



FARRAGUT VISUAL RESOURCES REVIEW BOARD

AGENDA

Farragut Town Hall

Board Room

Tuesday, August 28, 2018

7:00 p.m.

1. Approval of Minutes for the July 24, 2018 meeting.
2. Review of a Ground Sign for the Farragut Gateway Development located at 101 Campbell Station Road (Kingston Pike Site Frontage).
3. Review of a Ground Sign for the Farragut Gateway Development located at 101 Campbell Station Road (Campbell Station Road Site Frontage).
4. Review of a Wall Sign Application for International Flair Jewelers located at 11124 Kingston Pike, Suite #113.

MEMORANDUM

TO: Farragut Visual Resources Review Board
FROM: Bart Hose, Assistant Community Development Director
SUBJECT: Regularly Scheduled Meeting - Tuesday, August 28, 2018 at 7:00 p.m.

AGENDA

1. Approval of Minutes for the July 24, 2018 meeting

2. Ground Mounted Sign Applications:

a) Farragut Gateway Development – 101 Campbell Station Road (Kingston Pike Site Frontage)

25-square foot ground mounted sign for the Farragut Gateway Development (Kingston Pike Frontage) located at 101 Campbell Station Road.

The Farragut Gateway Development is requesting a 25-square foot ground mounted sign for its frontage on Kingston Pike. The sign will be a tenant panel type sign, serving the entire development. As proposed, it will be located 15 feet from the property/right-of-way line with Kingston Pike and approximately 103 feet west of the intersection of Kingston Pike with Campbell Station Road (measured from the property/right-of-way lines). The sign will be externally lit and elevated to account for the grade difference between the its site location and the elevation of Kingston Pike.

As presented, staff questions the legibility of “Farragut Gateway” element of the sign on the brick background and the type size of the “Pacific Dental Services” tenant panel. Staff recommends approval subject to submission and verification of the required sign lighting plan, resolution of the potential legibility issues, and on-site verification of the setbacks by a surveyor.

b) Farragut Gateway Development – 101 Campbell Station Road (Campbell Station Road Site Frontage)

13-square foot ground mounted sign for the Farragut Gateway Development (Campbell Station Rd. Frontage) located at 101 Campbell Station Road.

The Farragut Gateway Development is requesting a 13-square foot ground mounted sign for its frontage on Campbell Station Road. The sign will be a tenant panel type sign, serving the entire development. As proposed, it will be located 10 feet from the Campbell Station Road property/right-of-way line and approximately 20 feet north of the intersection of Campbell Station Road and the joint access easement that serves the property (measured from the property line). The proposed sign will be externally lit.

As presented, staff questions the legibility of the type size for the “Pacific Dental Services” tenant panel. Staff recommends approval subject to submission and verification of the required sign lighting plan, resolution of the potential legibility

issues, and on-site verification of the setbacks by a surveyor. Staff also suggests that the applicant explore moving the sign slightly to the southeast, toward the joint access easement, to improve visibility.

3. Wall Sign Applications:

a) International Flair Jewelers – 11124 Kingston Pike, Suite #113

International Flair Jewelers is requesting approval for a wall sign at its new location at 11124 Kingston Pike. The staff has identified several compliance issues with the owner's sign plan and has been working with the applicant to address them. The issues involve sign lighting, its proposed location, and the compatibility of the color/material of the sign with the building and other signs in the complex. Attached is a more detailed explanation of the issues and staff's administrative opinions regarding compliance. We are seeking input from the VRRB regarding architectural compatibility before moving forward on the application.



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, July 24, 2018 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Jeanie Stow, Brittany Moore, Cindy Hollyfield, Randy Armstrong, and David Freeman. Kaivon Kiumarsi was absent.

Chairman Layman called the meeting to order and welcomed the new Board member, David Freeman and the new Youth Representative, Alex Butler. Chairman Layman then asked the Board if they wanted to add Election of Officers to the agenda. A motion was made by Hollyfield to add Election of Officers to the agenda as Item 1.a. The motion was seconded by Armstrong and the motion passed unanimously.

1. Minutes:

A motion was made by Moore to approve the June 26, 2018 minutes as submitted. The motion was seconded by Stow and the motion passed unanimously.

1.a. Election of Officers:

Chairman - For the office of Chairman, a motion was made by Hollyfield to nominate Layman. The motion was seconded by Stow and the motion passed unanimously.

Vice- Chairman - For the office of Vice-Chairman, a motion was made by Armstrong to nominate Moore. The motion was seconded by Stow and the motion passed unanimously.

Secretary – For the office of Secretary, a motion was made by Hollyfield to nominate Stow. The motion was seconded by Armstrong and the motion passed unanimously.

2. Ground Mounted Sign Applications:

a) Core Change – 11667 Parkside Drive

Tenant panel replacement for the Core Change store located at 11667 Parkside Drive. Staff reviewed this item and recommended approval subject to the applicant contacting the property owner regarding the lack of landscaping around the larger sign. Such landscaping is required and must be established/reestablished in conformance with the regulations. A motion was made by Hollyfield to follow staffs' recommendation. The motion was seconded by Stow and the motion passed unanimously.

b) Quality Inn – 11717 Campbell Lakes Drive (formally Americas Best Value Inn & Suites)

Interstate pole sign refacing for the Quality Inn located at 11717 Campbell Lakes Drive.



Staff reviewed this item and recommended approval. A motion was made by Moore to follow staffs' recommendation. The motion was seconded by Armstrong and the motion passed unanimously.

3. **Landscape Plan Applications:**

a) **Knoxville-Farragut Storage, LLC – 11775 Snyder Road (formally US Golf site)**

Staff reviewed this item and recommended approval subject to the following issues being satisfactorily addressed:

1. Board approval of the requested substitution of understory trees for shade trees;
2. The exact locations of some site utilities have not been finalized on the site plan and could impact landscape design. Any significant changes to the plan necessitated by utility locations will have to be approved by the Board;
3. Please add total lot coverage percentages for the entire site to the plan; and
4. Please ensure that the landscape plan reflects and is consistent with the final site plan as approved by the Planning Commission.

A motion was made by Layman to approve the landscape plan subject to the staffs' recommendation. The motion was seconded by Hollyfield and the motion passed unanimously.

Meeting adjourned at 7:26 p.m.

RECEIVED

AUG 13 2018

SIGN APPLICATION

Item 2

TOWN OF FARRAGUT, TENNESSEE

TOWN OF FARRAGUT

FOR OFFICE USE ONLY
Fee Paid: \$100

APPLICANT NAME: Siggo INC Farragut Bus. License# _____
Address: 3101 NW Park Dr. City/State/Zip: Knoxville, TN
Phone #: 947-2086 Fax # 947-2086 E-mail: INFO@SIGGO-INC.COM

NAME OF BUSINESS: Farragut Gateway
Address: 101 Campbell Station City/State/Zip: Farragut, TN 37834
Phone# _____ Fax # _____ E-mail: _____

*GROUND MOUNTED SIGN: ☒ **WALL MOUNTED SIGN: ☒ OTHER ☐
SIGN FACE DIMENSIONS: Height 4'8" Width 7' Sign Face Area: 3'4" x 6'8" Total Sign Height: 10'4" - 8'4"
COLORS: Brick MATERIALS: Brick
ILLUMINATION: External ☒ Internal ☐ Non-illuminated ☐
LINEAR FEET OF BUILDING/LEASE SPACE FRONTAGE WHERE SIGN IS TO BE MOUNTED _____

* If a ground mounted sign, the following must accompany application: (Submit 2 complete sets of plans)

- (1) A drawing of the parcel which is to scale and which includes dimensions that show the proposed location of the sign in relation to property lines and, where applicable, visibility triangles;
- (2) A landscape plan for the area around the sign base, as required in the Farragut Landscaping Requirements;
- (3) A drawing of the sign which includes dimensions that show the height and width of the sign face, the height and width of all letters, figures, address numbers, and the overall height of the sign;
- (4) A rendering which shows the colors and materials to be used and an indication of how the proposed sign will be architecturally compatible with the building; and
- (5) If the sign is externally-illuminated, include lighting details (location, fixtures, wattage, etc.)

** If a wall mounted sign, the following must accompany application: (Submit 2 complete sets of plans)

- (1) A drawing of the building which shows the proposed location of the sign and the width of the building or, where applicable, the lease space frontage upon which the sign is to be mounted;
- (2) A drawing of the sign which includes dimensions that show the height and width of the sign face and how the sign is to be mounted to the building, and;
- (3) A rendering which shows the colors and materials to be used and an indication of how the proposed sign will be architecturally compatible with the building and, where applicable, the other signs within the complex.

This application is for one (1) sign for Farragut Gateway which is located at
(Name of business or other)
101 Campbell Station This permit is not transferable to another sign.
(Address)

Refer to Section 9 - 409 of the Sign Ordinance: Permit null and void if erection not commenced within 180 days of issuance. Permit void if work, once begun, is suspended for 180 days.

I hereby certify that this application is made in compliance with the Farragut Sign Ordinance, and further certify that the statements made on the application are accurate and true to the best of my knowledge. I understand that if investigation reveals that any of the information on the application is false, the permit will be voided and the sign will be declared illegal.

Name (Signature)

Date

Date of issuance: _____ Issued by: _____
Permit Number: _____ Inspection date: _____

RECEIVED

SIGN APPLICATION

Item 3

AUG 13 2018

TOWN OF FARRAGUT, TENNESSEE

FOR OFFICE USE ONLY

Fee Paid: \$100

TOWN OF FARRAGUT

APPLICANT NAME: SIGNCO INC. Farragut Bus. License# _____
 Address: 3100 NW PARK City/State/Zip: KNOXVILLE, TN 37921
 Phone #: 577-2086 Fax # _____ E-mail: _____

NAME OF BUSINESS: FARRAGUT Gateway
 Address: 101 Campbell Station Rd City/State/Zip: FARRAGUT 37934
 Phone# _____ Fax # _____ E-mail: _____

*GROUND MOUNTED SIGN: _____ **WALL MOUNTED SIGN: _____ OTHER _____
 SIGN FACE DIMENSIONS: Height 3'-2" Width 4' Sign Face Area: 12.64 sq ft Total Sign Height: 4'-6"
 COLORS: BRICK MATERIALS: BRICK
 ILLUMINATION: External _____ Internal _____ Non-illuminated _____
 LINEAR FEET OF BUILDING/LEASE SPACE FRONTAGE WHERE SIGN IS TO BE MOUNTED _____

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This application is for one (1) sign for FARRAGUT Gateway which is located at
101 Campbell Station Rd (Name of business or other)
(Address) This permit is not transferable to another sign.

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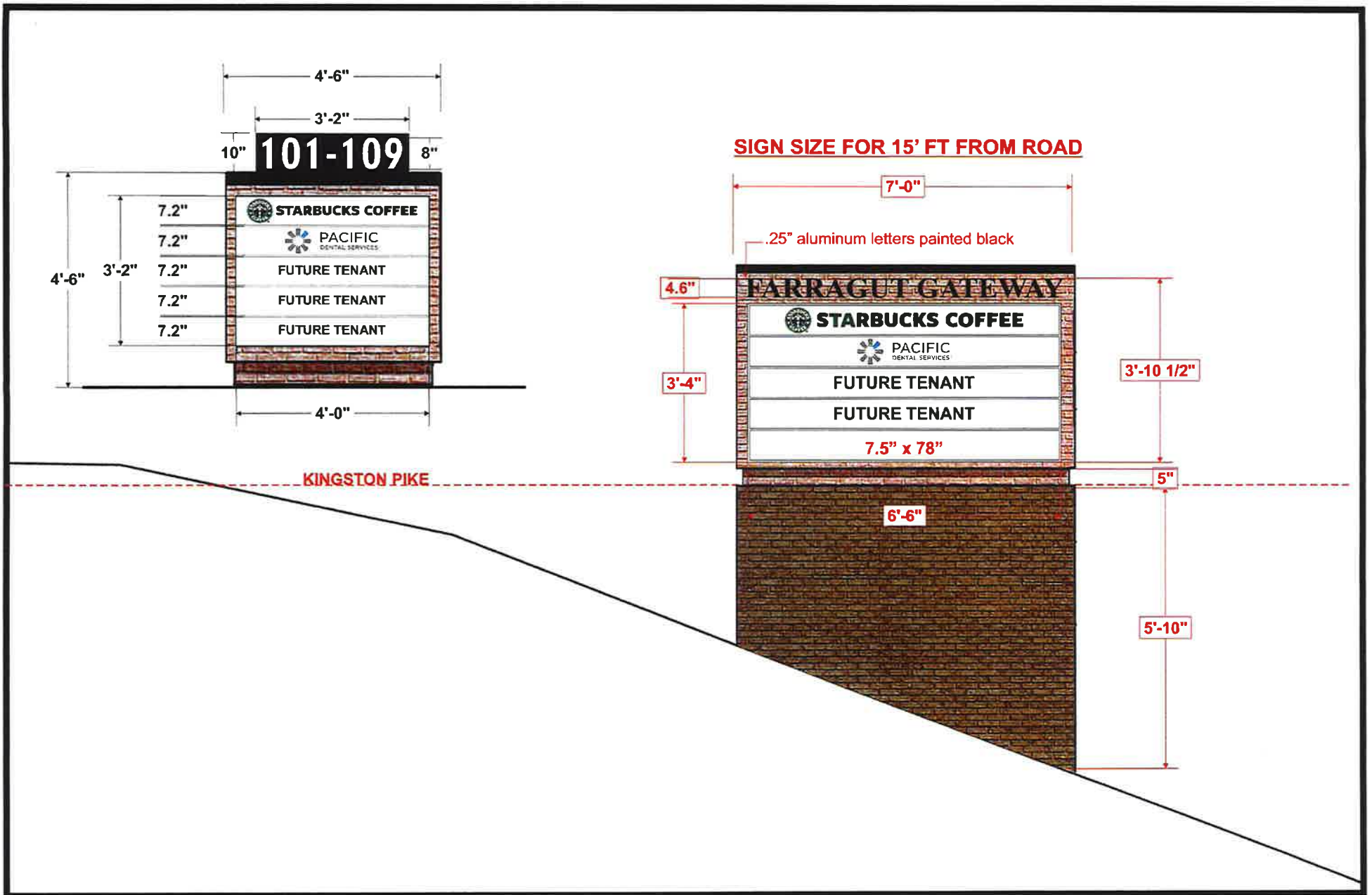
I hereby certify that this application is made in compliance with the Farragut Sign Ordinance, and further certify that the statements made on the application are accurate and true to the best of my knowledge. I understand that if investigation reveals that any of the information on the application is false, the permit will be voided and the sign will be declared illegal.

Name (Signature)

Date

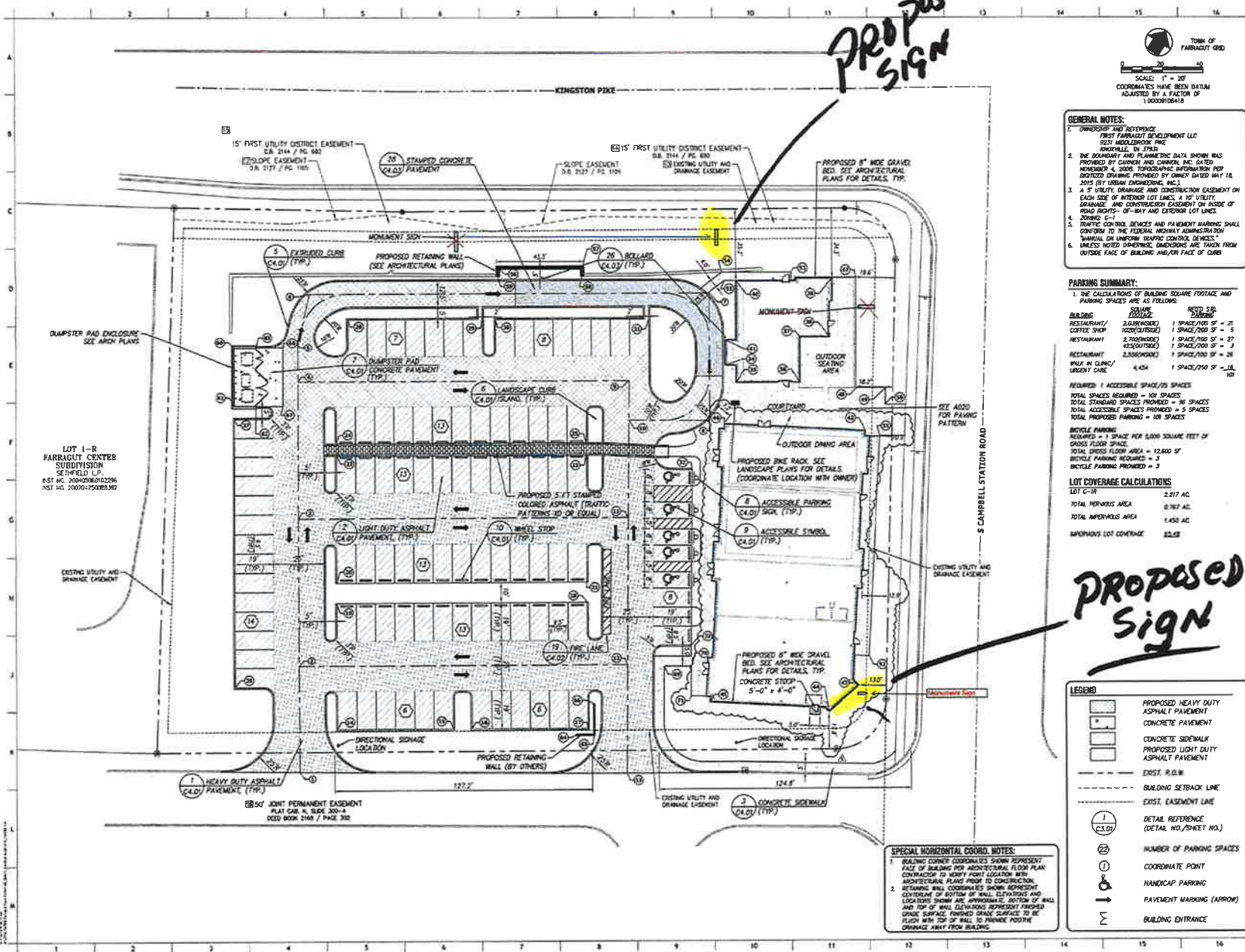
Date of issuance: _____
 Permit Number: _____

Issued by: _____
 Inspection date: _____



SIGNCO inc. PLASTIC, NEON, ELECTRONIC		SIGN & FAX BACK SO THAT WE MAY APPROVE YOUR ORDER.		☐ APPROVED ☐ APPROVED W/CHANGES ☐ REVISE & RESUBMIT	
		FAX: 865.947.2089 info@signco-inc.com		APPROVAL SIGNATURE	
FILE LOCATION: Pat/F/Farragut Gateway		SALES REPRESENTATIVE: Pat Boles		DATE: 08-22-2018	SCALE: 3/8" = 1'
LOCATION: Knoxville, TN		FILE: Farragut Gateway Monuments		DRAWN BY: Tiffany Poling	

This drawing is the property of SIGNCO, Inc. & to be used for contractual purposes between the customer & SIGNCO, Inc. only. Unauthorized use of this information will result in claims up to 1/3 value of the job represented on this drawing.
VALUE OF THIS DRAWING: \$500.00



bma
BARBER McMURRY
architects since 1915

303 Market St Suite 300 Knoxville, TN 37902
t 865.934.1915 f 865.546.0240
bma@1915.com

PROJECT NUMBER
160900

PROJECT NAME
FARRAGUT GATEWAY

DEVELOPER
FIRST FARRAGUT
DEVELOPMENT, LLC

PROJECT ADDRESS
103 S CAMPBELL STATION RD
KNOXVILLE, TN 37934

CANNON & CANNON INC.
CONSULTING ENGINEERS
FIELD SURVEYORS

PARTNER-IN-CHARGE	MAN
PROJECT MANAGER	AMG
DRAWN BY	SAG
REVIEWED BY	AMG
ISSUE DATE	06.11.2017
REVISIONS	
1. ADDING LINE 1	03.11.2017
2. REVISION 6	04.11.2018

KINGSTON PIKE

348'

property line

15' from
property line
7' sign

103'

property line

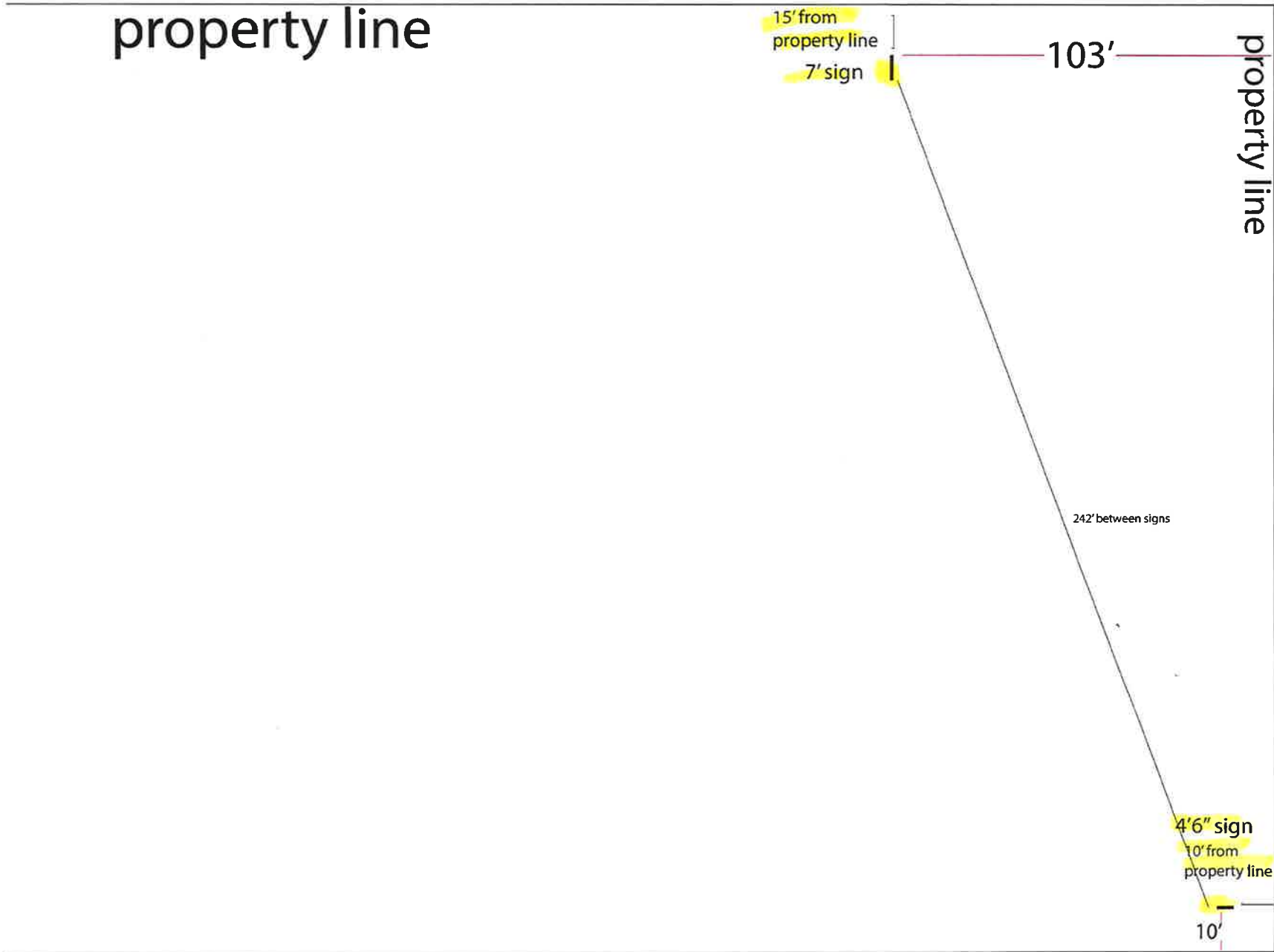
CAMPBELL STATION ROAD

242' between signs

265'

4'6" sign
10' from
property line

10'



- 1 Contractor shall verify all existing conditions in the field and report any discrepancies to the Owner's Representative prior to starting work.
- 2 No planting shall occur until soil sample results have been received from all planting areas and soils are properly amended based on the results of the soil tests. See this sheet for soil sampling instructions.
- 3 No planting shall occur until percolation testing has been completed and soils have been properly amended to drain. See this sheet for percolation testing procedures.
- 4 All new plant material shall conform to the guidelines established for nursery stock published by the American Association of Nurserymen, Inc. In addition, all new plant material for the project shall be of the highest specimen quality.
- 5 Do not assume trunk flare will be exposed at the nursery. Contractor to expose trunk flares in check for root rotting. Put mulch away from the trunk flares to prevent rotting.
- 6 All new plants shall be balled and burlapped or container grown unless otherwise noted on the plant list.
- 7 The Contractor shall locate and verify all existing utility lines prior to planting and report any conflicts to the Owner's Representative.
- 8 No plant material shall be planted before acceptance of rough grading. The finished grade shall not cover any part of the tree trunk flare. See tree planting detail.
- 9 All lawn areas disturbed by construction operations inside and outside the limit of work shall be prepared and seeded as specified.
- 10 Prepare all shrub beds with planting soil to a minimum depth matching the depth of shrub root balls; prepare perennial beds with a minimum of 12" planting loam, prepare groundcover beds with a minimum of 6" planting loam.
- 11 All trees one and a half inches (1 1/2") or larger in caliper shall be planted in a 24" diameter hole and shall be watered, let the water sink in and repeat until the proper depth is wet.
- 12 Any proposed substitutions of plant species shall be made with plants of equivalent overall form, height, branching habit, flower, leaf, color, fruit, and culture only as approved by the Owner's Representative.
- 13 All plants to be seeded or sodded shall receive soil preparation as specified prior to seeding or sodding, unless otherwise noted on plan.

Percolation Test Notes

- 1 Dig a hole 18"-24" deep & a minimum of 8" wide.
- 2 Fill hole with water to the top and let drain for several hours. Ideally let the hole pre-wet over night and test the following day.
- 3 Roll the hole to within a couple inches of the top.
- 4 To aid in measurement, place a stick across the top of the hole and use a second stick to mark periodic drops in water level, mark side of hole, or mark soil on side of hole with nail or stick.
- 5 Measure drop in water level after 30 minutes and one hour. If possible measure drop in water level the next day.
- 6 Determine drop in water level per hour. If water level in hole drops more than one inch per hour, it is well drained and suitable for all plant species.

- 1 Using a spade, dig a 4-inch hole to a 6" depth, then cut a thin slice of soil from one side of the hole. Place the slice in a plastic bucket, do not mix with the bucket. Mix slices together and fill a plastic sample bag with three (3) cups of air. The sample bags can be plastic bags that are labeled with the project name and sample number.
- 2 A well mixed composite from 10 to 20 random locations should be subsampled to make the three (3) cup sample.
- 3 Mark the plan to show soil sample locations.
- 4 Send samples to A & L Analytical Labs, Inc., 2790 Whitten Road, Memphis, Tennessee 38133, 800-264-4522, www.al-labs.com
- 5 Results to be copied to the Owner.



505 Market St Suite 300 Knoxville, TN 37902
t 865.934.1915 f 865.546.0242
bma1915.com

CONCRETE TALK

hedstrom
design landscape architecture

info@hedstromdesign.com
www.hedstromdesign.com

110 West Magnolia Ave.
Memphis, TN 37517
901.328.0012 office

NOT FOR
CONSTRUCTION
FOR REVIEW ONLY

[illegible]

L101

LANDSCAPE DETAIL
AND NOTES
13 OF 40

RECEIVED

AUG 20 2018

SIGN APPLICATION

TOWN OF FARRAGUT, TENNESSEE

TOWN OF FARRAGUT

FOR OFFICE USE ONLY
Fee Paid: \$100

APPLICANT NAME: URI FREIJANES Farragut Bus. License# 0345043
Address: _____ City/State/Zip: _____
Phone #: 865 385 6383 Fax # 777-1182 E-mail: INTERNATIONAL FIAIR @TDS.NET

NAME OF BUSINESS: INTERNATIONAL FIAIR JEWELERS
Address: 112A KINGSTON PIKE #113 City/State/Zip: KNOXVILLE TN 37934
Phone# 865-777-1181 Fax # 777-1182 E-mail: INTERNATIONAL FIAIR @TDS.NET

*GROUND MOUNTED SIGN: _____ **WALL MOUNTED SIGN: ☒ OTHER _____
SIGN FACE DIMENSIONS: Height 47" Width 7'9" Sign Face Area: 26.34 Total Sign Height: _____
COLORS: STAINLESS STEEL MATERIALS: STAINLESS STEEL
ILLUMINATION: External _____ Internal ☒ Non-illuminated _____
LINEAR FEET OF BUILDING/LEASE SPACE FRONTAGE WHERE SIGN IS TO BE MOUNTED 27.50

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- (3) A drawing of the sign which includes dimensions that show the height and width of the sign face, the height and width of all letters, figures, address numbers, and the overall height of the sign;
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- (3) A rendering which shows the colors and materials to be used and an indication of how the proposed sign will be architecturally compatible with the building and, where applicable, the other signs within the complex.

This application is for one (1) sign for INTERNATIONAL FIAIR JEWELERS which is located at
(Name of business or other)
112A KINGSTON PIKE #113 This permit is not transferable to another sign.
(Address) KNOXVILLE, TN 37934

Refer to Section 9 - 409 of the Sign Ordinance: Permit null and void if erection not commenced within 180 days of issuance. Permit void if work, once begun, is suspended for 180 days.

I hereby certify that this application is made in compliance with the Farragut Sign Ordinance, and further certify that the statements made on the application are accurate and true to the best of my knowledge. I understand that if investigation reveals that any of the information on the application is false, the permit will be voided and the sign will be declared illegal.

Name (Signature) _____

Date 8/15/18

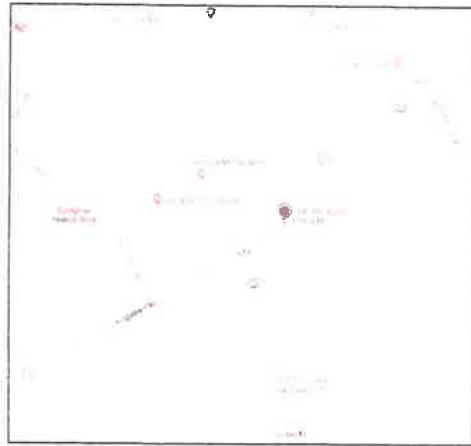
Date of issuance: _____ Issued by: _____
Permit Number: _____ Inspection date: _____

DRAWING INDEX

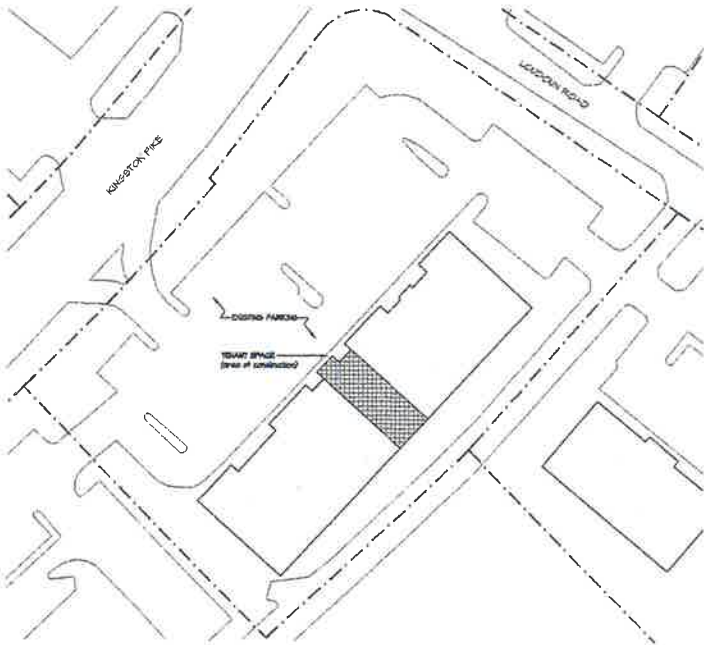
G001 Project Information

A101 Building Floor Plans

A102 Reflected Ceiling & Life Safety Plans



1 Key Map
SCALE: 1/2" = 100'



2 Site Plan
SCALE: 1/2" = 40'

Tenant Improvement for

International Flair

1124 Kingston Pike, Suite 113
Knoxville, TN 37934

TENANT

International Flair Jewelers
1271 Parkside Drive
Knoxville, TN 37934
CONTACT: VJ Freijones (owner)
PHONE: (865) 771-1181
E-MAIL: internationalflair@icloud.net

ARCHITECT

oysk architects
646 Western Avenue, Suite 100
Knoxville, Tennessee 37920
CONTACT: Cara Knapp
PHONE: (865) 525-8200
FAX: (865) 525-8268
E-MAIL: cara@oyskarchitects.com

FACILITY & CODE COMPLIANCE INFO

PARCEL DESCRIPTION	Parcel ID 1814002
PROPERTY ZONE	PAW C-4 general commercial district
PROPERTY SIZE	3.29 acres
SQUARE FOOTAGE	Tenants Space = 1,100 sq. ft.
FLOOR LEVELS	One
CONSTRUCTION CLASSIFICATION	DS Type III - Hypocenters and operations and building
OCCUPANCY CLASSIFICATION	M - Mercantile
OCCUPANT OCCUPANCY	None
ACCESSORY LOAD	8000 lbs. (24 sq. ft. per sq. ft. area) = 24 x 24 = 20 occupants
RATED WALLS	Building lateral separation walls
DETECTION & ALARM SYSTEMS	Not required
EMERGENCY ILLUMINATION	Provided (existing)
MAX TRAVEL DISTANCE TO EXITS	110'-0"
FIRE EXTINGUISHERS	Provided (existing)

SITE PLAN NOTES

- SP1. SURVEY INFORMATION, TOPOGRAPHIC INFORMATION, & OTHER SITE INFORMATION IS TAKEN FROM KNOX COUNTY GIS, MAPS, & OTHER DOCUMENTS PROVIDED BY THE OWNER.
- SP2. ALL LANDSCAPING, PARKING, AND SIDEWALKS ARE EXISTING.
- SP3. WALL MOUNTED SIGNS TO MATCH THE CHARACTER AND COLOR OF THE BUILDING THIS SIGN SHALL BE EITHER INTERNALLY ILLUMINATED BY HEATED FLOODLIGHTS.

GENERAL NOTES

- G1. SCALE OF WORK: Tenant remodel of a 1,100 square foot space of an existing tenant space International Flair Jewelers retail to retail.
- G2. ALL WORK SHALL BE PERFORMED IN ACCORDANCE WITH ALL LOCAL CODES, ORDINANCES, AMENDMENTS, & COVENANTS.
 - 2002 International Building Code
 - 2002 International Plumbing Code
 - 2002 International Mechanical Code
 - 2002 International Fire Code
 - 2002 International Fuel Gas Code
 - 2002 International Energy Conservation Code
 - 2002 International Property Maintenance Code
 - 2002 NFPA 101 Life Safety Code
 - 2002 NFPA 70 National Electrical Code
 - 2004 ICC/ANSI A117
- G3. READ (OR CALCULATE) DIMENSIONS FROM PUBLISHED PRINTS OF CONSTRUCTION DRAWINGS. DO NOT "SCALE" FROM DRAWINGS. IN OTHER CASES, PROVIDE FOR TOLERANCES. ETC.
- G4. CONTRACTOR SHALL VERIFY EXISTING CONDITIONS & DIMENSIONS BEFORE BEGINNING CONSTRUCTION. ANY DISCREPANCIES MUST BE REPORTED TO OYSK ARCHITECTS FOR VERIFICATION AND/OR CORRECTION. CONTRACTOR ASSUMES RESPONSIBILITY FOR CONDITIONS THAT ARE NOT REPORTED.
- G5. CONTRACTOR SHALL FIELD-VERIFY COMPATIBILITY OF THE BUILDING WITH ALL SITE CONDITIONS (e.g., GRADES, ELEVATIONS, UTILITY LOCATIONS & INVERTS, OTHER EXISTING CONDITIONS, ETC.).

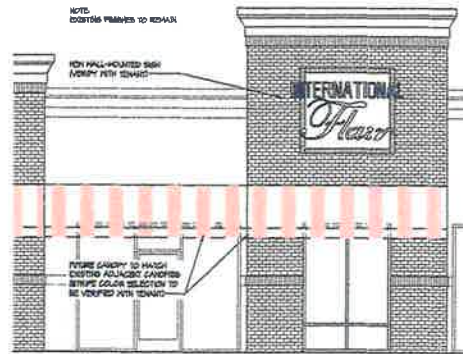


3 Front Elevation (rendering)
SCALE: 1/2" = 1'-0"

5 N/A
SCALE: 1/2" = 1'-0"



4 Sign Detail
SCALE: 1/2" = 1'-0"



3 Front Elevation
SCALE: 1/4" = 1'-0"



International Flair Tenant Improvement

1124 Kingston Pike, Suite 113 - Knoxville, TN 37934

DATE	DESCRIPTION	BY	FOR
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF
10/10/2017	Final Design	oysk	IF

PROJECT INFORMATION

G001

PROJECT: 18077
10/10/2017

International Flair Jewelers – Wall Sign Code and Architectural Design Standard Compliance Issues

International Flair Jewelers contacted staff regarding a proposed wall sign for their new location at 11124 Kingston Pike, Suite #113. The owner wishes to repurpose and utilize a sign from their previous location outside of the Town of Farragut. The sign in question is apparently a stainless steel, internally lit channel letter type sign. The sign elements (individual letters) also include side perforations that allow light to be transmitted through the sides as well as the face of the sign (Attachments 1 & 2). In addition, the existing building wall where the owner wants to locate the sign contains an architectural recess area that impacts the sign's location and size (Attachments 3 & 4).

Staff has identified several potential issues with respect to the owner's plans and the existing sign. Because of this, staff determined that they couldn't approve the sign administratively. Several of the issues have been discussed with the owner and there may be potential workarounds, however, input from the Visual Resources Review Board is being requested. The issues and concerns are as follows.

1. The Town's Sign Ordinance, Section 109-11(4)(O)(8) requires that "All such wall signs shall be architecturally compatible with the principal structure and shall be consistent in terms of style, color, and illumination with the other signs in the complex".
 - a. In staff's opinion, the proposed sign is not consistent in terms of lighting with the other signs in the complex. The other signs in the complex are "canned" internally lit channel letters, where only the letter face is illuminated (Attachment 5). As noted, the individual letters of the proposed sign are lit on both their face and side. In addition, the owner indicated that the color of the sign (light) could be changed by means of an electronic controller. This could present future color consistency issues, along with issues pertaining to the Town's prohibitions against "flashing, chasing, pulsating, twinkling, dancing, scintillating, and or oscillating lights ... ". The sign would need to be modified to seal the sides from emitting light. In addition, it would have to be clear that the sign's color could not be changed without a revised permit. Staff is, however, concerned about ongoing enforcement issues related to the color change issue.
 - b. The owner has proposed locating the sign across and extending beyond an architectural recess feature in the existing brick wall. In staff's opinion, this location and orientation is not architecturally compatible with the structure. The plan also appears to conflict with elements of the Town's adopted Architectural Design Standards as further discussed below. The sign either needs to fit within the recess area or the building needs to be modified to eliminate the area. Building modification would require Planning Commission approval.
 - c. Staff questions whether the stainless-steel elements of the sign are architecturally compatible with the building. This determination also involves the Town's adopted Architectural Design Standards as further discussed below.
2. The Town has formally adopted the Farragut Architectural Design Standards (ADS). Chapter 4 of these standards provides guidelines for signs in the Town. As noted above, the staff has determined that the owner's current signage plans, as presented, either conflict with, or potentially conflict with sections of the adopted ADS. This includes the following sections of Chapter 4 of the ADS.

- 1.1 Locate and design a sign to be subordinate to the overall site and building design.**
- a. Design a sign to be simple in character.
 - b. Locate and design a sign to emphasize rather than overshadow building features.
 - c. Do not locate or design a sign to be the most prominent feature of a site or building.
- 1.2 Use sign materials that are compatible with the architectural character and materials of the building.**
- a. Use permanent, durable materials that reflect the Farragut context. Such materials may include painted or carved wood, individual wood or cast metal letters or symbols, stone such as slate, marble or sandstone, and painted, gilded or sandblasted glass.
 - b. Consider using a metal sign if it is appropriate to the architectural character of the building.
 - c. Do not use highly reflective materials on a sign.
- 1.3 Use colors for the sign that are compatible with those of the building façade.**
- a. Use sign colors that complement, not clash, with the color of the building facade.
 - b. Limit the number of colors used on a sign. In general, no more than three colors should be used, although accent colors and additional colors for illustrations may be considered.
 - c. Use dark backgrounds with light colored lettering. Examples of preferred background colors are burgundy, red, forest green, chocolate brown, black, charcoal, and navy blue. Preferred lettering colors are ivory, white, or gold.
 - d. Avoid using “day glow” colors.
- 1.5 Locate and design a wall sign to promote design compatibility among buildings.**
- a. Place a wall sign to align with other signs on nearby buildings.
 - b. Use a consistent design scheme or colors for wall signs related to neighboring businesses in the same building or center.
 - c. Design a wall sign to minimize the depth of a sign panel or letters.
 - d. Design a wall sign to fit within, rather than forward of, the fascia or other architectural details of a building.
- 1.10 If internal illumination is used, design it to be subordinate to the overall building composition.**
- a. If internal illumination is used, use a system that backlights sign text only whenever possible.
 - b. Ensure that the light source is not visible.
 - c. Avoid Internal illumination of an entire sign panel.
 - d. Do not use internal illumination for a sign in the Town Center.

Attachment 1



Attachment 2



Attachment 3



6 Front Elevation (rendering)
SCALE: nts



4 Sign Detail
SCALE: 1/2" = 1'-0"

NOTE:
EXISTING FINISHES TO REMAIN



3 Front Elevation
SCALE: 1/4" = 1'-0"

Attachment 4



Attachment 5

