verified by a licensed surveyor. A motion was made by Stow to approve the sign subject to the staff recommendations. Motion was seconded by Johnson and motion passed unanimously.

- f) **Potbelly Sandwich Shop** – 11661 Parkside Drive
Tenant panel in existing ground mounted sign

The staff reviewed this item and recommended approval. A motion was made by Moore to approve the panel. Motion was seconded by Hollyfield and motion passed unanimously.

- g) **Parkview Senior Living** – 10914 Kingston Pike
20 square foot replacement ground mounted sign

The staff reviewed this item and recommended approval subject to any landscaping that may be removed during installation being replaced. A motion was made by Stow to approve the replacement sign subject to the staff recommendation. Motion was seconded by Benton and motion passed unanimously.

- h) **Panda Express** – 11480 Parkside Drive
25 square foot internally illuminated ground mounted sign

The staff reviewed this item and recommended approval subject to the setbacks being verified with Town staff prior to and after installation and landscaping being provided around the base of the sign in consultation with Town staff. A motion was made by Hollyfield to approve the sign subject to staff recommendations. Motion was seconded by Winkler and motion passed unanimously.

4. Landscape Plan Applications:

- a) **Staybridge Suites** – 11319 Campbell Lakes Drive

The staff reviewed this item and recommended approval subject to the following comments being addressed:

- 1) The rim of the retention basin will have to be landscaped per the landscaping requirements of the Town. Existing trees that are within 50 feet of the delineated static water elevation can count toward fulfilling this requirement;
- 2) The butterfly bush is a listed exotic invasive plant. Please substitute with something else; and
- 3) Please ensure that the plan is updated to reflect changes to the site plan.

A motion was made by Layman to approve the landscape plan subject to the staff's comments being addressed and the Nellie Steven's hollies that are shown to be near the building being moved slightly further away from the building. Motion was seconded by Benton and motion passed unanimously.

5. Sign Ordinance Amendment – Vehicular signs

The staff provided an overview of this item and why this aspect of the sign ordinance is being discussed. A number of individuals spoke and a good discussion developed. Allison Sousa of the Farragut Business Alliance mentioned that they are planning to send out a survey to businesses and residents about sign related matters, including vehicular signs. Board members felt that before proceeding any further with potential ordinance modifications, they would like to have the results of the survey. This could help guide what may need to be re-visited and how it should be approached. The board did not take any action other than indicating that this would be revisited when the survey results are available.