



## FARRAGUT VISUAL RESOURCES REVIEW BOARD – Minutes

The Farragut Visual Resources Review Board met on Tuesday, June 27, 2023. Chairman Marty Layman presided. Members in attendance were Marty Layman, Brittany Moore, Derek Wright, Mayor Ron Williams, and Youth Representative Anna Gibbs. Randy Armstrong, Stephen Marlowe, and Jeanie Stow were absent.

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

### 1. Minutes

A motion was made by Mayor Williams to approve the May 23, 2023, minutes as submitted. The motion was seconded by Ms. Moore, and it passed unanimously.

### 2. Staff Report – Wall Sign Applications Approved in the Past Month

The staff reported that the following wall sign application had been approved during the past month:

- Sonobello – 11403 Parkside Dr.
- Sonobello (Under Canopy Sign) – 11403 Parkside Dr.
- Allstate – 11309 Station West Dr.
- Park + Alley (Campbell Station Rd Elevation) – 102 N. Campbell Station Rd.
- Park + Alley (Parking Lot Elevation) – 102 N. Campbell Station Rd.
- Burlington (Parking Lot Elevation) - 11449 Parkside Dr.
- Burlington (Interstate Elevation) - 11449 Parkside Dr.
- Island Fin Poke – 11615 Parkside Dr.
- Bentley Medical – 11668 Parkside Dr.
- Knoxville Academy of Martial Arts (KAMA) – 10961 Kingston Pk.

### 3. Ground Mounted Sign Applications:

#### a) Life Stance Health – Located at 11840 Kingston Pike

*Individual Tenant Panel Sign located at 11840 Kingston Pike.*

Life Stance Health requested approval for an individual tenant panel sign at 11840 Kingston Pike.

The staff recommended approval noting that the panel appeared to be legible.

Ms. Moore made a motion to approve the sign. Mayor Williams seconded the motion, which passed unanimously.

**b) Bentley Medical – Located at 11668 Parkside Drive**

*Individual Tenant Panel Sign located at 11668 Parkside Drive.*

Bentley Medical requested approval for an individual tenant panel sign located at 11668 Parkside Drive.

The staff explained that the proposed sign was a smaller panel on the structure and that the applicant had maximized the font size given the limited area. Staff noted that it appeared to be reasonably legible when compared to the other panels on the sign.

The Board briefly discussed the sign and its legibility. Mr. Wright made a motion to approve the sign. Mayor Williams seconded the motion, which passed unanimously.

**c) Kroger – Located at 189 Brooklawn Street**

*Individual Tenant Panel Sign located at the corner of Brooklawn Street. and North Campbell Station Road.*

Kroger requested approval for an individual tenant panel sign located at the corner of Brooklawn Street and North Campbell Station Road.

The staff explained that the ordinance requires the tenant panels on a sign structure to have a consistent background color. Staff then noted that the applicants had revised the plan to include blue lettering on a white background, as requested, and recommend approval.

Mayor Williams made a motion to approve the revised sign with blue lettering on the white background. Ms. Moore seconded the motion, which passed unanimously.

**d) Island Fin Poke – Located at 11615 Parkside Drive**

*Individual Tenant Panel Sign located at 11615 Parkside Drive.*

Island Fin Poke requested approval for an individual tenant panel sign located at 11615 Parkside Drive.

Staff pointed out the font size and stylized lettering used on the sign panel and its potential effect on legibility. Staff explained that he had suggested the applicants look to modify the sign to increase the font size, if possible, but they chose to stay with their initial submission.

The Board discussed the sign and felt that it was probably legible enough for approval but thought that the applicants should reevaluate the design to see if the font could be enlarged. Mr. Wright made a motion to approve the sign with a recommendation that the applicants also consider design changes to increase the font size if possible. Mayor Williams seconded the motion, which passed unanimously.

e) **Taco Bell – Located at 11217 Kingston Pike**

*Primary Ground Mounted Sign located at 11217 Kingston Pike.*

Taco Bell requested approval for a primary ground mounted sign located at 11217 Kingston Pike.

The staff explained that the plan materials originally submitted did not meet minimum standards and the applicant was provided with the following review comments and revision requests:

1. Please provide the actual sign face area. The maximum allowable is 40 square feet with at least a 20-foot setback. The reported face area of this sign is listed as 54 square feet.
2. The address numbers must appear at the top of the sign and the numerals must be at least 8" tall. Please revise the plan.
3. Please provide a fully dimensioned plan for the sign and sign structure (must include overall height above grade)
4. Please provide a dimensioned site plan showing/verifying the location of the sign in relation to property lines and easements. If a copy of an existing/previous site survey is not available from the owner, please contact staff to see if the lines can be reasonably approximated in the field.
5. Please provide a compliant landscape plan documenting that the existing and/or proposed landscaping is compliant.
6. Please note how the sign is, or is proposed to be, lit. If lighting changes are proposed, please provide a compliant plan.

The staff then noted that all revised plan materials submitted to date either fail to address the original comments/deficiencies and/or address them in a noncompliant manner. Staff recommend denial of the ground sign request.

Mayor Williams made a motion to deny the noncompliant ground sign plan and request. Mr. Wright seconded the motion, which passed unanimously.

f) **Taco Bell – Located at 11217 Kingston Pike**

*Menu Board Ground Sign located at 11217 Kingston Pike.*

Taco Bell requested approval for a replacement menu board ground sign located at 11217 Kingston Pike.

The staff explained that the Taco Bell is located within the Mix-Use Town Center Planning area, which modifies the underlying zoning and requires the menu board and associated apparatus to be architecturally compliant with the principal building. The staff then explained that the plan materials originally submitted did not meet

minimum standards and the applicant was provided with the following review comments and revision requests:

1. The menu board and all associated apparatus/equipment must be architecturally compatible with the building. This includes the colors used. Please use colors on the menu board structure, the OCU and canopy structure, and the drive-thru clearance bar structure that are consistent with the color scheme/palate used on the building. The purple color is not an approved color and was not used on the building.
2. Please also provide color photos and/or color renderings of the actual building and all proposed menu board / drive-thru equipment to more completely document compatibility.
3. The overall height of the menu board cannot exceed 6 feet. Please adjust plans to comply with this standard.

The staff then noted that all revised plan materials submitted to date either fail to address the original comments/deficiencies and/or address them in a noncompliant manner. Staff recommend denial of the menu board sign request.

Mayor Williams made a motion to deny the noncompliant menu board sign plan and request. Mr. Wright seconded the motion, which passed unanimously.

- g) The Church of Jesus Christ of Latter Day Saints – Located at 13001 Kingston Pike**  
*Primary Ground Mounted Sign is located at 13001 Kingston Pike.*

This agenda item was withdrawn and deferred to a subsequent meeting at the request of the applicant.

#### **4. Landscape Plan Applications**

- a) The Church of Jesus Christ of Latter Day Saints – Located at 13001 Kingston Pike**  
*Landscape plan for The Church of Jesus Christ of Latter Day Saints.*

This item involved a required landscape plan for The Church of Jesus Christ of Latter Day Saints Temple being developed at 13001 Kingston Pike. The site plan for the facility has been reviewed by the Planning Commission.

Staff briefly reviewed the landscape plan for the facility noting that it was extensive and included required shade trees, replacement trees, and building/parking lot landscaping. The staff also noted that the applicants had made several requested revisions and/or corrections to the plan and recommend approval of the revised plan.



Mr. Daniel Boutte, a Landscape Architect with Lose Design, applicants, was present to address any questions that the Board might have. The Board discussed the plan with Mr. Boutte and amongst themselves. Mayor Williams made a motion to approve the revised plan. Ms. Moore seconded the motion, which passed unanimously.

The Board also questioned Mr. Boutte regarding the withdrawn ground sign application. Issues surrounding the Town's requirement to have the address number displayed at the top of the sign were discussed. The staff noted that he had discussed the issue and several design alternatives with the applicants, however, they remained concerned with the impact on the proposed sign's overall design. Mr. Boutte indicated that he would revisit the issue with the church and that a ground sign plan would be resubmitted for consideration at a future meeting.

#### **4. Other Business**

##### **a) Citizen Comment/Question – Ms. Mary-Ellen Branan**

Ms. Mary-Ellen Branan addressed the Board to call attention to a potential landscaping issue regarding the recently installed score board at Concord Baptist Church and Concord Christian School. Ms. Branan noted that several of the required screening trees planted in connection with the score board's approval had died and/or been removed. The staff stated that he would check the site and contact the church to address the matter.

**Meeting adjourned at 8:25 pm**