

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, May 24, 2016 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Cindy Hollyfield, Jeanie Stow, Brittany Moore, Edwin Anderson, and Duane Winkler. Randy Armstrong was absent.

1. Minutes:

The April 26, 2016 minutes were approved as submitted.

2. Ground Mounted Sign Applications:

a) Obregon Painting – 10857 Kingston Pike

Tenant panel on existing ground mounted sign at Patriots Corner

Staff reviewed this item and recommended approval. A motion was made by Anderson to approve the panel as presented. Motion was seconded by Moore and motion passed unanimously.

b) Hanover Court Subdivision – off Old Stage Road

Subdivision entrance sign

Staff reviewed this item and noted that a landscape plan and lighting fixture detail had been submitted for the sign, however the site plan still shows an encroachment into set setbacks. Staff explained that the wing walls are creating the setback encroachment. A motion was made by Stow to approve the subdivision entrance sign subject to eliminating the wing walls creating the encroachment and submitting a survey verifying the setback once the sign is installed. Motion was seconded by Winkler and motion passed unanimously.

c) First Baptist Concord (Kingston Pike east entrance) – 11704 Kingston Pike 18 square foot internally illuminated ground mounted sign

Staff noted that the revisions had not been submitted and recommended the item be removed from the agenda. A motion was made by Hollyfield to remove the item from the agenda. Motion was seconded by Anderson and motion passed unanimously.

d) First Baptist Concord (Kingston Pike west entrance) – 11704 Kingston Pike 53.25 square foot internally illuminated ground mounted sign

Staff noted that the revisions had not been submitted and recommended the item be removed from the agenda. A motion was made by Moore to remove the item from the agenda. Motion was seconded by Hollyfield and motion passed unanimously.

- e) **First Baptist Concord** (Federal Blvd entrance) – 11704 Kingston Pike
18 square foot non-illuminated ground mounted sign

Staff noted that the revisions had not been submitted and recommended the item be removed from the agenda. A motion was made by Anderson to remove the item from the agenda. Motion was seconded by Winkler and motion passed unanimously.

3. Landscape Applications:

a) **Farragut Gateway** – 103 S. Campbell Station Road

Staff provided an overview of the project proposed on the former Silver Spoon property at the southwest intersection of Kingston Pike and Campbell Station Road. Staff noted that the board previously reviewed a landscape plan for this site back on June 23, 2015. Since that time, the property has been sold and another developer is pursuing development of the site with the same general multi-tenant concept. Given these changes, the landscape plan has also been modified significantly, therefore prompting a review by the board.

Staff noted that a copy of the landscape plan has been included in the packet and the applicant has been provided with the following comments from staff related to the landscape plan:

- 1) Please clarify the trees being counted for replacement, especially those that will count towards the shade tree provisions;
- 2) Please remove the dawn redwood from the shade tree portion of the planting schedule, as these trees do not count towards fulfilling the shade tree requirements for the site;
- 3) Please provide more detail related to the shade trees being provided, as the site appears to be short 10 shade trees. Based on the impervious area, 26 shade trees are required for this site. Credit for the one existing tulip poplar which is to remain and 20% or 5 understory tree (sweetbay magnolia) substitution, pending VRRB's approval of the substitution, has been provided for in the calculations. If you wish to pursue the substitution request, the calculations will also need to be added to the landscape plan. Staff recommends reducing the number of crape myrtles, since they do not count towards the shade tree provisions, and consider substituting some of those with black gum, allee elm or winter king hawthorne trees;
- 4) Based on the number of shade trees required, please make sure that 7 shade trees are provided for in the front yard areas;
- 5) Please revise the plant material along the drive-through section, this material should be evergreen as to provide vegetative screening for the drive-through;
- 6) The landscape plan being revised if any modifications are made to the site plan.

Staff explained that the revised landscape plan has addressed items 1-5, staff recommend approval subject to item #6. A motion was made by Winkler to approve the landscape plan subject to the remaining item noted by staff. Motion was seconded by Hollyfield and motion passed unanimously.

4. **Sign Ordinance Amendments:**

a) Review a request for an amendment to Chapter 3, Specific District Regulations, Section XII., General Commercial District (C-1), F., Mixed Use Town Center, Subsection 2. b., of the Farragut Zoning Ordinance, related to the size of menu boards in the C-1/MUTC area.

Staff provided an overview of the item. After discussing the two options noted in staff's write-up, the board recommended the option to treat menu boards as site elements, similar to HVAC and dumpster enclosures, thereby exempting this type of sign from the sign ordinance (in the C-1/MUTC and other commercial areas within the town) provided the following conditions are satisfied:

- 1) The entire menu board structure shall be architecturally compatible with the principal building;
- 2) The entire menu board shall be screened with opaque materials (which may include evergreen plant material) so that, throughout the year, it is not visible from adjacent properties and/or rights of ways.
- 3) The screening plan for such a structure shall be reviewed as part of the site and landscape plan review with the applicable standards in the Architectural Design Standards (ADS) also being applied.
- 4) The entire structure shall not exceed 40 square feet.

A motion was made by Layman to recommend an amendment to the menu board provisions in the C-1/MUTC area and the other commercial districts where this type of sign would be permitted provided the conditions noted above are satisfied. Motion was seconded by Hollyfield and motion passed unanimously.

b) Review a request for an amendment to the Farragut Sign Ordinance and the Zoning Ordinance, to allow for drive-through canopies and signage in the C-1/MUTC.

Staff presented the item to the board. After considerable discussion occurred related to this item. After discussing the request with the applicant, a motion was made by Hollyfield to recommend for an amendment to allow for drive-through canopies in the C-1/MUTC area provided the following conditions are satisfied:

- 1) The canopy contains no signage other than one (1) information/directional sign limited to one (1) square feet and mounted to the ordering panel;
- 2) The color and materials of the canopy shall be architecturally compatible with the principal building;
- 3) There shall be no illumination associated with the canopy structure with the exception of the ordering panel;
- 4) The canopy shall be screened with opaque materials (which may include evergreen plant material) so that, throughout the year, it is not visible from adjacent properties and/or rights of ways. The screening plan for such a structure would be reviewed as part of the site and landscape plan review with the applicable standards in the Architectural Design Standards (ADS) also being applied.

- 5) The support feature shall be limited to a depth of three (3) feet at the point where the structure strikes the ground, with the support feature being less than 4'-6" in width and the overall footprint being less than thirty (30) square feet, which includes the ceiling.
- 6) The span of the canopy shall be limited to a span of seven (7) feet and limited in width to 4'-6" with a maximum height clearance of 8'-6".

Motion was seconded by Anderson and motion passed unanimously.

c) Review a request for an amendment to Sections 9-406(3)(e) and (4)(d) of the Farragut Sign Ordinance, related to directional signs.

Staff presented the item to the board and noted that similar to last month, this item involves a request to amend the Farragut Sign Ordinance as it relates to directional signage.

Staff explained the request and noted that similar to the Concord Baptist Church request in April, the entire sign ordinance will need to be overhauled to be in compliance with the Supreme Court's recent decision related to Reed v. Town of Gilbert. Staff explained that pavement markings could be applied at this time to direct the vehicular traffic exiting the drive-through until the sign ordinance is revised. There was discussion between the board and the applicant related to the request. After further discussion, the applicant requested the item be removed from the agenda. A motion was made by Winkler to remove the item from the agenda at the request of the applicant. Motion was seconded by Stow and motion passed unanimously.

d) Review a request for an amendment to Sections 9-406(3)(r) and (4)(o) of the Farragut Sign Ordinance, to allow for additional wall signage in the C-1/MUTC.

Staff presented the item to amend Title 9, Chapter 4, Section 9-406(3)(r) and (4)(o), of the Farragut Sign Ordinance to allow for additional wall signage within the C-1/MUTC area.

After discussing the request with the applicant, a motion was made by Layman to recommend an amendment to allow for secondary wall sign for properties within the C-1/MUTC provided the following conditions are satisfied:

- 1) The property shall be located along a major arterial;
- 2) There is no surface parking in the front yard area(s);
- 3) The second wall sign be limited in size to 0.75:1 ratio. The thought being that the larger wall sign directs the patron to the building and the smaller sign serves as an entrance marker;
- 4) The second sign shall only be placed on the wall where the primary entrance is located and shall face the primary parking lot area;
- 5) The wall sign facing the parking area shall have the same illumination as the wall sign facing the public street. Box or cabinet style signs shall not be permitted.

Motion was seconded by Anderson and motion passed unanimously.