



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, September 22, 2020. Chairman Marty Layman presided. Members in attendance were Marty Layman, Cindy Hollyfield, Jeanie Stow, Alderman Ron Pinchok, Brittany Moore, Randy Armstrong, and Youth Representative Jake Rogers. Member absent: Derek Wright.

Chairman Layman called the meeting to order at 7:01 pm.

1. Minutes:

A motion was made by Alderman Ron Pinchok to approve the August 25, 2020 minutes as submitted. The motion was seconded by Jeanie Stow and it passed unanimously.

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 requested approval for tenant panels on an existing ground sign located on Parkside Drive. Staff noted that the applicant submitted two options for the tenant panels. Staff mentioned option one includes a logo which may cause a legibility issue, option two is legible but staff was concerned that the blue lines framing the panel are not visually compatible with the other tenant panels on the sign. Staff recommend approval of option two less the blue lines removed for visual consistency.

The board discussed the tenant panels. Cindy Hollyfield suggested option two minus the lines, but recommended the letters being blue. Jeanie Stowe preferred option one, she felt option 2 was not visible at all and didn't think making the lettering blue would make a difference on visibility. Alderman Pinchok agreed with staff on option two but recommended that the letters be made larger for better visibility. Randy Layman commented that poor artwork was submitted as the reduced images were difficult to see and mentioned the lettering is very fat and tight but preferred option one. Brittany Moore recommended option one as it matches their wall sign and the circle is part of the logo which makes it stand. Marty was ok with either option but recommended that the lettering be bigger.

Jeanie Stow made a motion to approve option one, Brittany Moore added that the letters should be made as big as possible. Randy Armstrong seconded the motion and it was approved in favor, five to one.

3. Administrative Review

Prior to Administrative review Marty Layman questioned if Staff was looking for a motion and vote or just an opinion. Staff agreed that this was for review only, a motion and roll call vote were not necessary.

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

Compatibility review for a newly installed wall sign located at 11660 Parkside Drive. Integrated Medical requested approval for blue lettering on their recently installed wall sign. Staff noted that 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 recommended the white lettering for consistency and because it is a stronger contrast against the dark background making the sign easier to read and improving visibility overall.

The board discussed the requested change. Marty Layman commented that the signs in that center were relatively uniform and white lettering looked good. Brittany Moore commented that she remembered First Watch sticking with white lettering, neighborhood barre has green lettering, Publix has green lettering, the sign would be consistent with part blue and part white and is consistent with the tenant panel we just approved. Randy Armstrong agreed that the blue is fine, questioned if Optimal Health is leaving or are they the same business? Staff noted that Integrated Medical is Brown Chiropractic, and it is our understanding that they are a subsidiary of Optimal Health. Armstrong mentioned the blue will separate them from Optimal health. Alderman Pinchok stated he was fine with the blue lettering. Jeanie Stowe thinks it looks better in white but doesn’t have an issue with the blue. Cindy Hollyfield stated that they all have color in the logos and thought the sign should have white letters with colored logo. Youth Representative Jake Rogers thought the blue letters set it apart from Optimal Health and that it matches the blue letters on the tenant panel.

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

Pre-application review for placement of sign.

Courtley Chiropractic requested guidance for wall sign placement. Staff Noted Courtley is 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. Based on leased space Courtley is allowed a 40 square foot sign but it does need to be on their leased portion of the building. They are requesting the sign to be



placed to the right of the entryway and will need to remove a crepe myrtle shrub for visibility.

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

The board discussed the placement. Marty mentioned the Graham and cook sign is difficult to see and that he doesn't have an issue with the location Courtley is proposing. Alderman Pinchok agrees the right side placement is okay as it is much easier to see, but the tree will need to be taken out for visibility. Randy Armstrong questioned applicant Scott Courtley if the frame on the proposed sign is part of their logo? Scott confirmed it is not and Randy agreed with placement. Brittany Moore stated that the sign is consistent with other signs recommends replacing the crepe myrtle with more appropriate landscaping. Cindy Hollyfield agrees with placement recommended sign lettering without the background. Jeanie Stow stated that it looks fine and placement will be fine without the Graham and Cook sign also recommended adding landscaping comparable to the azaleas on the left side of the entrance. Youth representative Jake Rogers agreed with the placement.

4. Other Business – No other business was brought before the board

Meeting adjourned at 7:36pm