

Report of Staff Recommendation

Tennessee Technology Corridor Development Authority

File Number:

8-B-20-TOS

Applicant: LORI COLBURN / T AND T SIGNS, INC

Request: SIGN PERMIT

Meeting Date: 8/10/2020

Address: 10867 Hardin Valley Rd.

Map/Parcel Number: 103 103

Location: Northwest side of Hardin Valley Rd., northeast side of Performing Arts Way

Existing Zoning: PC (Planned Commercial)/TO (Technology Overlay)

Proposed Zoning: N/A

Existing Land Use: Shopping Center

Proposed Land Use: Sherwin Williams paint store

Appx. Size of Tract: 4.1 acres

Accessibility: Access is via Hardin Valley Rd., a minor arterial street with a 3-lane section with 44' pavement width within an 80' right-of-way

Surrounding Zoning and Land Uses: North: PC (Planned Commercial) / TO (Technology Overlay) - Pellissippi State Campus

South: PC (Planned Commercial) / TO (Technology Overlay) - Southeast Bank and vacant land

East: BP (Business and Technology) / TO (Technology Overlay) - Residences

West: PC (Planned Commercial) / TO (Technology Overlay) - Pellissippi State Campus

Comments:

- 1) This is a request for two building signs and a yard sign in the shopping center located at 10867 Hardin Valley Rd. The signage is for Sherwin Williams, which is located in an infill building at the front of the lot. This building has two frontages, one on Hardin Valley Road and the other on Performing Arts Way. The building design was recently approved by the TTCDA in December 2019 (Case # 12-A-19-TOB).
- 2) To determine the maximum square footage allowed, staff used the longer building façade facing Performing Arts Way, which measures 108 linear feet. Therefore, the maximum building signage area allowed is 100 square feet.
- 3) There are two signs proposed for the building, and each will be placed on a facade facing a right-of-way. Both signs are identical in design. They comprise 45.46 square feet each, for a total area of 90.92 square feet. Each sign will be 5" deep aluminum channel directly mounted to the building façade and internally lit with a matte finish. The signs will consist of processed graphics applied to the sign surface. They will utilize LED lights for the internal illumination.
- 4) The double-sided yard sign is 6-ft high and comprises 50 square feet on each side for a total of 100 square feet. The proposed sign face material is panned clear lexan with vinyl graphics applied to the surface. The sign cabinet will be fabricated aluminum with an internal tube steel frame. It will be back-lit with LED lighting mounted on aluminum bent channels set 12" apart.
- 5) The yard sign is proposed to be located 10 feet from the right-of-way at the entry into the shopping center and would require a 10-ft waiver from the front setback requirement. The existing parking lot and previously approved landscaping plan limit the space available for the sign, and Knox County Engineering has confirmed the sign position would not limit sight distance for vehicles making left turns out of the parking lot. For these reasons, staff recommends approval of the waiver.
- 6) The applicant is also proposing a temporary sign for the grand opening. It meets the

requirements of the TTCDA Guidelines and would be allowed for a maximum of 15 days.
7) The applicant submitted parking lot signage, but these are not reviewed by TTCDA. They will be reviewed by Knox County at the time of the signage permit review.

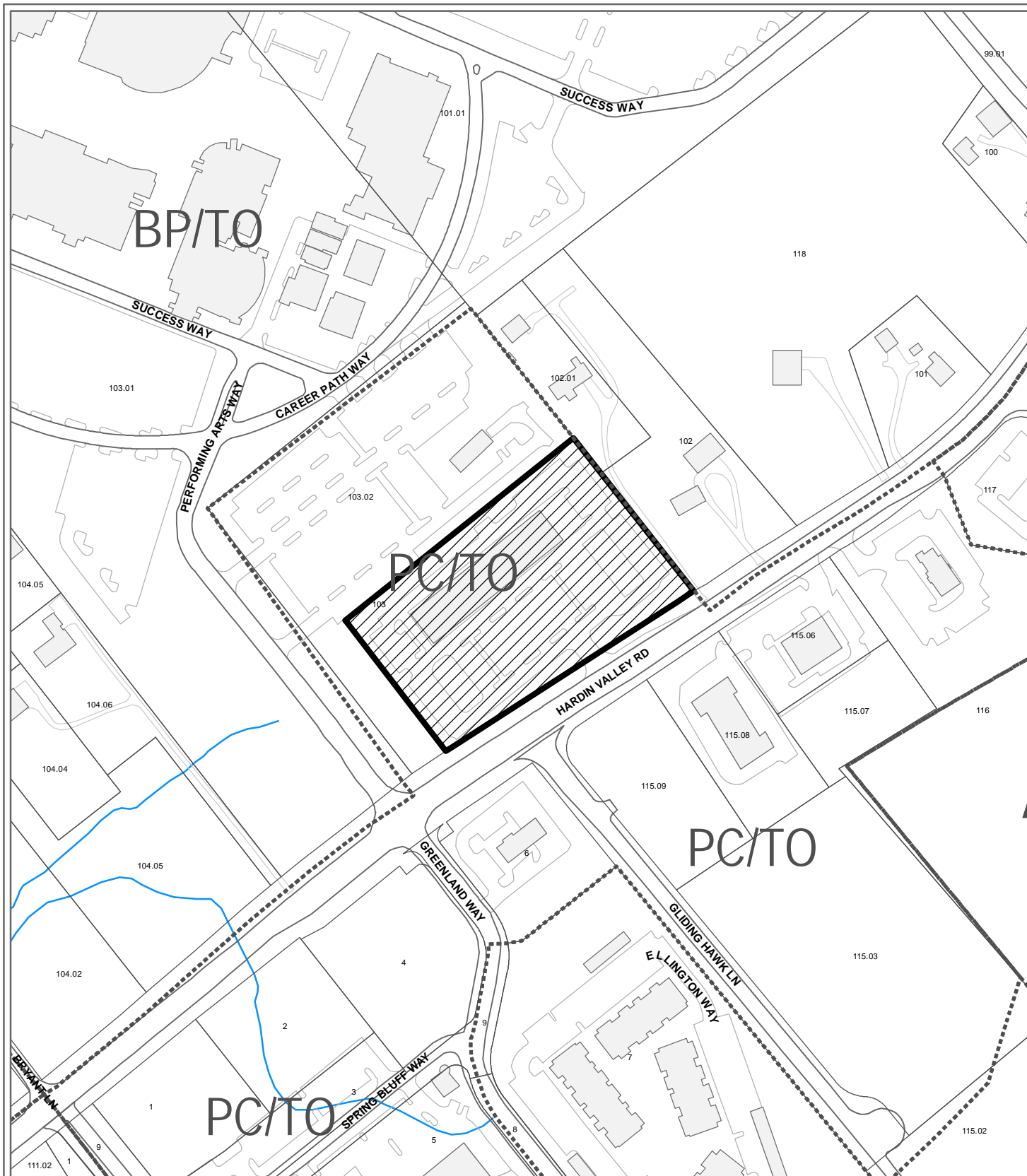
Design Guideline Conformity:	This request complies with the TTCDA Design Guidelines.
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Waivers and Variances Requested:	The applicant is requesting a waiver to reduce the required 20-ft front yard setback from the right-of-way to 10 ft for the proposed yard sign.
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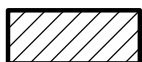
Staff Recommendation:

Based on the application and sign plans as submitted, staff recommends APPROVAL of a Certificate of Appropriateness for a sign permit, subject to the following condition:

- 1) Meeting all relevant requirements of the Knox County Zoning Ordinance, as appropriate.



**8-B-20-TOS
CERTIFICATE OF APPROPRIATENESS**



Purpose of Request: Signage

Original Print Date: 8/3/2020 Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

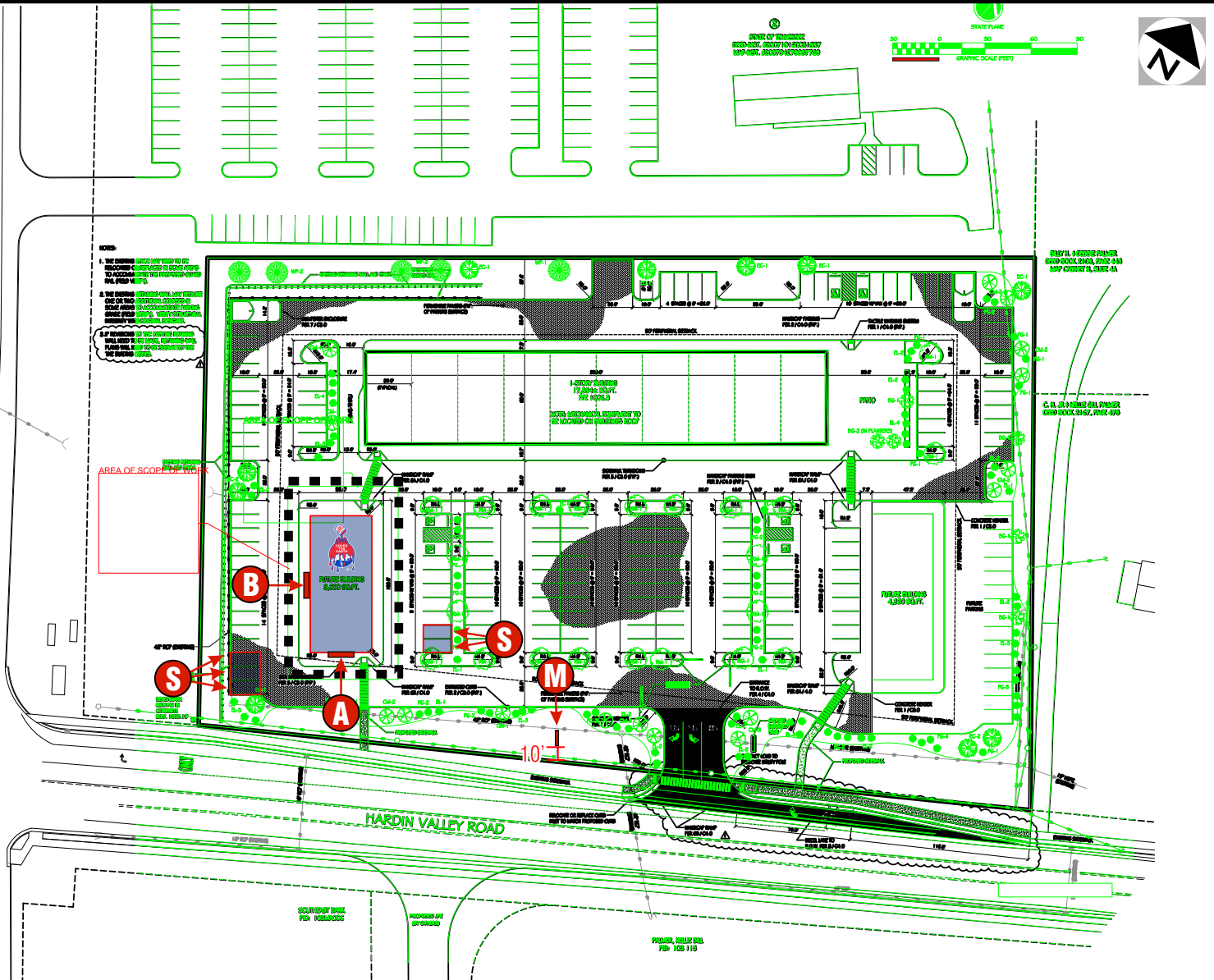
Petitioner: Colborn, Lori

Map No: 103
Jurisdiction: County



SITE PLAN

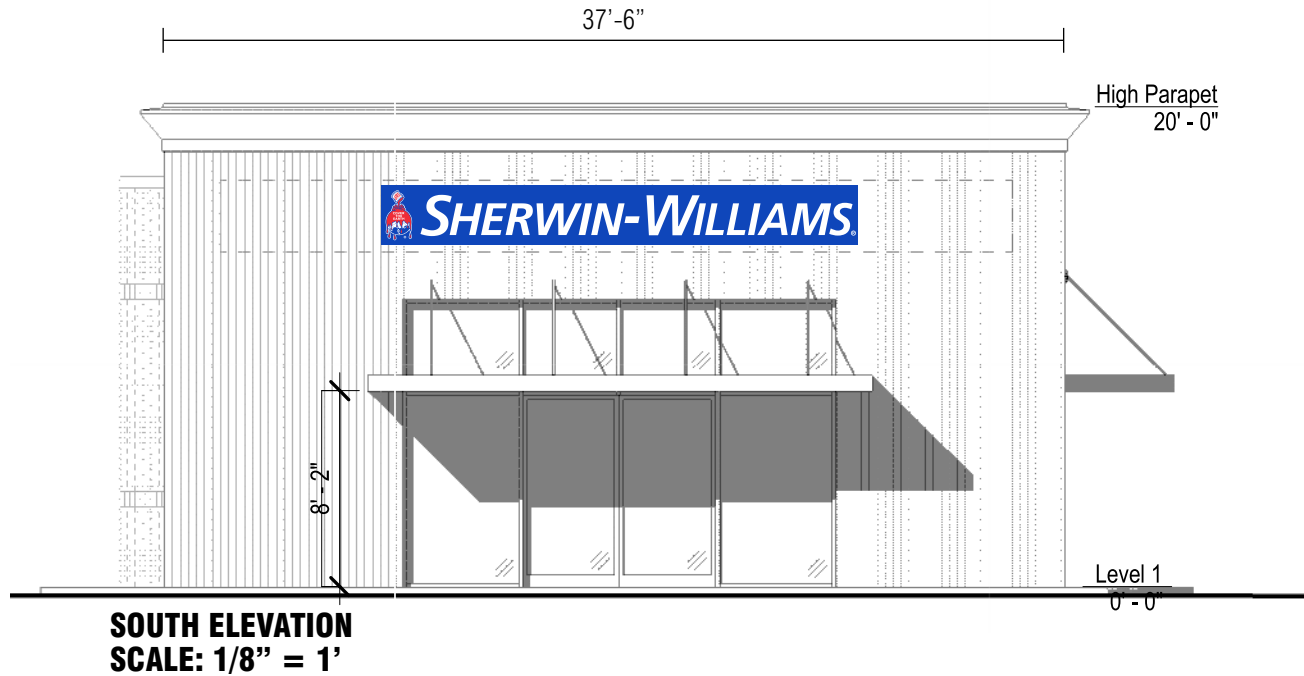
- ⊕ MANHOLE (EXISTING)
- ⊙ MANHOLE (PROPOSED)
- UTILITY POLE
- OH — OVERHEAD UTILITY LINE
- SA — SANITARY SEWER (EXISTING)
- SA — SANITARY SEWER (PROPOSED)
- SL — SEWER LATERAL (BLACK WATER)
- GR — GREASE LINE (GRAY WATER)
- W — WATER LINE (EXISTING)
- W — WATER LINE (PROPOSED)
- FL — WATER LINE (PROPOSED)
- ⊕ WATER METER
- ⊕ HYDRANT ASSEMBLY
- ⊕ WATER VALVE
- ⊕ THRUST BLOCK
- X — FENCE LINE
- GR — GUARD RAIL
- ST — STORM DRAIN AND HEAD WALL
- SF — SILT FENCE



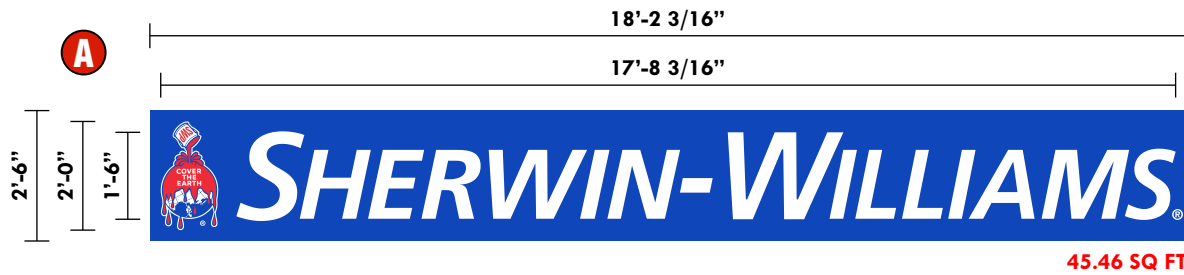
NOTE: TTCD A REQUIRES A 20' SETBACK FROM RIGHT OF WAY. A 5' SETBACK FROM PROPERTY LINES ARE ALSO REQUIRED.

THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.

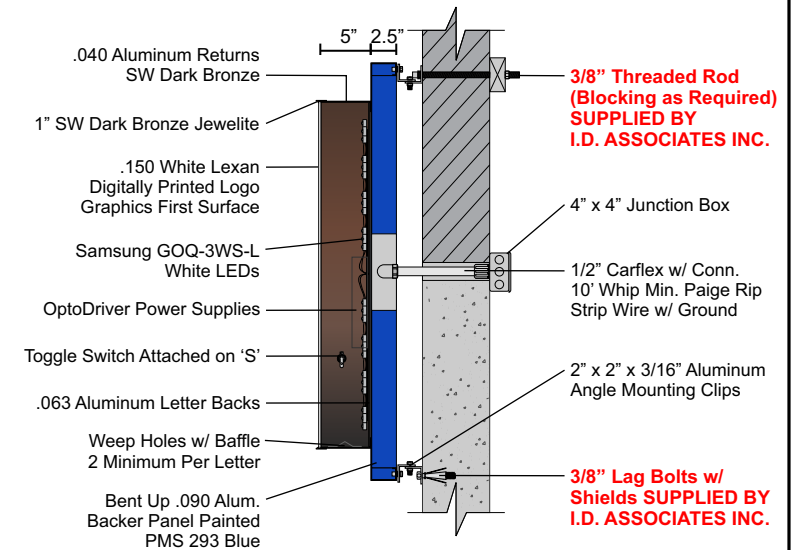
CLIENT:	SHERWIN WILLIAMS	STORE NO:	#NEW	REV. R1	04/02/20 JAS	REV.		REV.	
LOCATION:	KNOXVILLE, TN.	DATE:	03/27/20	REV. R2	04/03/20 JAS	REV.		REV.	
ACCOUNT REP:	L. MAYHEW	DRAWN BY:	DMS	REV. R3	07/09/20 JAS	REV.		REV.	
DRAWING NO:	SW_TN_KNOXVILLE-SIGN EXHIBIT			REV. R4	07/24/20 JAS	REV.		REV.	
EXHIBIT APPROVED BY:									



ALL SIGNS HAVE A MATTE FINISH

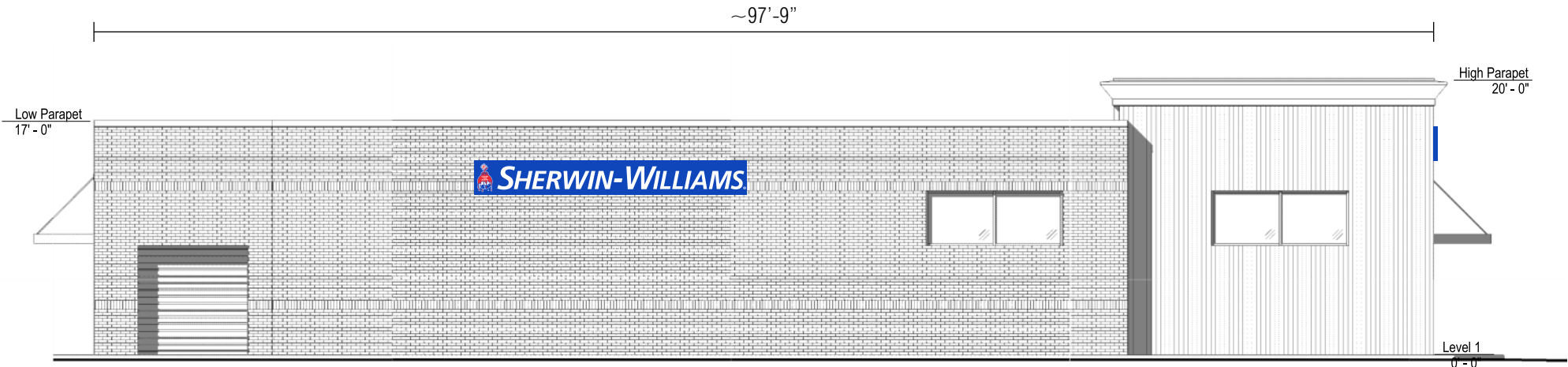


COLORS:



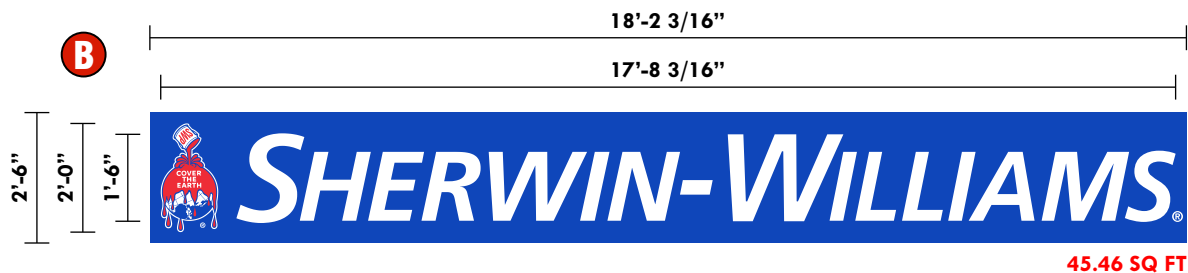
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CLIENT:	SHERWIN WILLIAMS	STORE NO:	#NEW	REV:	R1 04/02/20 JAS	REV:		REV:		REV:	
LOCATION:	KNOXVILLE, TN.	DATE:	03/27/20	REV:	R2 04/03/20 JAS	REV:		REV:		REV:	
ACCOUNT REP:	L. MAYHEW	DRAWN BY:	DMS	REV:	R3 07/09/20 JAS	REV:		REV:		REV:	
DRAWING NO:	SW_TN_KNOXVILLE-SIGN EXHIBIT			REV:	R4 07/24/20 JAS	REV:		REV:		REV:	
										EXHIBIT APPROVED BY:	

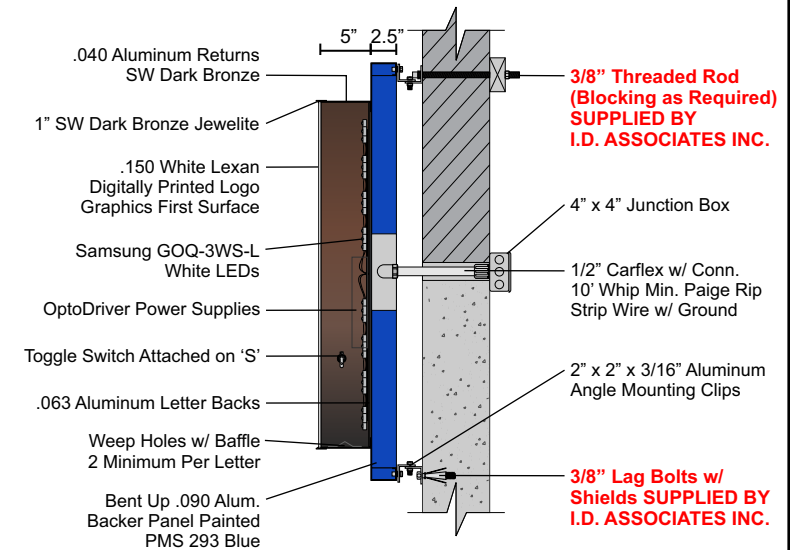


**SOUTHWEST ELEVATION
NOT TO SCALE**

ALL SIGNS HAVE A MATTE FINISH



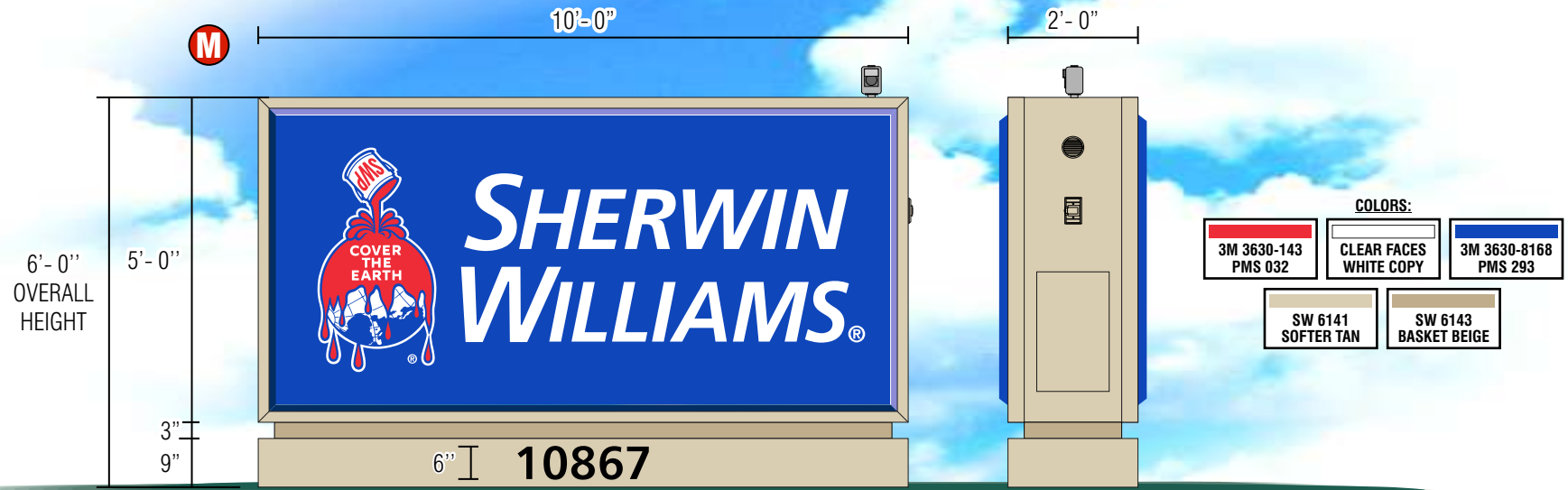
COLORS:



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								EXHIBIT APPROVED BY:	

ALL SIGNS HAVE A MATTE FINISH



CABINET: .050 Fabricated Aluminum Filler With Internal Tube Steel Frame. Interior Painted With White Light Enhancing Paint.

RETAINERS: 2" (Face Side) x 3" (Return Side) x .050 Fabricated Aluminum.

SIGN FACES: Panned Clear Lexan With Vinyl/Processed Graphics Second Surface. 3M 3630-143 Red Vinyl, 3M 3630-8168 Blue Vinyl, & Digitally Printed Logo.

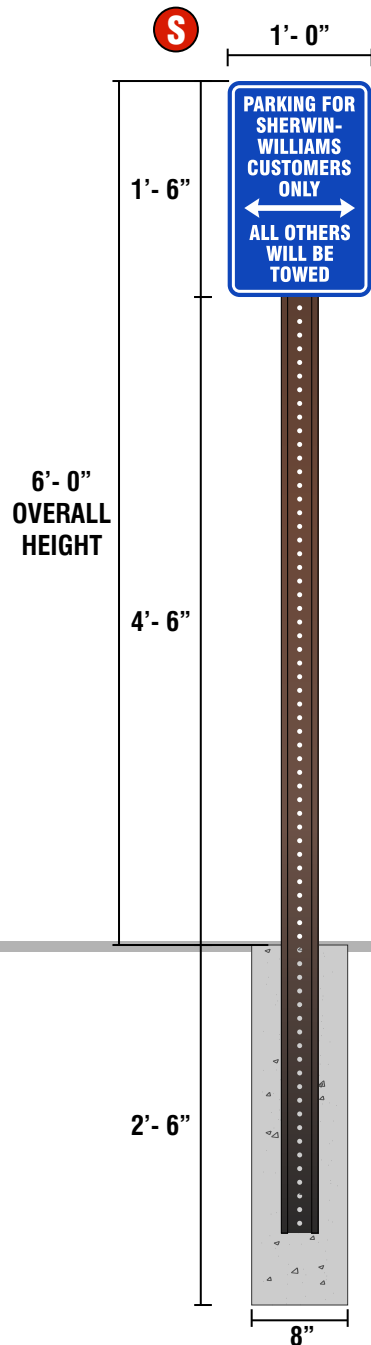
COLORS: Cabinet, Retainers, & Base Are Texcoated & Painted-SW 6141 Softer Tan. Reveal is Texcoated & Painted SW 6143-Basket Beige.

ILLUMINATION: Samsung White LEDs Mounted on .063 Aluminum Bent Channel 12" Apart. OptoDriver PLN-60-12 Power Supplies (.98 Amps Each).

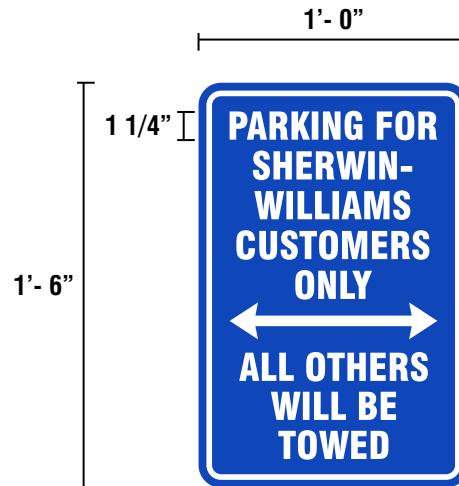
INTERNAL MOUNTING STEEL: Determined By Wind Speed.

ELECTRICAL NOTES: 120 Volts, 20 Amp Disconnect Switch, Photocell. General-Contractor And/Or Electrician To Coordinate With Sign Contractor The Exact Location Before Sign Placement. Final Connection To Primary Power By Sign Contractor.

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ALL SIGNS HAVE A MATTE FINISH



3M 3630-8168
PMS 293

COLORS:

WHITE
COPY

SW
DARK BRONZE

SINGLE FACE PARKING SIGNS (QTY = 5)

- .090 Aluminum Face
- Digitally Printed Graphics / Vinyl Graphics First Surface
- 1.5 Square Feet
- Mounted on U-Channel Post Painted SW Dark Bronze

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DRAWING NO:	SW_TN_KNOXVILLE-SIGN EXHIBIT			REV:	R4 07/24/20 JAS	REV:			

ALL SIGNS HAVE A MATTE FINISH



SINGLE FACE TEMPORARY BANNER

- White Banner Material
- Digitally Printed Graphics / Vinyl Graphics First Surface
- Grommets Spaced Approximately 24" Apart
- 32 Square Feet

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DRAWING NO:	SW_TN_KNOXVILLE-SIGN EXHIBIT	REV.	R4 07/24/20 JAS	REV.		REV.		EXHIBIT APPROVED BY:	

Sherwin-Williams Store

10865 & 10867 Hardin Valley Road
Knoxville, Tennessee 37932

12.03.2019

Building Plans for reference only



Schematic Design
12.03.2019

TITLE		DATE	BY	CHKD	APPD
T0.0	Cover Sheet	12.03.2019			
CIVIL					
C1.0	Site Plan - Overall Development				
LANDSCAPE					
L1.0	Landscape Plan - Overall Development				
SITE LIGHTING					
X1.1	Site Photometric Plan				
ARCHITECTURAL					
A1.0	Site Plan				
A1.1	Floor Plan				
A2.1	Elevations				

12-A-19-TOB
Revised: 12/3/2019

Owner:
Burr LLC, Jimmie Doss, President
1201 Cade Ln, Knoxville, TN 37922
T 865.742.4320
Contact: Jimmie Doss

Architect:
Studio Four Design
414 Clinch Ave, Knoxville, TN 37902
T 865.523.5001 F 865.523.5003
Contact: Aaron Jernigan

1 Contact Information
R/S

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Sherwin-Williams Store
Hardin Valley Retail
Center
10865 & 10867 Hardin Valley Road
Knoxville, Tennessee 37932



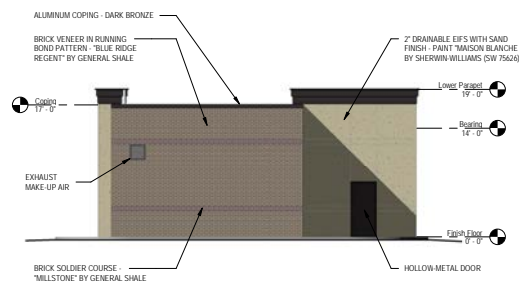
Project Phase: Schematic Design		
Issue Date: 12.03.2019		
Revisions		
No.	Description	Date

Job Number: 19087.00
Cover Sheet

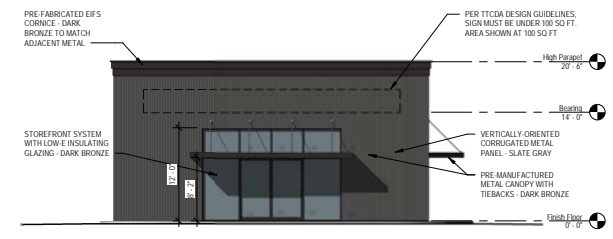
T0.0

Date: 12/20/19 9:55:55 AM
Drawn By: Auto Checked By: Coker
File: C:\Users\jgordon\Documents\19087\Hardin Valley Sherwin-Williams_T000.dwg
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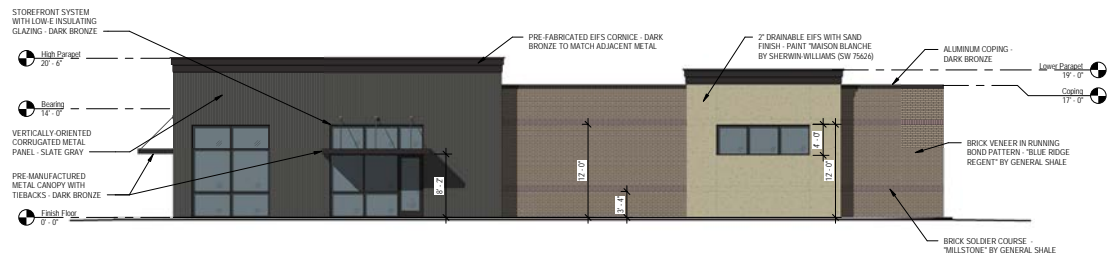
Building Plans for Reference Only



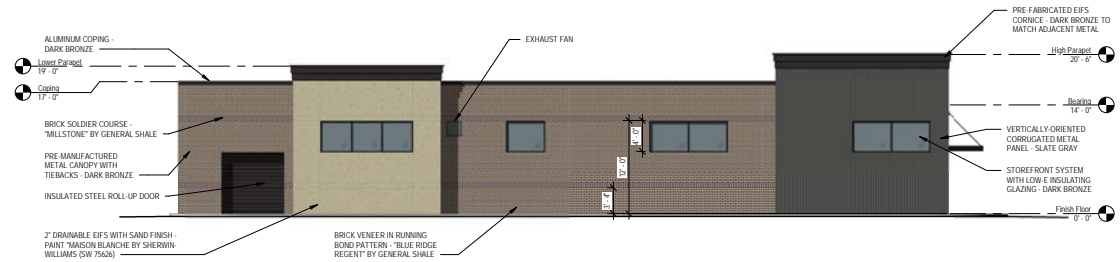
4 Northwest (Rear) Elevation
1/8" = 1'-0"



3 Southeast (Front) Elevation
1/8" = 1'-0"



2 Northeast (Side) Elevation
1/8" = 1'-0"



1 Southwest (Side) Elevation
1/8" = 1'-0"

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p 865 523-5001 f 865 523-5003
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Sherwin-Williams Store
Hardin Valley Retail Center
10865 & 10867 Hardin Valley Road
Knoxville, Tennessee 37932



Project Phase: Schematic Design

Issue Date: 12.03.2019		
Revisions		
No.	Description	Date

Job Number: 19087.00
Elevations

A2.1

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12-A-19-TOB
Revised: 12/3/2019



CERTIFICATE OF APPROPRIATENESS

Name of Applicant: T and T Signs, Inc
Date Filed: 7/9/2020 Fee Paid: _____ File Number: _____
Map Number: 103 Zoning District: PC/TO
Jurisdiction: ☐ City _____ Councilmanic District ☒ County 6 Commission District

PROPERTY INFORMATION

ADDRESS: 10867 HARDIN Valley Rd
STREET NUMBER AND NAME
GENERAL LOCATION: Near Pellissippi State main campus
PARCEL NUMBER(S): 103
SIZE OF TRACT: 4.1 ☒ ACRES ☐ SQUARE FEET

PURPOSE OF REQUEST

- ☐ BUILDING PERMIT — New Construction
☐ BUILDING PERMIT — Expansion or Renovation
☐ BUILDING PERMIT — Grading Plan
☐ REZONING
From: _____
To: _____
☒ SIGNAGE
☐ ZONING VARIANCE — (Describe and give reason)

NOTE: Four (4) copies of all plan materials are required to process the application. Please check all that apply:

- ☐ DEVELOPMENT PLAN
☐ BUILDING ELEVATIONS
☐ FLOOR PLAN
☐ LANDSCAPE PLAN WITH SCHEDULE
☒ SIGNAGE PLAN
☐ OFF-STREET PARKING PLAN
☐ OTHER:

APPLICATION CORRESPONDENCE

 — All correspondence relating to this application should be sent to:

PLEASE PRINT
Name: Lori Colboren Phone: 865-977-7095 Fax: 865-233-3939
Mailing Address: PO BOX 1094 ALCOA, TN 37701

APPLICATION AUTHORIZATION

 — I hereby certify that I am the authorized applicant, representing ALL property owners involved in this request or holders of option on same, whose signatures are included on the back of this form.

Signature: Lori Colboren
PLEASE PRINT
Name: Lori Colboren Phone: 865-977-7095 Fax: 865-233-3939
Mailing Address: PO BOX 1094 ALCOA, TN 37701

APPLICATION ACCEPTANCE

 — Staff Member who accepted this application: Michelle Foster