



## **FARRAGUT VISUAL RESOURCES REVIEW BOARD AGENDA**

Farragut Community Center  
Medium Classroom  
Tuesday, March 26, 2024  
7:00 p.m.

1. Approval of minutes for the February 27, 2024, meeting.
2. Staff report - wall signs approved in the past month.
3. Review of an individual tenant panel sign for Rejoice Fertility, located at 11126 Kingston Pike.
4. Review of a primary permanent ground sign for Farragut Junction Apartments, located at 13120 Royal Palm Way, off South Watt Road.

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

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## MEMORANDUM

**TO:** Farragut Visual Resources Review Board  
**FROM:** Bart Hose, Assist. Community Development Director  
**SUBJECT:** Regularly Scheduled Meeting - Tuesday, March 26, 2024, at 7:00 p.m.

### AGENDA

1. **Approval of Minutes for the February 27, 2024, meeting**
2. **Staff Report – Wall Sign Applications Approved Since the Last Meeting**  
The following wall sign applications have been approved since the last meeting:

- Rejoice Fertility – 11126 Kingston Pike
- The DW Designs – 11521 Parkside Drive
- Westgate Christian Fellowship – 416 N. Campbell Station Road.

3. **Ground Mounted Sign Applications**

- a) **Rejoice Fertility – Located at 11126 Kingston Pike**

*Individual Tenant Panel Sign located along Kingston Pike.*

Rejoice Fertility is requesting approval for an individual tenant panel sign located at 11126 Kingston Pike.

The panel is designed with a white background to be consistent with the other panels on the larger sign structure. Although staff has suggested that the sign could be redesigned to be more visible and effective, the text appears to be reasonably legible as presented.

- b) **Farragut Junction Apartments – Located at 13120 Royal Palm Way**

*Primary Ground Mounted Sign located on Royal Palm Way off S. Watt Road.*

Farragut Junction Apartments is requesting approval for a new permanent ground mounted monument sign at their facility located at 13120 Royal Palm Way off South Watt Road.

The Board previously reviewed and approved this sign in a different site location. The apartment complex has reconsidered the original plan and is now proposing to locate the sign in the entrance roadway's median island. As part of its original approval, the Board waived the requirement to include the address number at the top of the sign. This was done because Royal Plam Way is a private roadway entrance for the apartments and the adjoining commercial development area. At the time, the Board felt that a sign located along South Watt with a Royal Plam Way address number could be confusing. A street name sign has now been added to the site and the Board may wish to revisit the address number issue. The staff can recommend approval subject to the following:

1. Accounting for one shade tree being displaced by the new sign location.
2. Providing a cutsheet detail for the proposed external lights.



## FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, February 27, 2024. Chairman Marty Layman presided. Members in attendance were Marty Layman, Brittany Moore, Mayor Ron Williams, Scott Russ, and Youth Representative Kate Myers. Derek Wright, Stephen Marlowe, and Sue Stuhl were absent.

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

### 1. Minutes

A motion was made by Mayor Williams to approve the January 23, 2024, minutes as submitted. The motion was seconded by Mr. Russ and passed unanimously.

### 2. Staff Report – Wall Sign Applications Approved in the Past Month

The staff reported that the following wall sign application had been approved during the past month:

- Extra Space Storage – 11825 Snyder Rd

### 3. Ground Mounted Sign Applications:

#### a) DW Designs – Located at 11521 Parkside Drive

*Individual Tenant Panel Sign located along Parkside Drive.*

DW Designs requested approval for an individual tenant panel sign located at 11521 Parkside Drive.

The staff noted that the panel had been designed with a white background to be consistent with the other panels on the structure and that, although he had suggested the applicant consider redesigning with a larger font, it appeared to be reasonably legible.

Mayor Williams made a motion to approve the sign panel. Ms. Moore seconded the motion, which passed unanimously.

#### b) Westgate Christian Fellowship - located at 416 N. Campbell Station Road

*Primary Ground Mounted Sign (reface) located at 416 N. Campbell Station Road.*

Westgate Christian Fellowship requested approval to reface the existing sign located at the entrance to their facility located on N. Campbell Station Road.

The staff explained that the application involved replacing the sign face on an existing structure, replacing the external lights, and reestablishing compliant landscaping. Staff recommend approval.

Ms. Moore made a motion to approve the sign. Mayor Williams seconded the motion, which passed unanimously.

**c) Anthem Memory Care – Located at 901 Concord Road**

*Primary Ground Mounted Sign (reface) located at 901 Concord Road.*

Anthem Memory Care (formerly Avenir) requested approval to reface their existing monument ground sign located at 901 Concord Road.

The staff explained that the application involved replacing the sign face on an existing structure and reestablishing compliant landscaping. Staff recommend approval subject to revising all plan sheets to eliminate non-native invasive plants and reflect the updated landscaping plant species.

Ms. Moore made a motion to approve the sign subject to revising all the plan sheets to reflect the updated plant species for the landscaping. Mr. Russ seconded the motion, which passed unanimously. The Board also suggested that the applicants consider making the address number bolder or putting it on a placard at the top.

**d) Extra Space – Located at 11825 Snyder Road**

*Primary Ground Mounted Sign located at 11825 Snyder Road.*

Extra Space (storage) requested approval for a new permanent ground mounted monument sign at their facility located on Snyder Road.

The staff explained that the application involved a new monument type ground sign. The staff then recommended approval subject to the following:

1. Providing a site plan documenting the proposed setbacks for the sign and that its location does not conflict with platted utility (underground) easements.
2. Revising the proposed landscaping to eliminate non-native invasive plants.

Mr. Russ made a motion to approve the sign request subject to the staff's recommendations. Mayor Williams seconded the motion, which passed unanimously.

#### 4. Landscape Plans

**a) North Watt Road / Kingston Pike Commercial Center - located at the Northwest Corner of Kingston Pike and North Watt Road.**

*Landscape plan for the proposed N. Watt Road/Kingston Pike commercial center.*

This item involved a landscape plan for a large commercial center being developed at the NW corner of N. Watt Road and Kingston Pike.

The staff reviewed the plan noting that it was extensive and included required landscape elements for shade trees, replacement trees, parking lot screening, landscaping around the buildings, and the detention basin. The staff then noted that the applicants had been working to address several remaining issues. The most significant was an under count of required qualifying shade trees and replacement canopy trees on the site. Staff noted that he had discussed this with the overall plan's designer, and there are several alternatives to address the remaining issues.

Ms. Annette Hommel, project engineer, Site Incorporate, was present to discuss the issues. She had been coordinating with the landscape architect and understood the issues and potential design solutions.

The Board discussed the plan and outstanding issues with staff and Ms. Hommel. Chairman Layman made a motion to approve the plan subject to staff review and approval of a revised plan addressing the outstanding issues. Chairman Layman's motion included a note that staff could refer the plan back to the Board for additional review and approval if needed. Mayor Williams seconded the motion, which passed unanimously.

**The meeting adjourned at 7:50 pm.**

## **Approved Wall Sign Overview**

Holley Marlowe, Primary Staff Reviewer

### **Notes**

#### **Rejoice Fertility – 11126 Kingston Pike**

Approved sign is 22.95 square feet with Black ½" thick flat cut acrylic letters and blind stud mounting. No illumination. The building is a shared entrance building. There is one other business in the building, National Embryo Donation Center. Its sign is 35.88 square feet. The building length is 90' linear length allowing 90 square feet of signage. After the Rejoice Sign is installed there is still approx. 30 square feet of signage available for future signage.

#### **The DW Designs – 11521 Parkside Dr.**

Sign approved as submitted. The approved sign is 15.34 square feet on 20' linear leased space. Black Acrylic letters mounted directly to the building, non-illuminated.

#### **Westgate Christian Fellowship – 416 N. Campbell Station Rd.**

After requesting confirmation of the illumination for the sign, the permit was issued as submitted. Sign is a face replacement for existing cabinet sign on single tenant building. 103.8 square feet on 150' building with green letters and logo.

206.6"

16"

**REJOICE FERTILITY**

12.75"

1/2" THICK FLAT CUT ACRYLIC LETTERS WITH BLIND STUD MOUNTING  
EXISTING "FERTILITY" LETTERS TO BE REUSED

FRONT ELEVATION

Town of Farragut  
Sign Permit BP-2024-99-SP  
Approved 03.05.2024

90'

32.5" X 159"

**REJOICE FERTILITY**NATIONAL FERTILITY  
EDUCATION CENTER

➤ PENDING ONSITE SURVEY FOR EXACT FIELD MEASUREMENTS, CREW ACCESS & MOUNTING DETAILS ◀

"PHOTO IMAGE MAY NOT BE TO EXACT SCALE"

☐ OK TO PROCEED AS IS ☐ MAKE CHANGES & PROCEED ☐ MAKE CHANGES & RESUBMIT

**Rejoice**  
Fertility

TOWN OF  
FARRAGUT, TN.

APPROVED BY \_\_\_\_\_ DATE \_\_\_\_\_

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SALES PERSON **FRITZ THUMLER**

ORIGINAL  
DATE 12-21-23 BY JKB

## REVISIONS

1) DATE 1-29-24 BY JKB  
2) DATE 2-27-24 BY JKB  
3) DATE \_\_\_\_\_ BY \_\_\_\_\_

## COLORS



## ELECTRICAL REQUIREMENTS

**NONE REQUIRED**

**Southern Signs Inc.**

9916 THORN GROVE PIKE • STRAWBERRY PLAIN, TN.

865-933-4877 or 865-933-4878  
fax 865-933-4876

[www.SouthernSignsInc.com](http://www.SouthernSignsInc.com)



206.6"

16"

REJOICE FERTILITY

12.75"

1/2" THICK FLAT CUT ACRYLIC LETTERS WITH BLIND STUD MOUNTING  
EXISTING "FERTILITY" LETTERS TO BE REUSED

FRONT ELEVATION

31.67 SQ. FT.



EXISTING

23.72 SQ. FT.



PROPOSED

➤ PENDING ONSITE SURVEY FOR EXACT FIELD MEASUREMENTS, CREW ACCESS & MOUNTING DETAILS ◀

☐ OK TO PROCEED AS IS ☐ MAKE CHANGES & PROCEED ☐ MAKE CHANGES & RESUBMIT

"PHOTO IMAGE MAY NOT BE TO EXACT SCALE"

Rejoice  
Fertility

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DATE 12-21-23 BY JKB

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- 1) DATE 1-29-24 BY JKB  
2) DATE \_\_\_\_\_ BY \_\_\_\_\_  
3) DATE \_\_\_\_\_ BY \_\_\_\_\_

## COLORS



## ELECTRICAL REQUIREMENTS

NONE REQUIRED

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13.61 in

THE DW DESIGNS 14.01 in

157.71 in

- Black acrylic letters, mounted directly to the building, no lighting or electrical involved.

## WALL SIGN INFORMATION PAGE 2

Town of Farragut  
Sign Permit  
BP-2024-106-SP  
Approved, 3/1/24



|                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                        |  |                                                                                                                                |  |                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------|--|------------------------------|
| <b>SIGNCO inc.</b><br>PLASTIC, NEON, ELECTRONIC<br><small>Site of building is the property of SIGNCO, Inc. It is to be used for commercial purposes. Letter on the customer is SIGNCO, Inc. only. Under the direction of the Information will create the design up to 1/2" of the job represented on the drawing. ASSURE OF THIS DESIGNING: SIGNCO, INC.</small> | <b>SIGN &amp; FAX BACK SO THAT WE MAY APPROVE YOUR ORDER.</b><br>FAX: 865.947.2089 info@signco-inc.com |  | <input type="checkbox"/> APPROVED<br><input type="checkbox"/> APPROVED W/CHANGES<br><input type="checkbox"/> REVISE & RESUBMIT |  | <b>APPROVAL SIGNATURE</b>    |
|                                                                                                                                                                                                                                                                                                                                                                  | FILE LOCATION:<br>PaYW/Westgate Christian Fellowship                                                   |  | SALES REPRESENTATIVE:<br>Pat Boles                                                                                             |  | DATE:<br>02-07-2024          |
|                                                                                                                                                                                                                                                                                                                                                                  | LOCATION:<br>Farragut, TN                                                                              |  | FILE:<br>Westgate Christian Bldg                                                                                               |  | SCALE:<br>3/8" = 1'          |
|                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                        |  |                                                                                                                                |  | DRAWN BY:<br>Tiffany Polling |

## WALL SIGN INFORMATION PAGE 1

The Wall Sign will be attached to existing sign cabinet

\*We don't know who installed it, but Sign Co made the current sign that is attached to it.

The building is 150' wide.

The canopy is 36' wide.

The actual sign is 14' wide and 7.5' tall (arched)

Town of Farragut  
Sign Permit  
BP-2024-106-SP  
Approved, 3/1/24

We want to replace the existing sign with the sign shown on Page Two, which is made out of the same material, and will be installed by Sign Co., Knoxville.



**ADDITIONAL SIGN INFORMATION FOR:**

**Westgate Christian Fellowship  
416 N. Campbell Station Road**

Town of Farragut  
Sign Permit  
BP-2024-106-SP  
Approved, 3/1/24

The Current "Wall Sign" is a lighted sign with internal LED lights, which are enclosed and hard wired within the existing cabinet. We are not changing the cabinet or the lighting in any way, only the face of the sign that is to be attached to the existing cabinet.

Thank you for your assistance and favor in this matter.

Sincerely,

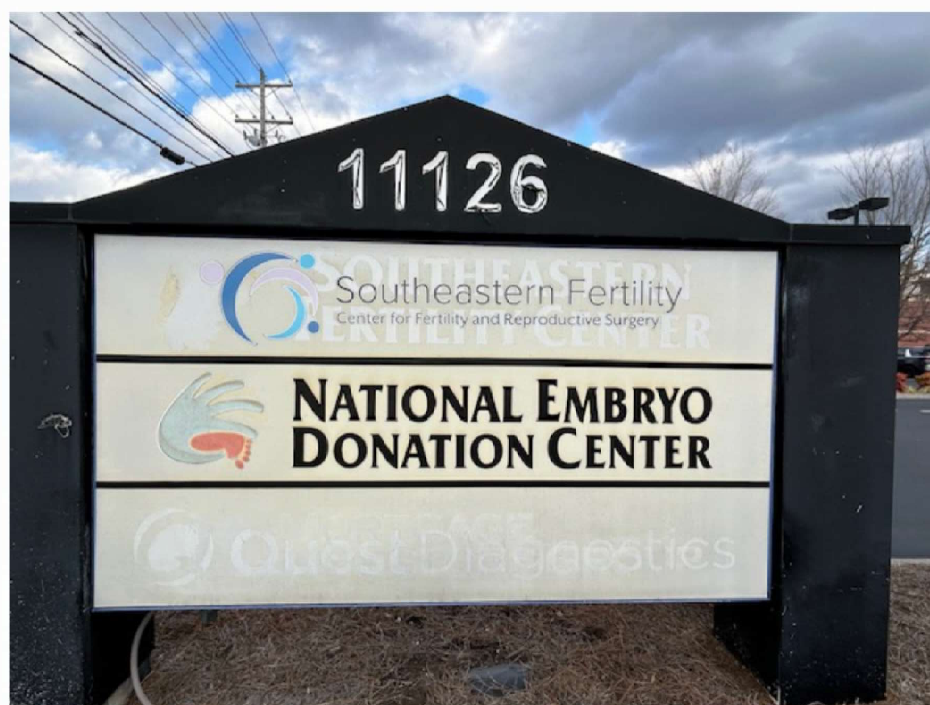
Pastor Mark Steinbach  
Westgate



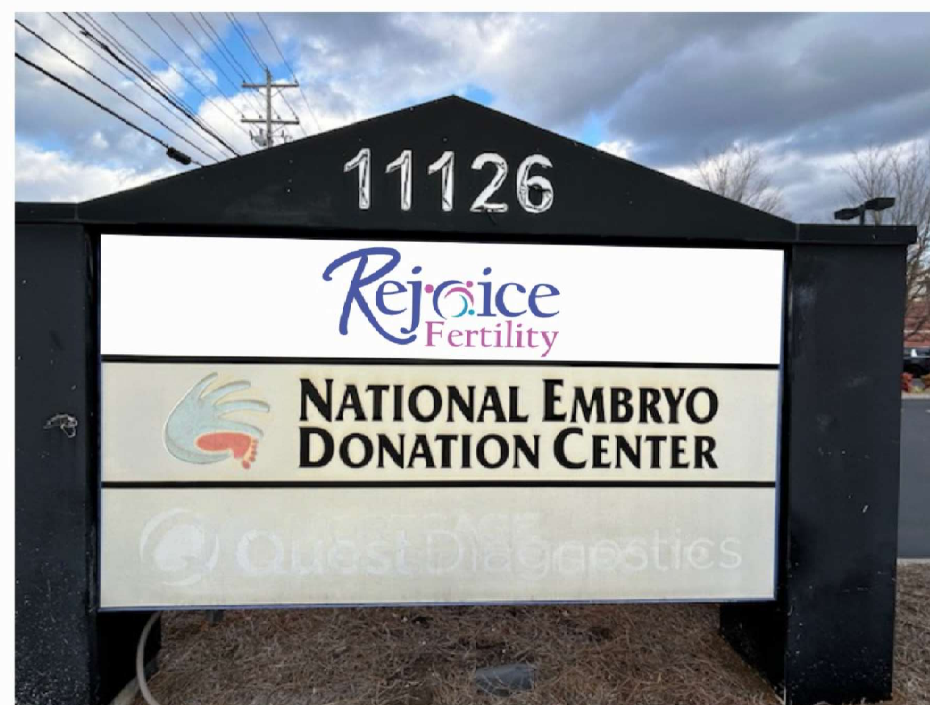


FRONT ELEVATION

3/16" THICK FLAT PLEX REPLACEMENT FACES WITH DIGITALLY PRINTED  
PREMIUM VINYL GRAPHICS & UV LAMINATE APPLIED 1st SURFACE  
TWO (2) REQUIRED



EXISTING



PROPOSED

► PENDING ONSITE SURVEY FOR EXACT FIELD MEASUREMENTS, CREW ACCESS & MOUNTING DETAILS ◀

☐ OK TO PROCEED AS IS ☐ MAKE CHANGES & PROCEED ☐ MAKE CHANGES & RESUBMIT

"PHOTO IMAGE MAY NOT BE TO EXACT SCALE"

**Rejoice**  
Fertility

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FARRAGUT, TN.

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SALES PERSON **FRITZ THUMLER**

ORIGINAL  
DATE 12-21-23 BY JKB

#### REVISIONS

1) DATE \_\_\_\_\_ BY \_\_\_\_\_  
2) DATE \_\_\_\_\_ BY \_\_\_\_\_  
3) DATE \_\_\_\_\_ BY \_\_\_\_\_

#### COLORS



#### ELECTRICAL REQUIREMENTS

**NONE REQUIRED**

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④ PROJECT ENTRY SIGN- COLOR RENDERING

SCALE: 1/4" = 1'-0"

NOTE: BRICK TO MATCH BUILDING BRICK



(SIGN TO BE DOUBLE SIDED)

Drawing Name: PROJECT ENTRY SIGN - COLOR RENDERING

Project Name: FARRAGUT JUNCTION (4 OF 5)

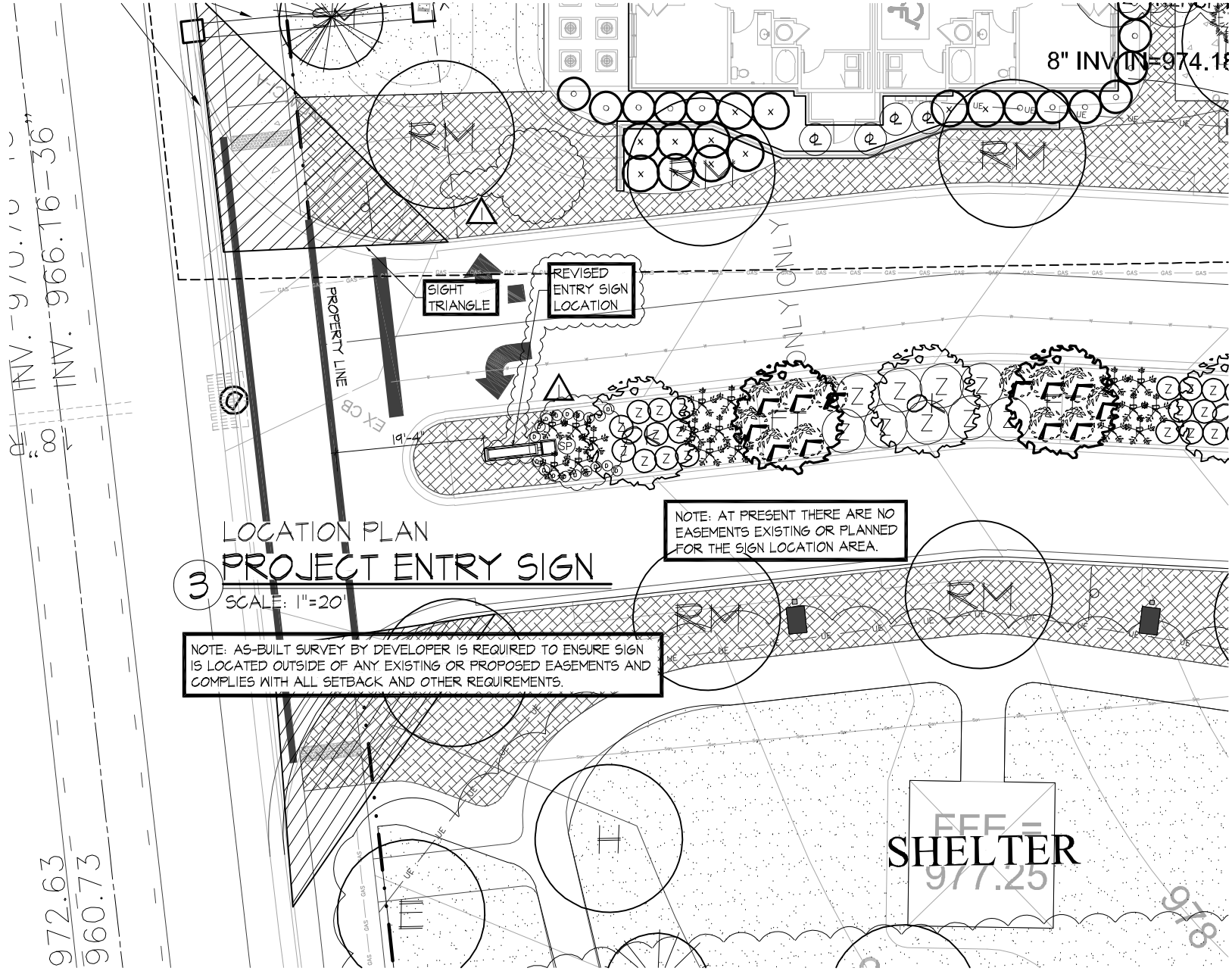
Date: AUGUST 07, 2023 REV. 1 08-23-2023

**PDI ARCHITECTURE, LLC**

1020 Breazeale Rd.  
Pendleton, SC 29670

(864) 224-5800





Drawing Name: PROJECT ENTRY SIGN - SITE LOCATION

Project Name: FARRAGUT JUNCTION (3 OF 5)

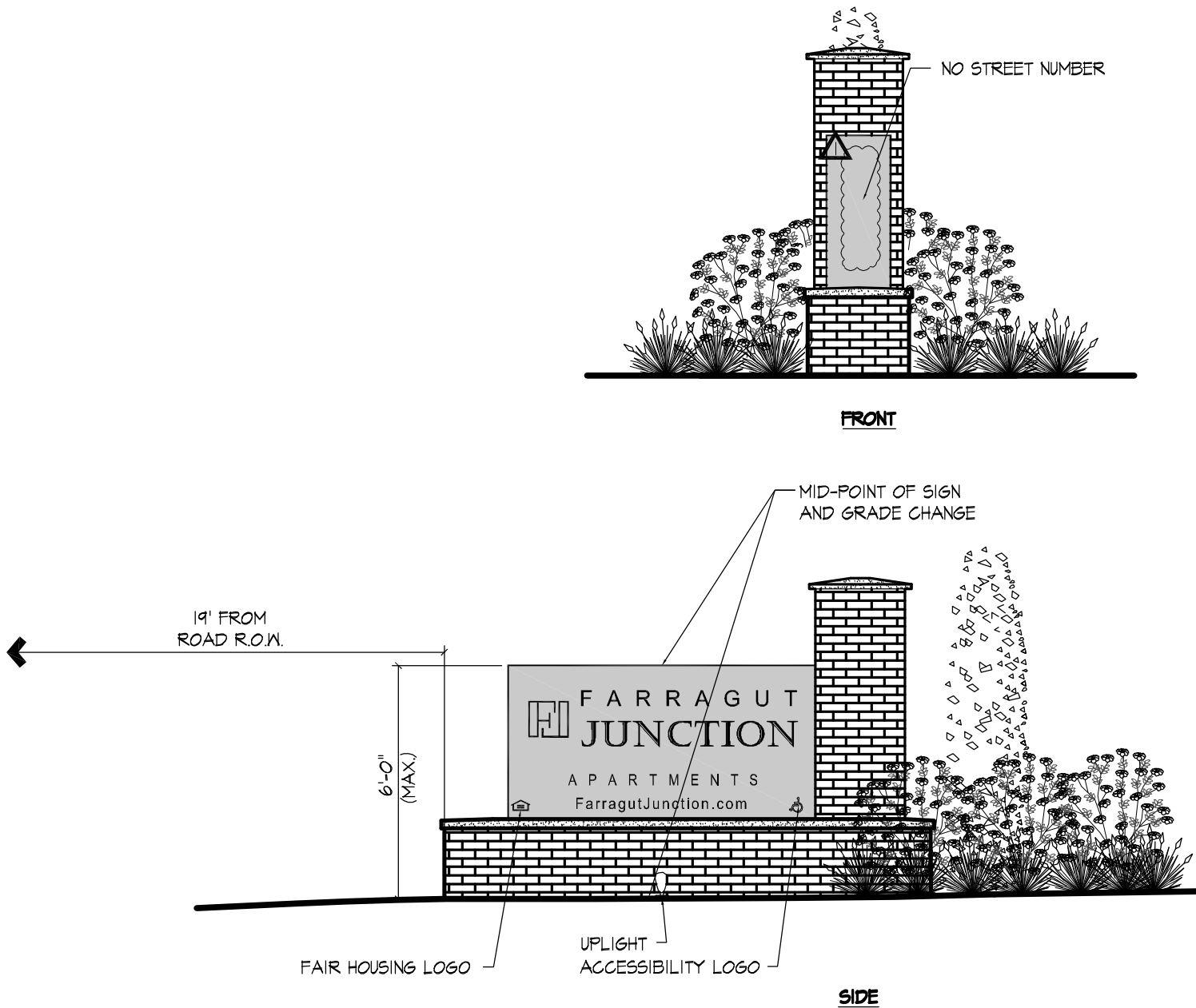
Date: AUGUST 07, 2023 REV. 1 02-19-2024

PDI ARCHITECTURE, LLC

1020 Breazeale Rd.  
Pendleton, SC 29670

(864) 224-5800





2 **PROJECT ENTRY SIGN- ELEVATIONS**  
 SCALE: 1/4" = 1'-0" (SIGN TO BE DOUBLE SIDED)

LANDSCAPE PLAN

Drawing Name: PROJECT ENTRY SIGN - LANDSCAPE ELEVATION

Project Name: FARRAGUT JUNCTION (2 OF 5)

Date: AUGUST 07, 2023 REV. 1 08-23-2023

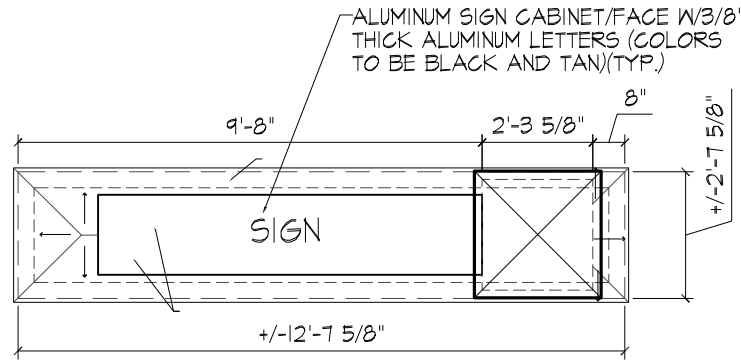
**PDI ARCHITECTURE, LLC**

1020 Breazeale Rd.  
 Pendleton, SC 29670

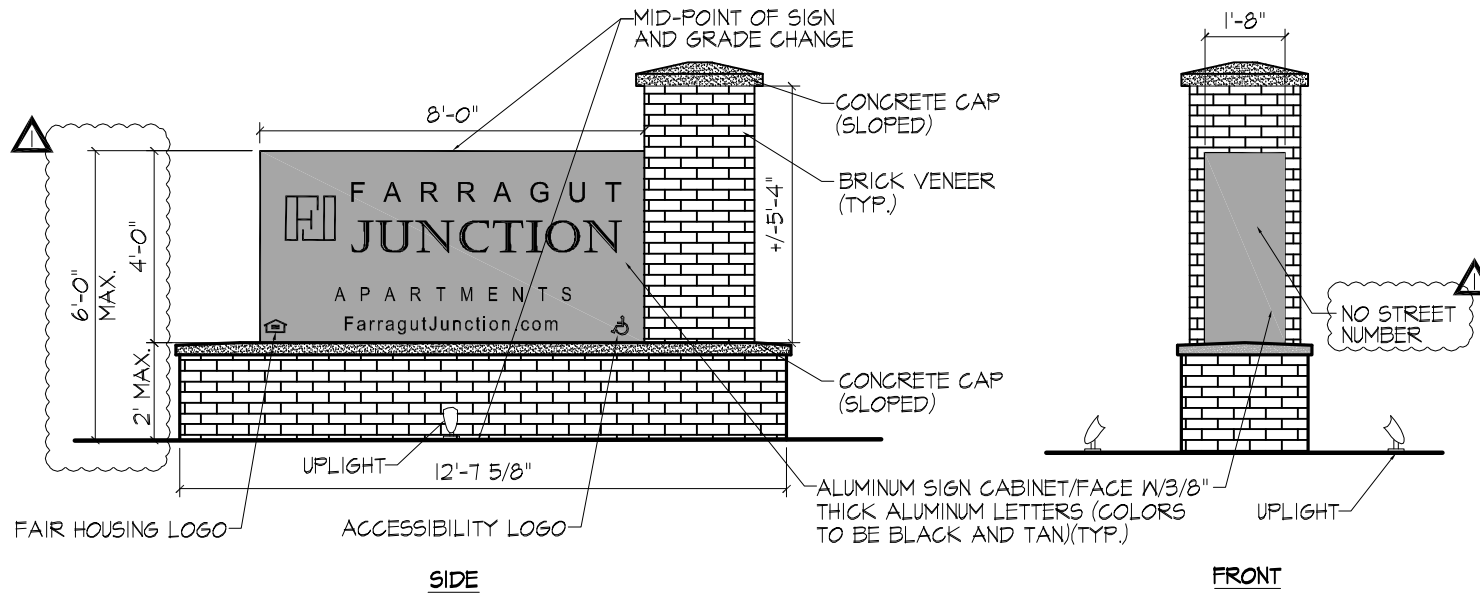
(864) 224-5800



NOTE: ALL PROPOSED LIGHTING SHALL BE ADEQUATELY SHIELDED TO MEET TOWN OF FARRAGUT STANDARDS. A SITE INSPECTION AFTER INSTALLATION IS REQUIRED.



① **PROJECT ENTRY SIGN-PLAN**  
SCALE: 1/4" = 1'-0" (SIGN TO BE DOUBLE SIDED)



② **PROJECT ENTRY SIGN- ELEVATION**  
SCALE: 1/4" = 1'-0"

(SIGN TO BE DOUBLE SIDED)



**PDI ARCHITECTURE, LLC**

1020 Breazeale Rd.  
Pendleton, SC 29670

(864) 224-5800

PROJECT ENTRY SIGN - DETAILS

(5 OF 5)

**FARRAGUT JUNCTION**

Drawing Name:

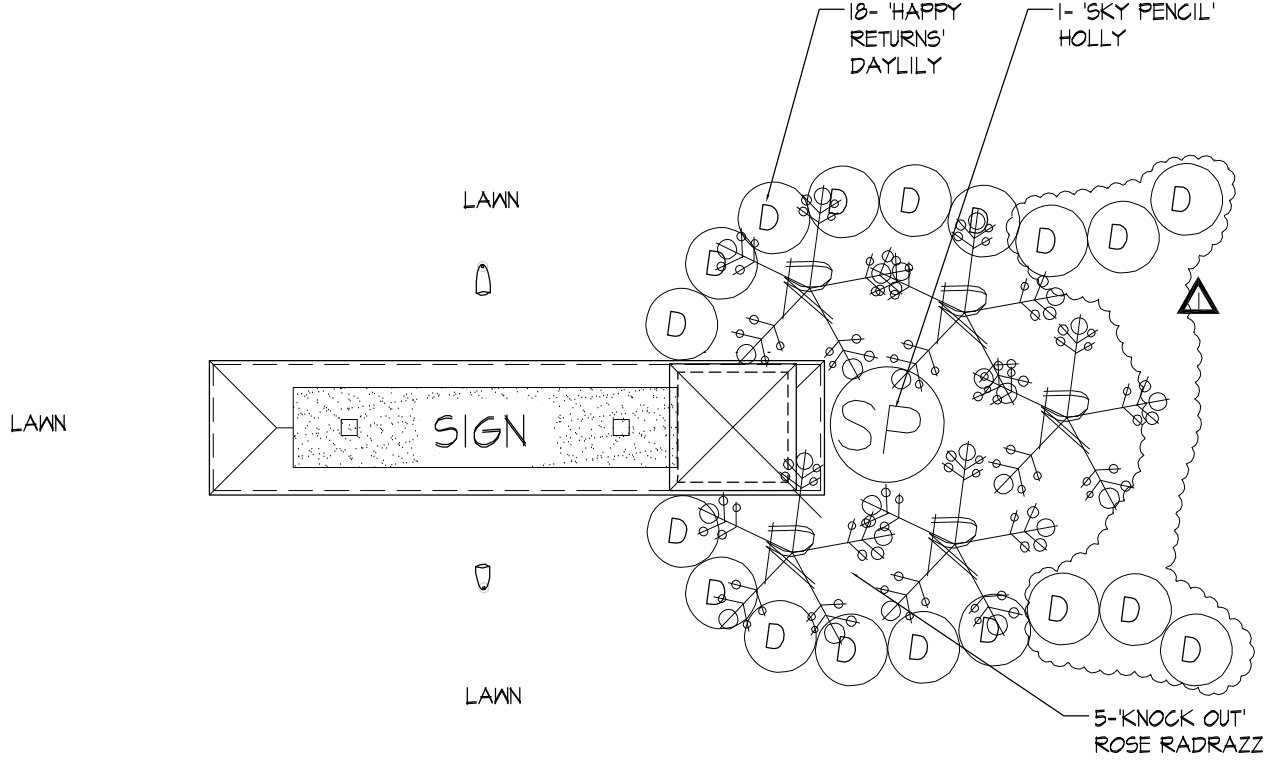
Project Name:

Date:

AUGUST 07, 2023

REV. 1 08-23-2023





① **PROJECT ENTRY SIGN- LANDSCAPE PLAN**  
SCALE: 1/4" = 1'-0"



**PDI ARCHITECTURE, LLC**  
1020 Breazeale Rd.  
Pendleton, SC 29670  
(864) 224-5800

Drawing Name: **PROJECT ENTRY SIGN - LANDSCAPE PLAN**  
Project Name: **FARRAGUT JUNCTION**  
Date: **AUGUST 07, 2023**

(1 OF 5)  
REV. 1 02-19-2024