



FARRAGUT VISUAL RESOURCES REVIEW BOARD AGENDA

Tuesday, September 22, 2020
7:00 p.m.

This meeting can be viewed live on Charter channel 193 and TDS channel 3. Town meetings continue to be held virtually to adhere with the Knox County Health Department's recommendations regarding crowd size and social distancing, and as permitted under Governor Lee's Covid-19 pandemic related orders. A recording of the meeting can also be viewed on YouTube at <https://www.youtube.com/user/TownofFarragutTenn>.

Meeting comments may be emailed to comments@townoffarragut.org and must be received by 12:00 pm on September 22nd to be included in the record of the meeting. For questions please e-mail Holley Marlowe at hmarlowe@townoffarragut.org or Mark Shipley at mshipley@townoffarragut.org.

1. Approval of minutes for the August 25, 2020 meeting.
2. Review of a ground sign (tenant panel) for Integrated Medical 11660 Parkside Drive.
3. Administrative review (wall sign) for Integrated Medical 11660 Parkside Drive.
4. Administrative review (wall sign placement) for Courtley Chiropractic 11915 Kingston Pike Suite 100
5. Other Business

MEMORANDUM

TO: Farragut Visual Resources Review Board

FROM: Holley Marlowe, Code and Zoning Enforcement Officer

SUBJECT: Regularly Scheduled Meeting - Tuesday, September 22, 2020 at 7:00 p.m.

AGENDA

1. Approval of Minutes for the August 25, 2020 meeting

2. Ground Mounted Sign Applications

a) Integrated Medical (Tenant Panel) - 11660 Parkside Drive

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

Integrated Medical is requesting approval for a tenant panel on an existing ground sign located on Parkside Drive.

The applicant submitted two options for the tenant panels.

Option one includes a logo which may cause a legibility issue.

Option two is legible however, the blue lines framing the panel are not visually compatible with the other tenant panels on the sign.

Staff recommends option two with the blue lines removed for visual consistency.

3. Administrative Review

a) Integrated Medical (Wall Sign) – 11660 Parkside Drive

Compatibility review for a newly installed wall sign located at 11660 Parkside Drive.

Integrated Medical is requesting approval for blue lettering on their recently installed wall sign. The original application included blue “Integrated Medical” lettering. Staff approved the sign with all white lettering to remain consistent with the other wall signs in the shopping center.

Staff recommends the white lettering for consistency and it is a stronger contrast against the dark background making the sign easier to read and improving visibility overall.

b) Courtley Chiropractic (Wall Sign Placement) – 11915 Kingston Pike Suite 100

Pre-application review for placement of sign.

Courtley Chiropractic is requesting guidance and approval for wall sign placement. They are moving to a new building within the Farragut Office Park (11905-11921 Kingston Pike). The new building has limited areas for effective signage. The prior tenant (Graham & Cook Insurance) has moved out of the building. The upper level of the building is accessed from a separate entrance on the North side of the building (Click Funeral home) there is no other existing signage on the south side of the building.

Staff recommends the sign to be placed in the area the former Graham and Cook sign is located. Staff also recommends backlit channel letters for optimal visibility.

4. Other Business



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.

Size: 12"x69.5" VO

Material: Acrylic & Vinyl

Quantity: 2

Comments: --

Work Order #: 30227ta

☒ Digital print
 ☐ Vinyl
 ☐ Other

file location: 20/B/Brown Chiropractic/30227ta Turkey Creek Channel Letter Sign/


 **INTEGRATED MEDICAL**

OPTION 1

INTEGRATED MEDICAL

OPTION 2

QTY 2 - Integrated Medical - Tenant Panel

ALLEN
SIGN
 SOUTH
 573-3524
 2408 CHAPMAN HWY.
 FAX 579-0356

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Client: Brown ChiropracticDate: 8-25-20Price: \$ As QuotedPh/Email: drjscottbrown@gmail.comDrawn by: BJATitle: Custom Channel Letters

Approved by: _____ Date: _____

NOTE: The job will not proceed without a signed approval

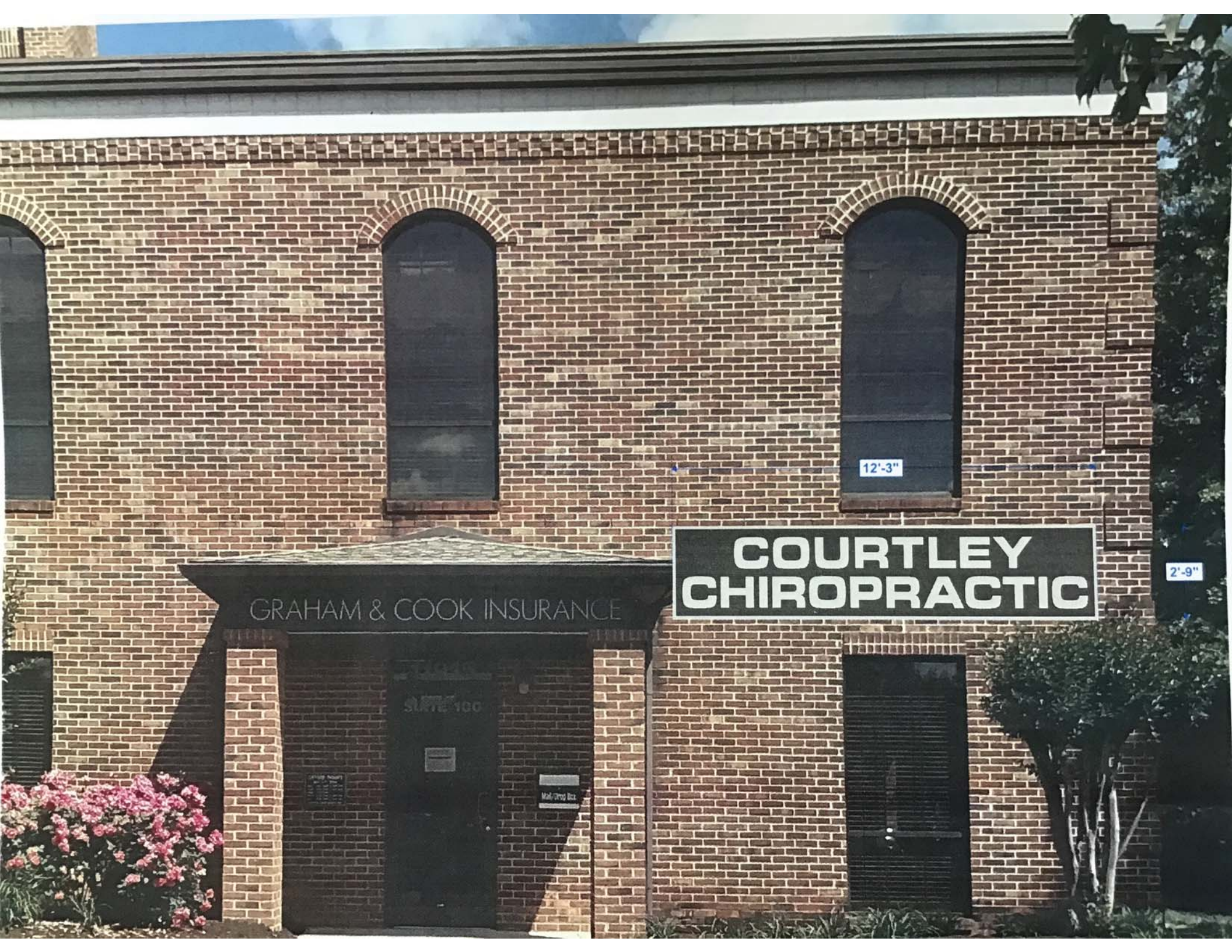


 **INTEGRATED
MEDICAL**
OPTIMAL HEALTH

0A5-860

DVC

QX60



GRAHAM & COOK INSURANCE

**COURTLEY
CHIROPRACTIC**

12'-3"

2'-9"