



FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, October 22, 2019 in the Board Room at the Farragut Town Hall. Marty Layman presided. Members in attendance were Marty Layman, Randy Armstrong, Brittany Moore, Cindy Hollyfield, Kaivon Kiumarsi, David Freeman, Alderman Ron Pinchok and Youth Representative Lilian Scott. Board member Jeanie Stow was absent.

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

1. Minutes:

A motion was made by Hollyfield to approve the September 24, 2019 minutes as submitted. The motion was seconded by Moore and the motion passed unanimously.

2. Ground Mounted Sign Applications:

a) Walgreens - 11927 Kingston Pike (store #7760)

Ground sign replacement for the Walgreens Store located at 11927 Kingston Pike

Walgreens requested approval to replace the sign faces on an existing monument ground sign located at 11927 Kingston Pike.

The staff explained that Walgreens and Kroger had entered into a partnership to distribute select products in each other's stores. The request involved refacing the existing Walgreens sign to include a Kroger Pickup identification element. No other changes to the existing sign were proposed. The staff then noted that the new sign face appeared legible and recommended approval.

Ms. Moore made a motion for approval. The motion was seconded by Armstrong and it passed unanimously.

b) Walgreens – 601 North Campbell Station Road (store #5053)

Ground sign replacement for the Walgreens Store located at 601 North Campbell Station Road.

Walgreens requested approval to replace the sign faces on an existing monument ground sign located at 601 North Campbell Station Road.

The request involved refacing the existing Walgreens sign to include a Kroger Express identification element. No other changes to the existing sign were proposed. The staff noted that the new sign face appeared legible and recommended approval.



Mr. Armstrong made a motion for approval. The motion was seconded by Kiumarsi and it passed unanimously.

c) Kroger – 186 Brooklawn Street (store #686)

Tenant panel (ground sign) replacement for the Kroger Store located at 186 Brooklawn Street.

Kroger requested approval to replace their tenant panels on an existing monument ground sign located at 186 Brooklawn Street.

The request involved replacing the existing Kroger tenant panel with one that included a Walgreens Health & Beauty identification element. No other changes to the existing sign were proposed. The staff also provided the Board with the lettering sizes of other panels on the sign to better judge legibility. The staff then noted that the new sign face appeared legible and recommended approval.

Ms. Hollyfield made a motion for approval subject to the required landscaping being reestablished around the base of the sign. The motion was seconded by Moore and it passed unanimously.

d) Dental Co. Tenant Panel – 11117 Kingston Pike

Revised Tenant Panel (Ground sign) for Dental Co. located at 11117 Kingston Pike.

Dental Co. requested approval to install revised tenant panels on an existing monument ground sign located at 11117 Kingston Pike in the Premier (Eyecare) Center.

The staff explained that after the last meeting the applicant requested a revision that would include the dentist's name at the bottom of the panel. The proposed revision appeared to be a compromise between the panel options reviewed at the last meeting and the one approved for legibility reasons. It included a larger font for the dentist's name at the bottom of the sign than the one used on the original version that was rejected last month.

The Board discussed the request. Chairman Layman noted that he thought the previously approved sign would be more visible and effective but that the new design appeared to be legible and could be approved. The membership agreed. Mr. Armstrong made a motion to approve the revised tenant panel. The motion was seconded by Moore and it passed unanimously.



3. Other Business

a) Annual Stream Cleanup

The Board discussed possible dates for its annual stream cleanup event. The membership opted for Saturday, November 9th at 9:00 a.m.

b) Sign Ordinance Update Committee Report

The staff gave a brief report on the most recent activities of the committee now working to update the Town's sign regulations.

Meeting adjourned at 7:30 p.m.