

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, June 27, 2017 in the Community Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Jeanie Stow, Brittany Moore, Cindy Hollyfield, Edwin Anderson, and Randy Armstrong.

Community Development Director Mark Shipley noted that Duane Winkler's position has been filled by Kaivon Kiumarsi and his term would begin July 2017.

1. Minutes:

The April 25, 2017 minutes were approved as submitted.

2. Wall Signs Approved:

- a) **Amish Excellence** – 613 N. Campbell Station Road
35 square foot internally illuminated sign
- b) **Atlantic Capital Bank** – 155 N. Campbell Station Road
24 square foot internally illuminated sign
- c) **Melrose Title Company** – 11911 Kingston Pike, Ste. 101-B
34 square foot internally illuminated sign
- d) **American Eagle Outfitters** – 11427 Parkside Drive
43 square foot non-illuminated sign
- e) **Sleep Outfitters** – 11651-11653 Parkside Drive
54 square foot internally illuminated sign
- f) **Planet Fitness** – 11433 Kingston Pike
147 square foot internally illuminated sign
- g) **Clean Eat'z** – 155 West End Avenue
54 square foot externally illuminated sign
- h) **9 Round** – 139 West End Avenue
17 square foot externally illuminated sign

3. Ground Mounted Sign Applications:

- a) **Health Markets** – 731 N. Campbell Station Road
Tenant panel on existing ground mounted sign

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

b) National Rx – 11134 Kingston Pike
Modification to ground mounted sign

The staff noted that this item was forwarded to the board ahead of time for consideration and involves adding the word “Pharmacy” to the existing ground mounted sign. A motion was made by Hollyfield to approve the panel. Motion was seconded Moore and motion passed unanimously.

c) Sleep Outfitters – 11651 Parkside Drive
Tenant panel on existing ground mounted sign

The staff noted that this item was forwarded to the board ahead of time for consideration and involves a new tenant panel in an existing ground mounted sign in the Parkside Station development along Parkside Drive. The tenant panel proposed contains a white background with blue letters and yellow graphics. Per the board’s suggestion, the applicant outlined the yellow graphics in black to help this stand out from the background. A motion was made by Anderson to approve the panel. Motion was seconded by Stow and motion passed unanimously.

d) Planet Fitness – 11433 Kingston Pike
Tenant panel on Village Green Shopping Center sign facing Kingston Pike

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

e) Planet Fitness – 11433 Kingston Pike
Tenant panel on Village Green Shopping Center sign facing N. Campbell Station Road

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

f) First Baptist Concord (Kingston Pike east entrance) – 11704 Kingston Pike
18 square foot internally illuminated ground mounted sign

The staff noted that this was presented and approved in April of 2016. Since no installation was implemented on the approved signs the approval has expired and the

signs must be re-approved. As explained in April of 2016, the church has been working on implementing a campus wide signage program. As part of the new signage program, the church is requesting to construct ground mounted signage at each of its Kingston Pike entrances. They are not proposing a sign now along their Federal Boulevard access.

The staff recommended approval of this smaller Kingston Pike sign that is to be constructed at the east entrance on Kingston Pike, closest to Belleaire Drive. The sign is legible and architecturally compatible in shape with the other proposed ground mounted sign. The staffs' recommendation was subject to verification of setback and height compliance with an as-built survey.

A motion was made by Anderson to approve the sign per the staffs' recommendations. Motion was seconded by Stow and motion passed unanimously.

g) First Baptist Concord (Kingston Pike west entrance) – 11704 Kingston Pike
40 square foot internally illuminated ground mounted sign

The staff noted that this larger sign is to be constructed at the west/main entrance on Kingston Pike and recommended approval subject to verification of setback and height compliance with an as-built survey.

A motion was made by Hollyfield to approve the sign per the staffs' recommendations. Motion was seconded by Stow and motion passed unanimously.

h) First Baptist Concord – 11704 Kingston Pike
Wall mounted signage for campus wayfinding

The staff noted that, as provided for in the sign ordinance, places of worship may consider any number of wall and roof signs. Such signs shall be architecturally compatible with the building and the VRRB shall review the entire sign package for the building. These were the same wall signs that were approved last year and the staff recommended approval.

A motion was made by Anderson to approve the wall mounted sign package. Motion was seconded by Moore and motion passed unanimously.

i) Dollar General – 12403 Kingston Pike
32 square foot internally illuminated ground mounted sign

The staff reviewed this item and recommended approval subject to the following conditions:

- 1) That an as-built survey be provided to verify compliance with required setbacks and height;
- 2) That the exterior lighting be approved by the Town staff and verified for compliance once installed;
- 3) That the address numbers be incorporated into the top portion of the sign in a manner that would be the most architecturally pleasing.

A discussion ensued with board members complementing the applicant on an attractive sign. A motion was made by Moore to approve the ground mounted sign subject to the staffs' recommendations and to consider incorporating the address numbers into the brick in some fashion. The staff asked the applicant, Gary Hayes, if he could e-mail a revision for the board to consider and he agreed. Motion was seconded by Anderson and motion passed unanimously.

j) Dollar General – 12403 Kingston Pike
50 square foot wall mounted sign

The staff reviewed this item and noted that it was being presented to the board due to the fact that this building is isolated from other commercial developments and situated in a more residential setting. Consequently, the staff had asked the applicant to make the signage more compatible with a residential area. The applicant has proposed external illumination so as to give the sign a less commercial appearance. The staff had asked the applicant to consider also what a back-lit sign may look like to see if it is even more in keeping with this more residential context. Either way the lighting would need to comply with the Town's site lighting requirements. And finally, the staff had asked the applicant to revise the color so that it would reflect one of the adopted colors in the ADS.

A general discussion ensued. Board members complemented the applicant on choosing a smaller sign, modifying the color to a more muted yellow, and using external illumination. A motion was made by Anderson to approve the wall sign subject to the gooseneck lights being compliant with the Town's site lighting requirements. Motion was seconded by Armstrong and motion passed unanimously.

k) O'Reilly Auto Parts – 10870 Kingston Pike
19 square foot internally illuminated ground mounted sign

The staff reviewed this item and noted that the remaining comments include:

- 1) Please revise the site plan to show that the nearest portion of the sign will be at least 10 feet from the Kingston Pike right of way and will not create any interference with a car bumper parked in the space in front of the sign;
- 2) Please complete an application for each requested sign. You cannot combine the ground sign and wall signs on one application. This is allowed for some signs

where the dimensions are exactly the same but not for signs of different types and dimensions;

- 3) Please ensure that the colors are in accordance with the color palette adopted by the Town as part of the Architectural Design Standards. Please verify that the brick around the base will match the brick on the building;
- 4) Please include a detail of the landscaping proposed around the ground mounted sign; and
- 5) An as-built survey will be required to verify compliance with height and setbacks.

Due to the severity of the remaining comments the staff recommended denial at this time. After a short discussion a motion was made by Layman to deny the ground mounted sign. Motion was seconded by Hollyfield and motion passed unanimously. No one was present on behalf of O'Reilly Auto Parts.

l) O'Reilly Auto Parts – 10870 Kingston Pike

100 square foot internally illuminated wall mounted sign facing Kingston Pike

As presented in the packet, this sign is not ready for formal consideration. If the modifications below are not addressed prior to the meeting the staff will recommend denial. The comments are as follows:

- a) Please complete an application for each requested sign. You cannot combine the ground sign and wall signs on one application. This is allowed for some signs where the dimensions are exactly the same but not for signs of different types and dimensions;
- b) The wall signs must be compatible in terms of style. Please modify the box sign proposed along Thornton Drive accordingly. Since the abutting property is residential, the staff would recommend wall signage that is more compatible with residential. Back-lit or external illumination should be considered;
- c) The dimensions shown for the sign facing Kingston Pike are incorrect. As proposed, this is a 100 square foot sign; and
- d) The sign shown is a generic sign that does not fit within the area provided for wall signage based on the approved building elevations. Please modify the sign accordingly and ensure that it is in compliance with the color palette adopted by the Town as part of the Architectural Design Standards and that it is compatible with the building materials on the approved building elevations.

m) O'Reilly Auto Parts – 10870 Kingston Pike

75 square foot internally illuminated wall mounted sign facing Thornton Drive

As presented in the packet, this sign is not ready for formal consideration. If the modifications below are not addressed prior to the meeting the staff will recommend denial. The comments are as follows:

- a) Please complete an application for each requested sign. You cannot combine the ground sign and wall signs on one application. This is allowed for some signs

where the sign types and dimensions are exactly the same but not for signs of different types and dimensions;

- b) The wall signs must be compatible in terms of style. Please modify the box sign proposed along Thornton Drive accordingly. Since the abutting property is residential, the staff would recommend wall signage that is more compatible with residential. Back-lit or external illumination should be considered; and
- c) The sign shown is a generic sign that does not fit within the area provided for wall signage based on the approved building elevations. Please modify the sign accordingly and ensure that it is in compliance with the color palette adopted by the Town as part of the Architectural Design Standards and that it is compatible with the building materials on the approved building elevations.

4. Landscape Plans:

- a) **NHC Memory Care Facility** – 121 Cavette Hill Lane
Included in your packet is the landscape plan for a memory care facility proposed on the vacant property to the west of the existing NHC Nursing Home. The staff will review staff comments (if any) at the meeting. The applicant was making some last minute changes to part of the plan which the staff has not yet reviewed.