

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, September 27, 2016 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Jeanie Stow, Duane Winkler, Brittany Moore, Edwin Anderson and Randy Armstrong. Cindy Hollyfield was absent.

1. Election of Officers

The staff introduced this item and asked that each officer be voted on separately. For the office of Chairman, a motion was made by Winkler to re-appoint Marty Layman. Motion was seconded by Stow and motion passed unanimously. For the office of Vice-Chairman, a motion was made by Winkler to nominate Brittany Moore. Motion was seconded by Anderson and motion passed unanimously. For the office of Secretary, a motion was made by Winkler to nominate Cindy Hollyfield. The motion failed due to a lack of a second. A motion was made by Stow to nominate Edwin Anderson. Motion was seconded by Winkler and motion passed unanimously.

2. Minutes:

The July 26, 2016 minutes were approved as submitted with Layman abstaining

3. Ground Mounted Sign Applications:

a) First Watch – 111 Lovell Road

Tenant panel on existing ground mounted sign at The Shops at Lovell Place

Staff reviewed the revised tenant panel and recommended approval. A motion was made by Anderson to approve the panel as revised. Motion was seconded by Stow and motion passed unanimously.

b) David H. Dunaway & Associates – 11826 Kingston Pike, Ste. 210

Tenant panel on the existing Chamber of Commerce ground mounted sign

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

c) Halloween City – 11240 Kingston Pike

Tenant panel on existing ground mounted sign at the old Kroger property

Staff reviewed the item and provided an overview of the Architectural Design Standards (ADS). Based on staff's review of the ADS, staff feels the tenant panel is architecturally inconsistent in style and color with the existing tenant panel on the

ground mounted sign. The proposed tenant panel should be similar in background color and material. Staff recommended denial of the sign as currently proposed.

Staff noted that since this business is temporary, the applicant could apply for a compliant temporary sign of up to 20 square feet (a Shop Farragut sign). The staff is concerned that, although this entity is temporary, another temporary entity could occupy this space in the future and request to install signage that does not satisfy the applicable provisions of the ADS. This could end up being a longer term issue that, in the staffs' view, would not be desirable. Such temporary entities should be held to the same standards as more permanent entities so as not to establish a bad precedent.

After considerable discussion, a motion was made by Winkler to deny the tenant panel and recommended the business utilize the Shop Farragut temporary signage. Motion was seconded by Armstrong and motion passed unanimously.

d) Don Delfis Pancake House and Restaurant – 120 West End Avenue
Tenant panel on existing ground mounted sign

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

e) Bank of America – 10735 Kingston Pike
26 square foot internally illuminated ground mounted sign

Staff presented the request for the proposed ground mounted sign. After discussion, a motion was made by Stow to approve the sign subject to an as-built survey to verify the setbacks being submitted and utilizing a minimum of 6" high letters on the sign. Motion was seconded by Anderson and motion passed unanimously.

f) Dairy Queen – 11208 Kingston Pike
40 square foot internally illuminated ground mounted sign

Staff provided an overview of the request. Staff noted that this is the former Krispy Kreme location on Kingston Pike. The new ground mounted sign will have a black background with a red, orange, blue and white *DQ* logo. Staff questioned if the addressing should be more pronounced and affixed to the top of the sign. Staff added that the existing landscaping used for the Krispy Kreme ground mounted sign will be utilized to meet the landscaping requirements. After discussion, a motion was made by Moore to approve the ground mounted sign subject to the addressing be affixed to the top of the sign and an as-built survey being submitted to verify setbacks once the sign is complete. Motion was seconded by Armstrong and the motion passed unanimously.

- g) **Shell/Pilot** – 13065 Kingston Pike
32 square foot internally illuminated ground mounted sign

Staff provided an overview of the request and noted that the proposal is to change out the face on the existing ground mounted sign at the Pilot located at the intersection of N. Watt Road and Kingston Pike. Staff added that the sign face is proposed to have a white background and incorporate the Shell and Pilot logos on the sign. A motion was made by Moore to approve the panel as presented. Motion was seconded by Stow and motion passed unanimously.

4. Wall Sign Applications:

- a) **Halloween City** – 11240 Kingston Pike

Staff presented the item and noted that the applicant has requested a wall sign permit, which has currently been installed without a permit, for the building elevation facing Brooklawn Street. Based on staff's review of the ADS, staff feels the wall sign is architecturally inconsistent in style and color with the existing wall signs in the development. Staff recommended denial of the sign as currently proposed.

After considerable discussion, a motion was made by Layman to deny the wall sign with a recommendation of utilizing a white background and more substantial material. Motion was seconded by Anderson and motion passed unanimously.

5. Discussion of November and December meeting schedule.

Staff noted that in the past the VRRB has elected to cancel the regularly scheduled meetings in November and December due to the Thanksgiving and Christmas holidays. The 2016 dates for the regularly scheduled meetings are November 22 and December 27. Staff proposed cancelling the November and December regularly scheduled meetings and scheduling a meeting on another date.

A motion was made by Anderson to cancel the November 22nd and December 27th meetings. Motion was seconded by Moore and motion passed unanimously.

A motion was made by Anderson to reschedule the November and December meeting dates to Tuesday, November 29th. Motion was seconded by Stow and motion passed unanimously.

6. Discussion of rezoning notification sign sample.

Staff provided a sample of the new rezoning notification sign at the meeting for comment.