



TENNESSEE TECHNOLOGY CORRIDOR DEVELOPMENT AUTHORITY

REPORT OF STAFF RECOMMENDATION

Meeting Date: 6/10/2019
File Number: 6-C-19-TOS
Applicant: NORTHSTAR CHURCH
Request: SIGN PERMIT

Address: 9929 Sherrill Blvd
Map/Parcel Number: 131 10101
Location: North side of Sherrill Boulevard, west of Frank Gardner Lane
Existing Zoning: C-6 (General Commercial Park) / TO-1 (Technology Park Overlay) and C-3 (General Commercial) / TO-1 (Technology Park Overlay)
Proposed Zoning: NA
Existing Land Use: Church
Proposed Land Use: Building sign
Appx. Size of Tract: 15.27 acres
Accessibility: Access is via Sherrill Blvd., a major collector street with a four lane street section.
Surrounding Zoning and Land Uses:
North: RP-1 (Planned Residential) - Vacant land
South: PC-2 (Retail and Distribution Park) / TO-1 (Technology Park Overlay) - I-40 / I-75
East: C-3 (General Commercial) / TO-1 (Technology Park Overlay) - Cemetery and vacant land
West: C-3 (General Commercial) / TO-1 (Technology Park Overlay) & CB (Business and Manufacturing) / TO (Technology Overlay) - Medical office and vacant land

Comments: 1) This is a request for approval of a revised building sign for the new church auditorium for Northstar Church which is located on a 15.27 acre tract on the north side of Sherrill Boulevard, west of Frank Gardner Lane. The previous sign approval was for a metal wall sign of 99 square feet (100 square foot maximum) that was approved by the Board on April 9, 2018.
2) The applicant is requesting approval of a building sign with 226 square feet which would require approval of a waiver from the maximum sign area requirement of 100 square feet as identified in Section 4.4.3 of the Design Guidelines.
3) The applicant is wanting the larger sign to serve as a billboard to draw attention to the church for nonmembers.. They want the sign to be clearly visible from the Interstate Highway that is approximately 540 feet from the front of the new building. Based on the letter height table for signs provided by the applicant (see attached letter from Studio Four Design), 54 inch high letters are recommended for "readable distance for maximum impact".
4) It is staff's position that the proposed increase in sign size is not needed to identify the Church from the adjacent streets. The table provided by the applicant provides suggested letter sizes for both "readable distance for maximum impact", and "maximum readable distance". The previously approved sign utilized both 36 inch and 17 inch letters which would be readable from Sherrill Boulevard at a maximum distance of approximately 400 feet and the Interstate at 540 feet.
5) The approved and proposed sign will be illuminated by ground mounted up lighting.

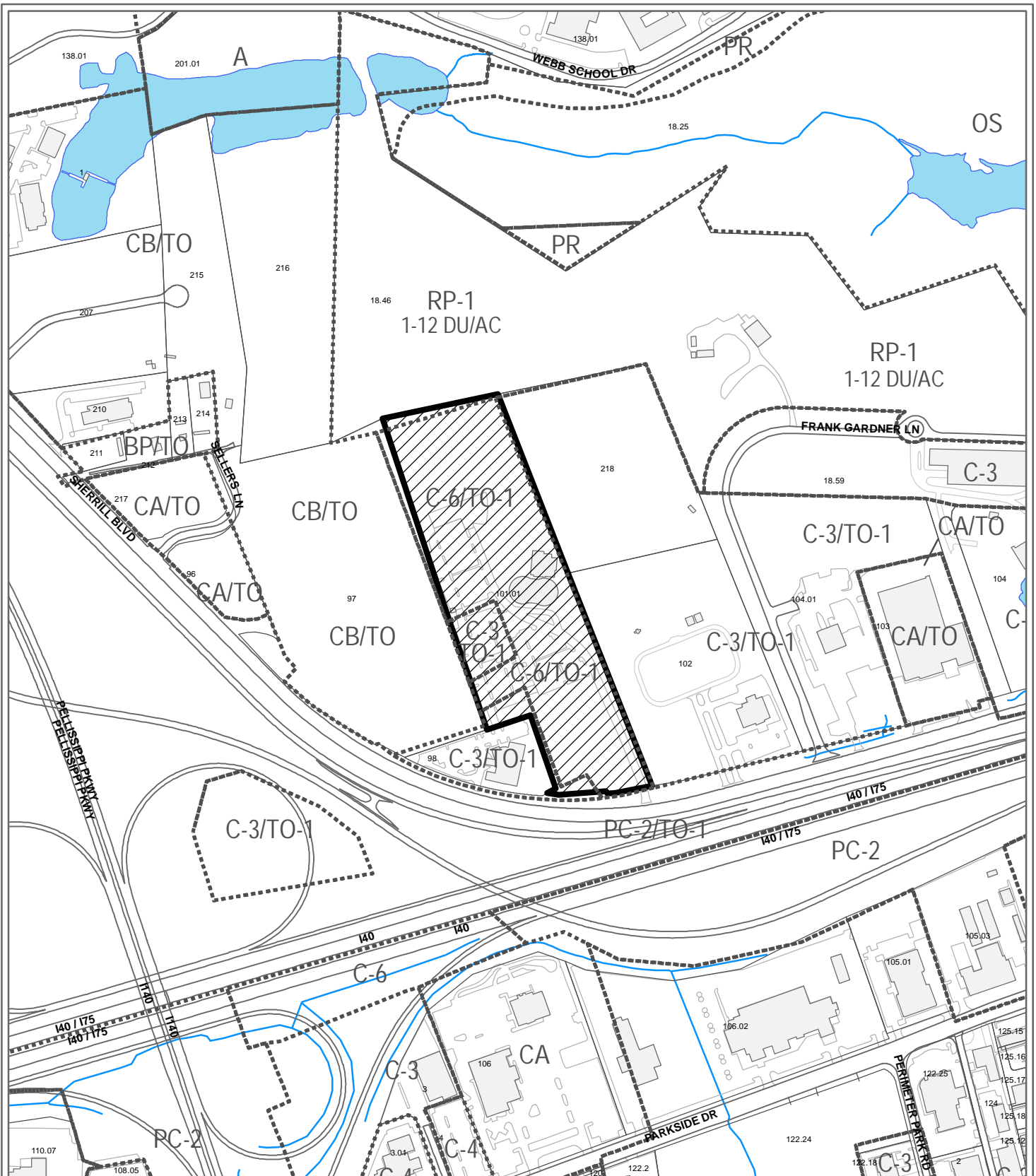
**Design Guideline
Conformity:** As proposed the building sign does not comply with the TTCDA Design Guidelines.

**Waivers and
Variances
Requested:** A waiver is being requested from the maximum sign area requirement 100 square feet as identified in Section 4.4.3 of the Design Guidelines to allow a building sign with a maximum area of 226 square feet.

Staff Recommendation:

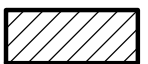
Staff recommends DENIAL of the requested waiver from Section 4.4.3 of the Design Guidelines to allow the maximum size of the building sign to be increased from 100 square feet to 226 square feet for the reasons identified in comment #4 above.

Staff recommends DENIAL of the proposed building sign based on the denial of the requested waiver.



**6-C-19-TOS
CERTIFICATE OF APPROPRIATENESS**

Petitioner: Northstar Church

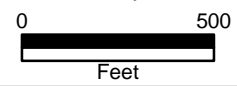


Purpose of Request: Signage

Map No: 131

Jurisdiction: City

Original Print Date: 5/21/2019 Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902





**STUDIO
FOUR
DESIGN**

April 30, 2019

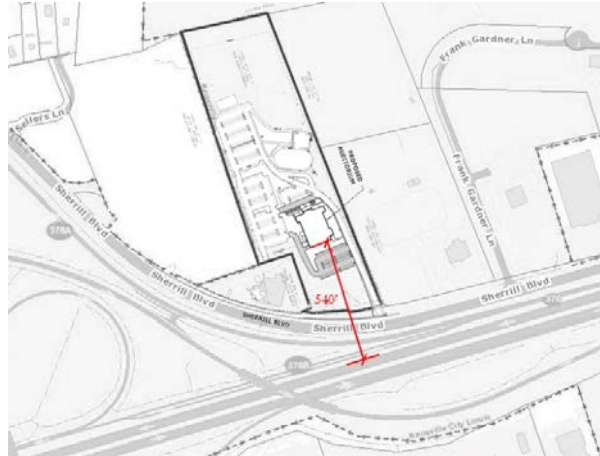
Mr. Thomas Brechko, AICP
Metropolitan Planning Commission
400 Main Street
Knoxville, TN 37902

6-C-19-TOS

Re: Waiver Request for NorthStar Church Building Signage TTCCA

NorthStar Church is planning on using the sign located on the south elevation as their main source of signage. They are wanting this elevation to act as a “billboard” for the church. The mission of the church is “NorthStar Church exists to bring Glory to God by leading people to become fully devoted followers of Jesus Christ.” NorthStar wants to use the sign as a way to reach nonmembers. They want people to drive down I-40 and see the sign and make people become interested in what NorthStar Church is. This is one of the many ways that they are able to live out their mission.

The south elevation is located 540’ from the interstate, see image below. The chart to the right explains that at 540’ for readable distance for the maximum impact the letter height must be 54”. The proposed sign includes the NORTHSTAR letters to be 54” tall. This is the ideal height and size.



MAXIMUM READABLE DISTANCE	READABLE DISTANCE FOR MAXIMUM IMPACT	LETTER HEIGHT
100'	30'	3"
150'	40'	4"
200'	60'	6"
350'	80'	8"
400'	90'	9"
450'	100'	10"
525'	120'	12"
630'	150'	15"
750'	180'	18"
1000'	240'	24"
1250'	300'	30"
1500'	360'	36"
1750'	420'	42"
2000'	480'	48"
2250'	540'	54"
2500'	600'	60"

TTCCA Guidelines:

Sign size is limited to 1 square foot of sign for every linear foot of building or business frontage up to a maximum of 100 square feet. The size of a sign shall be measured by using the outer limits of the surface of the sign upon which the copy is placed. The size of signs that are comprised exclusively of letters and/or symbols shall be measured using the outer limits of each letter and symbol.

four14 Clinch Avenue
Knoxville TN 37902

865.523.5001
studiofourdesign.com

**NorthStar Church Linear Feet of Elevation – 110’
Max Size of Building Signage – 100 sf**

DESIGN MATTERS



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DESIGN**

C-6 Zoning Guidelines:

11.6. Commercial and industrial zone districts (C-1, C-2, C-3, C-4, C-5, C-6, C-7, PC-1, PC-2, SC-1, SC-2, SC-3, BP-1, I-1, I-2, I-3 and I-4).

a. Types of signs and dimensions allowed. In commercial and industrial districts, the following signs on a nonresidential parcel or lot shall be allowed, subject to the following dimensional requirements:

1. Development directory and project directional signs may be approved as part of a master sign plan in accordance with the regulations at section 9.4.
2. Attached signs with a total allowed sign area equal to ten (10) percent of the wall area of the primary building elevation(s), and such sign area may be used on any elevation of the building.

NorthStar Church Area of South Elevation – 3,620 sf
Max Size of Building Signage – 3,620 X .1 = 362 sf

Please provide a waiver to allow for a total square footage of building signage of 226sf. The attached drawings show the option 1, which is what was previously approved and based on 100sf, and option 2, which is 226sf.

Please let me know if you have any questions or need any additional information on the above item. Thank you for your time.

Sincerely,

Studio Four Design Inc.

Macy Rudell, AIA Assoc.
Architectural Associate

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Knoxville TN 37902

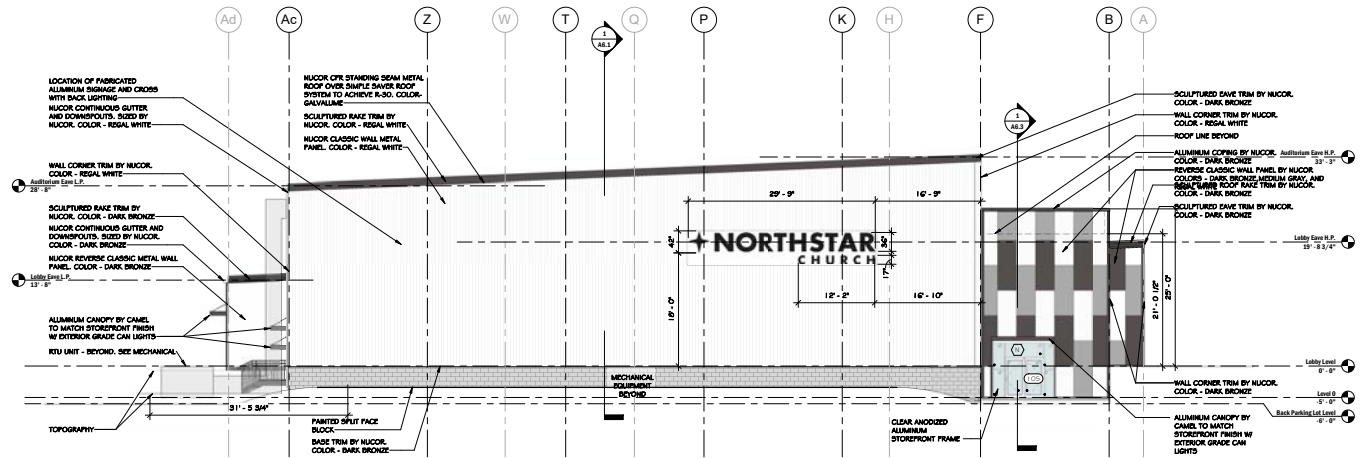
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DESIGN MATTERS



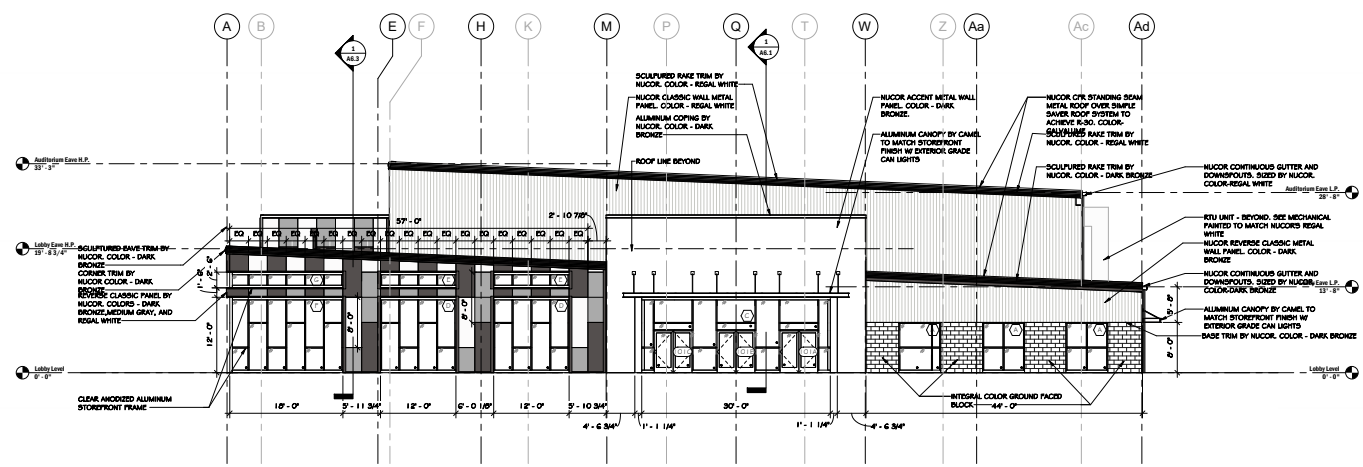
STUDIO FOUR DESIGN

Architecture & Interiors
Planning Graphics Consulting
four4 Church Ave., Knoxville, TN 37962
t 865 523-5001 f 865 523-5003
studiofourdesign.com



NOTE # DENOTES TEMPERED GLAZING.
ALL WALLS TO BE 2" X 8" UNLESS DIMENSIONED OTHERWISE.

2 South Elevation
1:10' = 1'-0"



NOTE # DENOTES TEMPERED GLAZING.
ALL WALLS TO BE 2" X 8" UNLESS DIMENSIONED OTHERWISE.

1 North Elevation
1:10' = 1'-0"

6-C-19-TOS



Project Name:	Northstar Church	
Address:	3933 Sherill Blvd Knoxville, TN 37932	
Project Number:	171306.00	
Date:	06/16/18	
Drawn By:	MCJM/MS	
Checked By:	KJAM/SC	
Drawing Issued For:	<input type="radio"/> Submittal Design <input type="radio"/> Design Development <input checked="" type="radio"/> Construction	
Revisions:		
No.	Date	Description

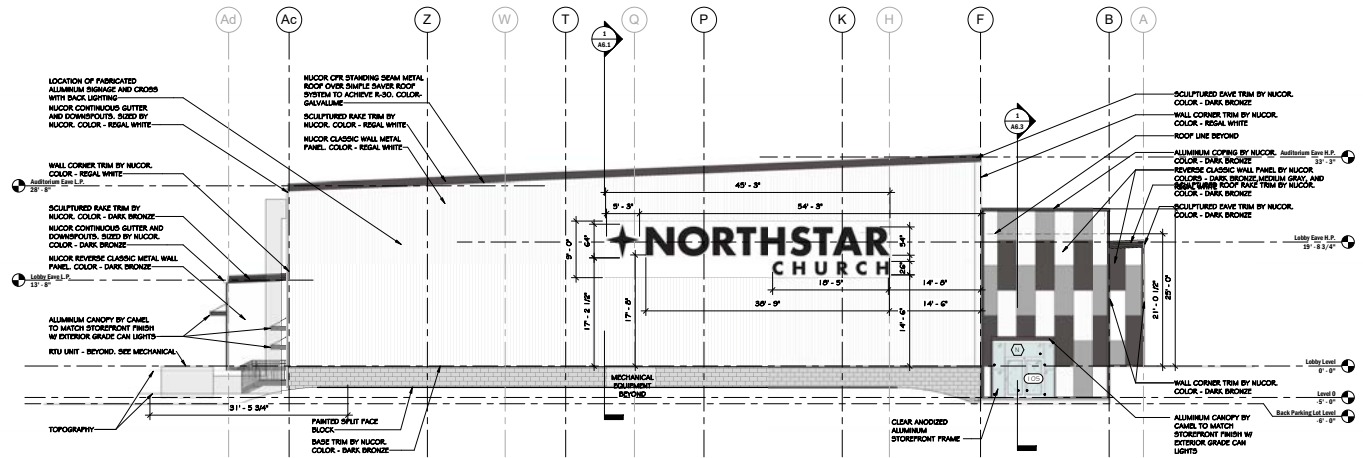
Sheet Title:
Elevation
Sheet No:
A5.1

Date: 6/16/2018 9:52:54 AM
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File: C:\Users\mcfour\Documents\17130600\6-C-19-TOS.dwg (last saved: 6/16/2018 9:52:54 AM)
Plot: 6-C-19-TOS.dwg
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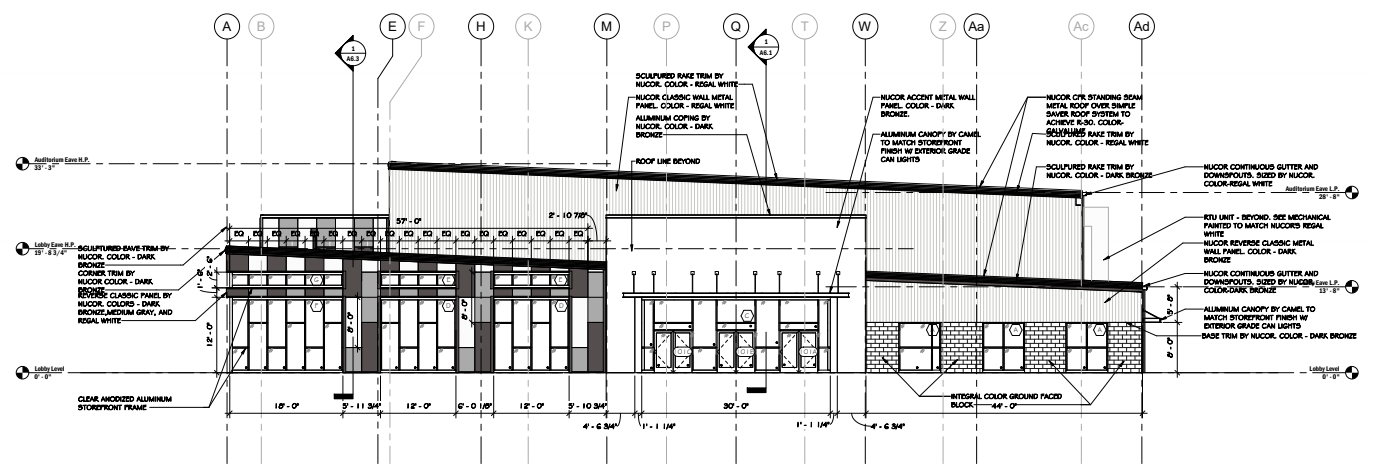
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A5.1

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