



FARRAGUT VISUAL RESOURCES REVIEW BOARD

AGENDA

Farragut Town Hall
Board Room Tuesday,
November 27, 2018 7 p.m.

1. Approval of Minutes for the October 23, 2018 meeting.
2. Review of a Ground Sign for St. Elizabeth's Episcopal Church on 110 Sugarwood Dr.
3. Review of Ground sign for Farragut Dental Studio on 11201 West Point Dr Suite 101.
4. Review of a Subdivision Sign for Easton Park Subdivision on 11739 Turkey Creek Rd.
5. Review of a Face Panel for Comfort Suites at 811 N Campbell Station Rd.
6. Review of an Interstate Pole Sign for Comfort Suits at 811 N Campbell Station Rd.

11408

MUNICIPAL CENTER DRIVE | FARRAGUT, TN 37934 | 865.966.7057

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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.

MEMORANDUM

TO: Farragut Visual Resources Review Board
FROM: Bart Hose, Assistant Community Development Director
Connor Vermilyea, Town Planner
SUBJECT: Regularly Scheduled Meeting - Tuesday, November 27, 2018 at 7:00 p.m.

AGENDA

1. **Approval of Minutes for the October 23, 2018 meeting**
2. **Ground Mounted Sign Applications**

- a) **St Elizabeth's Episcopal Church** – 110 Sugarwood Dr.
38.9 square foot ground mounted sign for the St Elizabeth's Episcopal Church located at 110 Sugarwood Dr.

The Episcopal Church is requesting approval of a ground mounted sign to replace their existing one. The proposed sign is approximately 39 square-feet. The sign regulations permit for a sign up to 40 square feet.

This sign appears to comply with the Town's requirements, however, legibility may be a concern given the size of the white lettering against a gray background. Staff recommends approval.

- b) **Farragut Dental Studio (Tenant Panel)** – 11201 West Point Dr Suite 101.
6.6 square-foot tenant panel sign located at 11201 West Point Dr Suite.

Farragut Dental Studio is requesting a ground mounted tenant panel sign at 11201 West Point Dr. Suite 101. This panel is 20 inches in height, 48 inches in width, and totals 6.6sq.ft.

The proposed sign appears to comply with the requirements and matches the size of the adjacent Mortgage Investors Group panel. Staff recommends approval.

- c) **Easton Park (Permanent Subdivision Sign)** – 11739 Turkey Creek Rd.
Permanent Subdivision sign located at 11739 Turkey Creek Rd.

Easton Park is requesting construction of a permanent subdivision sign located at 11739 Turkey Creek Rd. The proposed sign is approximately 34 square feet in area and the regulations allow for 40 square feet.

Staff recommends approval subject to the subdivision plat being updated to include the sign easement and the actual location of the sign being field verified by a surveyor.

- d) **Comfort Suites (Ground Sign)** – 811 North Campbell Station Rd.
35.23 square-foot sign panel replacement located at 811 North Campbell Station Rd.

Comfort Suites is requesting approval to replace/reface their existing sign located at 811 North Campbell Station Rd. The sign will be 35 square-feet in size and replace the current panel with no alterations in size. The sign panel in question is co-located with the sign for the County Inn and Suites on the same ground sign structure.

Staff recommends approval based on compliance with the existing sign ordinance.

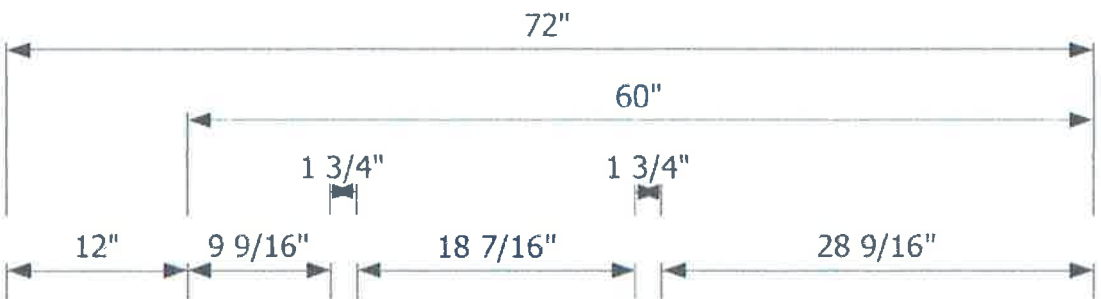
e) Comfort Suites (Interstate Pole Sign) – 811 North Campbell Station Rd.

Replacement of existing Interstate Pole Sign

Comfort Suites requests approval to replace their current Interstate Pole Sign. The proposal includes a new structure with updated corporate branding. The proposed sign structure would be thirty-five feet in height and the sign face would total 249 square feet in area. By contrast, the existing sign totals 290 square feet and is fifty-seven feet high.

The proposed sign complies with the Town's requirements. The staff recommends approval subject to the signs actual location and height being field verified by a surveyor.

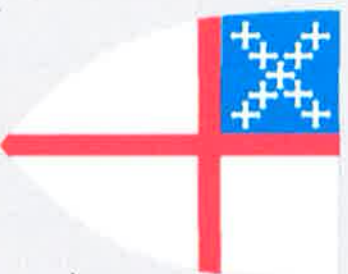
Sign
Dimensions



93 1/2"

69 1/2"

110



St. Elizabeth's
Episcopal Church

Holy Eucharist 8:00 a.m. and 10:30 a.m.
All are Welcome

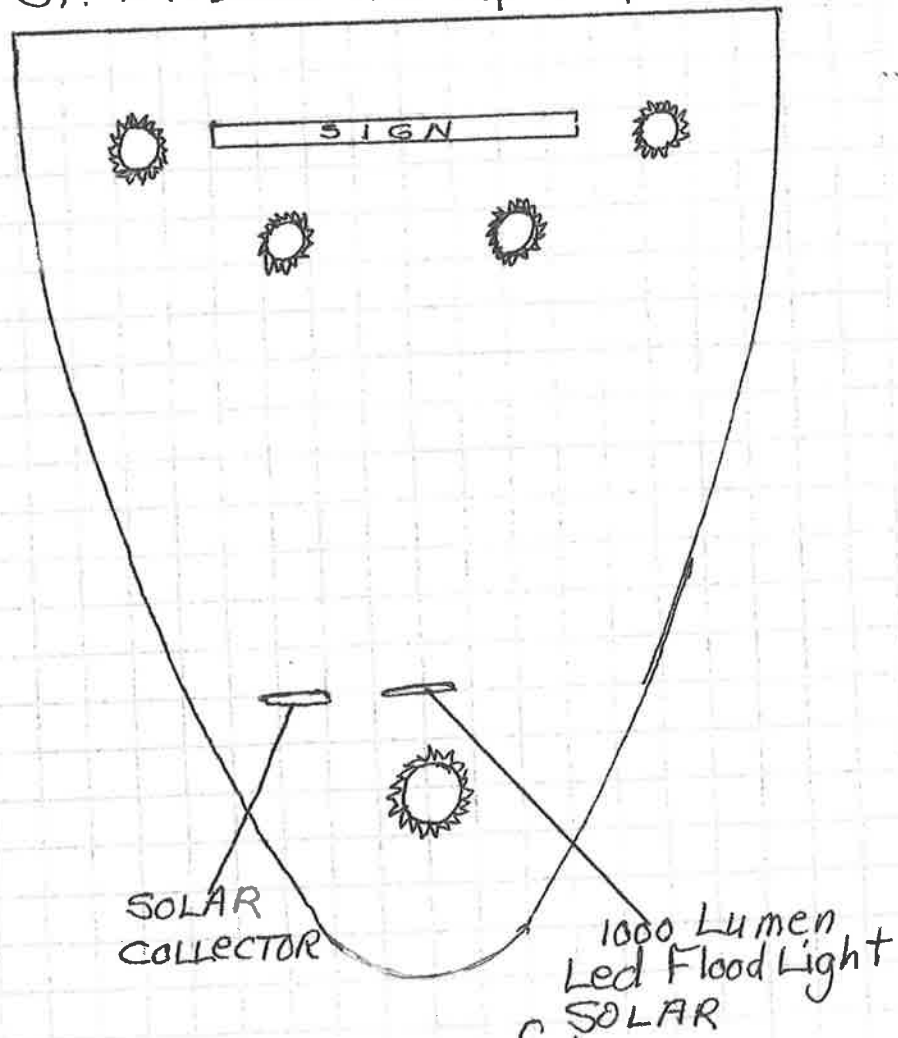
The Reverend Brett Backus, Rector

Sq. ft. = 38.9



Landscaping and Lighting Plan

St. Elizabeth's Episcopal Church



1 square = 1 foot

☀ = 3 gal. blue juniper

Pine straw will
be the mulch.

Size: 20"x 48"x 1"

Material: custom .040 alum

Quantity: 1

Comments: broken edge panel

Work Order #: 20967BB

○ Digital print

● Vinyl

● Other

file location: 18/Farragut Dental Studio/20967 building letters/farrgut dental.eps



Qty 1 - 20"x 48"x 1" custom broken edge panel sign with hidden angle attachments:

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 CO.
SOUTH
866
573-3524
2408 CHAPMAN HWY.
FAX 579-0356

Client: Farragut Dental Studio

Date: 10-10-18 Price: \$ -

Ph/Email: 365dentistry@gmail.com

NOTE: The job will not proceed without a signed approval

Title: monument sign

Approved by: _____

Notes:
 - Not for construction.
 - Design intent only.
 - Font shown is 'Aerial' for signage letters

Permanent subdivision signs. A total of 40 square feet of sign area shall be permitted per single-family or multi-family development entrance, with either one ground-mounted sign not to exceed 40 square feet or two ground-mounted signs not to exceed 20 square feet each. Such signs and the structures/walls on which they are affixed shall be set back a minimum of ten feet from all property lines and shall be located within a platted sign easement. Such signs, excluding the supporting structure, shall not exceed six feet in height and shall not be erected until a preliminary plat or a site plan has been approved. If signs are to be illuminated, external illumination shall be used.

Designed By:

Beasley
 LANDSCAPE ARCHITECTS

(2) Bracken's Brown Magnolia

(5) Nellie R. Stevens Holly

(6) Little Lime Hydrangea

Evergreen Groundcover to be either:
 - Spreading Japanese Plum Yew
 - Blue Pacific Juniper
 - Cotoneaster

Locate 2 lights as needed for external illumination of letters and signage.
 Light fixture FX Luminaire LC Up Light or equivalent.

Annual Bed

GreenWay Trail

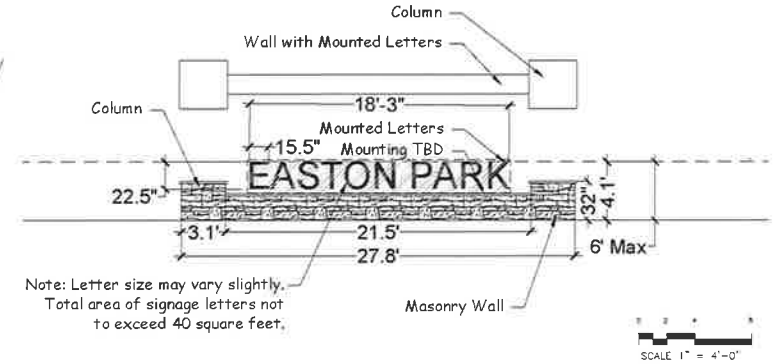
(6) Little Lime Hydrangea

Signage Easement

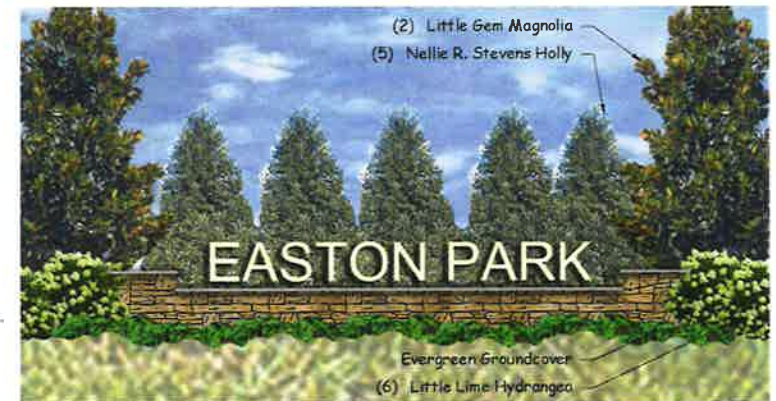
Property Line

Turkey Creek Road

Conceptual Layout Plan - Entry Signage

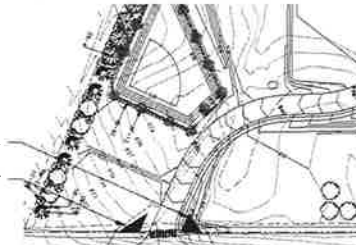


Entry Signage - Materials and Layout



Entry Sign - Conceptual Rendering

Notes:
 - Stone veneer on signage to match proposed stone veneer on homes.
 - Wall cap to be gray crab orchard, proposed 3"-4" thick w/ 1'-2" overhang.
 - Letters to be metal with metal finish, ±33" height, and bottom mounted to cap. Mount TBD. Actual lettering style/font TBD and may vary slightly from rendering.



No Entry Signage Located This Side
 Entry Signage Located This Side Only

E P

EASTON PARK

Entry Signage

Farragut, TN
 11.15.18

FREE STANDING SIGNAGE

SURVEY INFORMATION

Overall Height: 65" (total height of cabinet and structure from grade)
 Pole Circumference: 4" x 4" square Wall thickness: _____ (Bottom Stage)-provide height of each stage
 Pole Circumference: _____ Wall thickness: _____ (Second Stage if applicable)-provide height of each stage
 Pole Circumference: _____ Wall thickness: _____ (Third Stage if applicable)-provide height of each stage
 Condition of Pole (Good/Fair/Bad/Unsafe): _____ Existing Electrical Service at Pole (yes/no): _____
 Center to Center: _____ (If more than 1 pole)
 Pole Cover: Height: _____ Width: _____ Depth: _____ (If Applicable)
 Pole Cover Surface: Color: _____ Material: _____ Service Access: _____ (If Applicable)
 Comments on structure condition: _____
 Foundation Information if available: _____
 Cabinet Size: 65" H 78" W 15 1/4" Depth (Cabinets and Wall Signs)
 Elevation(North/South/East/West): South Match Plate Size: _____ Anchor Bolt Size: _____



BEFORE PICTURE



PROPOSED SIGNAGE

RECOMMENDATION COMMENTS:

- We are proposing to simply change the faces in the cabinet for this sign, since it is shared between the two hotels.

FREE STANDING SIGN DETAIL
 SCALE: 1/2" = 1'-0"

PROJECT NUMBER:
Highlands Ranch, CO- 234483

DATE: **07/06/18**

PREPARED BY:

SALES REP: **Steve Berryman - (214)538-6093**

PROPERTY BRAND/EXTENSION:
Comfort Suites

PROPERTY CODE: **CO019**

On Property Contact
 & E-Mail Address:

PROPERTY LOCATION:
**7060 E. County Line Rd.
 Highlands Ranch, CO 80126**

Mina Patel 303-770-5400
 mpatel@cshighlandsranch.com



2



EXISTING:
9'-10" X 29'-2" PYLON @ 44' OAH



PROPOSED



GRAPHIC DETAIL
SCALE: 1/8" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

NOTE: Elevation drawings are for customer approval only. Drawings are not to be used as any installation guide. All dimensions must be verified before installation.

Customer COMFORT SUITES	Date 11/16/18	Prepared By AT	NOTE: Use base color of brand when creating colors for display. All colors are in RGB or CMYK format. Please use a color calibration device to ensure the correct reproduction of colors in the final printed output.	 persona SIGNS LIGHTING IMAGE	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Minnetonka, MN 55301-0210 1.800.943.9588 www.personasigns.com
Location KNOXVILLE, TN	File Name 170579 - KNOXVILLE, TN	Eng -			