



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, August 25, 2020. Chairman Marty Layman presided. Members in attendance were Marty Layman, Cindy Hollyfield, Jeanie Stow, Alderman Ron Pinchok, and Youth Representative Jake Rogers. Members absent were Randy Armstrong, Derek Wright, and Brittany Moore.

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

1. Minutes:

A motion was made by Alderman Ron Pinchok to approve the July 28, 2020 minutes as submitted. The motion was seconded by Jeanie Stow and it passed unanimously.

2. Ground Mounted Sign Applications:

a) T-Mobile (Tenant Panel) – 11655 Parkside Drive

Tenant panel for an existing ground mounted sign located on Parkside Drive

T-Mobile requested approval for tenant panels on an existing ground sign located on Parkside Drive. Staff noted that the tenant panels were installed prior to the application being submitted and that the submitted design was not visually compatible with the existing tenant panels. Staff recommended that the sign design be reversed to reflect pink letters on a white background which would be compatible with the existing tenant panels on the sign.

The board discussed the tenant panels. Alderman Pinchok questioned if reversing the sign would mess with T – Mobile’s trademark, Staff noted that T-Mobile has several other signs in surrounding areas that have different variations of the lettering, some with pink letters and white backgrounds. Jeanie Stowe commented that the sign should be consistent with the other signs with the white background. Marty Layman agreed the sign needed comply to uniformity and should be switched to Pink letters with a white background

Jeanie Stowe made a motion that the tenant panels for T-Mobile should be re-designed with pink letters on a white background for consistency. Alderman Ron Pinchok seconded the motion and it passed unanimously.

b) CVS Pharmacy - 11946 Kingston Pike

Ground sign replacement for the CVS Pharmacy located at 11946 Kingston Pike.

CVS Pharmacy requested approval to replace the sign face on an existing monument ground sign located at 11946 Kingston Pike. Staff noted that no other changes to the existing sign support structure were proposed by CVS. Staff also noted that the design is



comparable to the existing sign that is being replaced but did recommend that the engraved concrete address numbers be painted (possibly red) for better visibility for Kingston Pike Traffic.

The board noted that they agree with the recommendations of staff to paint the address numbers for better visibility.

Marty Layman made a motion to approve the sign with painted numbers for better visibility. Cindy Hollyfield seconded the motion and it passed unanimously.

c) Dos Agaves Mexican Grill (Tenant Panel) – 11639 Parkside Drive

Tenant panel for existing ground mounted sign located on Parkside Drive

Dos Agaves Mexican grill requested approval for tenant panels on an existing ground sign located on Parkside Drive. Staff noted that Dos Agaves is going into the former location of LaParilla on Parkside Drive, the panels are to be installed on the same ground sign as the T-Mobile signs that were discussed earlier in the meeting. Staff also noted that the tenant panels are compatible with the others on the sign. Dos Agaves sign has red and black lettering with a white background Staff recommended approval of the tenant panels.

Jeanie Stowe questioned how the signs are being installed prior to the application approval. Staff noted that Dos Agaves has not installed their sign, their application submission is a mockup of the tenant panel. There were no other questions from the board.

Cindy Hollyfield made a motion to approve the tenant panels. Jeanie Stowe seconded the motion and it passed unanimously.

Meeting adjourned at 7:18 p.m.