

**Applicant:** BENJAMIN BOOHER ALLEN SIGN CO.

**Request:** SIGN PERMIT

**Meeting Date:** 3/6/2023

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**Address:** 10673 Hardin Valley Rd.

**Map/Parcel Number:** 103 E A 002

**Location:** Northwest quadrant of the intersection of Hardin Valley Rd and Charlevoix Rd

**Existing Zoning:** CA (General Business) / TO (Technology Overlay)

**Proposed Zoning:** N/A

**Existing Land Use:** Commercial strip center

**Proposed Land Use:** N/A

**Appx. Size of Tract:** 5.2 acres

**Accessibility:** Access is via Hardin Valley Road, a minor arterial street with a 3-lane section consisting of a 44-ft pavement width within an 80-ft wide right-of-way.

**Surrounding Zoning and Land Uses:** North: BP (Business and Technology Park) / TO (Technology Overlay) - Office

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

East: CA (General Business) / TO (Technology Overlay) - Commercial

West: CA (General Business) / TO (Technology Overlay) - Pellissippi Parkway right-of-way

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**Comments:**

- 1) This is a request for approval of new building sign in the commercial strip center at the intersection of Hardin Valley Road and Charlevoix Road. The proposed sign is for a new business replacing The Casual Pint.
- 2) The proposed building sign includes the business name for Xul Beer Company. The sign will be located above the awning sheltering a bay of windows facing Hardin Valley Road.
- 3) The new sign consists of front-lit individual channel letters individually mounted to the building via a raceway that will be painted to match the building. The letters have an acrylic face.
- 4) The sign is internally lit with LED lights. The Guidelines discourage LED lighting, but do allow it if it does not detract from the design and appearance of the structure or building. The lighting of this sign does not detract from the building and staff supports the proposed internally lit sign.
- 5) The tenant space is 40.5 ft wide. The Guidelines allow 1 square foot of building sign per linear feet of frontage. The sign comprises an area of 40.22 square feet, so the sign is within the allotted amount.

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

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**Waivers and Variances Requested:** N/A

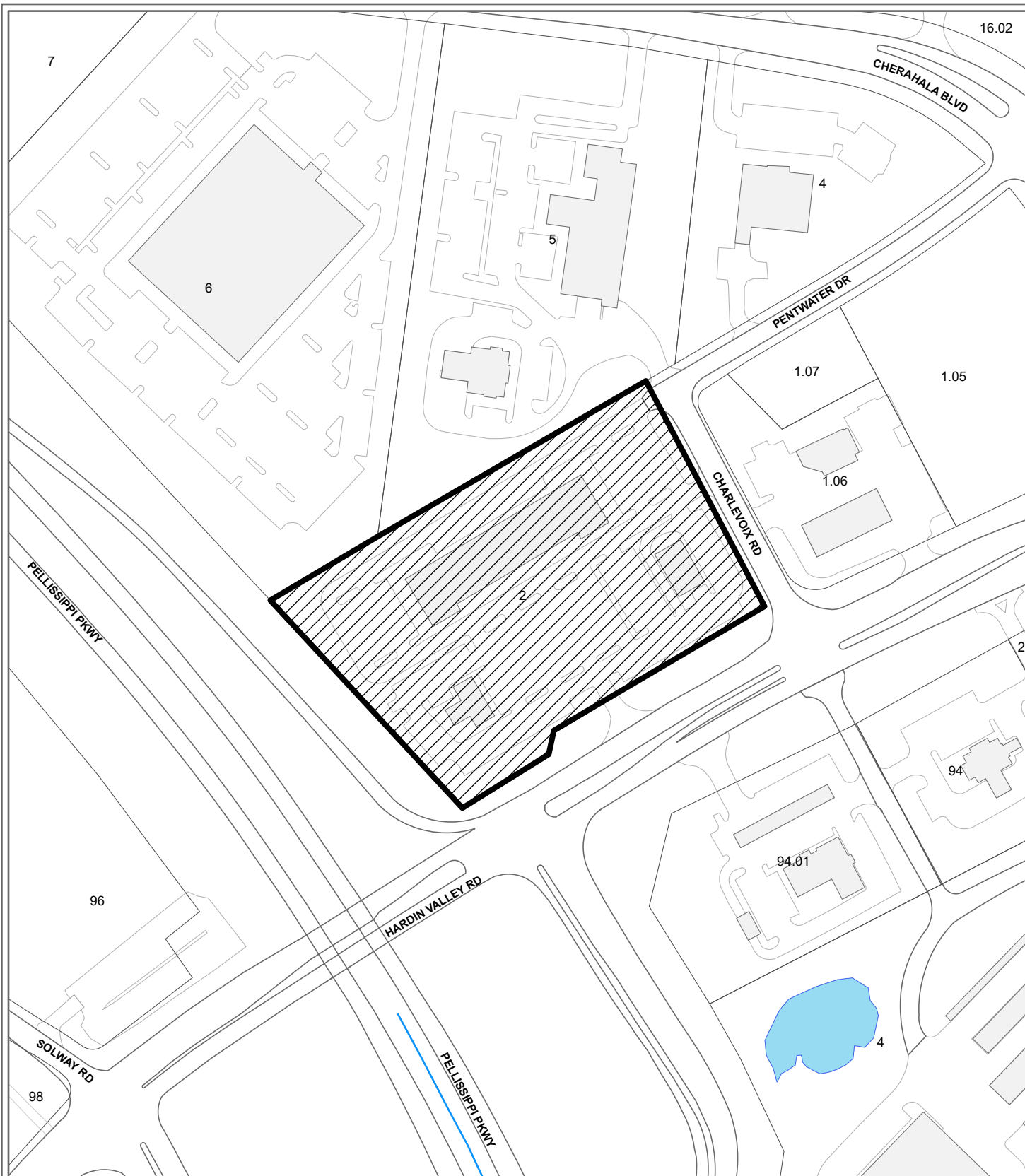
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**Staff Recommendation:**

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Approve the certificate of appropriateness for the requested sign permit with the following condition:

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



**3-A-23-TOS  
CERTIFICATE OF APPROPRIATENESS**

Petitioner: Benjamin Booher Allen Sign Co.

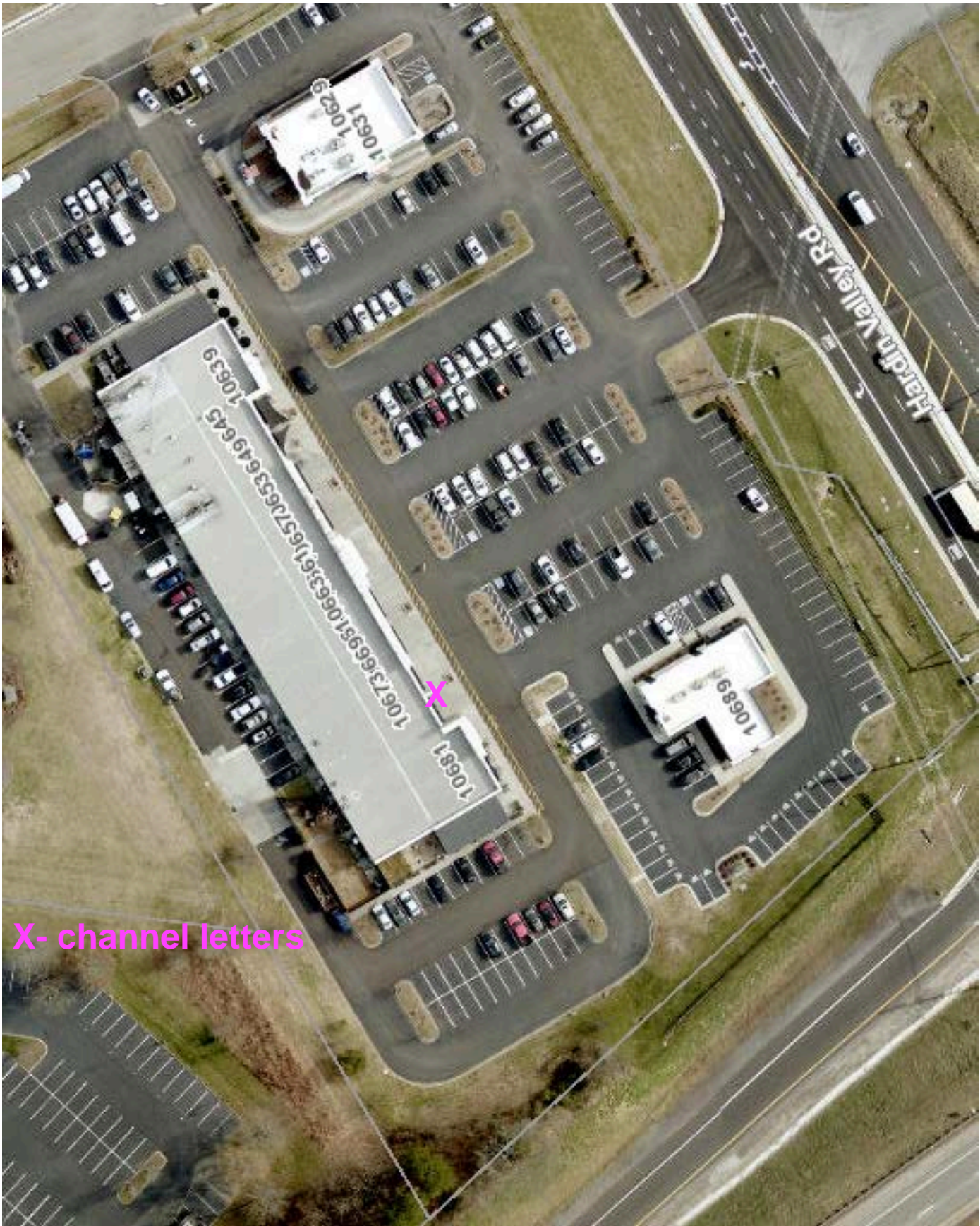


Purpose of Request: Sign Permit

Original Print Date: 2/14/2023      Revised:  
 Knoxville - Knox County Planning Commission \* City / County Building \* Knoxville, TN 37902

Map No: 103  
 Jurisdiction: County





X- channel letters

Size: 26.125" x 393.5" x 3" Material: Channel Letters Quantity: 1 Comments: EXISTING RACEWAY Work Order #: 41385TA

Digital print  Cut Vinyl  Other

file location: \\ALLENSIGNSERVER\Storage\Job Files 2022\X\XUL beer CO\41385TA Hardin Valley\

EXISTING

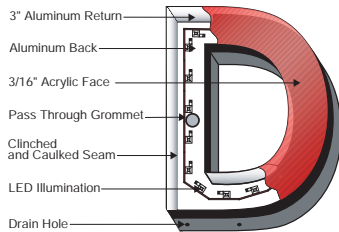


- FACE
- TRIMCAP
- RETURNS

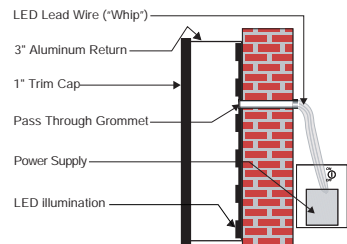


QTY 1 - 26.125" x 393.5" x 3" channel letters \$4555.00  
existing raceway to be painted building color

Front Lit Channel Letters



FRONT VIEW



SIDE VIEW FLUSH MOUNT



**SCALE APPROXIMATE**

**SHOP USE ONLY**

Print/Cut: \_\_\_\_\_ Weed/Mask/Lam: \_\_\_\_\_ Application: \_\_\_\_\_ QC: \_\_\_\_\_ Date Complete: \_\_\_\_\_



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Client: XUL Beer Co Date: 1/4/2023 Price: \$ \_\_\_\_\_ job total  
 Ph/Email: brad@xulbeer.com Drawn by: Ashton L.  
 Title: Hardin Valley Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: The job will not proceed without a signed approval

Size: 26.125" x 393.5" x 3" Material: Channel Letters Quantity: 1 Comments: EXISTING RACEWAY Work Order #: 41385TA

Digital print  Cut Vinyl  Other

file location: \\ALLENSIGNSERVER\Storage\Job Files 2022\X\XUL beer CO\41385TA Hardin Valley\



RGB LED & Controllers - \$1095.00  
Installation - \$1050.00

**SHOP USE ONLY**

Print/Cut: \_\_\_\_\_ Weed/Mask/Lam: \_\_\_\_\_ Application: \_\_\_\_\_ QC: \_\_\_\_\_ Date Complete: \_\_\_\_\_

**ALLEN SIGN**  
SOUTH  
573-3524  
240B CHAPMAN HWY.  
FAX 579-0356

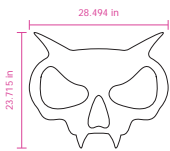
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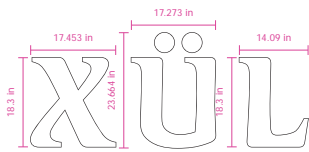
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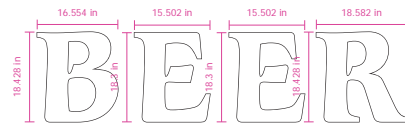
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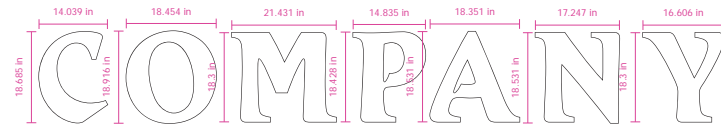
4.69



2.22 2.84 1.79



2.12 1.97 1.97 2.38



1.82 2.42 2.72 1.9 2.36 2.22 2.11



4.69

40.22



# TECHNOLOGY CORRIDOR DEVELOPMENT

# TTCDA Review Request

- |  |   |  |
|--|---|--|
| <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    |  |

Allen Sign Company

PUBLISHED APPLICANT NAME - no individuals on behalf of -

3/6/23

3-A-23-TOS

DATE FILED  
1/9/23

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

Benjamin Booker  
NAME

Allen Sign  
COMPANY

PO Box 20021  
ADDRESS

Knoxville  
CITY

TN  
STATE

37946  
ZIP

865-573-3524  
PHONE

benjamin@vexus.com  
EMAIL

## CURRENT PROPERTY INFO

- MULTIPLE OWNERS / OPTION HOLDERS    PART OF PARCEL

AO Hardin Station, LLC  
OWNER NAME - if different -

4000 Pleasant Ridge  
OWNER ADDRESS

865-329-0009  
OWNER PHONE/EMAIL

10673 Hardin Valley Road  
PROPERTY ADDRESS

Knoxville, TN 37932

103EA002  
PARCEL ID(S)

NO  
PART OF PARCEL? (Y/N)

5.2 AC  
TRACT SIZE

## STAFF USE ONLY

N of Hardin Valley Rd, east of Solway Rd

- CITY    COUNTY

GENERAL LOCATION

6

DISTRICT

CA/TO

GC

ZONING

SECTOR PLAN  
LAND USE CLASSIFICATION

Northwest County

CO

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:**

LED Illuminated channel letters  
mounted on recessed, XUL Beer Company

**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: 40.22  
HEIGHT: 18'  
FINISH: \_\_\_\_\_
- OTHER SIGN  
AREA: \_\_\_\_\_  
HEIGHT: \_\_\_\_\_  
TYPE: \_\_\_\_\_

**STAFF USE ONLY**

- TTCDA Checklist
- Property Owners/Option Holders

CODE 1103

CODE

**\$175.00**

**TOTAL**

FEE  
175.00

FEE

**AUTHORIZATION**

*By signing below*

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

APPLICATION AUTHORIZED BY

AFFILIATION

DATE

PHONE NUMBER

EMAIL

M. Jones

1/9/23

STAFF SIGNATURE

PRINT NAME

DATE PAID