

# Report of Staff Recommendation

Tennessee Technology Corridor Development Authority

File Number:

5-D-20-TOS

**Applicant:** SOUTHERN SIGNS, INC.

**Request:** SIGN PERMIT

**Meeting Date:** 5/11/2020

---

**Address:** 10838 Hardin Valley Rd.

**Map/Parcel Number:** 103 11508

**Location:** South side of Hardin Valley Road, west of Valley Vista Road and east of Gliding Hawk Ln.

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

**Proposed Zoning:** No change

**Existing Land Use:** Tire service business

**Proposed Land Use:** Tire service business

**Appx. Size of Tract:** 1.33 acres

**Accessibility:** Hardin Valley Rd. is a minor arterial with a pavement width of 45.5 feet and a right-of-way width of 88 feet.

**Surrounding Zoning and Land Uses:** North: Strip center - PC (Planned Commercial), BP (Business Park), and TO (Technology Overlay)

South: Vacant lot - PC (Planned Commercial) and TO (Technology Overlay)

East: Vacant lot - PC (Planned Commercial), AG (Agricultural) and TO (Technology Overlay)

West: Vacant lot - PC (Planned Commercial) and TO (Technology Overlay)

---

**Comments:**

1. This is a request for approval of a yard sign and wall sign for Matlock Tire & Service, located on the south side of Hardin Valley Road, between Gliding Hawk Lane and Valley Vista Road. The building was approved in 2019 (# 9-A-19-TOB). Based on the 80-ft linear building frontage, both the yard sign and wall sign could have a sign area of up to 80 sq. ft.
2. The proposed sign area for the double-sided yard sign is 67.66 sq ft (33.83 sq ft per side). The proposed sign structure would be a 6-ft tall fabricated aluminum cabinet painted to match the building. It would have a 2-in arched cap and a 12-in base with a grounded junction box on the side to provide electric power. The sign itself consists of the business logo, which is proposed as an internally illuminated aluminum channel with a flat acrylic face. It includes the business name and logo on the main body of the sign, and is illuminated with 12V LED lighting. The logo consists of a green background with white letters, and a black outline for "Matlock". The street numbers are black and are ½" thick flat cut PVC mounted to the base. The sign is proposed 12-ft back from the street right-of-way, and a waiver is being requested to allow the reduction from the 20 ft setback requirement.
3. The proposed sign area for the wall sign is 50.38 sq ft. It consists of the business name, constructed of internally illuminated aluminum channel letters with a flat, white, acrylic face. The sign would be mounted to the front façade centered beneath the gable.

---

**Design Guideline Conformity:** This request complies with the TTCDA Design Guidelines with the approval of the requested waiver.

---

**Waivers and Variances Requested:** The applicant is requesting a waiver to allow a reduction of the required 20' front yard setback from the right-of-way to 12 ft for the proposed yard sign.

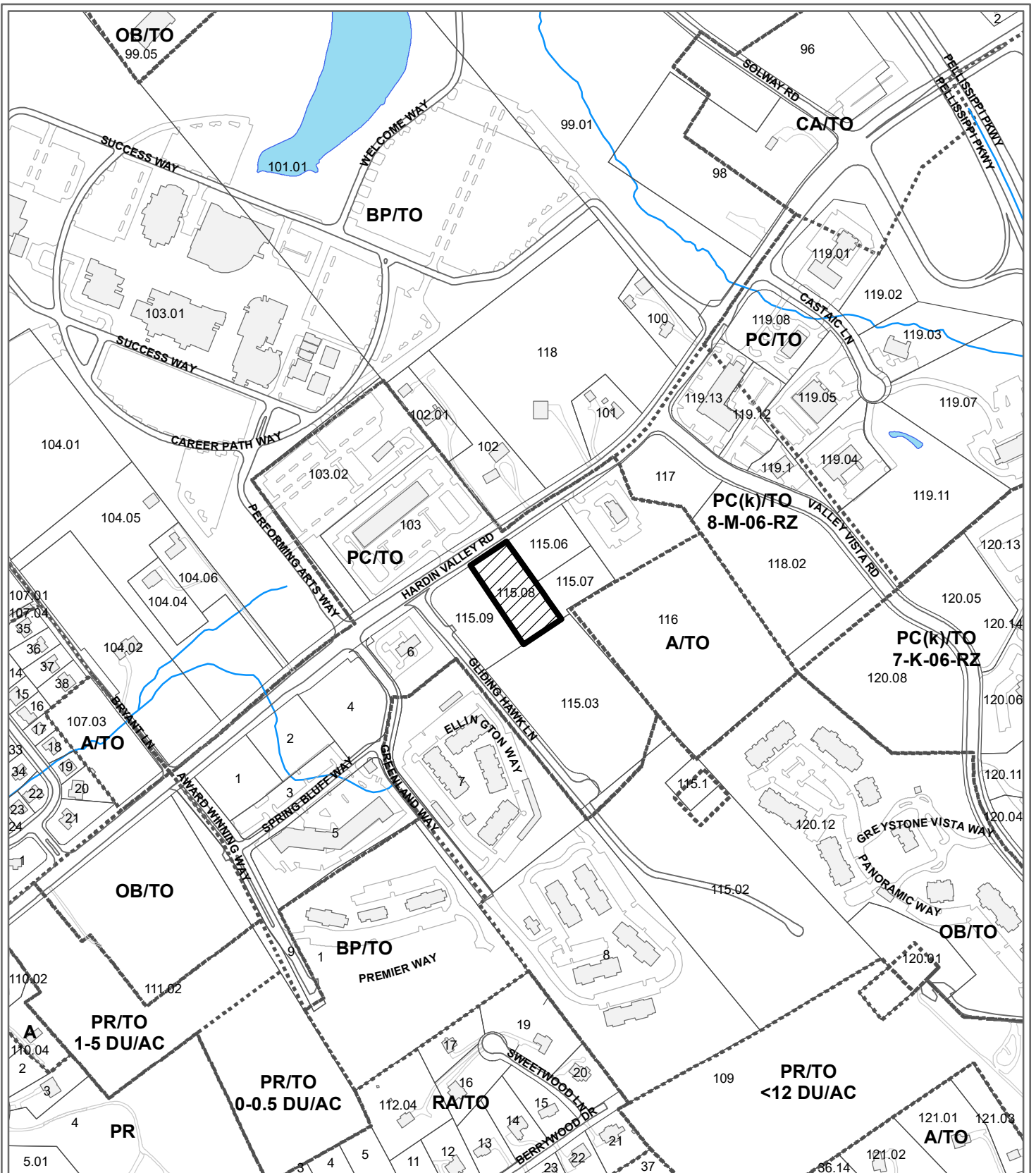
---

**Staff Recommendation:**

Staff recommends APPROVAL of the requested Waiver to allow a reduction of the required 20' front yard setback from the right-of-way to 12 ft for the proposed yard sign. Staff is recommending approval of the waiver due to existing site conditions that restrict compliance with this standard.

Based on the application and sign plans as revised, the staff recommends APPROVAL of a Certificate of Appropriateness for a Sign Permit for the proposed yard and wall signs, subject to the following condition:

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



**5-D-20-TOS  
CERTIFICATE OF APPROPRIATENESS**



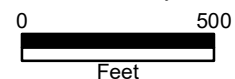
Purpose of Request: Signage

Original Print Date: 4/23/2020      Revised: 5/1/2020  
Knoxville - Knoxville Planning Commission \* City / County Building \* Knoxville, TN 37902

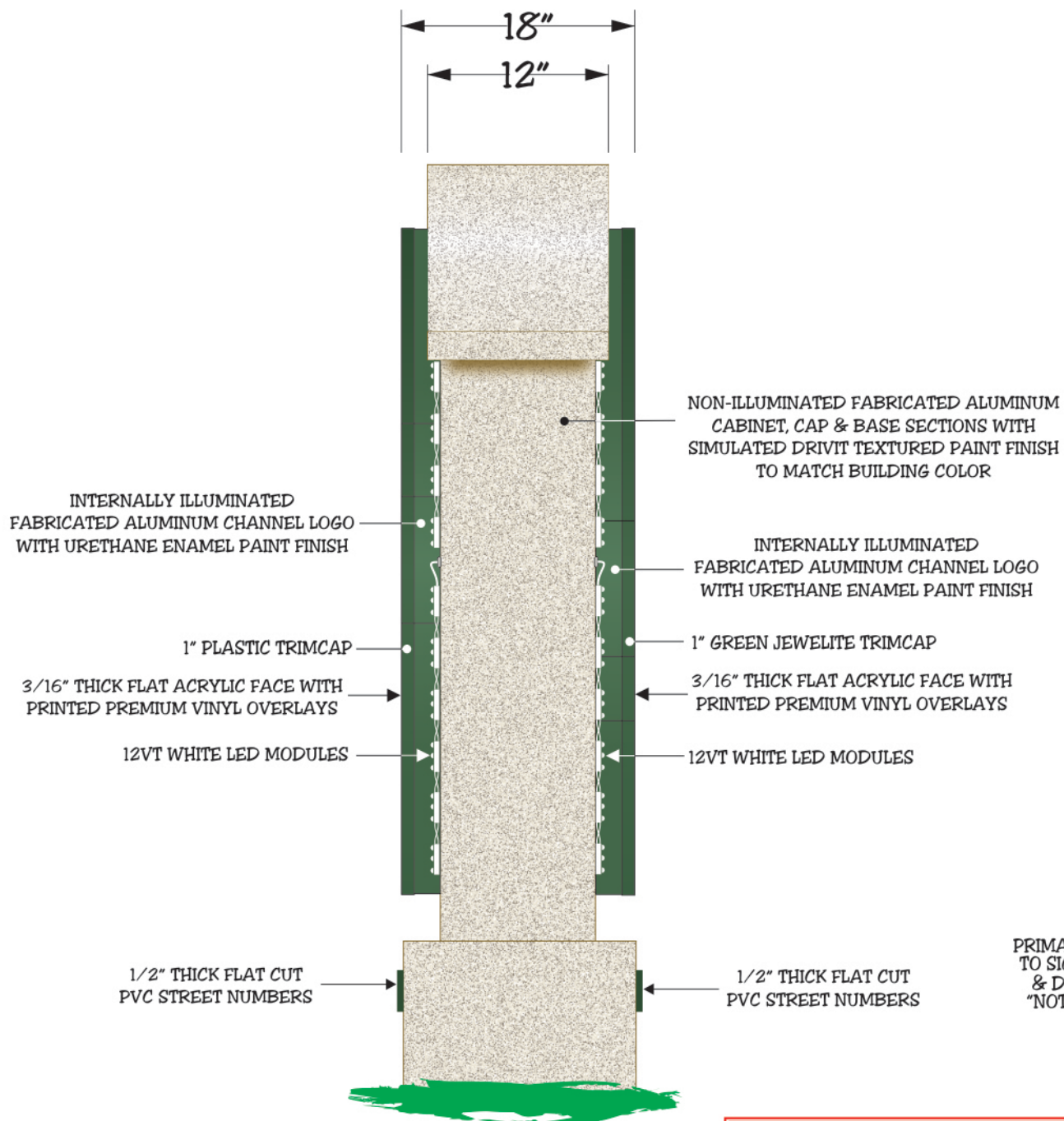
Petitioner: Southern Signs, Inc.

Map No: 103

Jurisdiction: County



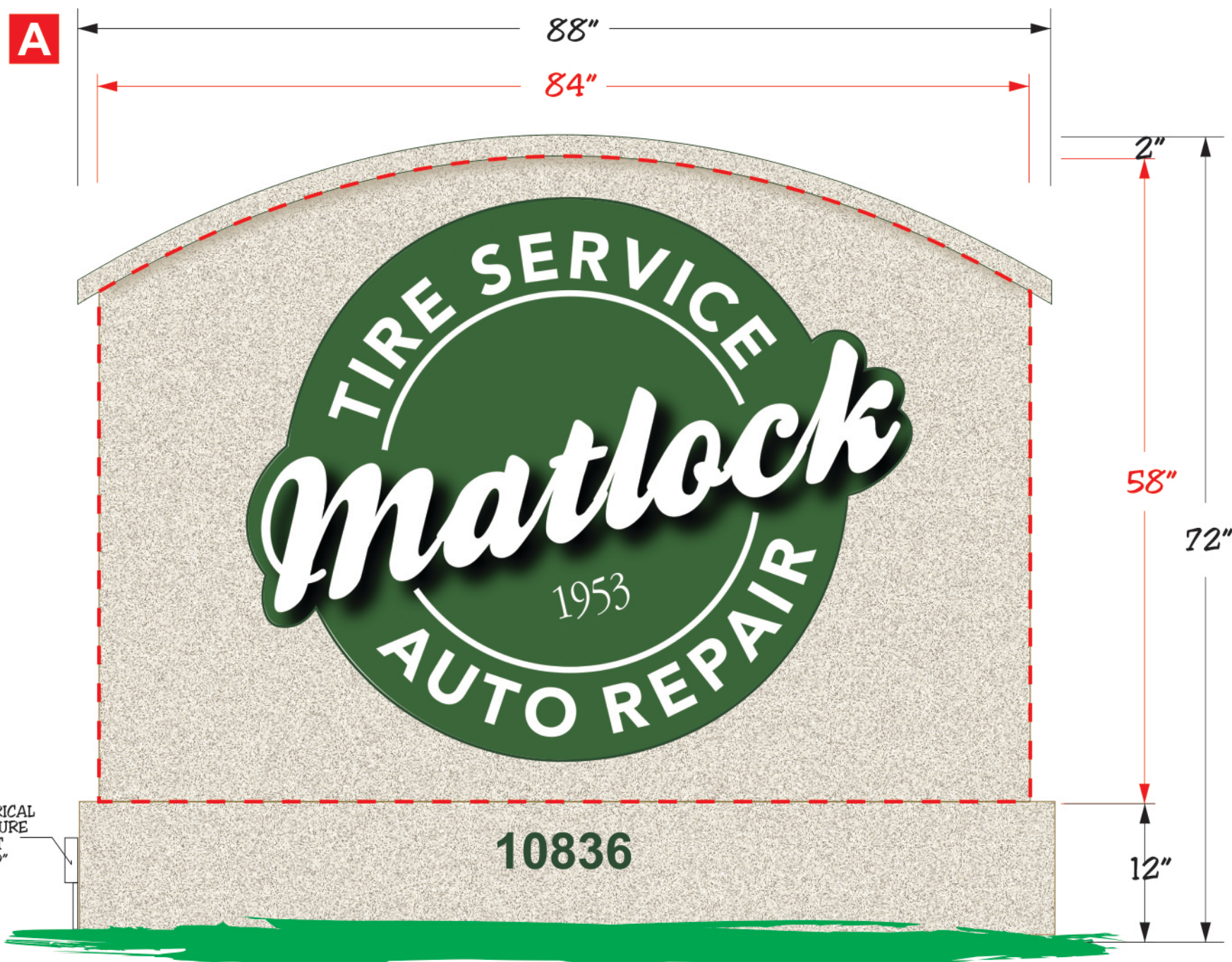




END VIEW

ALL ELECTRICAL COMPONENTS TO BE UL LISTED WITH INSTALLATION CONFORMING TO UL STANDARDS

PRIMARY ELECTRICAL TO SIGN STRUCTURE & DISCONNECT "NOT INCLUDED"



FRONT ELEVATION

**A** ONE(1) DOUBLE FACE NON-ILLUMINATED MONUMENT STRUCTURE WITH INTERNALLY ILLUMINATED CHANNEL LOGOS MOUNTED 1st SURFACE TO BOTH SIDES



SIMULATED ILLUMINATION VIEW

**NOTICE**  
THIS JOB IS SUBJECT TO A ROCK CLAUSE IF ASPHALT, CONCRETE, BEDROCK OR OTHER OBSTRUCTIONS ARE ENCOUNTERED THERE WILL BE ADDITIONAL CHARGES UNTIL THE REQUIRED FOOTER SIZE IS OBTAINED.

☐ OK TO PROCEED AS IS ☐ MAKE CHANGES & PROCEED ☐ MAKE CHANGES & RESUBMIT



KNOXVILLE, TN.

APPROVED BY \_\_\_\_\_ DATE \_\_\_\_\_

THIS DESIGN DRAWING IS THE SOLE PROPERTY OF SOUTHERN SIGNS INC & CAN NOT BE REPRODUCED, COPIED OR DISTRIBUTED TO OTHERS WITHOUT WRITTEN PERMISSION FROM AN AUTHORIZED REPRESENTATIVE OF SOUTHERN SIGNS INC. PRICE OF THIS DRAWING IS \$500.00

SALES PERSON **FRITZ THUMLER**

ORIGINAL  
DATE 2-28-20 BY \_\_\_\_\_

REVISIONS  
1) DATE 4-3-20 BY JKB  
2) DATE \_\_\_\_\_ BY \_\_\_\_\_  
3) DATE \_\_\_\_\_ BY \_\_\_\_\_

COLORS

|               |               |               |                        |         |         |         |         |         |
|---------------|---------------|---------------|------------------------|---------|---------|---------|---------|---------|
|               |               |               |                        |         |         |         |         |         |
| PANTONE GREEN | PANTONE BLACK | PANTONE WHITE | PANTONE TEXTURE FINISH | PANTONE | PANTONE | PANTONE | PANTONE | PANTONE |

ELECTRICAL REQUIREMENTS

ONE(1) = 120VT / 20AMP SERVICE  
PRIMARY ELECTRICAL TO SIGN & DISCONNECT "NOT INCLUDED"

**Southern Signs Inc.**

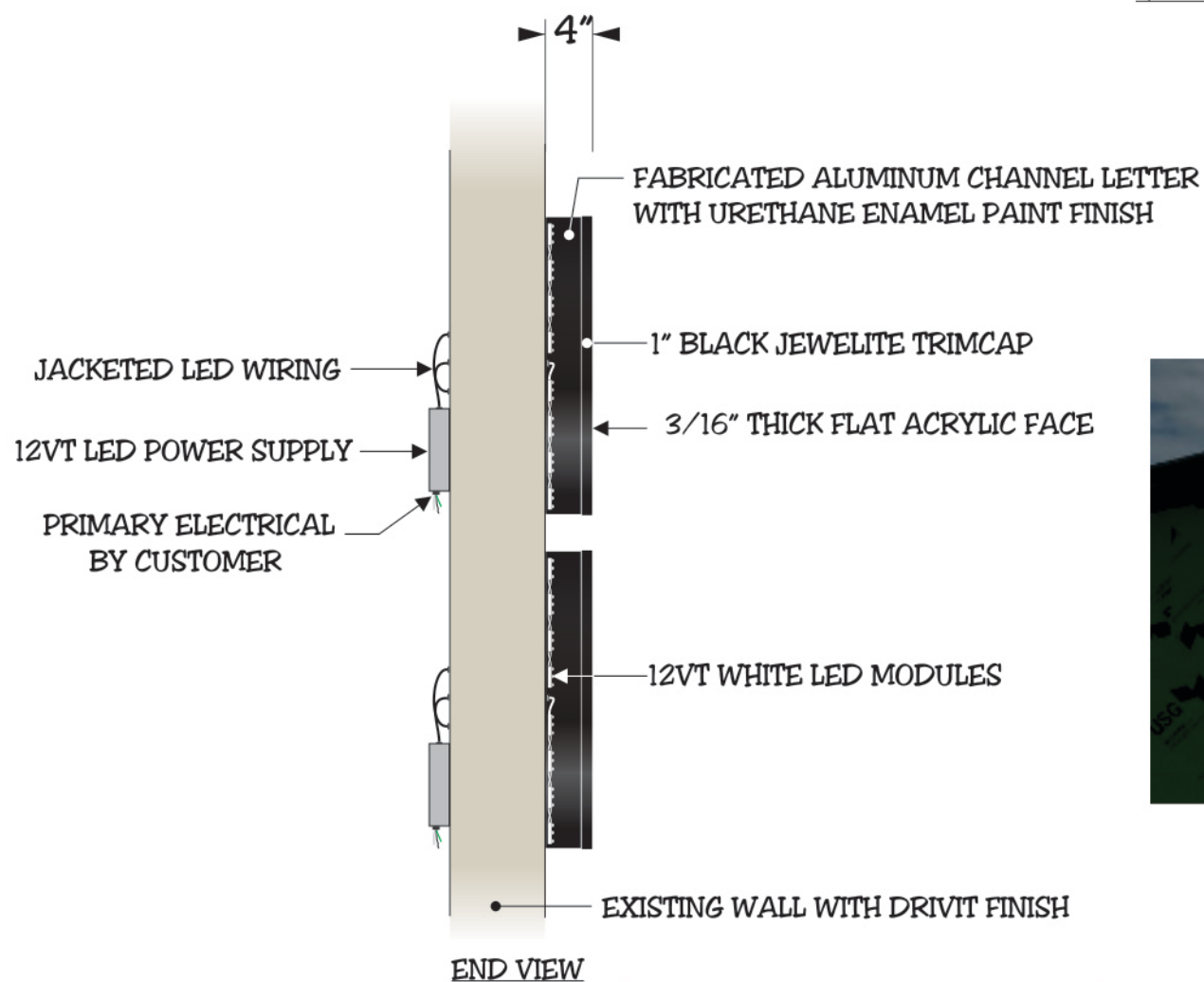
9916 THORN GROVE PIKE - STRAWBERRY PLAIN, TN.  
865-933-4877 or 865-933-4878  
fax 865-933-4876  
www.SouthernSignsInc.com



**B** ONE(1) SET OF INTERNALLY ILLUMINATED CHANNEL LETTERS WITH LED LIGHTING & REMOTE POWER SUPPLIES LOCATED BEHIND WALL



FRONT ELEVATION



END VIEW

ALL ELECTRICAL COMPONENTS TO BE UL LISTED  
WITH INSTALLATION CONFORMING TO UL STANDARDS



SIMULATED ILLUMINATION VIEW



"PHOTO IMAGE MAY NOT BE TO EXACT SCALE"

☐ OK TO PROCEED AS IS ☐ MAKE CHANGES & PROCEED ☐ MAKE CHANGES & RESUBMIT



APPROVED BY \_\_\_\_\_ DATE \_\_\_\_\_

THIS DESIGN DRAWING IS THE SOLE PROPERTY OF SOUTHERN SIGNS INC & CAN NOT BE REPRODUCED, COPIED OR DISTRIBUTED TO OTHERS WITHOUT WRITTEN PERMISSION FROM AN AUTHORIZED REPRESENTATIVE OF SOUTHERN SIGNS INC. PRICE OF THIS DRAWING IS \$500.00

SALES PERSON **FRITZ THUMLER**

ORIGINAL  
DATE 2-28-20 BY JKB

REVISIONS  
1) DATE 4-27-20 BY JKB  
2) DATE \_\_\_\_\_ BY \_\_\_\_\_  
3) DATE \_\_\_\_\_ BY \_\_\_\_\_

| COLORS                   |                          |                                     |                                     |                                     |                                     |                                     |                                     |
|--------------------------|--------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| PANTONE BLACK            | PANTONE WHITE            | PANTONE                             | PANTONE                             | PANTONE                             | PANTONE                             | PANTONE                             | PANTONE                             |

ELECTRICAL REQUIREMENTS

ONE(1) = 120VT / 20AMP SERVICE  
PRIMARY ELECTRICAL TO SIGN & DISCONNECT "NOT INCLUDED"

**Southern Signs Inc.**

9916 THORN GROVE PIKE - STRAWBERRY PLAIN, TN.

865-933-4877 or 865-933-4878

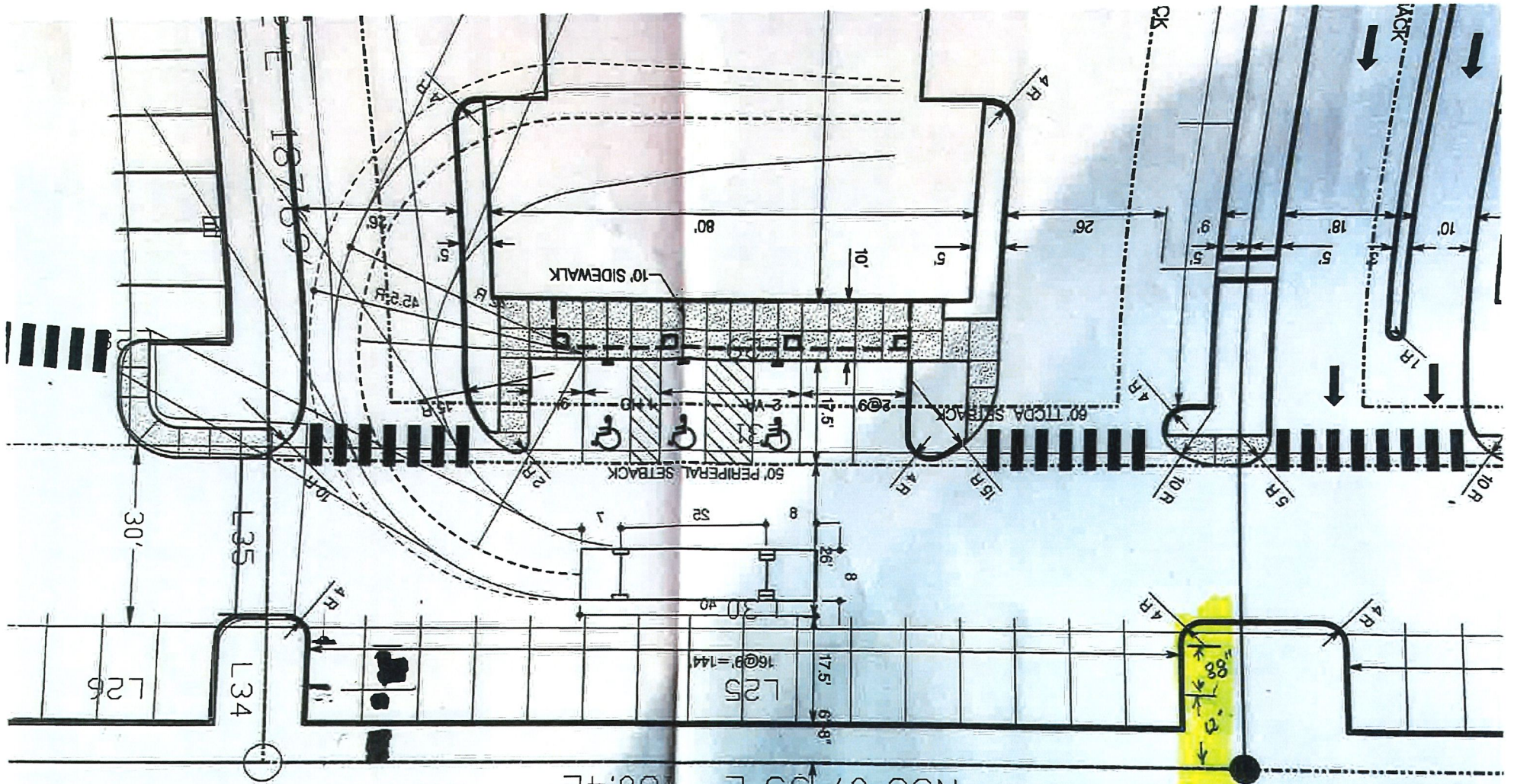
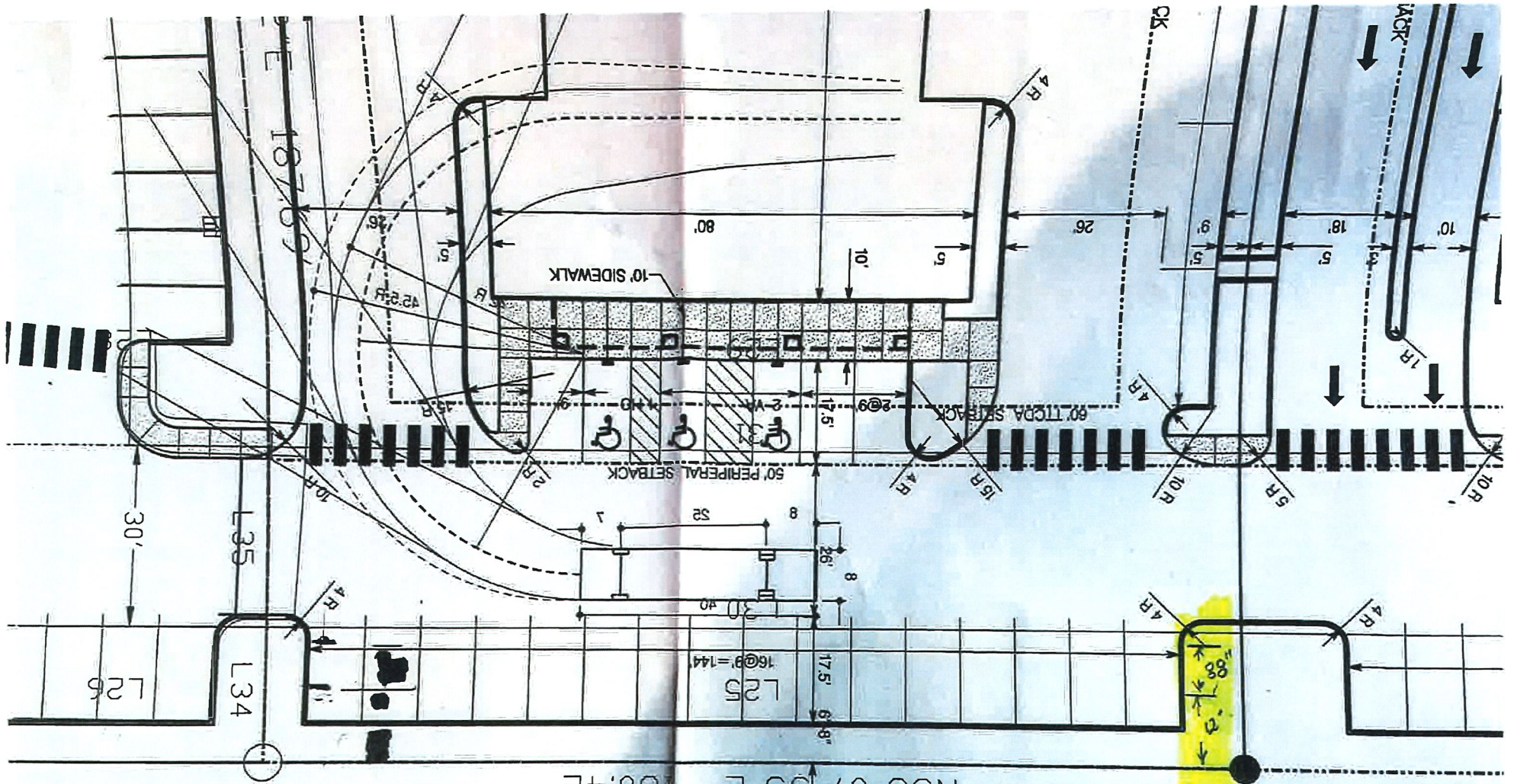
fax 865-933-4876

www.SouthernSignsInc.com



HARDIN VALLEY ROAD

NS6°07'35"E  
60.42'







# CERTIFICATE OF APPROPRIATENESS

Name of Applicant: Southern Signs, Inc.  
Date Filed: 4-3-20 Fee Paid: 175.00 File Number: 5-D-20-TOS  
Map Number: 103 Zoning District: PC / TO  
Jurisdiction: ☐ City ☐ Councilmanic District ☒ County 6 Commission District

## PROPERTY INFORMATION

ADDRESS: 10838 Hardin Valley Road Knoxville, TN 37932  
STREET NUMBER AND NAME  
GENERAL LOCATION: South side of Hardin Valley Rd, west of Valley Vista Rd & east of Greenland Way  
PARCEL NUMBER(S): 103 11508  
SIZE OF TRACT: 1.300 ☒ 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)

Requesting a n 8' front setback  
Variance to locate the sign 12'  
from the right of way instead of 20'

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: Sheila Brooks / Southern Signs, Inc Phone: 865-933-4877 Fax: 865-933-4876  
Mailing Address: 9916 Thorn Grove Pike Strawberry Plains, TN 37871

## 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.

PLEASE PRINT

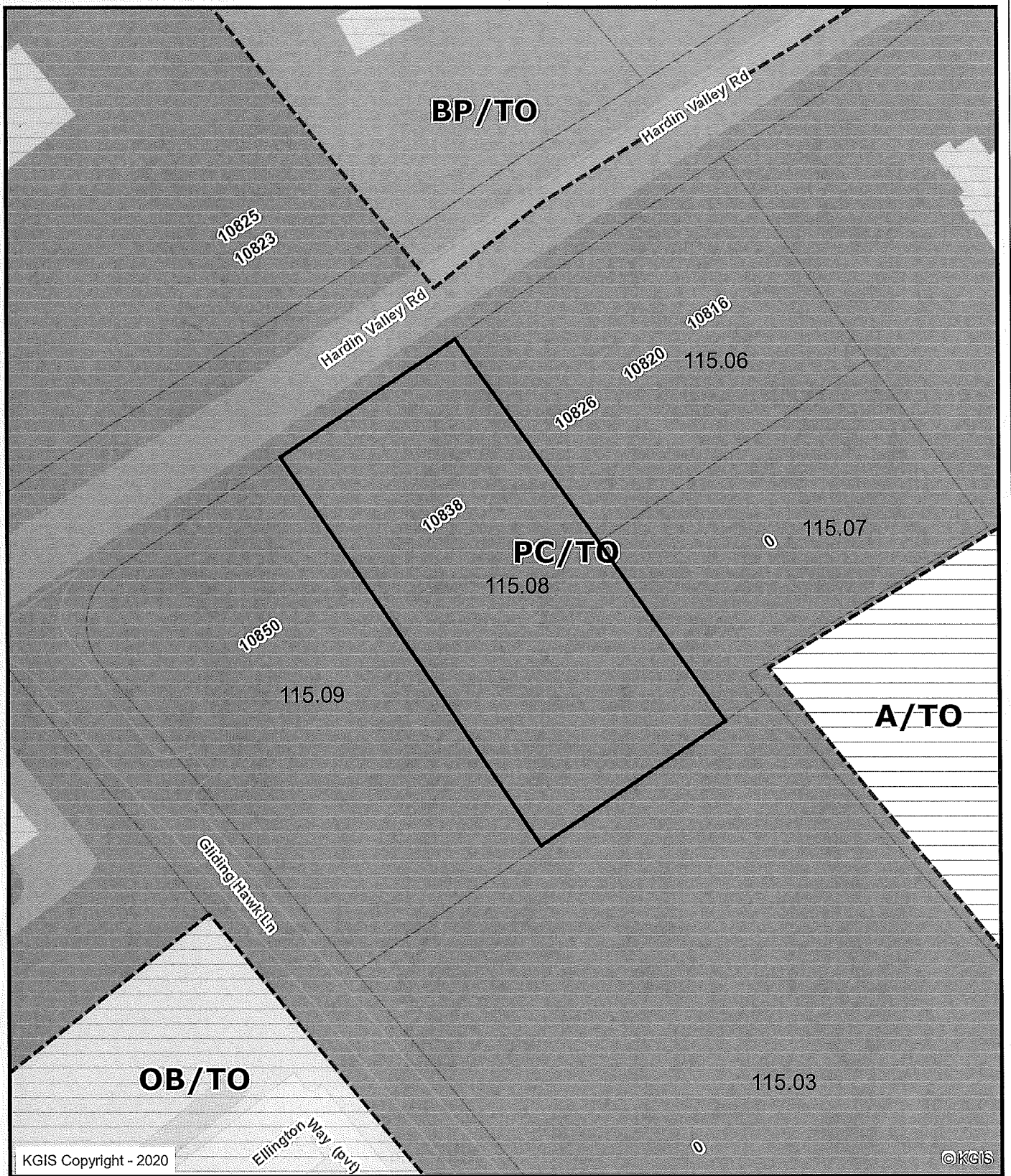
Signature: Sheila A. Brooks

Name: Sheila A. Brooks, VP Phone: 865-933-4877 Fax: 865-933-4876  
Mailing Address: 9916 Thorn Grove Pike Strawberry Plains, TN 37871

## APPLICATION ACCEPTANCE

 — Staff Member who accepted this application:

Tom Breckner



KGIS Copyright - 2020

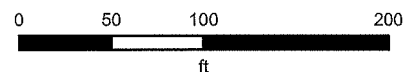
©KGIS

## Letter Portrait

Knoxville - Knox County - KUB Geographic Information System



Printed: 4/3/2020 at 9:34:36 AM



KGIS makes no representation or warranty as to the accuracy of his map and its information nor to its fitness for use. Any user of this map product accepts the same AS IS, WITH ALL FAULTS, and assumes all responsibility for the use thereof, and further covenants and agrees to hold KGIS harmless from any and all damage, loss, or liability arising from any use of this map product.