

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, October 23, 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 September 25, 2018 minutes as submitted. The motion was seconded by Moore and the motion passed unanimously.

2. Landscape Plans

a) Phase 3 of Bridgemore Subdivision – Located off Waterslea lane

The landscape plan included streetscaping elements along with a common area with two detention basins. Staff reviewed the item and recommended approval subject to the following issues being satisfactorily addressed:

1. Increasing the number of flowering trees around the detention basins to meet the 40 percent of required trees minimum standard;
2. Modifying note #11 on the plan to include Town staff approval for any plant species substitutions.

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

3. Ground Mounted Sign Applications:

a) Dunkin Donuts (Menu Board) – 712 Station West Drive.

30-square foot ground mounted Menu Board for the Dunkin Donuts to be located at 712 Station West Drive.

Staff reviewed the item noting that the use is permitted one menu board, not to exceed 30 square feet in area and 6 feet in height. The proposed board complied with the standards and the staff recommended approval.

A motion was made by Moore to approve the menu board sign. The motion was seconded by Hollyfield and it passed unanimously.



b) Dunkin Donuts (Directional Signs) – 712 Station West Drive

Two Directional Signs (entry/exit drives) for the Dunkin Donuts Located at 712 Station West Drive.

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 application/plan 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.

c) Avenir Memory Care (formally Clarity Pointe) – 901 Concord Road

30-square foot ground mounted sign for the Avenir Memory Care facility located at 901 Concord Road.

Staff reviewed the item noting that the facility had replaced/updated the face of the existing monument sign on the property. The update was done without a permit and the facility is now attempting to bring the sign into conformance. The sign is in place and landscaped. Staff recommended approval subject to the address number being relocated to the top of the sign as required by the regulations.

A motion was made by Hollyfield to approve the sign subject to staff's recommendation regarding the address number. The Board suggested that the applicants move the address number to the blank area on the upper right side of the sign face. The motion was seconded by Stow and it passed unanimously.

d) Starbucks (Tenant Panel) – 101 Campbell Station Road (Farragut Gateway Development)

Tenant panel in existing ground mounted sign at the Farragut Gateway Development.

The staff noted that there are two ground mounted tenant panel type signs approved for the site and that this panel is for the northernmost sign located along the Kingston Pike frontage. The staff also noted that there was a small discrepancy between the size of the panel shown on the application and the approved panel sizes for the actual ground monument sign. The applicant has been made aware of the issue and will update the application accordingly. The staff recommended approval subject to the panel size correction.

A motion was made by Stow to approve the panel subject to staff's recommendation. The motion was seconded by Hollyfield and it passed unanimously.



e) Starbucks (Tenant Panel) – 101 Campbell Station Road (Farragut Gateway Development)

Tenant panel in existing ground mounted sign at the Farragut Gateway Development.
The staff reviewed this item noting that the panel was for the southernmost ground monument sign located along the S. Campbell Station Road frontage. The staff then recommended approval.

A motion was made by Hollyfield to approve the panel. The motion was seconded by Moore and it passed unanimously.

f) Starbucks (Pre-Menu Board) – 101 Campbell Station Road (Farragut Gateway Development)

12-square foot (6.72-square foot message area) ground mounted Pre-Menu Board for the Starbucks located at 101 Campbell Station Road in the Farragut Gateway Development.

The staff reviewed the item noting that the sign regulations permit only one menu board per drive-thru lane and that one had already been approved for the development. Staff also noted that the development is in the Mixed-Use Town Center planning area and that under the Town's Zoning Ordinance businesses in this area are limited to a single drive-thru lane and menu board. The staff explained that a second menu ("pre-menu") board is not permitted under the regulations and recommended denial.

A motion was made by Moore to deny the request. The motion was seconded by Stow and it passed unanimously.

g) Starbucks (Thank You & Exit Only Sign) – 101 Campbell Station Road (Farragut Gateway Development)

1.4-square foot ground mounted "Thank You & Exit Only sign for the Starbucks located at 101 Campbell Station Road in the Farragut Gateway Development.

Staff reviewed the item noting that the Town's sign regulations are quite specific regarding the allowable number and type of signs permitted on any site. In this case, the regulations do not permit approval of the requested additional sign. Staff also noted that the regulations allow for limited advisory signs, such as "exit only" for safety purposes, however, they are restricted to the advisory message only and can't contain additional messaging, branding, or advertising. The staff recommended denial of the request as presented.

A motion was made by Layman to deny the request. The motion was seconded by Armstrong and it passed unanimously.



h) Starbucks (Directional Sign) - 101 Campbell Station Road (Farragut Gateway Development)

1.4-square foot ground mounted drive-thru directional sign for the Starbucks located at 101 Campbell Station Road in the Farragut Gateway Development.

The applicant requested approval of an additional ground mounted drive-thru directional sign in the parking lot of their new facility. The staff noted that the Town's sign regulations specifically permit one directional parking sign per entry/exit to a parking lot. The VRRB has interpreted this to include drive-thru directional signs and it permitted two such signs (one per exit/entrance) in September. The staff noted that the additional directional sign is not permitted under the regulations and recommended denial.

A motion was made by Moore to deny the request. The motion was seconded by Hollyfield and it passed unanimously.

i) Starbucks (Directional Sign) – 101 Campbell Station Road (Farragut Gateway Development)

1.4-square foot ground mounted drive-thru directional sign for the Starbucks located at 101 Campbell Station Road in the Farragut Gateway Development.

The applicant requested approval of a second additional ground mounted drive-thru directional sign in the parking lot of their new facility. The staff again noted that the additional sign is not permitted under the regulations and recommended denial.

A motion was made by Hollyfield to deny the request. The motion was seconded by Stow and it passed unanimously.

4. Other Business:

a) Burn Boot Camp (Wall Sign) – 11560 Kingston Pike

63-square foot wall sign for Burn Boot Camp located at 11560 Kingston Pike.

Staff reviewed the proposed sign noting that the applicant had proposed a white lettered sign in a complex where the signs have historically been red. The multi-tenant complex is anchored by a Kohls store with a white lettered sign on its east end. The Burn Boot Camp sign would be located at the west end of the complex. The staff asked the Board for input regarding the white lettering and its relationship with respect to the other smaller red tenant signs on the building.

The Board discussed the issue and its consensus opinion was that the white lettering improved the look of the center and was balanced by the existing white letters on the Kohls sign.

Meeting adjourned at 7:55 p.m.