



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, May 22, 2018 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Jeanie Stow, Brittany Moore, Cindy Hollyfield, Edwin Anderson, Randy Armstrong and Kaivon Kiumarsi.

1. Minutes:

The April 24, 2018 minutes were approved as submitted.

2. Ground Mounted Sign Applications:

a) *Mortgage Investors Group – 11201 West Point Drive*

Modification of previously approved tenant panel in existing ground mounted sign.

Staff explained that the applicant was simply modifying the look of a tenant panel that was originally approved at the March meeting. The proposed panel is legible and staff recommended approval. A motion was made by Anderson to approve the new panel design. The motion was seconded by Stow and passed unanimously.

b) *Tire Discounters - 709 N. Campbell Station Road (former Exxon station site)*

36-square foot ground mounted sign for the Tire Discounters store being developed at 709 N. Campbell Station Road on the Exxon Station site.

Staff noted that the applicants had proposed a Changeable Copy” sign and that the regulations permit changeable copy signs only for schools, government owned facilities, and gas stations (prices only). Staff recommended that the changeable copy sign be denied and that the sign should be redesigned accordingly.

A motion was made by Anderson to deny the requested sign. The motion was seconded by Kiumarsi and passed unanimously.

On a related matter, staff asked for the Board’s input on the red color proposed for the Tire Discounters signs. Staff explained that the sign company had done a color analysis and found that the proposed red was very close to one of reds (#d64531) on the Town’s color palette. The company therefore wanted to utilize its proposed color. Staff noted that two wall sign applications had been submitted and approved subject to the Board’s approval of the color. The Board briefly discussed the proposed red and found that they agreed that it was very close to one of the Town’s colors. A motion was made by Stow to approve the use of the proposed red color as presented. The motion was seconded by Anderson and passed unanimously.

3. Interstate/Interchange Pole Sign Application:

- a) Tire Discounters - 709 N. Campbell Station Road (former Exxon station site).
340-square foot interstate/interchange pole sign for the Tire Discounters store being developed at 709 N. Campbell Station Road on the Exxon Station site.*

Staff explained that the applicants were requesting approval of a 340-square foot interstate/interchange pole sign. Staff noted that the Town's sign regulations only allow interstate/interchange pole signs within the C-2 zoning district for businesses that cater to interstate travelers by providing gas, food, or lodging. Staff noted that the tire store does not qualify as providing gas, food, or lodging and recommended denial of the requested sign. A motion was made by Hollyfield to deny the requested sign. The motion was seconded by Kiumarsi and passed unanimously.

4. Review and Selection of Youth Member Representative:

The Board reviewed two youth member representative applications for the coming fiscal year. The applicants were Haley Cionfolo and Alex Butler. The Board members discussed the applications, noting that they were both strong contenders with excellent references. The Board noted that Alex Butler's interests in architecture and design, and his work with graphic design programs would lend itself to the Board's focus and responsibilities for reviewing sign and landscaping design plans. A motion was made by Stow to nominate and select Alex Butler as next year's youth member representative. The motion was seconded by Anderson and passed unanimously.