

Report of Staff Recommendation

Tennessee Technology Corridor Development Authority

File Number: 11-A-20-TOS

Applicant: HARDIN VALLEY NUTRITION

Request: SIGN PERMIT

Meeting Date: 11/9/2020

Address: 10612 Hardin Valley Rd.

Map/Parcel Number: 104 H D 002

Location: South side of Hardin Valley Road west of Schaeffer Road and east of Pellissippi Parkway

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

Proposed Zoning: N/A

Existing Land Use: Shopping center

Proposed Land Use: Retail store selling nutritional supplements

Appx. Size of Tract: 1.47 acres

Accessibility: Access is via Hardin Valley Road and Schaeffer Road. Hardin Valley Road is a minor arterial with a pavement width of 39 ft within a 100-ft right-of-way. Schaeffer Road is a major collector with a pavement width of 52 ft within a 60-ft right-of-way.

Surrounding Zoning and Land Uses: North: CA (General Business) / TO (Technology Overlay) - Vacant land

South: PC (Planned Commercial) / TO (Technology Overlay) - Mini-storage facility

East: PC (Planned Commercial) / TO (Technology Overlay) - Bank

West: PC (Planned Commercial) / TO (Technology Overlay) - Bank

Comments: This is a request for approval of a building sign and a tenant sign for Hardin Valley Nutrition, a new business located inside a strip shopping center on Hardin Valley Road.

1) The building sign will be located above the awning of the business. The business has a frontage of approximately 20 ft., which will allow a building sign of up to 20 sq. ft. The proposed signage has an area of 18.55 sq. ft. It consists of a round logo that is 28.8" round (2.4 square feet), and individual channel letters that together comprise an area of 16.15 sq. ft. All components (letters and logo) will have translucent vinyl faces internally illuminated with cool white LED lighting and will be covered with navy translucent vinyl. The building signage will be attached to the building on 6" raceways so that the letters are separated from the façade wall by 6". The raceways will be painted to closely match the building. The letters will have black trim caps and returns.

2) The tenant sign consists of a panel within the yard sign for the shopping center. It will be 7 sq. ft. and its dimensions (14" H x 72" W) are consistent with the other panels in the sign. The panel will be white vinyl with cut black graphics featuring the same font and logo as the building sign.

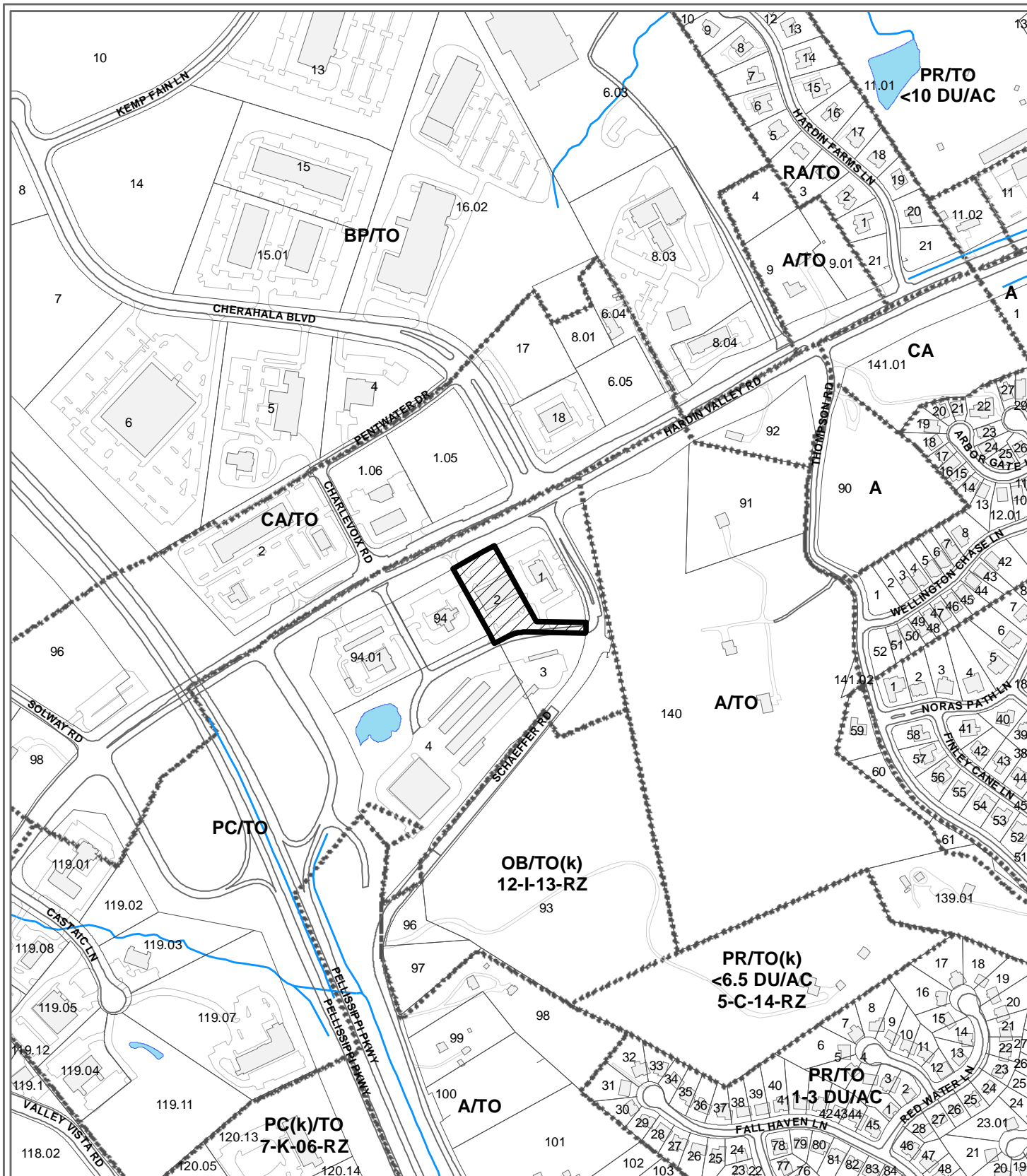
Design Guideline Conformity: This request is in compliance with TTCDA Guidelines.

Waivers and Variances Requested: N/A

Staff Recommendation:

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

1. Meeting all applicable requirements of the Knox County Zoning Ordinance.



**11-A-20-TOS
CERTIFICATE OF APPROPRIATENESS**

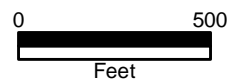


Purpose of Request: Signage

Original Print Date: 10/28/2020 Revised:
Knoxville - Knox County Planning Commission * City / County Building * Knoxville, TN 37902

Petitioner: Hardin Valley Nutrition

Map No: 104
Jurisdiction: County





- Individual channel letters mounted to 6" raceways
- raceways painted to closely match building
- Black trim caps and returns
- All faces are white acrylic
- illuminated by way of cool white LEDs

- Circle Portion: 28.8" round

- covered with printed translucent vinyl

***Customer to confirm Pantone Color

- Hardin Valley: 18" tall x 90" wide

- covered with printed translucent vinyl

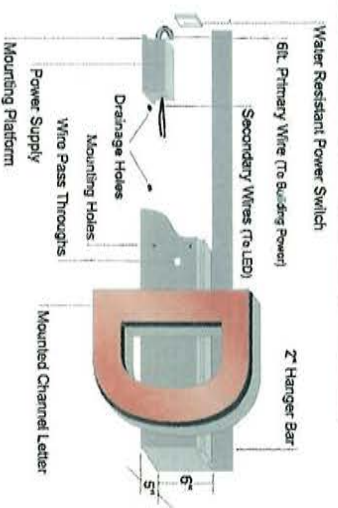
***Customer to confirm Pantone Color

- NUTRTION: 9.8" tall x 72" wide

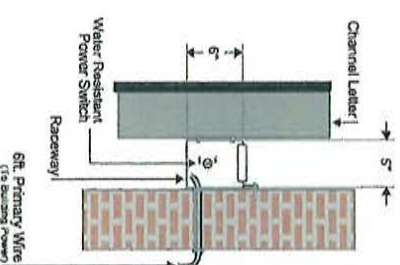
- covered with navy translucent vinyl

***Customer to confirm Pantone Color

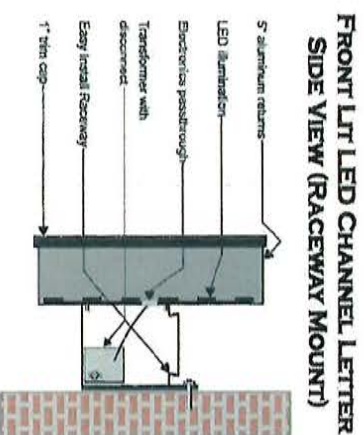
Finished sign area: 28.8" tall x 120" wide



RACEWAY FRONT VIEW



RACEWAY SIDE VIEW



**FRONT LTR LED CHANNEL LETTER
SIDE VIEW (RACEWAY MOUNT)**

*Production will not begin until you approve your proof. Please verify wording, spelling, art and sizes are correct before approving. Please note, once approved that you will be responsible for remake costs should any errors be found after production begins. Colors portrayed on this proof may differ from final product due to most monitors not being color calibrated. There is no charge for the first proof, however any changes beyond the second

SIGNS-N-SUCH
signs, banners, wraps, shirts.



10932 Murdock Rd
Knoxville, TN 3793
(865) 671-878
FAX (865) 671-878
www.signsnsuch.com

This design/drawing is the property of SIGNS-N-SUCH and cannot be used, distributed without the approval of said company.

DATE: 202
LOCATION: Knoxville
SALES REP: J. Hutchins
DRAWN BY: M. White
PAGE: (1) of 1

**AVERAGE CONSTRUCTION TIMES
AFTER PERMIT IS APPROVED IS
15-20 BUSINESS DAYS. SIGN
CONSTRUCTION CAN NOT BEGIN
UNTIL PERMIT IS APPROVED.**

Approved By: _____
Date: _____

SUBWAY

LOVE NAILS & SPA


**Snappy Tomato
PIZZA**

Messi Heads Salon

 **Handin Valley
NUTRITION**

 **Allstate**

CHEFS ASIAN CUISINE

 **Handin Valley
NUTRITION**

QTY: 2

Single Sided Tenant Panels
.040 Aluminum

14" tall x 72" wide

Graphics are Black Cut Vinyl



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DATE: 202
LOCATION: Knoxville
SALES REP: J. Hutchins
DRAWN BY: M. Wais
PAGE: (4) of (4)

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SIGNS-N-SUCH

signs. banners. wraps. shirts.



CERTIFICATE OF APPROPRIATENESS

Name of Applicant: Hardin Valley Nutrition
Date Filed: 9/26/20 Fee Paid: _____ File Number: 11-A-20-TDS
Map Number: 104 HD002 Zoning District: PC/TO
Jurisdiction: ☐ City _____ Councilmanic District ☒ County 6 Commission District

PROPERTY INFORMATION

ADDRESS: 10612 Hardin Valley Ste 106
GENERAL LOCATION: Hardin Valley & Pellissippi
PARCEL NUMBER(S): 2
SIZE OF TRACT: 1.47 ☒ ACRES ☐ SQUARE FEET

PAID

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: Jordan Hutchison Phone: 805-671-8788 Fax: 671-8787
Mailing Address: 10932 Murdock Dr Ste A104 Knoxville, TN 37932

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: _____

PLEASE PRINT

Name: Jordan Hutchison Phone: 671-8788 Fax: 671-8787
Mailing Address: 10932 Murdock Dr Ste A-104 Knoxville, TN 37932

APPLICATION ACCEPTANCE

 — Staff Member who accepted this application:

Sherry McHenry

SIGNATURES OF ALL PROPERTY OWNERS INVOLVED OR HOLDERS OF OPTION ON SAME MUST BE LISTED BELOW:

(Please sign in black or blue ink)

NAME

Complete Mailing Address

Owner

Option

Amy Hensley

10612 Hardin Valley Ste 106
Knoxville TN 37932

X