

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, January 27, 2015 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Duane Winkler, Cindy Hollyfield, Edwin Anderson, Brittany Moore and Jeanie Stow. Jerry Benton was absent.

1. Minutes:

The December 16, 2014 minutes were approved as submitted.

2. Ground Mounted Sign Applications:

a) State Farm – 11002 Kingston Pike, Suite 103

Tenant panel on existing ground mounted sign at Concord Square

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

b) Staybridge Suites – 11319 Campbell Lakes Drive

24 square foot internally illuminated ground mounted sign

Staff reviewed this item and recommended approval subject to the setbacks being verified prior to construction. A motion was made by Hollyfield to follow staff's recommendation. Motion was seconded by Anderson and motion passed unanimously.

3. Sign Interpretation:

a) Fairfield Inn & Suites – 11763 Snyder Road

Staff introduced the request by Fairfield Inn & Suites to install a single blue LED strip vertically up the front of the building façade. Staff noted that LED accent lighting is not specifically addressed within the Farragut Sign Ordinance. However, the ordinance provides for a definition of a neon border:

Neon border. One (1) tube of neon lighting bordering the roof line of a building provided it is straight, it is of a single color, it does not touch a sign, and it does not give the perception of touching a sign. All other neon lighting shall be considered a sign that requires a permit.

Staff questioned if the requested application of the single LED strip meets the intent of the neon border definition or is intended to be a device to attract attention, i.e., a sign.

The Board discussed the specific application request and neon border applications currently within the Town. The Board provided guidance that the vertical LED strip proposed at Fairfield Inn & Suites would be acceptable if the language in the existing

ordinance was modified. The Board asked staff to explore an amendment to the neon border definition and update the language to provide for newer LED technology, continue to limit the light strip to a single color that does not flash, blink or provide for movement to attract attention, the light strip should be used as an accent feature to the building, and the wording related to “bordering the roof line” should be modified to provide for vertical applications. Staff noted that they would work on draft language for a proposed modification.

4. Discussion on Farragut Architectural Design Guidelines.

The staff provided updates to the Architectural Design Guidelines document related to the review process and percentage of masonry on a building façade.