

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, July 28, 2020. Chairman Marty Layman presided. Members in attendance were Marty Layman, Cindy Hollyfield, Jeanie Stow, Alderman Ron Pinchok, and Youth Representative Jake Rogers. Brittany Moore, Randy Armstrong, and Derek Wright were absent.

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

1. Minutes:

The minutes of the June 23, 2020 meeting were approved as submitted on a motion by Ms. Hollyfield. The motion was seconded Stow and it passed unanimously.

2. Ground Mounted Sign Applications:

a) Little Turkey Creek Center, Monument Sign A - 12500 Kingston Pike

Ground sign (monument/tenant panel type) for the Little Turkey Creek Center located at 12500 Kingston Pike.

Little Turkey Creek Center requested approval for a new monument ground sign located at the western entrance to the center along Kingston Pike. Staff reviewed the request noting that it involved an internally lit sign with multiple tenant panels. Staff also noted that sign included a brick base that matches the brick being used on the new building and landscaping to meet Town standards.

The staff recommended approval subject to an as-built survey being submitted after construction to document setback and height conformance. Staff also noted that the illustrated tenant panel layout on the sign included three smaller panels along the top row. Staff suggested that the applicants reconsider the layout because businesses may have difficulty fitting a legible tenant panel in the space.

The Board discussed the application at length. There was concern regarding potential tenant panel legibility issues in general and the three smaller panels located at the top of the sign. A representative of the applicant was present and noted that they were working with the sign manufacturer to look at the panel configuration and were aware of the potential legibility issue. Alderman Pinchok made a motion for approval subject staff's recommendation. Ms. Hollyfield seconded the motion. After discussing the idea of the developer requiring block lettering, of a standard color and size for all tenant panels on the sign with the applicant's representative, Chairman Layman made a motion to modify the original motion to require such standardized block lettering. The applicant's representative agreed to the use of such lettering. The modified motion was seconded by Ms. Hollyfield and it passed unanimously.



b) Little Turkey Creek Center, Monument Sign B - 12500 Kingston Pike

Ground sign (monument/tenant panel type) for the Little Turkey Creek Center located at 12500 Kingston Pike.

Little Turkey Creek Center requested approval for a seconded new monument ground sign located at the eastern entrance to the center along Kingston Pike. Staff reviewed the request noting that it also involved an internally lit sign with multiple tenant panels. Staff also noted that sign included a brick base that matches the brick being used on the new building and landscaping to meet Town standards.

The staff recommended approval subject to an as-built survey being submitted after construction to document setback and height conformance.

Alderman Pinchock made a motion for approval subject staff's recommendation. Ms. Stow seconded the motion. Following discussion, Chairman Layman made a motion to modify the original motion to require the same standardized block lettering as on the previously approved sign. The applicant's representative agreed to the use of such lettering. The modified motion was seconded by Ms. Stow and it passed unanimously.

c) Commercial-Office Building - 102 Chaho Road

Ground sign (face) replacement for the commercial-office building located at 102 Chaho Road.

The owners/operators of the commercial-office building located at 102 Chaho Road requested approval to replace the sign face on an existing monument sign. The replacement sign includes three separate businesses printed on a single panel. The applicant will also need to modify the sign to display the correct property address in conformance with the ordinance.

The staff recommend that the Board defer action on the request until the applicants submit adequate plans and materials for review. Staff also called the Board's attention to the VADAræ's Salon portion of the sign and suggested that they may want to provide the applicant with some input regarding their thoughts on its legibility.

The Board discussed the legibility of the salon's sign. Two members thought it was legible but that it could have been designed to be more so. It was noted that it was unfortunate that the sign had already been fabricated and installed without a permit. Alderman Pinchock stated that he wanted to see a photo of the installed sign from the streets along with the typical plans to better judge its legibility. Chairman Layman made a motion to defer action on the request until adequate materials are submitted

for review. The motion was seconded by Alderman Pinchock and it passed unanimously.

3. Landscape Plan Applications:

a) Kingston Pike Village Apartments – 115 South Watt Road

Landscape Plan for Kingston Pike Village Apartments located at 115 South Watt Road.

The staff reviewed the item noting that it involved a landscape plan for the Kingston Pike Village Apartments located at 115 South Watt Road. Staff noted that the apartments are the first phase of a larger planned development that will include commercial uses on the rest of the site fronting on Kingston Pike. It was also noted that the plan was extensive and included required landscaping for the parking areas, detention basin, buildings, and buffer strips.

Staff then that that the plan called for 116 required shade trees but only 111 were identified in the plant schedule on sheet/page L-1.07 of the plan. In addition, several of the tree species identified on the plan do not qualify as shade trees under the Town's standards and compliant species substitutions would be needed. This includes American Holly, Southern Magnolia, and European Hornbeam. Staff then explained the applicant appears to have sited many of the Hornbeams in confined spaces around the buildings. Given their narrower crown width, this may be an appropriate use of this tree and staff noted that the Board could allow them in these areas under the "shade tree substitution" provision of the ordinance. This would allow for the use of the species in all but nine (9) of the locations currently shown on the plan.

The staff recommended approval subject to the following:

1. Increasing the number of identified shade trees to the minimum 116 required and substituting qualifying species for the American Holly, Southern Magnolia, and European Hornbeam as noted above; and
2. Adding to or modifying the General Landscape Notes & Specifications listing to make clear that Town staff approval is required for any plant substitutions.

It was also noted that a standard letter-of-credit for maintenance would be required for the installed landscaping.



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The Board discussed the plan. Ms. Hollyfield made a motion for approval subject to staff's recommendations and the requirement for the letter-of-credit for maintenance of the installed landscaping. The required shade tree species substitutions included those for the five (5) American Holly and three (3) Little Gem Southern Magnolia listed as shade trees on the plant schedule. They also included the replacement of nine (9) of the Eastern Hornbeams listed in the schedule and shown in non-building related locations on the plan. The motion was seconded by Alderman Pinchok and it passed unanimously.

Meeting adjourned at 8:00 p.m.

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