



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, September 28, 2021. Chairman Marty Layman presided. Members in attendance were Marty Layman, Alderman Ron Pinchok, Randy Armstrong, Brittany Moore, Stephen Marlowe and Youth Representative Inas Lalani. Mr. Derek Wright and Ms. Jeanie Stow were absent.

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

1. Minutes:

A motion was made by Alderman Pinchok to approve the August 24, 2021, minutes as submitted. The motion was seconded by Mr. Marlowe, and it passed unanimously.

2. Ground Mounted Sign Applications:

a) Sugarwood Subdivision Entrance Signs – Located off Kingston Pike

Permanent Ground Mounted Subdivision Signs located off Kingston Pike.

Sugarwood Subdivision requested approval for two new/replacement permanent ground mounted signs located at the subdivision's entrance off Kingston Pike. Each sign face is approximately 19 square feet in size and is mounted to the existing brick subdivision entrance wall feature located on each side of Sugarwood Drive. The new signs will utilize the existing external lighting system on the site. Sufficient landscaping for the area is also already in place, but the HOA is proposing changes to avoid future conflicts with the new signs.

The staff recommended approval of the signs and noted that the HOA would need to coordinate with staff if the existing lighting was redirected on the site.

The Board discussed the request. Mr. Armstrong made a motion to approve the signs. Ms. Moore seconded the motion, which passed unanimously.

b) Marathon Station Ground Sign – 10855 Kingston Pike

Permanent Ground Mounted Sign located at 10855 Kingston Pike.

The Marathon Gas Station requested approval for a new monument ground sign located at 11135 Kingston Pike. The plan included a new, 40 square foot internally lit monument ground sign with required landscaping.

The staff noted that the applicant had revised their plans to address two outstanding issues and recommended approval.



Ms. Moore made a motion to approve the revised sign plan. Mr. Armstrong seconded the motion, which passed unanimously.

c) Fox Den Permanent Subdivision Entrance Sign – Olympic Drive Entrance

Permanent Ground Mounted Subdivision Sign located along Olympic Drive.

The Fox Den HOA requested approval to locate a permanent subdivision sign on an existing roadway island within the Olympic Drive right-of-way. The presence of underground communication lines forced the HOA to amend an earlier plan, which was reviewed by the VRRB in June.

The staff explained that the Sign Ordinance allows for such signs to be located within the road right-of-way provided they are part of a streetscape plan. The use of the right-of-way and overall plan must be reviewed and recommended to the Board of Mayor and Alderman for approval by both the Planning Commission and VRRB. The VRRB must also review and approve the actual ground sign as it would any other similar proposal. The Planning Commission reviewed and recommended approval of the original plan and use of the right-of-way at its June 17th meeting.

The staff then noted some concerns regarding the new sign's proposed location and its proximity to an existing public storm drainage pipe. Unfortunately, older storm drainage pipes typically need to be dug-up and replaced periodically, and the Town Engineer had suggested moving the sign further away from the pipe if possible. The staff agreed with this and suggested that the applicants consider a location on the other side of the large tree if possible. It was also noted that the Town would likely require the HOA to enter into a maintenance and liability agreement, under which, the Town would not be responsible for any damage to the sign resulting from public construction/reconstruction related activities if the sign could not be moved. Finally, the staff noted that any approval should include the following changes/conditions:

1. The sign's lettering should be located at least two feet above grade to avoid conflicts with landscaping and improve visibility. The required plantings can also be clustered around the ends of the sign structure to improve visibility.
2. The applicants need to work with an arborist to ensure that the existing tree is not damaged during sign installation.
3. A maintenance and liability agreement to protect the public right-of-way and other Town interests will need to be put in place. The Town's attorney will also likely suggest that an easement for the sign be identified which may require a survey.



The Board discussed the request and proposed sign location at some length. The consensus was that the HOA should attempt to relocate the proposed sign to the other (west) side of the large oak tree to avoid the drainage pipe. Alderman Pinchok made a motion to approve the sign and recommend it to the Board of Mayor and Alderman subject to relocating it to the west side of the tree if possible, and three additional conditions/changes suggested by staff. Mr. Armstrong seconded the motion, which passed unanimously.

d) Fox Den Permanent Subdivision Entrance Sign – Saint Andrews Drive Entrance

Permanent Ground Mounted Subdivision Sign located along Saint Andrews Drive.

The Fox Den HOA requested approval to locate a permanent subdivision sign within the Saint Andrews Drive right-of-way. The presence of underground waterline forced the HOA to amend an earlier plan, which was reviewed by the VRRB in June.

The staff again noted that the Sign Ordinance allows for such signs to be located within the right-of-way (ROW) provided they are part of a streetscape plan submittal and are approved by the Board of Mayor and Aldermen. Staff also noted that the Planning Commission reviewed and recommended approval of the original plan and use of the right-of-way at its June 17th meeting.

Staff then called attention to the proposed sign's proximity to an existing underground gas line. The staff explained that the utility lines had been marked via an 811 call and that they, 811, had advised the HOA to stay at least two feet away from any marked lines. This is apparently standard practice, as confirmed by the Town Engineer. The proposed sign was located two feet from the gas line. Finally, the staff noted that any approval should include the following changes/conditions:

1. The applicants need to work with an arborist to ensure that the existing tree is not damaged during sign installation.
2. A maintenance and liability agreement to protect the public right-of-way and other Town interests will need to be put in place. The Town's attorney will also likely suggest that an easement for the sign be identified which may require a survey.

The Board discussed the request and proposed sign location at some length. Alderman Pinchok made a motion to approve the sign and recommend it to the Board of Mayor and Alderman subject to the two additional conditions/changes suggested by staff. Ms. Moore seconded the motion, which passed unanimously.



e) Hardee's Menu Board Sign – 639 (609) North Campbell Station Road

Menu Board Sign located at 639 (609) North Campbell Station Road.

Hardee's requested approval for new/replacement drive-thru menu board sign located at 639 North Campbell Station Road.

The staff noted that the plan included a new, approximately 25 square foot drive-thru menu board. Staff also noted that the plan included an ancillary order box and a covering canopy, and that the canopy would require a separate building permit. The staff then explained that new menu-board was part of a larger external renovation project on the site, and that some of the site changes were begun without adequate plan submittal, review, and approval. It was noted that staff had been working with a local project representative to address the issue and that no permits would be issued until adequate plans had been submitted and approved. Staff then indicated that the menu-board and speaker box met the Town's minimum standards and suggested that they could be approved subject to all other site renovations/improvements being brought into compliance with Town requirements.

Ms. Moore made a motion to approve the menu-board sign subject to all other site renovations/improvements being brought into compliance with Town requirements. Mr. Marlowe seconded the motion, which passed unanimously.

f) Hardee's Ground Sign – 639 (609) North Campbell Station Road

Permanent Ground Mounted Sign located at 639 (609) North Campbell Station Road.

Hardee's requested approval for a new/replacement monument ground sign located at 639 (609) North Campbell Station Road.

Staff noted that the plan involved new 40 square foot monument ground sign. The staff explained that the new sign would replace the existing ground sign and that the applicant planned to mount it on the existing sign base. Staff also noted that the correct property address, 639 North Campbell Station Rd., as assigned by Knox County, needed to be used on the sign. In addition, and as noted for the proceeding agenda item, the new ground sign was part of a larger site renovation project started without approval, and that no permits would be issued until the Town received and approved adequate plans. The staff then noted that the ground sign could be approved subject to verification that the existing landscaping met minimum requirements and to all other site renovations/improvements being brought into compliance with Town requirements.

Mr. Armstrong made a motion to approve the ground sign subject to all other site renovations/improvements being brought into compliance with Town requirements and the required landscaping being verified. Ms. Moore seconded the motion, which passed unanimously.



3. Other Business:

a) Discussion regarding a requested ordinance amendment to permit canopy mounted signs in certain locations/circumstances, requested by Topgolf, 11400 Outlet Drive.

The staff explained that the agenda item involved a request by Topgolf for an ordinance amendment to allow for a canopy mounted sign. Currently, the Sign Ordinance does not permit canopy signs and the Outlet Drive Regional Entertainment and Employment (OD-RE/E) Zoning District does not include any modifications to address the issue. Staff noted that the building proposed for the Topgolf site along Outlet Drive includes a structural canopy overhanging the main entrance which could not be permitted under the current ordinances. The staff also explained that the company's standard design for this style of building includes a channel letter sign attached to the front of the canopy. Finally, the staff noted that the request was also scheduled to be discussed by the Planning Commission in October and that ultimately any change would have to be approved by the Board of Mayor and Alderman.

The Board discussed the request and felt that it was reasonable given the type of use and location within the Outlet Drive corridor. It was noted that the Outlet Drive area and the Regional Entertainment focus of the zone and the Topgolf development, in particular, justified the need for enhanced sign options.

Meeting adjourned at 8:30 pm