FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, July 22, 2014 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Duane Winkler, Cindy Hollyfield, Edwin Anderson, Linda Johnson and Brittany Moore. Jerry Benton was absent.

1. **Minutes:**

   The June 24, 2014 minutes were approved as submitted.

2. **New Board Member:**

   Chairman Layman and staff welcomed the newest board member, Edwin Anderson.

3. **Ground Mounted Sign Applications:**

   a) **Egg and I - 111 Lovell Road**
   Tenant panel on existing ground mounted sign at the Shops at Lovell Place, adjacent to Costco

   Staff reviewed this item and recommended that the action taken in June be upheld. Robert Glenn with the Egg and I was present. A short discussion ensued and Mr. Glenn stated that the sign would be corrected based on the boards previous recommendation.

   b) **Glamour Nails - 115 Lovell Road**
   Tenant panel on existing ground mounted sign at the Shops at Lovell Place, adjacent to Costco

   Staff reviewed this item and recommended that darker lettering be used or the lettering be outlined in black to make the lettering stand out. Board members discussed this matter and a motion was made by Winkler to approve the tenant panel as presented by the applicant. Motion was seconded by Johnson and motion passed unanimously.

   c) **Reliant Title - 11002 Kingston Pike.**
   Tenant panel on existing ground mounted sign at Concord Square

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

   d) **Home Trust Bank – 11916 Kingston Pike**
   40 square foot internally illuminated ground mounted sign, formerly Jefferson Federal Bank

Staff reviewed the item and presented the final layout. Staff recommended approval subject to a site plan and landscaping plan be submitted. Board members discussed the sign design and a motion was by Layman to approve subject to the following recommendations:

1) The Board felt that the address numbers should be repositioned to be above this six (6) foot maximum height in order to help meet some of the other revisions.
2) The brick base of the sign needs to be higher and more pronounced in order to make the sign architecturally compatible with the building. The base in the rendering is currently shown at one (foot).
3) Consider elongating the sign in an effort to increase the square footage (maximum square footage allowed is 40 sq. ft.) and primarily to increase the letter sizing on the sign.
4) The letters, particularly "24 Hour Banking" and "Since 1926", should be enlarged to make them more legible to passing motorists.
5) Reduce the white area adjacent to the logo. The concern is that with this large area of white in the panel and the fact that the sign will be internally illuminated that it will be a visual issue and not in keeping with the Town's outdoor lighting plan.
6) In regards to the landscaping plan, due to the low profile of the sign the required landscaping should be positioned at the ends for the sign structure as not to create an obstruction with the vegetation's growth.

Motion was seconded by Winkler and motion passed unanimously.

4. Landscape Requirements Text Amendment – Synthetic Turf

The staff provided an overview of this item and indicated that the applicant's request involves an amendment to Chapter 4, Section XII., Landscaping, D., 2., and 3., of the Farragut Zoning Ordinance to permit synthetic turf to count toward fulfilling a portion of the required landscaping around buildings and within parking lots.

The staff explained that the Town had installed a synthetic turf field at Mayor Bob Leonard Park and the applicant was the installer, Playrite, LLC. Staff noted that the applicant has been asked by the owners of the 4-story bank building that is under construction in front of Renaissance about the possibility of using synthetic turf on portions of their site around the building and parking lot. Staff provided an overview of the positives and negatives associated with synthetic turf.

Board members discussed the request and a motion was made by Winkler to accept the amendment. Motion was seconded by Hollyfield and the motion failed by a vote of 0-6.