

FARRAGUT VISUAL RESOURCES REVIEW BOARD - Minutes

The Farragut Visual Resources Review Board met on Monday, March 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, and Jeanie Stow. Jerry Benton was absent.

1. Minutes:

The February 24, 2014 minutes were approved as submitted.

2. Ground Mounted Sign Applications:

a) Goddard School – 125 Loudoun Road

Tenant panel replacement on ground mounted sign

The staff reviewed this item and indicated that they would prefer slightly larger lettering but would be supportive of the panel as presented given its location and the fact that the sign fronts along a street (Loudoun Road) where traffic volume and speeds are low. The layout on the proposed panel is consistent with their new corporate advertisement.

A motion was made by Hollyfield to approve the replacement panel with the phone number being verified because it included a non-local number. Motion was seconded by Moore and motion passed unanimously.

b) Marathon Oil Service Station – 10855 Kingston Pike

Sign face replacement on ground mounted sign

The staff reviewed this item and recommended approval subject to appropriate landscaping being added around the base of the sign in consultation with Town staff. A motion was made by Hollyfield to follow staff's recommendation. Motion was seconded by Moore and motion passed unanimously.

c) Costco Fuel Center – 123 Lovell Road

23 square foot non illuminated ground mounted sign facing Lovell Road

The staff reviewed this item and recommended approval subject to verifying the setbacks with Town staff. A motion was made by Layman to follow staff's recommendation. Motion was seconded by Stow and motion passed unanimously.

3. Sign Ordinance Amendment – Section 9-406 (4)(p) of the Farragut Sign Ordinance related to wall signs for shared entrance buildings in the O-1-3 and O-1-5 Zoning Districts.

The staff reviewed this item and recommended that the most aesthetically pleasing and potentially the most effective wall signage for a multi-story office development is to identify the building and use the building's identification for way finding purposes similar to what is

currently on the 3-story medical office building just to the west of the building in question. A long discussion ensued. Holly Matherly and Matt Fentress spoke on behalf of the applicant (IMS). Tim Grimsley spoke on behalf of Dura-Line.

A motion was made by Stow to recommend to the planning commission that the requested amendment that would basically permit a wall sign on the east and west elevations of qualifying buildings in the O-1-5 Zoning District be considered by the planning commission. Motion was seconded by Moore and motion passed unanimously.