

FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, April 26, 2022. Chairman Marty Layman presided. Members in attendance were Marty Layman, Alderman Ron Pinchok, Jeanie Stow, and Stephen Marlowe. Brittany Moore, Randy Armstrong, Derek Wright and Youth Representative Inas Lalani were absent.

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

1. Minutes:

A motion was made by Ms. Stow to approve the March 22, 2022, minutes as submitted. The motion was seconded by Alderman Pinchok, and it passed unanimously.

2. Ground Mounted Sign Applications

a) Great Clips – 137 Brooklawn Street (Campbell Station Exchange/Kroger Shopping Center)

Individual Tenant Panel Sign located at the Campbell Station Exchange/Kroger Shopping Center, Brooklawn and Campbell Station Road entrance.

Staff noted that the Board provided input on the tenant panel's design at the March 22, 2022, meeting. Staff then recommended approval.

Chairman Layman mentioned the board reviewed the sign at the last meeting and Alderman Pinchok mentioned this month's meeting should make sure there were no changes to the sign submission. Staff confirmed the artwork was the same as the last meeting and that the sign had been installed.

Mr. Marlowe made a motion to approve as submitted. Ms. Stow seconded the motion, which passed unanimously.

b) Great Clips – 137 Brooklawn Street (Campbell Station Exchange/Kroger Shopping Center)

Individual Tenant Panel Sign located at the Campbell Station Exchange/Kroger Shopping Center, Kingston Pike frontage.

Great Clips is requesting approval for an individual tenant panel sign located along the Kingston Pike frontage of the shopping center.

Chairman Layman confirmed with staff that this sign is the same design as the first Great Clips tenant panel but is for the ground sign at the Kingston Pike end of Brooklawn Dr. Alderman Pinchok motioned to approve, and Mr. Marlowe seconded the motion which passed unanimously.

c) Elkmont Station – 103 South Campbell Station Road (Farragut Gateway Center)

Individual Tenant Panel Sign located at 103 South Campbell Station Road, Farragut Gateway Center, South Campbell Station Road entrance area.

Staff presented the tenant panel for Elkmont Station noting that this is the Campbell Station Road sign which is the smaller of the two ground signs for this property. Staff also noted the width of the font used on the panel is narrow and affects legibility. Staff recommended to increase the font width and, if necessary, limit the sign to just the business name to improve the legibility and effectiveness of the panel. Staff also noted that the sign company submitted an alternate version of the sign removing the “antlers” from the “K” and the phrase “Crafty Food and Drink”, making it more legible, but the clients preferred the original sign submitted.

Chairman Layman mentioned the alternate version was obviously very easy to read which is one of the things they would want. He mentioned they may be able to keep the antlers, but it would make the letters smaller.

Staff mentioned they discussed with the sign company that they may be able to remove the “crafty food and drink” to increase legibility, but the client prefers the antlers on the tenant panel.

Alderman Pinchok confirmed the alternate version was much clearer and easier to read from a distance.

Ms. Stow mentioned without the “crafty food and Drink” you wouldn’t know what they were.

Staff mentioned that this building is close to the street and their approved wall signs for the building include the “crafty food and drink” tag line.

Mr. Marlowe mentioned he preferred the one that just says Elkmont Station, Mr. Pinchok agreed.

The board discussed the wall sign visibility and tenant panel options.

Alderman Pinchok recommended removing the antlers, moving Elkmont station as far left as possible and stacking “crafty food & drink”.

Ms. Stow mentioned she thought they needed the “crafty food & drink” on the Kingston Pike sign.

Chairman Layman stated it is ultimately the applicant’s decision what wording goes on the sign, and the board needed to focus on the legibility.

Alderman Pinchok recommended removing the antlers, increasing Elkmont Station as and stacking “crafty food & drink”.

The board agreed the antlers were distracting and decreased legibility.

Alderman Pinchok made a motion to eliminate the antlers and increase the size of the Elkmont Station letters, keeping “crafty food & drink” Mr. Marlowe seconded the motion and it passed unanimously.

d) Elkmont Station – 103 South Campbell Station Road (Farragut Gateway Center)

Individual Tenant Panel Sign located at 103 South Campbell Station Road, Farragut Gateway Center, Kingston Pike Frontage.

Staff noted that the business address was 103 South Campbell Station, but the business has two ground signs, one on Kingston Pike and one on Campbell Station Rd. Staff also noted the artwork submitted for the two signs is the same but the Kingston Pike sign is on the left side of the page.

Alderman Pinchok made a motion for the larger sign on Kingston Pike, that the antlers be eliminated, Elkmont Station letters be increased, and the “crafty food & drink” be stacked to the right as far over as possible. Ms. Stow seconded the motion which passed unanimously.

e) Prosource Home Buyers – 11002 Kingston Pike

Individual Tenant Panel Sign located at 11002 Kingston Pike.

Prosource Home Buyers is requesting approval for an individual tenant panel sign located at 11002 Kingston Pike.

Staff noted the proposed tenant panel appeared to be legible and recommend approval.

Chairman Layman mentioned the sign is legible. Alderman Pinchok questioned the darkness of the lettering compared to the others on the sign. Staff mentioned it appears to be partially because of the size of the letters of the other panels and the poor quality of the photo.

Staff confirmed the letters were day/ night vinyl so they would be black and would likely show up darker on the actual sign versus the artwork.

Alderman Pinchok made a motion to approve as is. The motion was second by Mr. Marlowe and the approval was unanimous.

f) The Grove at Boyd Station Subdivision Sign (North Entrance) – Located off McFee Road

Permanent Ground Mounted Subdivision Signs located along McFee Road.

Staff noted The Grove at Boyd Station Subdivision is requesting approval for two permanent ground mounted signs located at the subdivision’s northernmost entrance (Iron Plow Dr.) located off of McFee Road. The plan calls for two identical entrance signs and supporting ornamental wall structures, located at the corners of the entrance road (Iron Plow Drive). Each sign is 20 square feet in area, for a total of 40 square feet as permitted by the ordinance. The proposed signs are located within an open-space lot that will eventually be controlled by the development’s HOA. Proposed landscaping around the signs and ornamental walls is included.

Chairman Layman mentioned it appeared that the landscaping would primarily be behind the sign to keep it from blocking the sign when it grows.

Mr. Marlowe mentioned the trees appeared to be behind the sign for that reason and the plants being used are ground cover and grass fescue.

Staff noted that they had discussed the landscaping with the applicant and that their idea was to keep trees in the area but behind the sign and that they are planning to use a ground cover to prevent weeds from growing in between the landscaping walls.

Chairman Layman mentioned lighting is external illumination and appears to shield glare. He also mentioned the sign was very easy to read.

He questioned if development mailboxes or other structures were going to be near this sign and if they were compatible

Staff mentioned they didn't believe the mailboxes were near that entrance, but the developers understand our compatibility requirements

Mr. Marlowe made a motion to approve the sign subject to an as-built survey being required to document that the installed sign meets all setback and other applicable requirements. Ms. Stow seconded the motion and it passed unanimously.

g) Farragut Station Development, Unified Development Master Sign, – 11320 Outlet Drive

Unified Development Master Sign – 11320 Outlet Drive.

Farragut Station Development and Top Golf is requesting approval for a Unified Development Master Sign located at 11320 Outlet Drive.

Staff noted the Board provided input on the design of this sign at its October 2021 meeting. The sign will be located on the SKORE Hotel site, which is part of the larger Farragut Station development area. The sign appears compliant with the Town's Zoning Ordinance, but the setbacks are close to the minimum requirements of 10 feet from the side property line and 20 feet from the interstate ROW. Staff recommended approval subject to an as-built survey being required to document that the setbacks and other applicable requirements are met.

Chairman Layman commented that the sign submission appeared to be the same as the sign they previously reviewed, and he had no issue with it.

Staff showed the board the placement of the sign.

Alderman Pinchok questioned how many businesses would be on the sign. Staff confirmed prior renderings may have had more tenant panels, but they have decided to go with three panels.

Alderman Pinchok moved to approve subject to an as-built survey being required to document that the setbacks and other applicable requirements are met. Mr. Marlowe seconded the motion; it was approved unanimously.

3. Other Business

a) Continued Review and Recommendation of Potential Amendments to the Sign Ordinance, with a Discussion of Wall Signs

Staff requested that we table this discussion until Bart Hose can be present for the discussion, but asked if they had any questions or comments, they wanted staff to discuss or address at the next meeting.

Alderman Pinchok moved to table the item to the next meeting. Ms. Stow seconded the motion which passed unanimously.

The board and staff continued to discuss some questions they had regarding the wall sign process. Alderman Pinchok mentioned they don't want to slow down the process for businesses. Chairman Layman questioned if staff could make item #2 on the VRRB agenda a list of wall mounted signs approved by staff between the meetings, understanding that they are already approved, but allowing the board the opportunity to ask questions and provide feedback for future sign approvals.

Staff noted that they would start adding the approved signs to the agenda beginning at the next meeting.

The board continued to discuss how previous wall signs were handled and if a public meeting would be required if they were providing input on the wall signs. Chairman Layman noted that given the nature of the VRRB it would be nice to know what signs have been approved because they are often asked about signs in the town, having the list would help them answer those questions. The board also discussed the process of wall and ground signs and how much input they have on the signs.

b) Staff mentioned the need to revisit the stream cleaning event for the VRRB adopted stream section.

Meeting adjourned at 7:34pm