



FARRAGUT VISUAL RESOURCES REVIEW BOARD

AGENDA

Farragut Town Hall

Board Room

Tuesday, September 25, 2018

7:00 p.m.

1. Approval of Minutes for the August 28, 2018 meeting.
2. Review of a Ground Sign for Tire Discounters located at 709 N. Campbell Station Road (Corner of N. Campbell Station Rd. and Campbell Lakes Dr.).
3. Review of a Ground Sign for Tire Discounters located at 709 N. Campbell Station Road (N. Campbell Station Rd. and Northern Property Line).
4. Review of a Menu Board Sign for the Starbucks located at 101 S. Campbell Station Road (Farragut Gateway Development).
5. Review of two Directional Signs (entry/exit drives) for the Starbucks located at 101 S. Campbell Station Road (Farragut Gateway Development).
6. Review of a Ground Sign (Tenant Panel Type) for Premier Eyecare / Premier Center located at 11111 Kingston Pike.

MEMORANDUM

TO: Farragut Visual Resources Review Board
FROM: Bart Hose, Assistant Community Development Director
SUBJECT: Regularly Scheduled Meeting - Tuesday, September 25, 2018 at 7:00 p.m.

AGENDA

1. Approval of Minutes for the August 28, 2018 meeting

2. Ground Mounted Sign Applications:

a) Tire Discounters - 709 N. Campbell Station Road (Corner of N. Campbell Station Rd. and Campbell Lakes Dr.)

40-square foot ground mounted sign for the Tire Discounters located at 709 N. Campbell Station Road.

Tire Discounters is requesting approval of a 40-square foot ground mounted sign for its new store located at 709 N. Campbell Station Rd. As proposed, it will be located 20-feet from the corner property/right-of-way lines of N. Campbell Station Rd. and Campbell Lakes Dr. The sign will be internally lit. The VRRB has previously approved the development's landscaping plan which required only a minor amendment to account for the sign. The sign is also one of two ground signs being requested and must be located a minimum of 150-feet from the second sign.

The proposed sign includes red letters on a white background. This differs from the permitted wall sign that includes white letters mounted to the red brick wall. The proposed color scheme does, however, appear to be compatible with the overall development. If the board is comfortable with the colors, the sign complies with Town standards. Staff recommends approval subject to the actual location being field verified by a surveyor.

Staff would also suggest that the applicants consider substituting a native shrub, such as the Little Henry Ittea being used elsewhere in the landscape, for the proposed additional shrubs (My Monet Wiegela) around the sign base. The applicants may also wish to consider blending the address number panel into the sign to improve its appearance.

b) Tire Discounters - 709 N. Campbell Station Road (N. Campbell Station Rd. and Northern Property Line)

40-square foot ground mounted sign for the Tire Discounters located at 709 N. Campbell Station Road.

Tire Discounters is requesting approval of a second 40-square foot ground mounted sign for its new store located at 709 N. Campbell Station Rd. As proposed, it will be located 83-feet from the N. Campbell Station Rd. right-of-way line and 10-feet from the site's northernmost property line. The sign will be internally lit. The VRRB has

previously approved the development's landscaping plan which required only a minor amendment to account for the sign. The sign is also one of two ground signs being requested and must be located a minimum of 150-feet from the second sign.

The proposed sign includes red letters on a white background. This differs from the permitted wall sign that includes white letters mounted to the red brick wall. The proposed color scheme does, however, appear to be compatible with the overall development. If the board is comfortable with the colors, the sign complies with Town standards. Staff recommends approval subject to the actual location being field verified by a surveyor.

Staff would also suggest that the applicants consider substituting a native shrub, such as the Little Henry Ittea being used elsewhere in the landscape, for the proposed additional shrubs (My Monet Wiegela) around the sign base. The applicants may also wish to consider blending the address number panel into the sign to improve its appearance.

c) **Starbucks (Menu Board)** – 101 Campbell Station Road (Farragut Gateway Development)

36-square foot (23-square foot message area) ground mounted Menu Board for the Starbucks located at 101 Campbell Station Road in the Farragut Gateway Development.

Starbucks is requesting approval of a drive-through menu board sign for their new facility located at 101 Campbell Station Road in the Farragut Gateway Development. The development is located in the Mixed-Use Town Center planning area and is permitted one menu board, not to exceed 36-square feet in area and 6-feet in height. The VRRB has previously approved the landscaping for the development that included the menu board area and required screening.

Staff recommends approval subject to field verification that the menu board will not be visible from adjoining properties or rights-of-way.

d) **Starbucks (Directional Signs)** – 101 Campbell Station Road (Farragut Gateway Development)

Two Directional Signs (entry/exit drives) for the Starbucks Located at 101 Campbell Station Road in the Farragut Gateway Development.

Starbucks is requesting approval for two entry/exit directional signs at the Farragut Gateway Development located at 101 Campbell Station Road. The regulations allow for one ground-mounted directional parking sign per entry/exit to a parking lot. Such signs can't exceed 2-square feet in size and 30-inches in height, and must be located at least 15-feet from the edge of the roadway and 5-feet from the pavement edge of all drives and parking lots. The proposed signs meet the size and height requirements. The sign locations will need to be verified for code compliance.

Staff recommends approval subject to the plan/application clearly documenting that the signs will meet the setback location requirements, and their actual location being field verified by a surveyor.

e) **Premier Eyecare / Premier Center – 11111 Kingston Pike**

50-square foot ground mounted sign for the Premier Eyecare/Premier Center development located at 11111 Kingston Pike.

Premier Eyecare / Premier Center is requesting a 50-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 20-feet from the property/right-of-way line with Kingston Pike. This is the minimum setback for a sign of this size. The sign will be internally lit and slightly elevated at the rear to account for the grade difference between the its site location and the elevation of Kingston Pike.

Staff recommends approval subject to the actual sign location and height being field verified by a surveyor, a compliant landscaping plan for the area around the base being submitted, and the sign base material/color being revised to be architecturally compatible with the building.



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, August 28, 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, David Freeman, Kaivon Kiumarsi, and Youth Representative, Alex Butler.

Chairman Layman called the meeting to order at 7:00 pm.

1. Minutes:

A motion was made by Stow to approve the July 24, 2018 minutes as submitted. The motion was seconded by Moore and the motion passed unanimously.

2. Ground Mounted Sign Applications:

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

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

Staff reviewed the item and questioned the legibility of the “Farragut Gateway” element of the sign on the brick background. Staff also noted that according to the sign company, the two tenant panels shown on the sign were for illustration purposes only and were not part of the approval request. The five actual tenant panels would be permitted separately by individual businesses. Staff recommended approval subject to field verification of the external lighting plan by staff and on-site verification of the setbacks by a surveyor.

The board members discussed the legibility of the “Farragut Gateway” wording on the proposed brick background. Mr. Pat Boles, Signco Inc., was present and noted that he thought the wording would be legible against the lighter brick on the actual sign support structure. He noted that it was hard to show the actual contrast on a flat color illustration. It was also noted that the brick being used in the sign matched the buildings within the development.

A motion was made by Stow to approve the sign subject to the lighting being verified by staff for compliance, the setbacks being verified by a surveyor, and a sample of the brick being supplied to ensure that the signs lettering is visible against it. The motion was seconded by Kiumarsi and the motion passed unanimously.

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

13-square foot (sign face, exclusive of surrounding brick) ground mounted sign for the Farragut Gateway Development (Campbell Station Rd. Frontage) located at 101 Campbell Station Road.

Staff reviewed this item and again noted that the two tenant panels shown on the sign were for illustration purposes only and were not part of the approval request. The actual tenant panels would be permitted separately by individual businesses. Staff recommended approval subject to field verification of the external lighting plan by staff and on-site verification of the setbacks by a surveyor.

A motion was made by Moore to approve the sign subject to following staffs' recommendation. The motion was seconded by Hollyfield and the motion passed unanimously.

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 explained that they had identified several compliance issues with the owner's plan and couldn't approve the sign administratively. Staff also noted that they had been working with the applicant to address the issues and were seeking input from the VRRB regarding architectural compatibility before moving forward. The issues involved the sign's lighting, it's proposed location on the building, and the compatibility of the material/color of the sign with the building and other signs in the complex. More specifically, the individual characters of the applicant's channel letter sign were made of stainless steel with perforations that allowed light to shine through the sides. The color of the sign could also be changed by means of an electronic controller. Staff pointed out that the other signs in the complex were "canned" internally lit channel letters, where only the letter face is illuminated. The sign, as proposed, was also to be mounted on the building across a recessed architectural feature. Staff explained that the Town's sign ordinance requires wall signs to be architecturally compatible with the principal structure and consistent in terms in terms of style, color, and illumination with other signs in the complex. The ordinance also prohibited flashing, chasing, pulsating, twinkling, dancing, scintillating, and or oscillating lights. Staff then noted the Town's adopted Architectural Design Standards also addressed the design, illumination, and location of signs.

The Board discussed the various issues at length. The applicant and a representative familiar with the sign and its lighting were present and answered questions regarding the plan and potential modifications. Of significant note was their description of the lighting and the side perforations creating a twinkling effect as a person moved passed the sign (viewing the perforations from different angles). The board members felt that



the stainless-steel construction of the sign was reasonably compatible with the building and other signs in the complex. This was based on a daytime picture of the sign at another location provided by the applicant. The membership agreed that the sign could not be located across the recess in the building's wall. They also felt that the applicant's proposal to brick-up the recess was preferable to trying to squeeze the sign into the space for legibility reasons. Staff noted that the applicant would need Planning Commission approval to alter the building. The Board also agreed the sign's lighting plan was not consistent with the other signs in the complex and would violate the Town's prohibitions against twinkling. The ability to change the color of the sign light was also recognized as a potential issue. The membership felt that the sign would need to be modified to eliminate the side lighting and twinkling. They also agreed that the applicant should select a lighting color for the sign. The applicant indicated they would like to use a white light for the sign.

A motion was made by Layman to approve the use of the stainless-steel letter bodies with the side lighting perforations being covered/blocked, and white face lighting. The motion also included bricking-up the recess area on the wall to accommodate the sign. The motion was seconded by Stow and the motion passed unanimously.

Meeting adjourned at 8:30 p.m.

LED Internally Illuminated / UL Listed

8" White Vinyl
Address Numbers
— Non-Illuminated



1 MONUMENT SIGN
A SCALE: 3/8"=1'



START DATE: 2-20-18 SCALE: _____
DESIGNED BY: TW MANAGED BY: AM

REVISION DATES:	
1. <u>4-16-18</u>	4. <u>7-5-18</u>
2. <u>6-29-18</u>	5. <u>7-12-18</u>
3. <u>7-3-18</u>	6. <u></u>

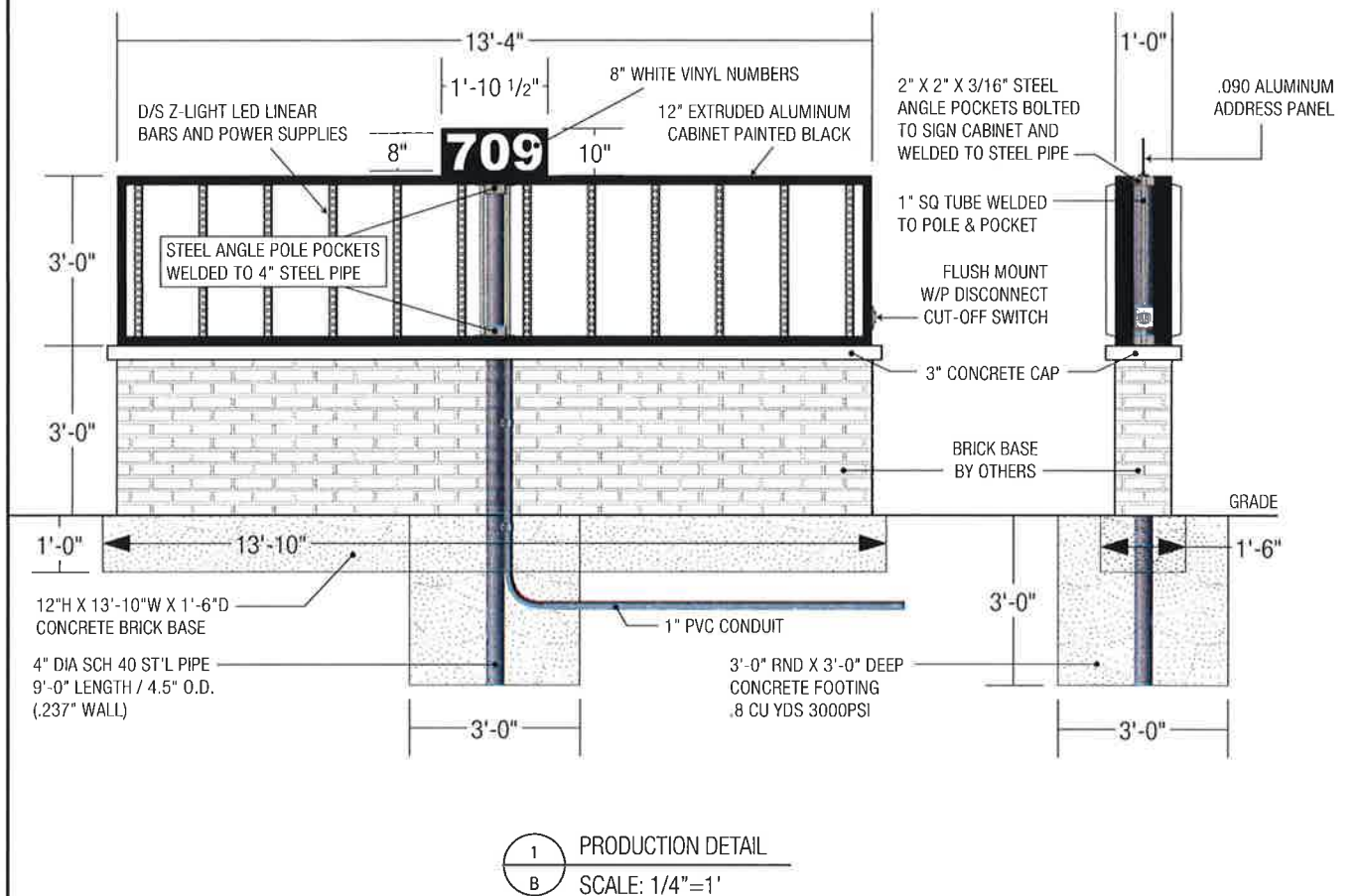
****FOR PERMITTING****

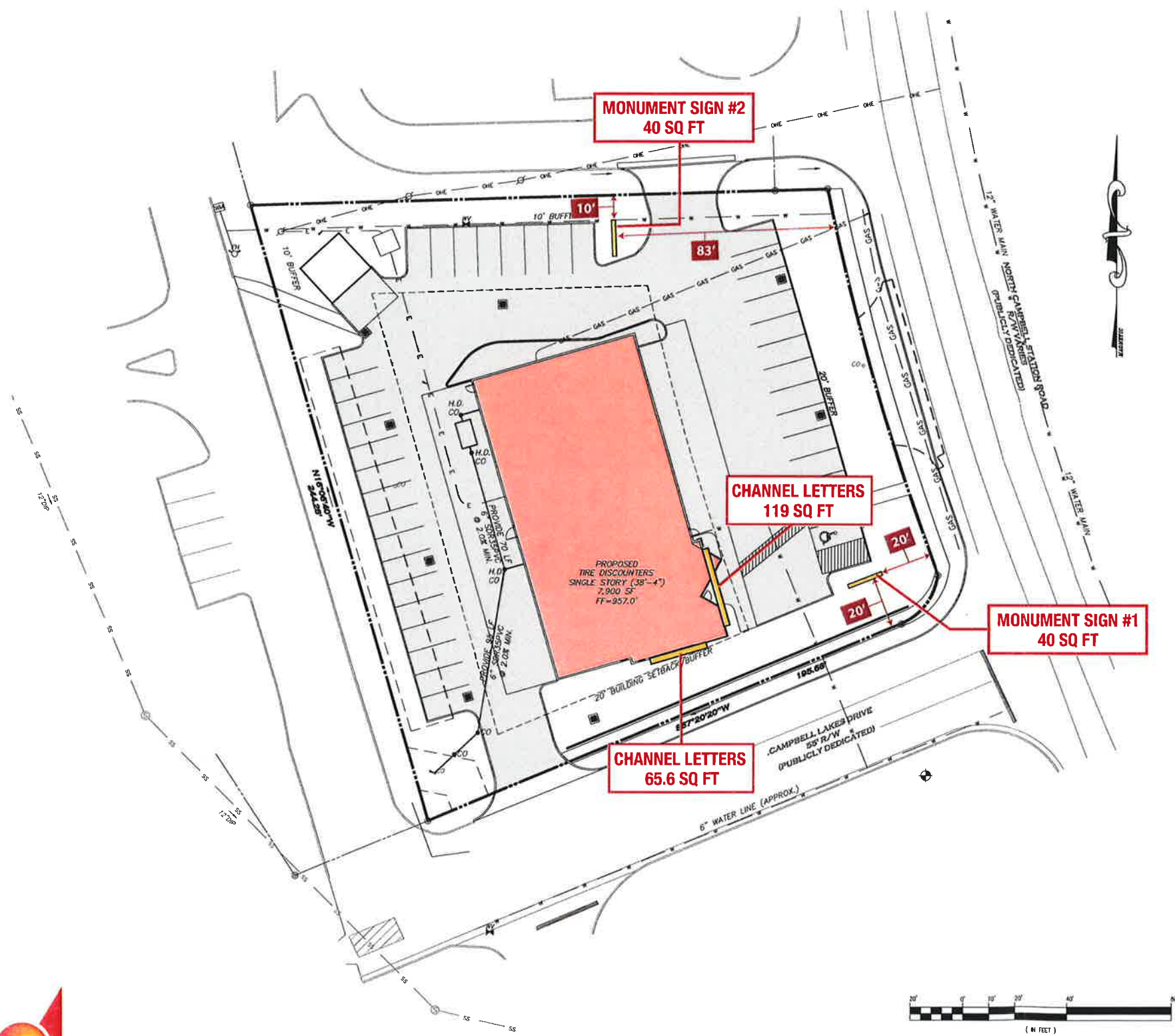
COMPANY NAME: TIRE DISCOUNTERS

ADDRESS: N. Campbell Station Road, Farragut, TN 37922

SIGNATURE.

DATE _____





ZONING ALLOWANCES

Property is zoned C-2

ATTACHED SIGNS

- Setback is constituted by leading edge of sign and the distance to property line.
- Window signs are counted as part of total wall signs.
- Site can have 2 channel letter sets - one on each side of the building that has road frontage. The footage is one (1) square foot per lineal foot of the building for the side the sign is mounted to.

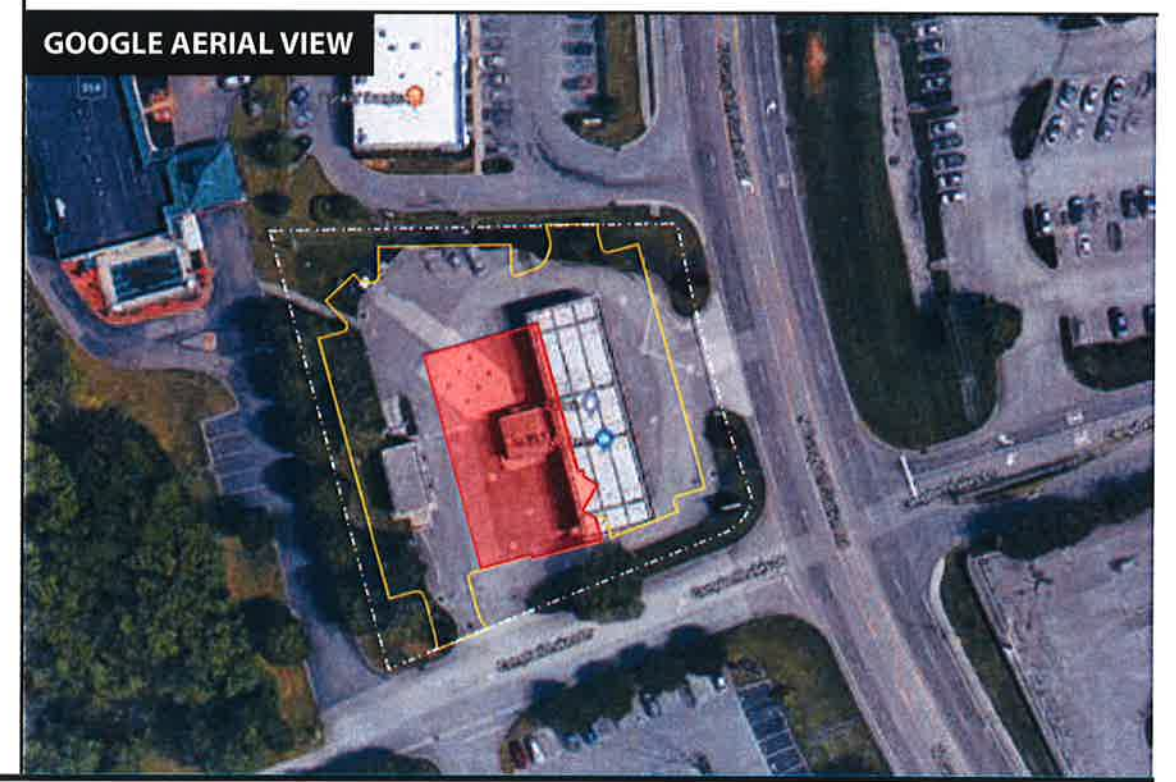
FREESTANDING SIGNS

- One sign per each street on which the lot, not to exceed 20 square feet in size, six feet in height, and is set back a minimum of ten feet from all property lines. Such sign area may be increased in size by two square feet for each one additional foot the sign is set back from the front property line, not to exceed a maximum sign size of 40 square feet.
- Must be landscaped around the base.
- THE MONUMENT HAS TO GO IN FRONT OF COMMITTEE. THE MEETING IS THE 4TH TUESDAY OF EVERY MONTH. PLANS MUST BE SUBMITTED ON MONDAY 15 DAYS IN ADVANCE.

HIGH RISE SIGN

- Business establishments that cater to interstate travelers by providing gas, food, or lodging and are located within the C-2 Regional Commercial District shall be permitted to have one internally illuminated interchange pole.
- The building for the commercial use and the sign shall be located within 500 feet of the right-of-way of the Campbell Station Road/I-40/I-75 interchange.
- The sign area shall not exceed 400 square feet. The maximum top elevation of any such sign is sixty (60) feet above the centerline elevation of the interstate road at the point nearest the sign, whichever is less.
- Such sign shall be set back a minimum of 20 feet from the front property line and ten feet from the side and rear property lines;

GOOGLE AERIAL VIEW



START DATE: 2-20-18 SCALE: _____
DESIGNED BY: TW MANAGED BY: VG

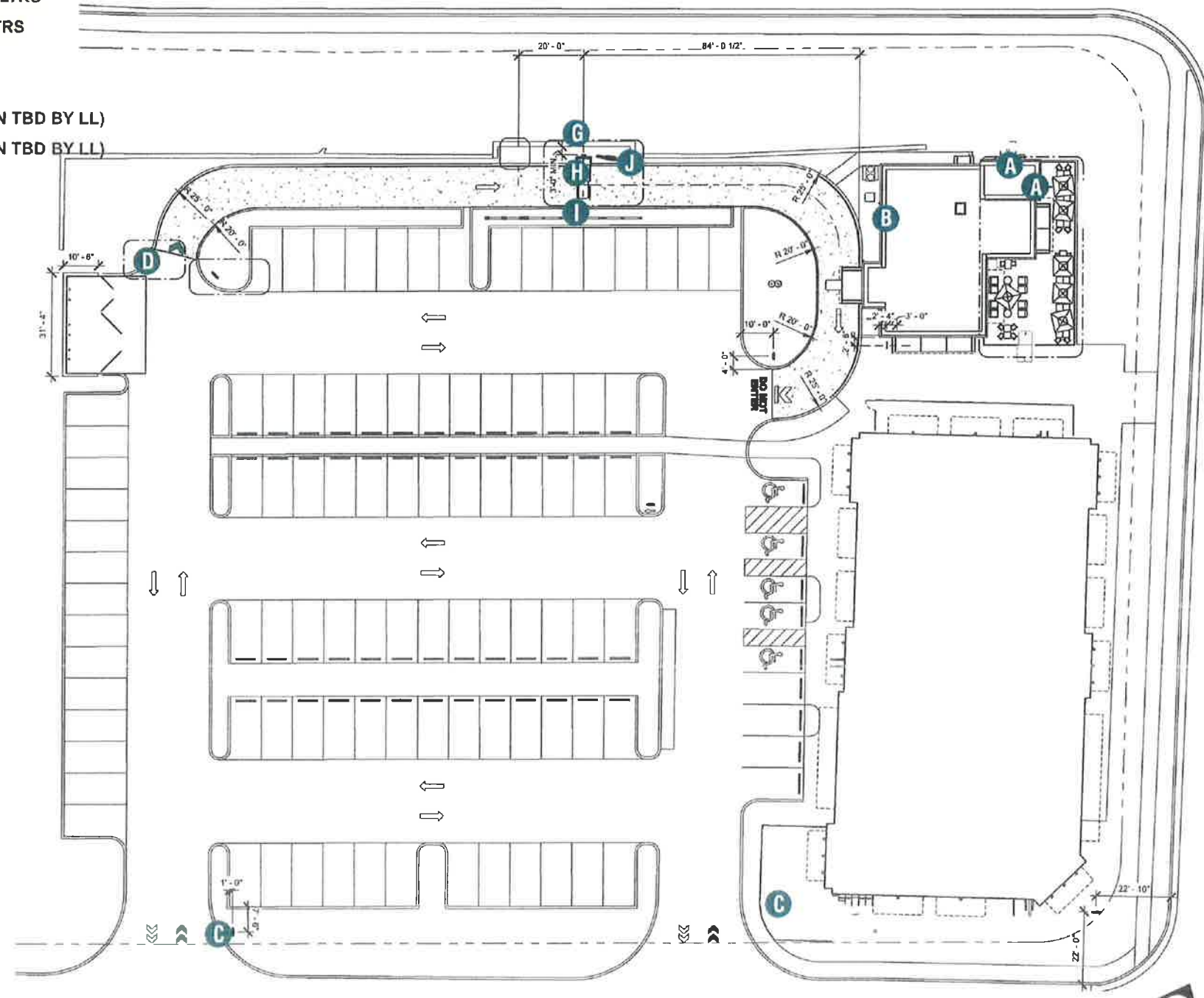
REVISION DATES:			
1.	4-16-18	4.	7-11-18
2.	4-27-18	5.	
3.	5-29-18	6.	

****FOR PERMITTING****

COMPANY NAME: TIRE DISCOUNTERS
ADDRESS: N. Campbell Station Road, Farragut, TN 37922
SIGNATURE: _____ DATE: _____

SITE PLAN

- A** CUSTOM REV LIT SIREN W/ LTRS
- B** CUSTOM REV LIT SB / DT LTRS
- C** 30" DT DIRECTIONAL
- D** CLEARANCE BAR
- E** TENANT PANELS (LOCATION TBD BY LL)
- F** TENANT PANELS (LOCATION TBD BY LL)
- G** DCB
- H** CANOPY
- I** DOS
- J** MENU BOARD



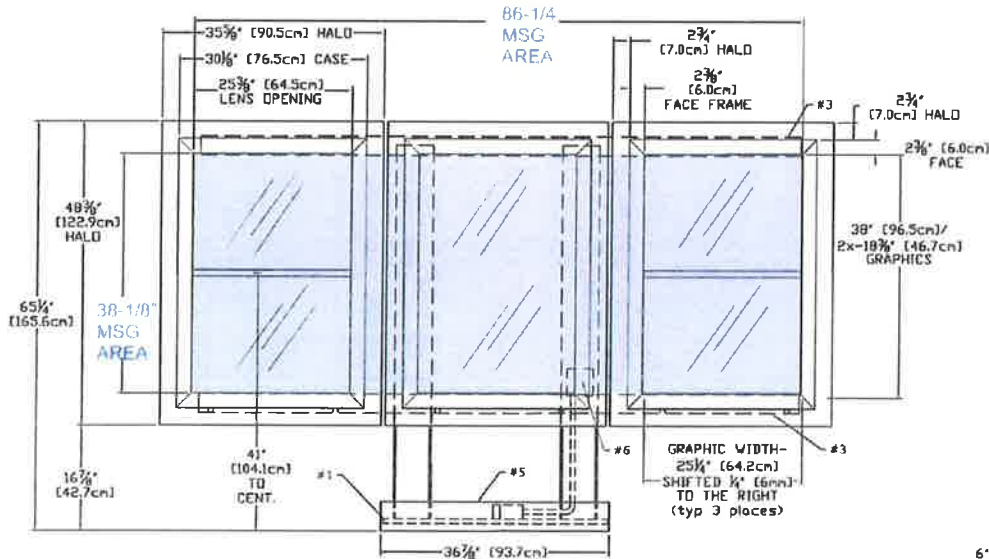
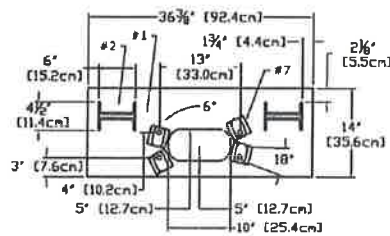
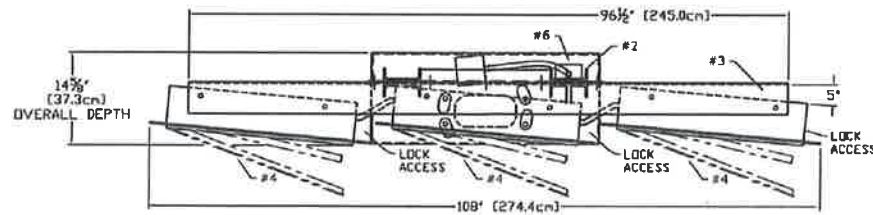
1 ARCHITECTURAL SITE PLAN
Scale: 1" = 20'-0"

HILTON DISPLAYS
125 HILLSIDE DRIVE • GREENVILLE SC 29607
P 800 353 9132 • F 864 242 2204
www.hiltandisplays.com

QID 18-41472	
JOB NAME	
Starbucks 47932	
LOCATION	
103 S. Campbell Station Road Knoxville, TN 37934	
CUSTOMER CONTACT	
SALESMAN / PM	
Eric Spears	
DESIGNER	
Greg Sloan	
DWG. DATE	
4-16-18	
REV. DATE / REVISION	
8-20-18 CW	
SCALE	
As Noted	
FILE	
2018/Starbucks/Knoxville TN/ 18-41472/SB Knoxville TN 47932	
DESIGN SPECIFICATIONS ACCEPTED BY:	
EST:	CLIENT:
SLS/PM:	LANDLORD:
THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.	
 Underwriters Laboratories Inc. DRY DAMP WET X	

5-PANEL MENU - FREESTANDING

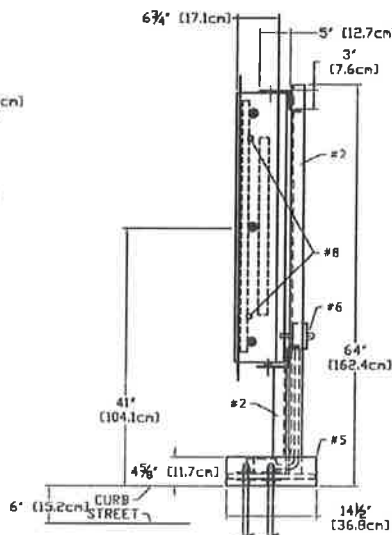
Qty. 1



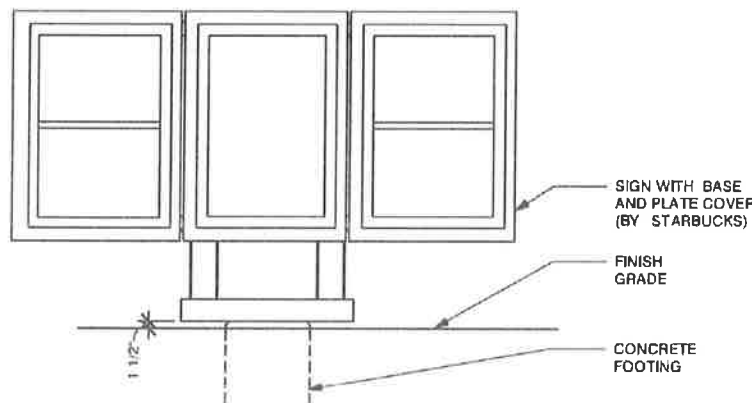
MESSAGE AREA = (86.25' x 38.125') / 144 = 22.9 SQ FT

DTE - MENU 5 PANEL FREESTANDING

Scale: 1/2" = 1' (11x17 paper)



- #1 - 3/4" (19mm) STEEL BASE PLATE w/ 18deg HOLES PATTERN ROTATED FOR 15deg THRU 3deg POSITION
- #2 - C6X10.5 (6"x2"x3/4") STEEL POST (2x)
- #3 - 5"x3"x1/4" STEEL SUPPORT ANGLES (2x) (BOLTED TO WELDED 1/2" STEEL CROSSBARS)
- #4 - EXTRUDED ALUMINUM MENU BOARDS (3x) ONE FULL AND TWO SPLIT PANEL LIGHTBOXES ONE - 25 1/4"x38" AND FOUR 25 1/4"x18 3/8" GRAPHICS ALL GRAPHIC ASSEMBLIES SHIFTED 1/4" TO RIGHT STANDARD LED TUBE LIGHTING, SIDE LOCKS
- #5 - WELDED ALUMINUM BASE COVER
- #6 - WATER-TIGHT BOX w/SWITCH & SENSOR, RIGID CONDUIT RUN TO SECOND EXT BOX BELOW BASE COVER, 120 WATT, 0.90Aac
- #7 - 8 BASE WASHERS, 1/4" THICK
- #8 - TWO SIDE MOUNT LOCKS per MENUBOARD RETAIN EXISTING KEY #E3-26-819-15



DTE - MENU 5 PANEL FREESTANDING

Scale: 3/8" = 1' (11x17 paper)

HILTONDISPLAYS
125 HILLSIDE DRIVE - GREENVILLE SC 29607
P 800 353 9132 - F 864 242 2204
www.hiltondisplays.com

QID 18-41472

JOB NAME

Starbucks 47932

LOCATION

**103 S. Campbell Station Road
Knoxville, TN 37934**

CUSTOMER CONTACT

SALESMAN / PM

Eric Spears

DESIGNER

Greg Sloan

DWG. DATE

4-16-18

REV. DATE / REVISION

8-20-18 CW

SCALE

As Noted

FILE

**2018/Starbucks/Knoxville TN/
18-41472/SB Knoxville TN
47932**

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS/PAE LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



Size: 72"x 120"x 12"

Material: custom aluminum monument

Quantity: 1 DS

Comments: LED illum.

Work Order #: 20182BB

● Digital print

● Vinyl

○ Other

file location: 18/-



Qty 1 - 72"x 120"x 12" custom aluminum monument, flat cut letters applied, LED illuminated face

This is an original unpublished drawing created by Allen Sign Co. It is for your **personal use only**. It is **not** to be shown outside your organization, reproduced, copied, or exhibited without written consent of Allen Sign Co.

ALLEN SIGN
SOUTH
573-3524
2408 CHAPMAN HWY.
FAX 579-0356

Client: Premier Eyecare

Date: 9-4-18

Price: \$ -

Ph/Email: -

NOTE: The job will not proceed without a signed approval

Title: large monument

Approved by: _____

Size: 72"x 120"x 12"

Material: custom aluminum monument

Quantity: 1 DS

Comments: LED illum.

Work Order #: 20182BB

● Digital print

● Vinyl

○ Other

file location: 18/-



*Premier Logo to be
on Kingston Pike side
on both sides of sign

Qty 1 - 72"x 120"x 12" custom aluminum monument, flat cut letters applied, LED illumned face

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copied, or exhibited without
written consent of Allen Sign Co.

ALLEN
SIGN
SOUTH
573-3524
2408 CHAPMAN HWY.
FAX 579-0356

Client: Premier Eyecare

Date: 9-4-18 Price: \$ -

Ph/Email: -

NOTE: The job will not proceed without a signed approval

Title: large monument

Approved by: _____

