

# Report of Staff Recommendation

File No.: 6-A-23-TOS

**Applicant:** O&M HOLDINGS

**Request:** SIGN PERMIT

**Meeting Date:** 6/5/2023

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**Address:** 10780 Hardin Valley Rd.

**Map/Parcel Number:** 103 11913

**Location:** Southeast corner of the intersection of Hardin Valley Rd and Valley Vista Rd

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

**Proposed Zoning:** N/A

**Existing Land Use:** Commercial strip center

**Proposed Land Use:** Request for approval of a nonconforming, existing sign, erected without a permit

**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

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**Comments:** HISTORY OF YARD SIGNAGE FOR THIS DEVELOPMENT:

1. In 2008, the TTCDA approved a yard sign for this property (Case 08.024.0). It met the TTCDA Design Guidelines regarding sign size, materials, and message contents, but a variance was approved to allow the sign to be located 15 ft from the right-of-way. 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.
2. The subject tenant directory sign at this existing commercial strip center replaced a large monument sign in the same location on this parcel without a permit.
3. Upon seeking approval for address numbers and individual panels to be added to the existing sign structure, the applicant, the new property owner, discovered the sign had not been permitted, and the sign was reviewed in its entirety at the January 2023 TTCDA meeting (Case 12-A-22-TOS).
4. The request was denied. The applicant then requested to appeal the TTCDA decision to the Knox County Commission, but the appeal deadline had expired. The TTCDA Administrative Rules and Procedures do not have a stipulation of time before and application making the same request can be submitted, so the applicant applied for approval of the same sign.
5. No one was present at the January meeting when this case was initially heard. Staff had communicated the meeting date, time, and location to the applicant and owner, and both parties were aware of staff's recommendation to deny the request.

PURSUANT TO ARTICLE V, SECTION 4 OF THE TTCDA ADMINISTRATIVE RULES AND PROCEDURES, THE DECISION OF THE TTCDA TO APPROVE A REZONING MUST BE BASED ON THE FOLLOWING

CRITERIA:

A. CONFORMITY OF THE SIGN PROPOSAL WITH THE DESIGN GUIDELINES

1. Sign Location: 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. The applicant was granted a waiver reducing the front setback to 15 ft. Therefore, the existing yard sign could also benefit from that waiver approval and be located 15 ft from the Lovell Road right-of-way.

2. Sign Materials: The sign materials consist of stucco walls extending to the ground and bounded by treated wood trim on the sides of the sign, capped with a wood roof.

3. Sign Size and Height:

a. Per Section 4.2 of the TTCDA Guidelines, pertaining to Subdivision and Planned Development Signs: 1) these types of signs are to be computed using a sign's message area; 2) the overall structure of a sign is excluded from calculating its size, and 3) all sides of the sign shall be used in calculating the total sign area.

i. The existing tenant directory sign's message area comprises 220 square feet (11.33 ft W (or 136 in) x 19.4 ft H (or 233 in) on each side, for an overall area of 440 sq ft.

ii. At 440 sq ft, the message area of the sign exceeds the 200 sq ft maximum and a waiver would be required to increase the sign message area by 200% over that allowed for a subdivision/planned development.

4. Sign Height:

a. Subdivision and Planned Development Signs may be a maximum of 12 ft tall.

i. At 19.67 ft, the sign is taller than the 12 ft maximum allowed for a planned development sign. The applicant requires a waiver to increase the sign height maximum by 64% over that allowed for a planned development.

b. The sign would be illuminated with screened, ground-mounted lights. Need light specs – requested 5/9/23.

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.

b. There are 9 names proposed for the tenants currently housed in this strip center. One vacant structure will need to have the sign for its tenant added to the sign in a separate application. The proposed panels offer a uniform font and color scheme that aligns with the architectural color palette.

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.

B. RELATIONSHIP OF THE PROPOSED SIGNAGE TO SIGNAGE ON NEARBY PROPERTIES, IN TERMS OF SIZE, LOCATION, MATERIALS, AND COLOR

1. The sign is much larger than other signs in the area. There are very few yard signs along Hardin Valley Road. Signs for King University, SouthEast Bank, Sherwin Williams, and the Pellissippi State Community College campus meet the standard Yard Sign size requirements.

2. None of the other commercial strip center developments have tenant directory signs.

3. Approval of the requested waivers would allow a sign that is out of character with the area and out of scale with the development it serves to remain in place.

4. Approval of the requested waivers would also set a precedent for increasing signage size in the area that would not meet the intent of the TTCDA Guidelines.

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**Design Guideline  
Conformity:**

This request is not in conformity with TTCDA Design Guidelines

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**Waivers and Variances  
Requested:**

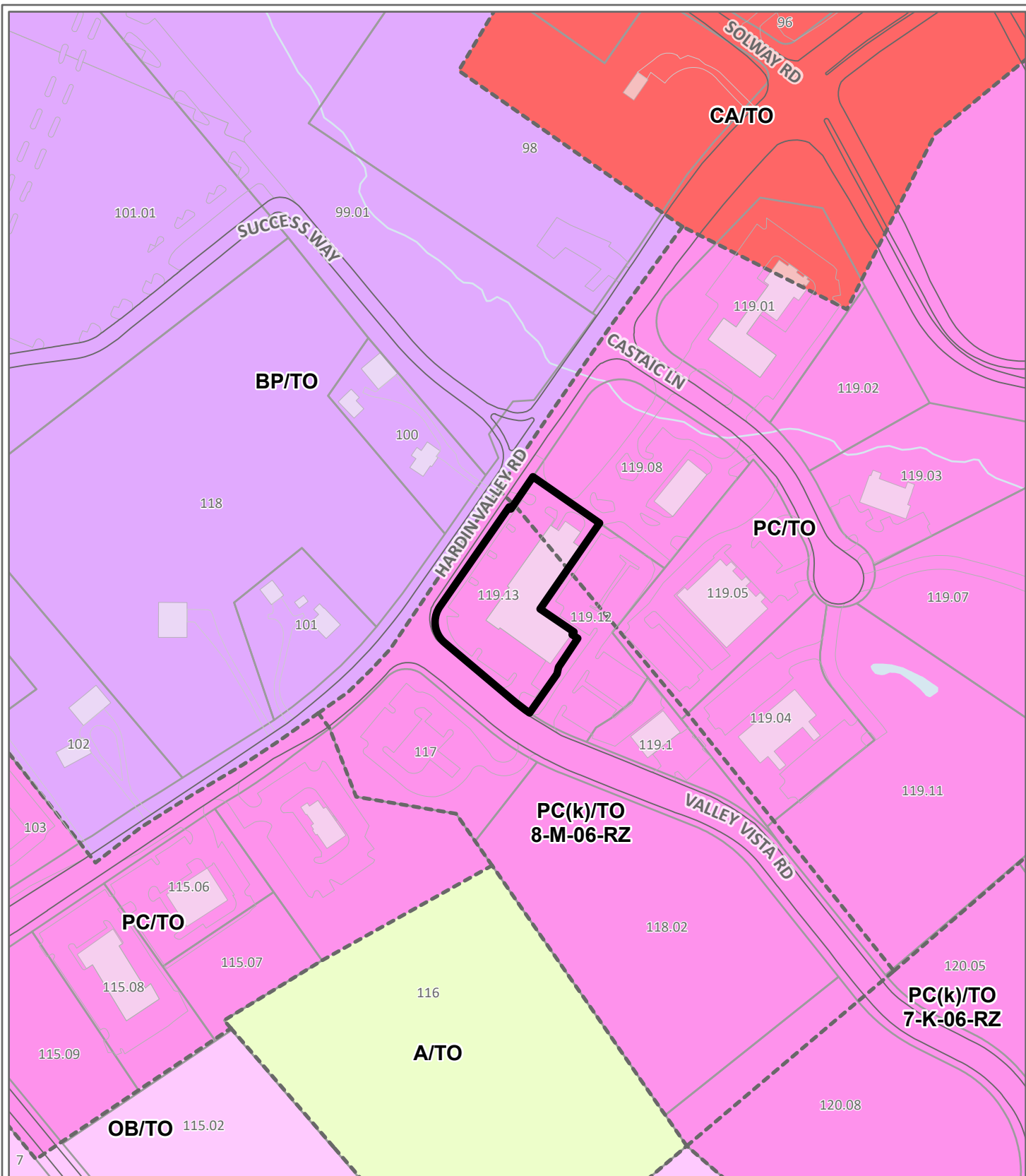
- 1) Increase the maximum yard sign height requirement by 64% to 19.67 ft.  
2) Increase the maximum yard sign message area by 200% to 440 sq ft.

**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 by 64% to 19.67 ft
- 2) Deny the waiver to increase the maximum sign area by 200% to 440 sq ft.

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



**CERTIFICATE OF APPROPRIATENESS, ZONING MAP**

**6-A-23-TOS**



Purpose of Request: Signage

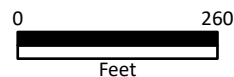
**Original Print Date: 5/12/2023**

Knoxville - Knox County Planning Commission \* City / County Building \* Knoxville, TN 37902

**Petitioner: O&M Holdings**

**Map No: 103**

**Jurisdiction: County**



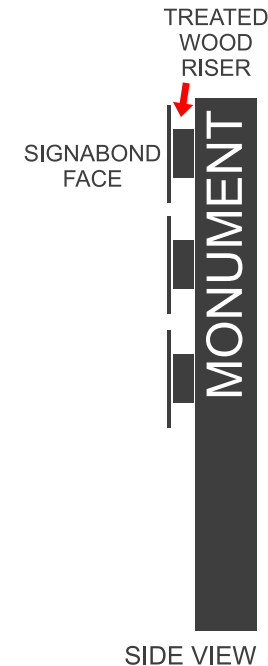
10) 120" x 12" Signabond Panels with 080 Brown Vinyl Faces with White Cut Vinyl  
Installs on 1.5" x 3.5" x 96" Treated Wood Risers

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

Monument is Double Sided



PLASTIC  
FORMED  
LETTERS



**\*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!**

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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.**

Approved By: \_\_\_\_\_

Date: \_\_\_\_\_





- |  |   |  |
|--|---|--|
| <input type="checkbox"/> BUILDING PERMIT - NEW CONSTRUCTION        | <input type="checkbox"/> REZONING           | <input type="checkbox"/> ADMINISTRATIVE REVIEW |
| <input type="checkbox"/> BUILDING PERMIT - EXPANSION OR RENOVATION | <input checked="" type="checkbox"/> SIGNAGE | <input type="checkbox"/> BOARD REVIEW          |
| <input type="checkbox"/> BUILDING PERMIT - GRADING PLAN            | <input type="checkbox"/> ZONING VARIANCE    |  |

O&M Holdings

**PUBLISHED APPLICANT NAME** - no individuals on behalf of -

04/10/2023

06/05/2023

6-A-23-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 Ste 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

PREMIUM LAND HOLDINGS

Same

865-201-8401

OWNER NAME - if different -

OWNER ADDRESS

OWNER PHONE/EMAIL

10780 Hardin Valley Rd, Knoxville, TN 37932

PROPERTY ADDRESS

103 11913X

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:

Existing sign on property to have sign-a-bond panels placed for 10) 12" x 120" tenant panels for identification as well as individual address numbers added to top.

## 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: \_\_\_\_\_

## STAFF USE ONLY

- ☐ TTCDA Checklist  
☐ Property Owners/Option Holders

CODE

FEE

1103 / \$175

CODE

FEE

TOTAL

\$175.00

## AUTHORIZATION

By signing below

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

APPLICATION AUTHORIZED BY

AFFILIATION

DATE

PHONE NUMBER

EMAIL

STAFF SIGNATURE

PRINT NAME

DATE PAID



applicant

4/10/23

605-671-8788

Jordan@signsnsuch.net



Michelle Portier

4/21/2023