

Applicant: O&M HOLDINGS

Request: SIGN PERMIT

Meeting Date: 1/24/2023 (rescheduled from 1/9/2023)

Address: 10780 Hardin Valley Rd.

Map/Parcel Number: 103 11913

Location: South side of Hardin Valley Rd and east side of Valley Vista Rd

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

Proposed Zoning: N/A

Existing Land Use: Commercial Strip Center

Proposed Land Use: N/A

Appx. Size of Tract: 1.55 acres

Accessibility: Access is provided off of Valley Vista Rd, a minor collector street with a pavement width of 55 ft within a 70-ft right-of-way, and off of Hardin Valley Rd, a minor arterial street with a pavement width of 55 ft within an 88-ft right-of-way.

Surrounding Zoning and Land Uses:

North: PC (Planned Commercial) /TO (Technology Overlay) - Fast food restaurant

South: PC (Planned Commercial) /TO (Technology Overlay) - Office building

East: PC (Planned Commercial) /TO (Technology Overlay) - stand-alone surface parking lot (servicing buildings on different lots)

West: BP (Business and Technology Park) / TO (Technology Overlay) - Single family residences

Comments:

- 1) The existing tenant directory sign at this commercial strip center recently replaced a large monument sign in the same location on this parcel. According to historical aerials, the previous sign was constructed between 2008 and 2010. There are no records of a request for a tenant directory sign at this location being heard or approved by the TTCDA during that time period.
- 2) The previous sign remained on site until being replaced by the new tenant directory sign, which Google Street View shows occurred between May 2018 and May 2021 (see contextual images). A request for a new tenant directory sign also has not been heard by the TTCDA.
- 3) The applicant is seeking approval for address numbers and individual panels to be added to the existing sign structure. However, since the tenant directory sign itself was never heard by the TTCDA, it is included in Planning staff's analysis and recommendations.
- 4) Tenant Directory Sign:
 - a. The sign is located approximately 18 ft from the right-of-way line as measured on KGIS. The TTCDA Design Guidelines require signs to be a minimum of 20 ft from the right-of-way, so the sign needs to be shifted closer to the parking lot if it is to remain. Otherwise, a waiver would be required to reduce the minimum signage setback required. Staff comments below show the overall size of the sign is in question, the reduction of which would help the sign location meet this requirement, so staff cannot support this waiver.
 - b. The sign consists of stucco walls extending to the ground and bounded by treated wood trim on the sides of the sign, capped with a wood roof. The sign is quite large, with an area of approximately 464 sq ft.
 - c. Tenant directory signs are governed by Section 4.2 of the TTCDA Guidelines, Subdivision and Planned Development Signs. This section states that these types of signs are to be

- computed using a sign's message area, the overall structure of a sign is excluded from calculating its size, and all sides of the sign shall be used in calculating the total sign area.
- d. The existing tenant directory sign's message area comprises 220 square feet (136"W x 233"H) on each side, for an overall area of 440 sq ft. The sign structure is 19.67 ft tall.
 - i. At 19.67 ft, the sign is taller than the 12 ft maximum and a waiver to increase the sign height maximum by 64% would be required.
 - ii. At 440 sq ft, the message area of the sign exceeds the 200 sq ft maximum and a waiver to increase the sign message area by 220% would be required.
 - iii. Due to the magnitude of the waivers needed pertaining to the sign size, staff cannot support either waiver. To do so would set a precedent for increasing signage size in the area that would not meet the intent of the TTCDA Guidelines. The size and width of the sign, placed so close to the right-of-way, is out of character with the area and the scale is too large for the development. Since the building is located so close to the street, the buildings signs are close to passersby. Additionally, the height and width of the sign placed as such blocks visibility of the building from Hardin Valley Road, so staff believes the businesses would benefit more from the removal of the tenant directory signage.
 - iv. To come into compliance with one or the other of the Guidelines:
 1. If the existing 11.5 ft sign width is used as a guide, the sign message area could be 17 ft tall. The applicant could lower the roof of the sign or remove the bottom 2 ft of the sign, which is not visible from the road due to the bushes.
 2. If the existing 19.67 ft sign height is used as a guide, the sign message area could be 10 ft wide and meet the sign size requirement.
 - f. The sign would be illuminated with screened, ground-mounted lights. No light specs have been provided to determine compliance with TTCDA sign lighting standards.
 - 5) Individual panels and address numbers:
 - a. The proposed individual panels are to be brown vinyl with white lettering and would be connected to the sign structure via treated wood risers. The risers are 1.5" in depth and 3.5" in height. The panels would be 12" in height and 27" wide. Each slat would feature the business name of the tenants in this commercial strip center. The proposed panels offer a uniform font and color scheme that aligns with the architectural color palette.
 - b. There are 9 names proposed for the tenants currently housed in this strip center. The future tenant of the one remaining vacant structure would need to have its business name added to a panel on the sign in a separate application should this request be approved.
 - c. The address numbers would be directly mounted to the wood frame at the top of the sign. The numbers would be plastic, formed letters measuring 7" H x 27" W in the same shade of brown as the proposed panels.

Design Guideline Conformity: This request is not in compliance with the TTCDA Design Guidelines.

Waivers and Variances Requested:

- 1) Increase the maximum sign height by 65% to 19.67 ft.
- 2) Increase the maximum sign area by 220% to 440 sq. ft.
- 3) Decrease the sign setback area to 18 ft.

Staff Recommendation:

Staff recommends the following actions on the required waivers from the Design Guidelines:

- 1) Deny the waiver to increase the maximum sign height to 19.67 ft
- 2) Deny the waiver to increase the maximum sign area to 440 sq ft.
- 3) Deny the waive to decrease the sign setback to 18 ft.

Based on the application and plans as submitted, staff recommends denial of a Certificate of Appropriateness for the requested sign permit and for the existing sign.

12-A-22-TOS

Exhibit A. Contextual Information

Street views showing previous sign at this location, erected without TTCCA approval



12-A-22-TOS

Exhibit A. Contextual Information

Street views showing newly constructed sign, also erected without TTEDA approval

The scale of the new sign is larger than what was there previously.



12-A-22-TOS

Exhibit A. Contextual Information

Photo of the sign taken from the parking lot.



12-A-22-TOS

Exhibit A. Contextual Information

Images showing the scale of the sign.



12-A-22-TOS

Exhibit A. Contextual Information

Images showing the sign's construction.



12-A-22-TOS

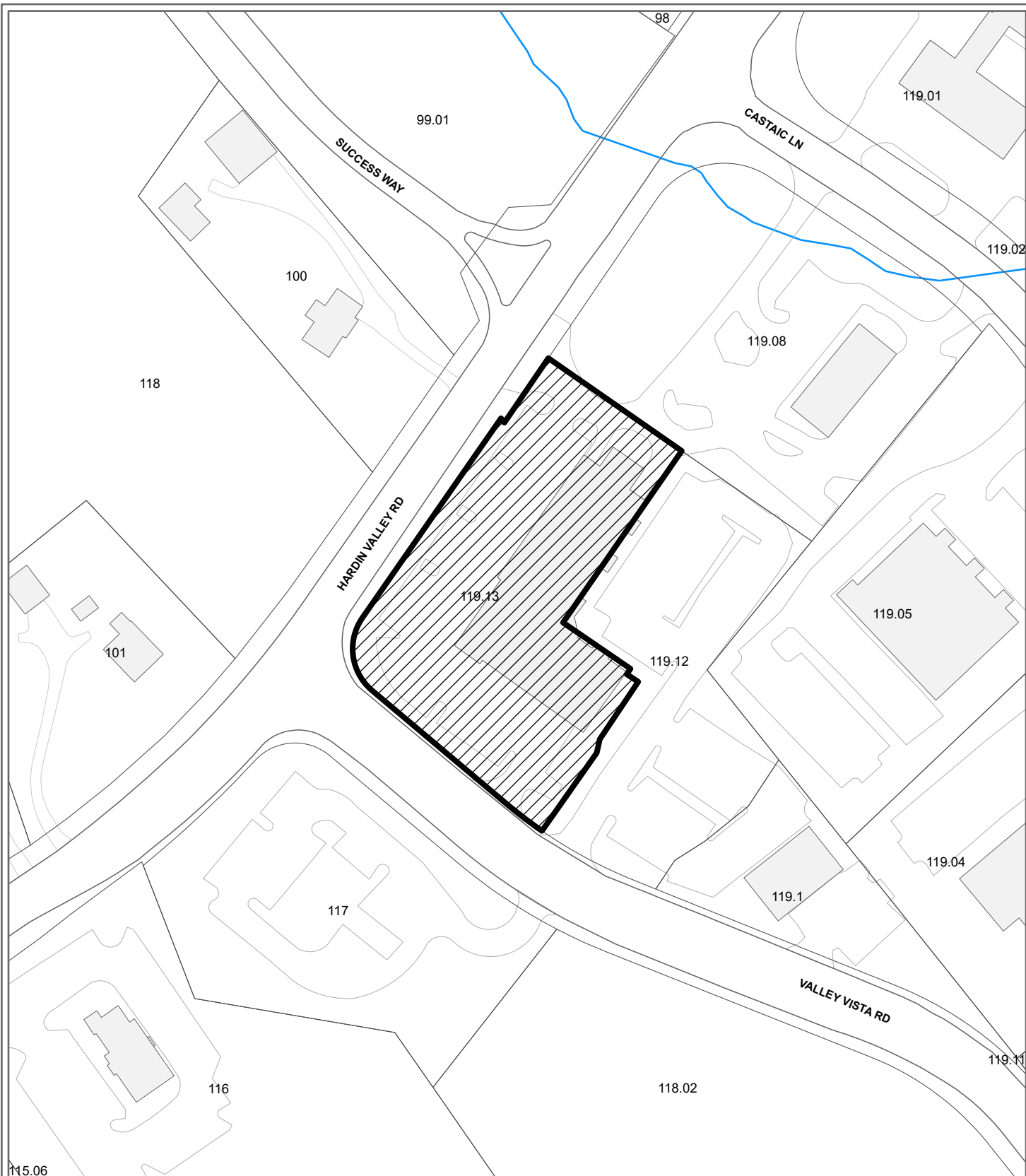
Exhibit A. Contextual Information



12-A-22-TOS

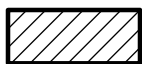
Exhibit A. Contextual Information





**12-A-22-TOS
CERTIFICATE OF APPROPRIATENESS**

Petitioner: O&M Holdings



Purpose of Request: Sign Permit

Map No: 103
Jurisdiction: County

Original Print Date: 11/15/2022 Revised:
Knoxville - Knox County Planning Commission * City / County Building * Knoxville, TN 37902



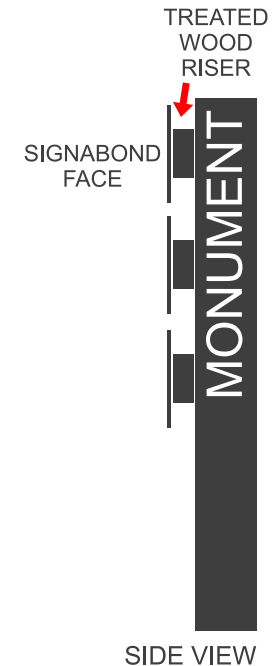
10) 120" x 12" Signabond Panels with 080 Brown Vinyl Faces with White Cut Vinyl
 Installs on 1.5" x 3.5" x 96" Treated Wood Risers

2) Plastic formed letter sets 7" tall 27" Wide Standard Brown "Century"

Monument is Double Sided



PLASTIC
 FORMED
 LETTERS



10932 Murdock Rd.
 Knoxville, TN 37932
 (865) 671-8788
 FAX (865) 671-8787
 www.signsnsuch.net

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

DATE: 9-15-2022
 LOCATION: Knoxville
 SALES REP: D. Hutchison
 DRAWN BY: J. Prager
 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.**

***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 proof may be subject to set up / desktop fees. Thank you!**

SIGNS N SUCH
 signs. banners. wraps. shirts.

Approved By: _____
 Date: _____



TTCDA Review Request

- BUILDING PERMIT - NEW CONSTRUCTION
- BUILDING PERMIT - EXPANSION OR RENOVATION
- BUILDING PERMIT - GRADING PLAN
- REZONING
- SIGNAGE
- ZONING VARIANCE
- ADMINISTRATIVE REVIEW
- BOARD REVIEW

OBM Holdings

PUBLISHED APPLICANT NAME - no individuals on behalf of -

9/29/22

~~11/7/22~~ 12/5/2022

12-A-22-TOS

DATE FILED

MEETING DATE (IF APPLICABLE)

FILE NUMBER

CORRESPONDENCE

Correspondence related to this application will be directed to the contact listed below.

- APPLICANT
- OWNER
- OPTION HOLDER
- SURVEYOR
- ENGINEER
- ARCHITECT/LANDSCAPE ARCHITECT
- ATTORNEY

Jordan Hutchison

SIGNS-N-SUCH

NAME

COMPANY

10932 Murdock Dr A-104

Knoxville

TN

37932

ADDRESS

CITY

STATE

ZIP

865-671-8788

JORDAN@SIGNSNSUCH.NET

PHONE

EMAIL

CURRENT PROPERTY INFO

- MULTIPLE OWNERS / OPTION HOLDERS
- PART OF PARCEL

Hardin Valley Land Partners

10784 Hardin Valley

(865)201-8401

OWNER NAME - if different -

OWNER ADDRESS

OWNER PHONE/EMAIL

10780 Hardin Valley Rd, Knoxville, TN 37932

PROPERTY ADDRESS

103 11913

No

1.55 AC

PARCEL ID(S)

PART OF PARCEL? (Y/N)

TRACT SIZE

STAFF USE ONLY

- CITY
- COUNTY

Southeast corner of the intersection of Hardin Valley Rd and Valley Vista Rd

6th

GENERAL LOCATION

DISTRICT

PC/TO

MU-SD, NWCO-5, Mixed Use-Special District, Carmichael Rd/Hardin Valley

ZONING

SECTOR PLAN
LAND USE CLASSIFICATION

Northwest County

Commercial

PLANNING SECTOR

EXISTING LAND USE

REQUEST

BUILDING PERMIT

- NEW CONSTRUCTION
- EXPANSION OR RENOVATION
- GRADING PLAN

- REZONING
- SIGNAGE
- ZONING VARIANCE

PLAN MATERIALS:

- DEVELOPMENT PLAN
- BUILDING ELEVATIONS
- FLOOR PLAN
- LANDSCAPE PLAN
- SIGNAGE PLAN
- OFF-STREET PARKING

OTHER:

WAIVERS OR VARIANCES REQUESTED? YES NO

ADMINISTRATIVE REVIEW: LIGHTING LANDSCAPING PLAN

RENOVATION OR EXPANSION

SUMMARY OF WORK TO BE PERFORMED:

Individual letters to identify
Addresses.
12" x 120" tenant panels

ZONING VARIANCE

SUMMARY OF ZONING VARIANCE REQUEST:

REZONING

REZONE FROM: _____

TO: _____

SECTOR PLAN AMENDMENT FROM: _____

TO: _____

SIGNAGE

YARD SIGN

AREA: _____
HEIGHT: _____
FINISH: _____

BUILDING SIGN

AREA: _____
HEIGHT: _____
FINISH: _____

OTHER SIGN

AREA: _____
HEIGHT: _____
TYPE: _____

~~rezone~~ monument sign panels

STAFF USE ONLY

- TTCDA Checklist
- Property Owners/Option Holders

CODE
FEE
1103 / \$175

CODE
FEE

TOTAL

\$175.00

M Jones 9/30/22

AUTHORIZATION

By signing below

You certify that you are the property owner and/or authorized representative.

APPLICATION AUTHORIZED BY

Applicant / Sign Company 9/29/22

AFFILIATION

DATE

865-671-8788

PHONE NUMBER

Jordan@signs n such.net

EMAIL

STAFF SIGNATURE

Jordan Hutchinson

PRINT NAME

DATE PAID