

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, September 25, 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, and Youth Representative, Alex Butler. Board member Kaivon Kiumarsi was absent.

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

1. Minutes:

A motion was made by Hollyfield to approve the August 28, 2018 minutes as submitted. The motion was seconded by Stow and the motion passed unanimously.

2. Ground Mounted Sign Applications:

a) Tire Discounters – 709 N. Campbell Station Road

40-square foot ground mounted sign for the Tire Discounters located at 709 N. Campbell Station Road (Corner of N. Campbell Station Rd. and Campbell Lakes Dr.). Staff reviewed the item noting that the sign will be located 20-feet from the corner property/right-of-way lines of N. Campbell Station Rd. and Campbell Lakes Dr. Staff also noted that the sign was one of two ground signs being requested and must be located a minimum of 150-feet from the second sign. Staff recommended approval subject to the actual location being field verified by a surveyor. Staff also suggested that the applicants consider blending the address number panel into the sign to improve its appearance and substituting a native plant for the proposed shrubs around the sign base.

A motion was made by Stow to approve the sign subject to the setbacks being verified by a surveyor and with a recommendation that the applicants consider blending the address number panel into the sign to improve its appearance. The motion was seconded by Armstrong and the motion passed unanimously.

b) Tire Discounters – 709 N. Campbell Station Road

40-square foot ground mounted sign for the Tire Discounters located at 709 N. Campbell Station Road (N. Campbell Station Rd. and Northern Property Line). Staff reviewed the item noting that the sign 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. Staff also noted that the sign was one of two ground signs being requested and must be located a minimum of 150-feet from the second sign. Staff recommended approval subject to the actual location being field verified by a surveyor. Staff also suggested that the applicants consider blending the address



number panel into the sign to improve its appearance and substituting a native plant for the proposed shrubs around the sign base.

A motion was made by Layman to approve the sign subject to the setbacks being verified by a surveyor and with a recommendation that the applicants consider blending the address number panel into the sign to improve its appearance. The motion was seconded by Hollyfield and the motion passed unanimously.

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.

Staff reviewed the item noting that the development was 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 proposed menu board included a 23-square foot message area and total area of 36-square feet. It also met the 6-foot height requirement. Staff recommended approval subject to field verification that the menu board will not be visible from adjoining properties or rights-of-way.

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

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.

Staff reviewed the item noting that the regulations allow for one ground-mounted directional parking sign per entry/exit to a parking lot. Staff also noted that the 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. Staff recommended 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.

A motion was made by Armstrong to approve the sign subject to staffs' recommendations. The motion was seconded by Stow and the motion passed unanimously.



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.

Staff reviewed the item noting that it involved a tenant panel type ground sign. The proposed sign was 50 square feet in area and located 20-feet from the property/right-of-way line. Staff recommended 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.

The Board discussed the application and the size of the remaining tenant panels on the proposed sign. The members questioned the effect of the panel size on visibility and wanted to ensure that the sign's designer reviewed the issue. The Board also wanted to receive a copy of the landscape plan when submitted. The Board then addressed the base material/color compatibility issue. They determined that using and matching the material/color of the upper portion of the building as proposed was acceptable.

A motion was made by Freeman to approve the sign subject to staffs' recommendation regarding height and setback verification and a compliant landscaping plan being submitted. The motion also directed the applicant to verify the size and legibility of the proposed tenant panels. The motion was seconded by Hollyfield and the motion passed unanimously.

Meeting adjourned at 7:35 p.m.