



**FARRAGUT VISUAL RESOURCES REVIEW BOARD
AGENDA**

Farragut Town Hall
Board Room
Tuesday, May 24, 2022
7:00 p.m.

1. Approval of minutes for the April 26, 2022, meeting.
2. Review of an individual tenant panel sign for Hopebridge, located at 11121 Kingston Pike.
3. Review of a primary ground mounted sign (monument type, reface) for Car Fix, located at 150 North Campbell Station Road.
4. Review of an informational subdivision exit sign for the Farragut Crossing Subdivision, located at the intersection of Federal Boulevard and Farragut Crossing Drive.
5. Review of a primary ground mounted sign (monument type) for Fast Pace Health, located at 13013 Kingston Pike.
6. Review of a landscape plan for the multi-family phase/portion of the Town Center at the Biddle Farms Development, located along Brooklawn Street.
7. Staff report - wall signs approved in the past month.
8. Continued review and recommendations of potential amendments to the Sign Ordinance, with a discussion of wall signs and their review.

**11408 MUNICIPAL CENTER DRIVE | FARRAGUT, TN 37934 | 865.966.7057 |
WWW.TOWNOFFARRAGUT.ORG**

It is the policy of the Town of Farragut not to discriminate on the basis of race, color, natural origin, gender, gender identity, sexual orientation, age, religion, disability or veteran status pursuant to Title VI of the Civil Rights Act of 1964, Public Law 93-112 and 101-336 in its hiring, employment practices and programs. To request accommodations due to disabilities, please call 865-966-7057 in advance of the meeting

MEMORANDUM

TO: Farragut Visual Resources Review Board
FROM: Bart Hose, Assist. Community Development Director.
SUBJECT: Regularly Scheduled Meeting - Tuesday, May 24, 2022, at 7:00 p.m.

AGENDA

1. **Approval of Minutes for the April 26, 2022, meeting**
2. **Ground Mounted Sign Applications**

a) Hopebridge – 11121 Kingston Pike

Individual Tenant Panel Sign located at 11121 Kingston Pike.

Hopebridge is requesting approval for an individual tenant panel sign located at the Farragut Corporate Center, 11121 Kingston Pike.

The panel appears to be legible and consistent with the other panels. The background for all of the panels is white. The staff recommends approval.

b) Car Fix – 150 North Campbell Station Road

Permanent Ground Mounted Sign located at 150 N. Campbell Station Road.

Car Fix is requesting approval for a refaced monument ground sign located at 150 North Campbell Station Road.

The plan includes installing a new 20 square foot sign face on an existing sign structure.

The staff recommends approval subject to the following:

1. Revising the sign plan sheet(s) to document all required sign and structure dimensions. This would include the overall height of the sign, and/or height of the existing base, excluding the address area.
2. Documenting that the minimum required landscape area will meet the 50 square foot minimum.

c) Farragut Crossing Subdivision Informational Exit Sign – Located off Federal Boulevard

Informational Exit Sign located at the intersection of Federal Boulevard and Farragut Crossing Drive.

Farragut Crossing Subdivision is requesting approval to locate subdivision exit sign on HOA controlled property at the intersection of Federal Boulevard and Farragut Crossing Drive. The sign is intended for posting community information. The plan calls for a six (6) square foot sign, which meets the Town's allowable size standards, and includes landscaping around the base.

The staff recommends approval subject to the following:

1. Revising the site plan sheet to document the minimum five (5) foot sign setback from the property line, as opposed to only showing it from the street edge.
2. Revising the landscape plan to note that the perennial plants must be flowering and non-invasive.

d) Fast Pace Health Care – 13013 Kingston Pike

Permanent Ground Mounted Sign located at 13013 Kingston Pike.

Fast Pace Health Care is requesting approval for a new/revised ground mounted monument sign located at 13013 Kingston Pike.

The request involves a new/revised sign face for a previously approved monument ground sign. The original sign was approved in October 2021. The plan also reflects a change in the brick color of the monument sign structure. The color change was made in response to corresponding design changes to the building's façade and supports the Town's consistency requirements.

The staff recommends approval.

3. Landscape Plan Applications

a) Farragut Town Center at Biddle Farms Development, Second Phase Landscaping, Multi-Family Area – Property Located Along Brooklawn Street

Phase II Landscape Plan for the Farragut Town Center at Biddle Farms Development located along Brooklawn Street.

The applicants have requested that this item be postponed and placed on the June VRRB agenda.

4. Other Business

a) Staff Report – Wall Sign Applications Approved in the Past Month

During the past month, the Town's staff has approved the following wall sign applications:

Carfix – 150 North Campbell Station Road,
Fast Pace Health Care – 13013 Kingston Pike,
Stretch Fusion – 11533 Kingston Pike,
LaMichoacana – 11151 Kingston Pike,
Ageless – 11673 Parkside Drive.

There are also an additional 2 wall sign applications currently pending and being reviewed. These include one for "Complete Suites" in the Renaissance Center, one for "Beauty and the Beard" in the Village Green Center, and one for Prosource at 11002 Kingston Pike.

b) Continued Review and Recommendation of Potential Amendments to the Sign Ordinance, with a Discussion of Wall Signs

This item is a continuation of the discussion regarding proposed amendments to the Sign Ordinance and was postponed at the last meeting. The Board had previously asked staff to look into the process for reviewing wall signs and whether it should also be reviewing those applications. Currently, the Board only reviews ground sign applications, including tenant panels.

The staff has reviewed the issue and has concerns regarding the regular review of wall sign applications by the Board. Currently, the ordinance allows the staff to refer wall sign applications to the Board when they feel input is needed. This has been the practice for some time. Having the Board review all wall signs would, in staff opinion, present several issues. These include the overall number of wall sign permits; the typical review and revision process, which often includes frequent coordination between the staff, sign company, and business owner; design issues related to allowable sign size and placement, sign design in the context of the Sign Ordinance's consistency requirements within shopping centers and the Architectural Design Standards; development of overall signage plans for multi-tenant developments; application timing and the need to lengthen submittal deadlines for Board meetings to account for the review of wall signs, and possible approval delays related to the proceeding issues.

As the Board knows, there are a number of codes and guidelines that can impact the design and location of signs within the Town. These include the Sign Ordinance, specific sign related provisions in some zoning districts, and the Town's Architectural Design Guidelines. Various factors from these requirements often have to be considered together when working with applicants to develop approvable sign plans. This is particularly true with respect to wall signs in multi-tenant and/or multi-building developments. In such developments, there are a number of wall signs that need to be considered and coordinated throughout the site. On the other hand, there is typically only one or sometimes two primary ground signs to be considered even for very large development sites.

For reference, in 2021 the Board reviewed a total of eight (8) tenant panel sign applications and 23 monument or other types of ground signs (including eight (8) subdivision entrance signs). During the same period of time, 47 commercial wall sign applications were reviewed and permitted.

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, April 26, 2022. Chairman Marty Layman presided. Members in attendance were Marty Layman, Alderman Ron Pinchok, Jeanie Stow, and Stephen Marlowe. Brittany Moore, Randy Armstrong, Derek Wright and Youth Representative Inas Lalani were absent.

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

1. Minutes:

A motion was made by Ms. Stow to approve the March 22, 2022, minutes as submitted. The motion was seconded by Alderman Pinchok, and it passed unanimously.

2. Ground Mounted Sign Applications

a) Great Clips – 137 Brooklawn Street (Campbell Station Exchange/Kroger Shopping Center)

Individual Tenant Panel Sign located at the Campbell Station Exchange/Kroger Shopping Center, Brooklawn and Campbell Station Road entrance.

Staff noted that the Board provided input on the tenant panel's design at the March 22, 2022, meeting. Staff then recommended approval.

Chairman Layman mentioned the board reviewed the sign at the last meeting and Alderman Pinchok mentioned this month's meeting should make sure there were no changes to the sign submission. Staff confirmed the artwork was the same as the last meeting and that the sign had been installed.

Mr. Marlowe made a motion to approve as submitted. Ms. Stow seconded the motion, which passed unanimously.

b) Great Clips – 137 Brooklawn Street (Campbell Station Exchange/Kroger Shopping Center)

Individual Tenant Panel Sign located at the Campbell Station Exchange/Kroger Shopping Center, Kingston Pike frontage.

Great Clips is requesting approval for an individual tenant panel sign located along the Kingston Pike frontage of the shopping center.

Chairman Layman confirmed with staff that this sign is the same design as the first Great Clips tenant panel but is for the ground sign at the Kingston Pike end of Brooklawn Dr. Alderman Pinchok motioned to approve, and Mr. Marlowe seconded the motion which passed unanimously.

c) Elkmont Station – 103 South Campbell Station Road (Farragut Gateway Center)

Individual Tenant Panel Sign located at 103 South Campbell Station Road, Farragut Gateway Center, South Campbell Station Road entrance area.

Staff presented the tenant panel for Elkmont Station noting that this is the Campbell Station Road sign which is the smaller of the two ground signs for this property. Staff

also noted the width of the font used on the panel is narrow and affects legibility. Staff recommended to increase the font width and, if necessary, limit the sign to just the business name to improve the legibility and effectiveness of the panel. Staff also noted that the sign company submitted an alternate version of the sign removing the “antlers” from the “K” and the phrase “Crafty Food and Drink”, making it more legible, but the clients preferred the original sign submitted.

Chairman Layman mentioned the alternate version was obviously very easy to read which is one of the things they would want. He mentioned they may be able to keep the antlers, but it would make the letters smaller.

Staff mentioned they discussed with the sign company that they may be able to remove the “crafty food and drink” to increase legibility, but the client prefers the antlers on the tenant panel.

Alderman Pinchok confirmed the alternate version was much clearer and easier to read from a distance.

Ms. Stow mentioned without the “crafty food and Drink” you wouldn’t know what they were.

Staff mentioned that this building is close to the street and their approved wall signs for the building include the “crafty food and drink” tag line.

Mr. Marlowe mentioned he preferred the one that just says Elkmont Station, Mr. Pinchok agreed.

The board discussed the wall sign visibility and tenant panel options.

Alderman Pinchok recommended removing the antlers, moving Elkmont station as far left as possible and stacking “crafty food & drink”.

Ms. Stow mentioned she thought they needed the “crafty food & drink” on the Kingston Pike sign.

Chairman Layman stated it is ultimately the applicant’s decision what wording goes on the sign, and the board needed to focus on the legibility.

Alderman Pinchok recommended removing the antlers, increasing Elkmont Station as and stacking “crafty food & drink”.

The board agreed the antlers were distracting and decreased legibility.

Alderman Pinchok made a motion to eliminate the antlers and increase the size of the Elkmont Station letters, keeping “crafty food & drink” Mr. Marlowe seconded the motion and it passed unanimously.

- d) Elkmont Station – 103 South Campbell Station Road (Farragut Gateway Center)**
Individual Tenant Panel Sign located at 103 South Campbell Station Road, Farragut Gateway Center, Kingston Pike Frontage.

Staff noted that the business address was 103 South Campbell Station, but the business has two ground signs, one on Kingston Pike and one on Campbell Station Rd. Staff also noted the artwork submitted for the two signs is the same but the Kingston Pike sign is on the left side of the page.

Alderman Pinchok made a motion for the larger sign on Kingston Pike, that the antlers be eliminated, Elkmont Station letters be increased, and the “crafty food & drink” be stacked to the right as far over as possible. Ms. Stow seconded the motion which passed unanimously.

- e) Prosource Home Buyers – 11002 Kingston Pike**

Individual Tenant Panel Sign located at 11002 Kingston Pike.

Prosource Home Buyers is requesting approval for an individual tenant panel sign located at 11002 Kingston Pike.

Staff noted the proposed tenant panel appeared to be legible and recommend approval.

Chairman Layman mentioned the sign is legible. Alderman Pinchok questioned the darkness of the lettering compared to the others on the sign. Staff mentioned it appears to be partially because of the size of the letters of the other panels and the poor quality of the photo.

Staff confirmed the letters were day/ night vinyl so they would be black and would likely show up darker on the actual sign versus the artwork.

Alderman Pinchok made a motion to approve as is. The motion was second by Mr. Marlowe and the approval was unanimous.

- f) The Grove at Boyd Station Subdivision Sign (North Entrance) – Located off McFee Road**

Permanent Ground Mounted Subdivision Signs located along McFee Road.

Staff noted The Grove at Boyd Station Subdivision is requesting approval for two permanent ground mounted signs located at the subdivision’s northernmost entrance (Iron Plow Dr.) located off of McFee Road. The plan calls for two identical entrance signs and supporting ornamental wall structures, located at the corners of the entrance road (Iron Plow Drive). Each sign is 20 square feet in area, for a total of 40 square feet as permitted by the ordinance. The proposed signs are located within an open-space lot that will eventually be controlled by the development’s HOA. Proposed landscaping around the signs and ornamental walls is included.

Chairman Layman mentioned it appeared that the landscaping would primarily be behind the sign to keep it from blocking the sign when it grows.

Mr. Marlowe mentioned the trees appeared to be behind the sign for that reason and the plants being used are ground cover and grass fescue.

Staff noted that they had discussed the landscaping with the applicant and that their idea was to keep trees in the area but behind the sign and that they are planning to use a ground cover to prevent weeds from growing in between the landscaping walls.

Chairman Layman mentioned lighting is external illumination and appears to shield glare. He also mentioned the sign was very easy to read. He questioned if development mailboxes or other structures were going to be near this sign and if they were compatible

Staff mentioned they didn't believe the mailboxes were near that entrance, but the developers understand our compatibility requirements

Mr. Marlowe made a motion to approve the sign subject to an as-built survey being required to document that the installed sign meets all setback and other applicable requirements. Ms. Stow seconded the motion and it passed unanimously.

g) Farragut Station Development, Unified Development Master Sign, – 11320 Outlet Drive

Unified Development Master Sign – 11320 Outlet Drive.

Farragut Station Development and Top Golf is requesting approval for a Unified Development Master Sign located at 11320 Outlet Drive.

Staff noted the Board provided input on the design of this sign at its October 2021 meeting. The sign will be located on the SKORE Hotel site, which is part of the larger Farragut Station development area. The sign appears compliant with the Town's Zoning Ordinance, but the setbacks are close to the minimum requirements of 10 feet from the side property line and 20 feet from the interstate ROW. Staff recommended approval subject to an as-built survey being required to document that the setbacks and other applicable requirements are met.

Chairman Layman commented that the sign submission appeared to be the same as the sign they previously reviewed, and he had no issue with it.

Staff showed the board the placement of the sign.

Alderman Pinchok questioned how many businesses would be on the sign. Staff confirmed prior renderings may have had more tenant panels, but they have decided to go with three panels.

Alderman Pinchok moved to approve subject to an as-built survey being required to document that the setbacks and other applicable requirements are met. Mr. Marlowe seconded the motion; it was approved unanimously.

3. Other Business

a) Continued Review and Recommendation of Potential Amendments to the Sign Ordinance, with a Discussion of Wall Signs

Staff requested that we table this discussion until Bart Hose can be present for the discussion, but asked if they had any questions or comments, they wanted staff to discuss or address at the next meeting.

Alderman Pinchok moved to table the item to the next meeting. Ms. Stow seconded the motion which passed unanimously.

The board and staff continued to discuss some questions they had regarding the wall sign process. Alderman Pinchok mentioned they don't want to slow down the process for businesses. Chairman Layman questioned if staff could make item #2 on the VRRB agenda a list of wall mounted signs approved by staff between the meetings, understanding that they are already approved, but allowing the board the opportunity to ask questions and provide feedback for future sign approvals.

Staff noted that they would start adding the approved signs to the agenda beginning at the next meeting.

The board continued to discuss how previous wall signs were handled and if a public meeting would be required if they were providing input on the wall signs. Chairman Layman noted that given the nature of the VRRB it would be nice to know what signs have been approved because they are often asked about signs in the town, having the list would help them answer those questions. The board also discussed the process of wall and ground signs and how much input they have on the signs.

b) Staff mentioned the need to revisit the stream cleaning event for the VRRB adopted stream section.

Meeting adjourned at 7:34pm



visible space:
24" x 57.75"

SIGNCO inc.
PLASTIC, NEON, ELECTRONIC

This drawing is the property of SIGNCO, Inc. & is to be used for contractual purposes between the customer & SIGNCO, Inc. only. Unauthorized use of this information will result in claims up to 1/3 value of the job represented on this drawing.
VALUE OF THIS DRAWING: \$500.00

**SIGN & FAX BACK SO THAT
WE MAY APPROVE YOUR ORDER.**
FAX: 865.947.2089 info@signco-inc.com

☐ APPROVED
☐ APPROVED W/CHANGES
☐ REVISE & RESUBMIT

APPROVAL SIGNATURE

FILE LOCATION:

Baker/H/Hope Bridge

LOCATION:

Farragut, TN

SALES REPRESENTATIVE:

Baker Jones

FILE:

Hope Bridge Tenant Farragut

DATE:

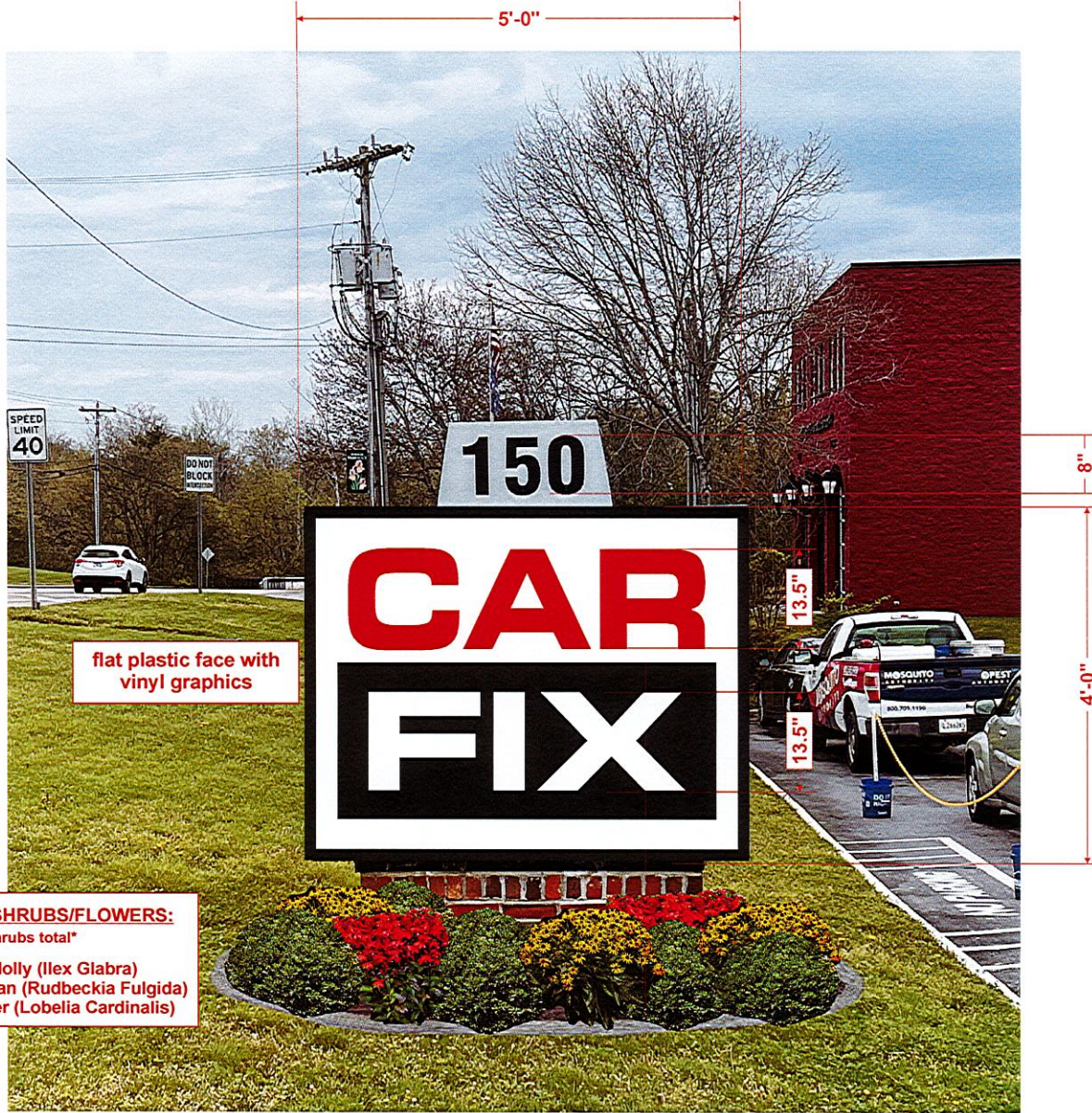
04-26-2022

SCALE:

1/2" = 1'

DRAWN BY:

Tiffany Poling



flat plastic face with
vinyl graphics

LANDSCAPE SHRUBS/FLOWERS:
8 shrubs total

- Inkberry Holly (Ilex Glabra)
- Black-Eyed Susan (Rudbeckia Fulgida)
- Cardinal Flower (Lobelia Cardinalis)

SIGNCO inc.
PLASTIC-NEON-ELECTRONIC

This drawing is the property of SIGNCO, Inc. & to be used for contractual purposes between the customer & SIGNCO, Inc. only. Unauthorized use of this information will result in claims up to 1/3 value of the job represented on this drawing.
VALUE OF THIS DRAWING: \$500.00

**SIGN & FAX BACK SO THAT
WE MAY APPROVE YOUR ORDER.**
FAX: 865.947.2089 info@signco-inc.com

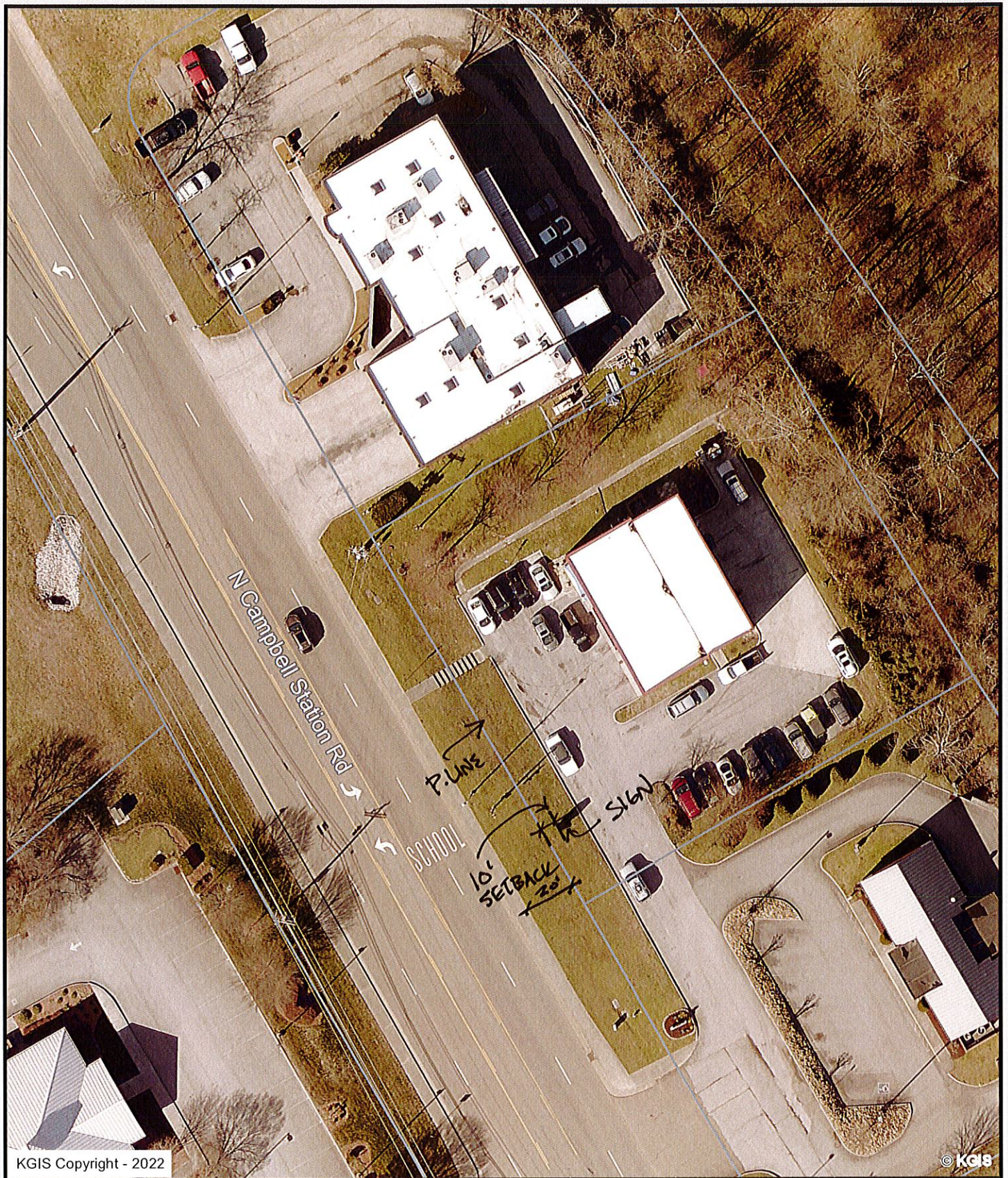
FILE LOCATION: Keith/C/CARFIX
LOCATION: Knoxville, TN

SALES REPRESENTATIVE: Keith Pankey
FILE: CARFIX Monument Farragut

APPROVED
APPROVED W/CHANGES
REVISE & RESUBMIT
APPROVAL SIGNATURE

DATE: 05-17-2022
SCALE: 1/4" = 1'

DRAWN BY: Tiffany Poling



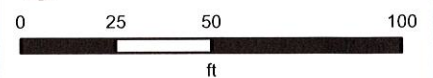
150 N. Campbell Station Rd.

CARFIX

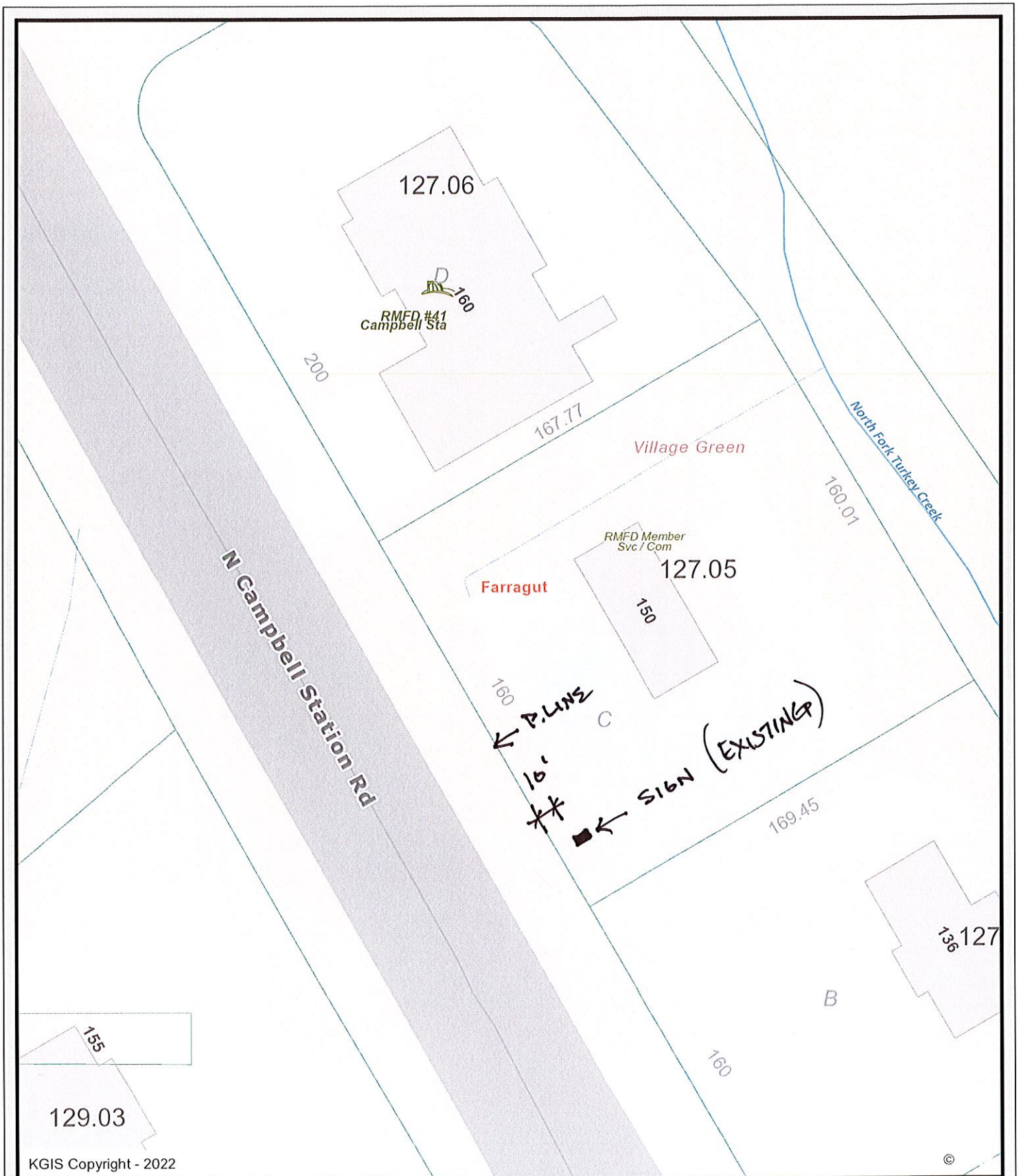
Knoxville - Knox County - KUB Geographic Information System



Printed: 5/11/2022 at 2:29:44 PM



KGIS makes no representation or warranty as to the accuracy of his map and its information nor to its fitness for use. Any user of this map product accepts the same AS IS, WITH ALL FAULTS, and assumes all responsibility for the use thereof, and further covenants and agrees to hold KGIS harmless from any and all damage, loss, or liability arising from any use of this map product.



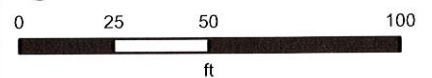
150 N. Campbell Station Rd.

CARFIX

Knoxville - Knox County - KUB Geographic Information System

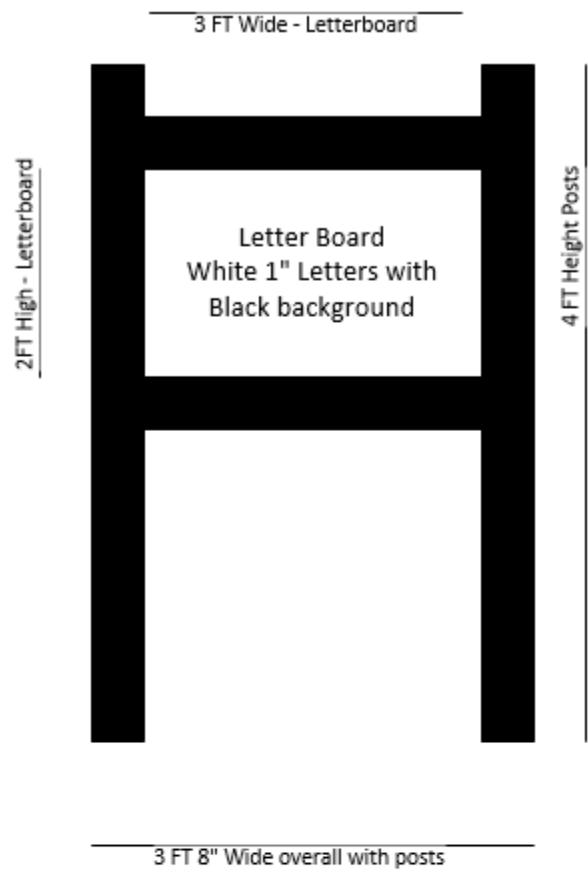


Printed: 5/11/2022 at 2:29:12 PM



KGIS makes no representation or warranty as to the accuracy of his map and its information nor to its fitness for use. Any user of this map product accepts the same AS IS ,WITH ALL FAULTS, and assumes all responsibility for the use thereof, and futher covenants and agrees to hold KGIS harmless from any and all damage, loss, or liability arising from any use of this map product.

Sign Plans Drawing:



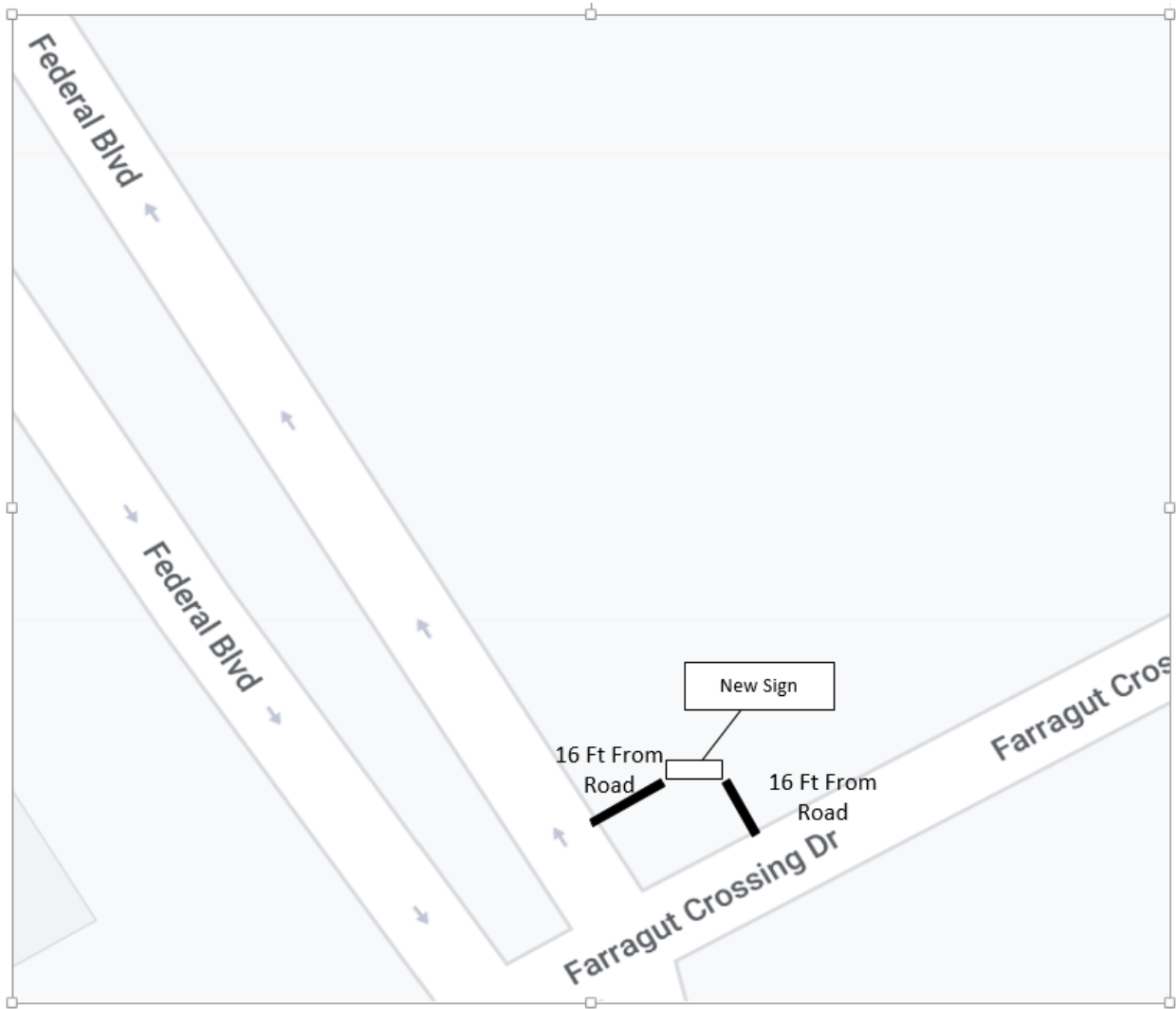
** back of the sign will be painted black
with a flat, non reflective paint or other material **

Farragut Crossing Letterboard Exit Sign		
ITEM	QTY.	DESCRIPTION
Sign	1	Letterboard 3'x2' with 1" white letters
Side Posts	2	4 x 4 wood posts, painted black height 4 feet
Frame Posts	2	4 x 4 wood frame posts, painted black width 3 feet
Misc	1	Misc Screws and Concrete for base

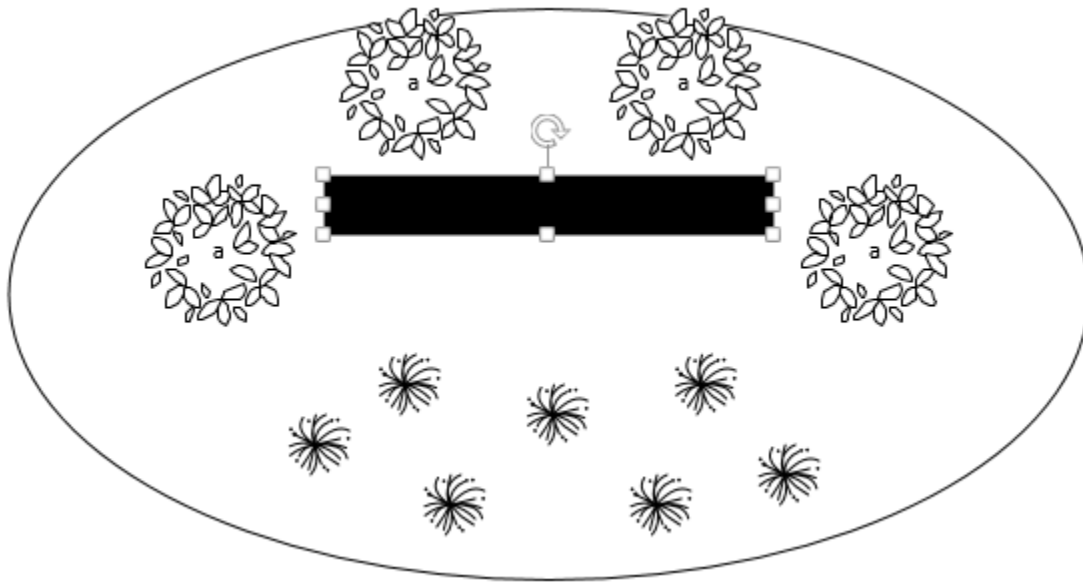
Sample Sign as example



Location of new sign. 16 feet from each corner of road.



Landscape plans:



At least 4 Shrubs – Azaleas possibly or medium sized evergreens

At least 6 Small perennial type plants – exact types depend on availability

Sign surrounded by Black or Brown Mulch to meet the minimum standard of at least 50 square feet of landscaping around the sign.

EMBOSSSED PAN FACES
PMS # 1795 RED BACKGROUND
WHITE GRAPHICS AND OUTLINE



**45" x 125" INTERNALLY LIGHTED SIGN.
THE FACE TO BE AN EMBOSSSED PAN.
THE SIGN CABINET 7" DEEP, ONE SURFACE MOUNTED
ON EACH SIDE OF THE BRICK.
THE BRICK SAME AS BUILDING.
THE ADDRESS NUMBERS, 8" TALL, NON-LIGHTED, ROUTED ALUMINUM.**

This design is the exclusive and confidential property of Neon Service Company.
It is not to be used, reproduced, copied or exhibited in any fashion without the written permission of Neon Service Company. All rights reserved. The value of this design is \$_____

<i>Neon Service Co.</i>		
SCALE: 1/2":1'	APPROVED BY:	DRAWN BY:
DATE: 5-17-22		R.H.
NAME: Fast Pace Health 13013 Kingston Pike		
DRAWING NUMBER		5-17-221063-2

PROPOSED NEW FACE PLATE IN EXISTING SIGN



This design is the exclusive and confidential property of Neon Service Company. It is not to be used, reproduced, copied or exhibited in any fashion without the written permission of Neon Service Company. All rights reserved. The value of this design is \$_____

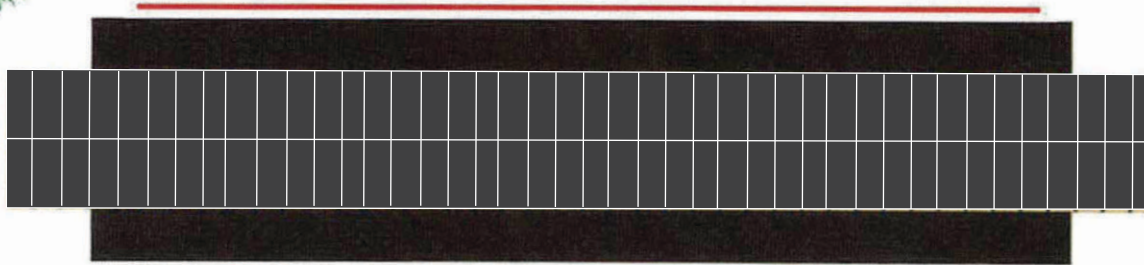
<i>Neon Service Co.</i>		
SCALE: 1/2":1'	APPROVED BY:	DRAWN BY:
DATE: 5-17-22		R.H.
NAME: Fast Pace Health 13013 Kingston Pike		
DRAWING NUMBER		5-17-221063

EXISTING

BOXWOOD SHRUBS



BOXWOOD SHRUBS



2 SURFACE MOUNTED SIGNS
(6) 12" SHRUBS MIN.



BOXWOOD SHRUBS



2 SURFACE MOUNTED SIGNS

BOXWOOD SHRUBS

TOP VIEW MONUMENT SIGN
71 SQFT LANDSCAPED AREA

FAST PACE HEALTH
13013 KINGSTON PIKE
FARAGUT, TN

General
SIGN COMPANY

SITE PLAN

FARRAGUT,
TENNESSEE

KINGSTON PIKE
NEAR WATT ROAD

PROTOTYPE:		DEVELOPER		DESIGNER		DATE:	
BLDG 6F:	3,600	COMB INVESTMENT CO, LLC		COMB INVESTMENT CO, LLC		6-14-21	
ACREAGE:	.83 AC +/-	NAME: AARON DICKENSON		NAME: TIM DUNAWAY			
PARKING SPACES:	25	PHONE #: 865-816-2155		PHONE #: 865-200-4770			

