



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, December 15, 2020. Chairman Marty Layman presided. Members in attendance were Marty Layman, Cindy Hollyfield, Alderman Ron Pinchok, Brittany Moore, Derek Wright, Randy Armstrong, and Youth Representative Jake Rogers. Ms. Jeanie Stow was absent.

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

1. Minutes:

A motion was made by Cindy Hollyfield to approve the October 27, 2020 minutes as submitted. The motion was seconded by Brittany Moore and it passed unanimously.

2. Ground Mounted Sign Applications:

a) Knoxville Christian School Ground Sign (reface) – 11549 Snyder Road

Primary Permanent Ground Sign (replacement face) for the Knoxville Christian School located at 11549 Snyder Road.

Staff explained that the school was requesting approval to replace the sign face on their existing ground sign. Staff then noted that the sign was unlit and that the applicants had submitted a plan to reestablish the required landscaping around the sign. Staff recommended approval.

Cindy Hollyfield made a motion to approve the sign as presented and Randy Armstrong seconded the motion. A roll call vote was conducted, and it passed unanimously.

b) Commercial-Office Building - 102 Chaho Road.

Primary Permanent Ground Sign (replacement face) for the commercial-office building located at 102 Chaho Road. Staff explained that the owner of the office building was requesting approval of a new sign face for an existing ground sign. The staff noted that the sign included three separate businesses on a single sign face. Staff also noted that the sign was unlit, and that the applicant had submitted a landscaping plan to reestablish the required landscaping around the base of the sign structure.

The board felt that the sign was legible and could be approved. Brittany Moore made a motion to approve the sign panel as presented and Cindy Hollyfield seconded the motion. A roll call vote was conducted, and it passed unanimously.

c) Faith Promise Church Tenant Panel – West End Development (Kingston Pike)

Tenant panel for the Faith Promise Church located in the West End Development (sign structure on Kingston Pike). Staff reviewed the request and explained that the proposed tenant panel was for the large preexisting West End Development sign located at its



Kingston Pike entrance. No other changes to the existing sign support structure were proposed. The large tenant panel was legible, and staff recommended approval. Randy Armstrong made a motion to approve the tenant panel as presented and Cindy Hollyfield seconded the motion. A roll call vote was conducted, and it passed unanimously.

d) McDonalds (directional signs) – 11205 Kingston Pike

Peripheral Accessory Free Standing Sign (enter/exit directional signs).

Staff noted that the applicants were requesting approval for two (enter & exit) peripheral accessory signs located at the southernmost entrance to the McDonalds restaurant. Staff explained that the revised sign ordinance only permits one peripheral accessory free-standing sign per accessway to the site. Staff also noted that the easternmost sign did not meet the minimum setback requirements for such signs. The staff noted that the applicants had been apprised of these issues. Staff also noted that he had suggested that the applicants could consider striping the entranceway and parking lot and adding directional arrows to the pavement if traffic flow was a concern. The staff recommended denial of the request as submitted.

The Board discussed the issue and noted that the ordinance, as written, was clear regarding the number of signs and setbacks. The content neutral aspect of the new ordinance was also noted and briefly discussed. The Board also suggested that the Town may need to look at the Peripheral Accessory Sign section of the regulations and its impact on this type of signage. They also suggested that the applicants investigate improved striping and directional pavement arrows as noted by staff. Alderman Pinchok made a motion to approve only the proposed size and appearance of the one permissible sign, and to allow the applicants to work with staff to identify which of the two signs would be removed. His motion also recognized that the one allowable sign may also need to be relocated to meet the setback requirements. Marty Layman seconded the motion. A roll call vote was conducted and passed unanimously.

Meeting adjourned at 7:50pm