

Report of Staff Recommendation

Administrative Review

File No.: 8-B-24-TOA

Applicant: BAKER JONES SIGNCO INC.

Request: SIGN PERMIT

Meeting Date: 8/5/2024

Address: 10629 Hardin Valley Rd.

Map/Parcel Number: 103 E A 002

Location: Northwest side of Hardin Valley Rd, west side of Charlevoix Rd, east of Pellissippi Pkwy

Existing Zoning: CA (General Business), TO (Technology Overlay)

Proposed Zoning: N/A

Existing Land Use: Commercial

Proposed Land Use: N/A

Appx. Size of Tract: 5.2 acres

Accessibility: Access is via Hardin Valley Road, a major arterial street with a divided median and a left-turn lane at this location. It has a pavement width of 80-ft within a right-of-way that varies from 195 ft to 206 ft.

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) - Public Park

Comments: This is a request to alter two building signs and one directional sign for a Dunkin' Donuts in the Shops at Hardin Valley Station shopping center, on the north side of Hardin Valley Road and east of Pellissippi Parkway. The three signs were previously approved in 2014 (3-B-14-TOS). The Applicant's request does not significantly deviate from what was approved in 2014.

PURSUANT TO ARTICLE VIII, SECTION 7 OF THE TTCDA ADMINISTRATIVE RULES AND PROCEDURES, THE TTCDA STAFF MAY REVIEW AND APPROVE MINOR CHANGES TO PREVIOUSLY APPROVED APPLICATIONS FOR CERTIFICATES OF APPROPRIATENESS FOR BUILDING, GRADING, AND SIGNS PERMITS, CONSISTENT WITH THE FOLLOWING REQUIREMENTS:

A. THE PROPOSED CHANGE COMPLIES WITH ALL RELEVANT REQUIREMENTS OF THE DESIGN GUIDELINES, KNOXVILLE ZONING ORDINANCE AND KNOX COUNTY ZONING ORDINANCE, AS APPROPRIATE. AS SUCH, WAIVERS TO THE DESIGN GUIDELINES AND ZONING VARIANCES WOULD NOT BE NEEDED.

Proposed modifications include replacing two existing building signs and existing one directional sign.

1) All signs will feature an abbreviation of the establishment name, changing from "Dunkin Donuts" to simply, "Dunkin' " and will not feature the coffee cup logo.

2) The color scheme of the new signs will vary slightly from what was previously approved, reducing the number of colors used from four (orange, pink, white, and brown) to three (orange, pink, and gray), bringing the signs into compliance with TTCDA guidelines.

3) Building signs:

a. The building signs are rectangular and feature the business name on a gray background that

almost matches the building within a rectangular sign.

b. While the building sign message area for the building signs was reduced (from a total of 61.5 sq ft to 34.58 sq ft), the rectangular sign itself remained the same (80 sq ft total; 40 sq ft per sign).

c. The signs will remain illuminated with LED lighting and will be mounted in the same location on the façade in the same manner as the original.

4) Directional sign

a. Since only the panel in the directional sign is changing, it's square footage likewise remains the same.

B. THE PROPOSED CHANGE DOES NOT RESULT IN AN INCREASE OF MORE THAN 5% OF THE SQUARE FOOTAGE, AND ANY OTHER CHANGES RESULTING FROM SUCH AN INCREASE WILL COMPLY WITH ALL APPLICABLE REQUIREMENTS.

1) The signage square footage did not change.

C. THE PROPOSED CHANGE COMPLIES WITH THE REQUIREMENTS OF THE KNOX COUNTY ZONING ORDINANCE FOR APPROVAL OF MINOR CHANGES IN THE TO ZONE. ARTICLE 5.90.11 OF THE KNOX COUNTY ZONING ORDINANCE STATES THAT MINOR REVISIONS TO DEVELOPMENT PLANS MAY BE APPROVED BY THE TTCDA EXECUTIVE DIRECTOR, OR DESIGNEE, PROVIDED SUCH CHANGES: A) DO NOT ALTER THE BASIC RELATIONSHIP OF THE PROPOSED DEVELOPMENT TO ADJACENT PROPERTY OR STREETS AND ROADS; B) DO NOT ALTER THE USES PERMITTED; C) DO NOT INCREASE THE AREA OF DEVELOPMENT BY MORE THAN 5% OF THE PREVIOUSLY APPROVED SQUARE FOOTAGE; AND D) DO NOT REQUIRE THE APPROVAL OF A WAIVER TO THE TENNESSEE TECHNOLOGY CORRIDOR DESIGN GUIDELINES, OR A VARIANCE TO THE ZONING ORDINANCE FOR KNOX COUNTY.

1) The proposed changes do not alter any of the above standards, do not require a waiver from the TTCDA or a variance from the Knox County Zoning Ordinance, and are therefore in compliance with the TO zone requirements for minor changes to previously approved plans.

**Design Guideline
Conformity:**

This request is in compliance with the TTCDA Design Guidelines.

**Waivers and Variances
Requested:**

N/A

Staff Recommendation:

APPLICATION APPROVED July 17, 2024, pursuant to Article VIII, Section 7 of the Administrative Rules and Procedures of the Tennessee Technology Corridor Development Authority (Staff Review and Approval of Minor Changes to Previously Approved Applications), for a Certificate of Appropriateness for a Sign Permit, with the following condition:

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

APPROVED BY
 TENNESSEE TECHNOLOGY CORRIDOR
 DEVELOPMENT AUTHORITY
 Meeting Date: 7/16/2024

(administrative approval)



SIGNCO inc.
 PLASTIC, NEON, ELECTRONIC

This drawing is the property of SIGNCO, Inc. & is to be used for conceptual purposes between the customer & SIGNCO, Inc. only. Unauthorized use of this information will result in claims up to 1/3 value of the job represented on this drawing.
VALUE OF THIS DRAWING: \$500.00

**SIGN & FAX BACK SO THAT
 WE MAY APPROVE YOUR ORDER.**

FAX: 865.947.2089 info@signco-inc.com

FILE LOCATION:

Baker/D/dunkin

LOCATION:

Hardin Valley, TN

APPROVED

APPROVED W/CHANGES

REVISE & RESUBMIT

SALES REPRESENTATIVE:

Baker Jones

FILE:

Dunkin Bldg Hardin Valley

APPROVAL SIGNATURE

DATE:

06-18-2024

DRAWN BY:

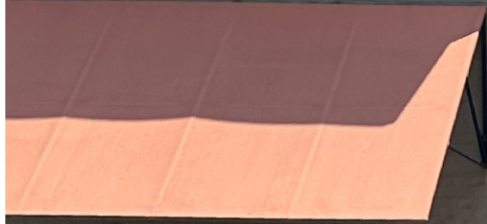
Tiffany Poling

SCALE:

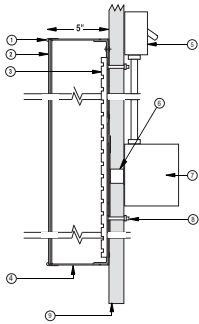
1/4" = 1'

APPROVED BY
 TENNESSEE TECHNOLOGY CORRIDOR
 DEVELOPMENT AUTHORITY
 Meeting Date: 7/17/2024

(administrative approval)



INDIVIDUALLY-MOUNTED CHANNEL LETTERS



1. TRIM CAP WITH RETAINING SCREW
2. PLEX FACE
3. WHITE LED
4. ALUMINUM .063" BACKS / .040" RETURN
5. DISCONNECT SWITCH
6. SEAL TIGHT PASS-THROUGH WIRING KIT
7. TRANSFORMER W/ WALL BOX
8. WALL ANCHORS AS REQUIRED
9. WALL FASCIA



VINYL COLORS

3M 3630-3123
 Orange Translucent

PMS 7635 c

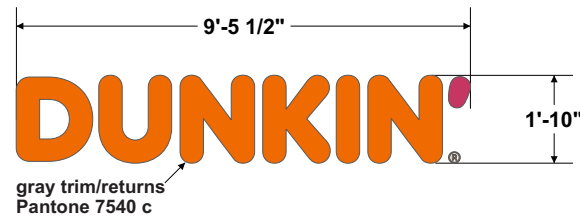
3M 3630-1379
 Magenta Translucent

PMS 3564 c

3M 7725-41
 Gray Translucent

PMS 7540

channel letters internally lighted with LEDs - matte finish



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FILE LOCATION:

Baker/D/dunkin

LOCATION:

Hardin Valley, TN

APPROVED

APPROVED W/CHANGES

REVISE & RESUBMIT

APPROVAL SIGNATURE

DATE:

06-18-2024

DRAWN BY:

Tiffany Poling

SCALE:

1/4" = 1'

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FILE LOCATION:

Baker/D/dunkin

LOCATION:

Hardin Valley, TN

- APPROVED
- APPROVED W/CHANGES
- REVISE & RESUBMIT

SALES REPRESENTATIVE:

Baker Jones

FILE:

Dunkin Bldg Hardin Valley

APPROVAL SIGNATURE

DATE:

06-18-2024

DRAWN BY:

Tiffany Poling

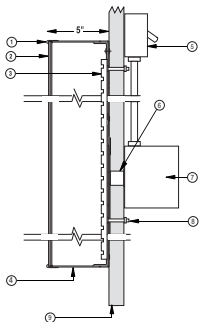
SCALE:

1/4" = 1'

APPROVED BY
 TENNESSEE TECHNOLOGY CORRIDOR
 DEVELOPMENT AUTHORITY
 Meeting Date: 7/17/2024
 (administrative approval)



INDIVIDUALLY-MOUNTED CHANNEL LETTERS



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 Orange Translucent

PMS 7635 c

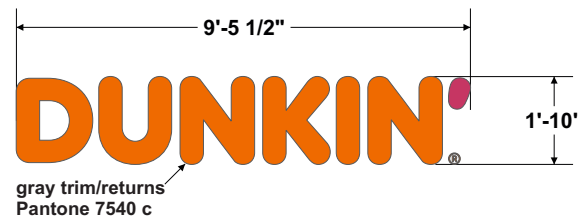
3M 3630-1379
 Magenta Translucent

PMS 3564 c

3M 7725-41
 Gray Translucent

PMS 7540

channel letters internally lighted with LEDs - matte finish



SIGN & FAX BACK SO THAT WE MAY APPROVE YOUR ORDER. FAX: 865.947.2089 info@signco-inc.com FILE LOCATION: Baker/D/Dunkin LOCATION: Kodak, TN	<input type="checkbox"/> APPROVED <input type="checkbox"/> APPROVED W/CHANGES <input type="checkbox"/> REVISE & RESUBMIT	APPROVAL SIGNATURE DATE: 05-14-2024 DRAWN BY: Tiffany Poling
	SALES REPRESENTATIVE: Baker Jones	FILE: Dunkin Bldg Kodak Winfield Dunn

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VALUE OF THIS DRAWING: \$500.00

PMS 7635 c

PMS 3564 c

PMS 7540

cool gray 1

VINYL COLORS

3M 3630-3123
Orange Translucent

3M 3630-1379
Magenta Translucent

3M 7725-41
Gray Translucent

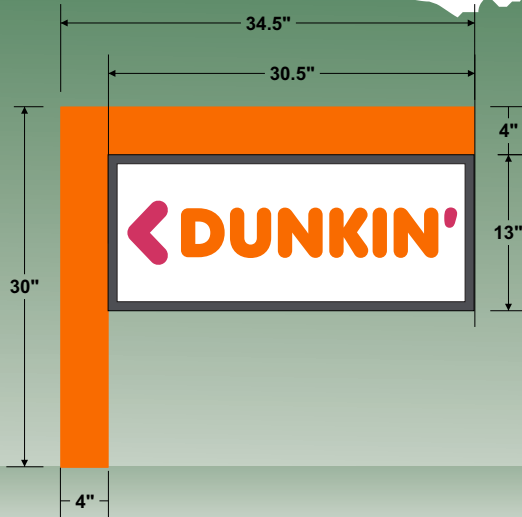


EXISTING SIGN

APPROVED BY
TENNESSEE TECHNOLOGY CORRIDOR
DEVELOPMENT AUTHORITY
Meeting Date: 7/17/2024

(administrative approval)

quantity of (1)



SIDE VIEWS

OPPOSITE SIDE



SIGNCO inc.
PLASTIC, NEON, ELECTRONIC

This drawing is the property of SIGNCO, Inc. & is to be used for contractual purposes between the customer & SIGNCO, Inc. only. Unauthorized use of this information will result in claims up to 10x value of the job represented on this drawing.
VALUE OF THIS DRAWING: \$5000.00

SIGN & FAX BACK SO THAT
WE MAY APPROVE YOUR ORDER.

FILE LOCATION: Baker/D/Dunkin Donuts

LOCATION: Hardin Valley, TN

APPROVED
 APPROVED W/CHANGES
 REVISE & RESUBMIT

SALES REPRESENTATIVE: Baker Jones

FILE: Dunkin Directionals Hardin Valley

APPROVAL SIGNATURE

DATE: 06-18-2024

DRAWN BY: Tiffany Poling

SCALE: 3/4" = 1'

<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	

Baker Jones

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

6/20/24

August 5, 2024

8-A-24-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

Baker Jones

Signco Inc.

NAME

COMPANY

3101 NW Park Dr.

Knoxville

TN

37921

ADDRESS

CITY

STATE

ZIP

(865)947-2086

info@signco-inc.com

PHONE

EMAIL

CURRENT PROPERTY INFO

MULTIPLE OWNERS / OPTION HOLDERS PART OF PARCEL

AO HARDIN STATION LLC

4000 PLEASANT RIDGE RD STE 201

OWNER NAME - *if different -*

OWNER ADDRESS

OWNER PHONE/EMAIL

10629 Hardin Valley Rd.

PROPERTY ADDRESS

103EA002

5.2 acres

PARCEL ID(S)

PART OF PARCEL? (Y/N)

TRACT SIZE

STAFF USE ONLY

CITY COUNTY

Northwest side of Hardin Valley Rd, Northeast of Solway Rd

6th

GENERAL LOCATION

DISTRICT

CA/TO

TCMU

ZONING

SECTOR PLAN
LAND USE CLASSIFICATION

N/A

CO

PLANNING SECTOR

EXISTING LAND USE

REQUEST

<p>BUILDING PERMIT</p> <p><input type="checkbox"/> NEW CONSTRUCTION</p> <p><input type="checkbox"/> EXPANSION OR RENOVATION</p> <p><input type="checkbox"/> GRADING PLAN</p>	<p><input type="checkbox"/> REZONING</p> <p><input checked="" type="checkbox"/> SIGNAGE</p> <p><input type="checkbox"/> ZONING VARIANCE</p>	<p>PLAN MATERIALS:</p> <p><input type="checkbox"/> DEVELOPMENT PLAN</p> <p><input type="checkbox"/> BUILDING ELEVATIONS</p> <p><input type="checkbox"/> FLOOR PLAN</p> <p><input type="checkbox"/> LANDSCAPE PLAN</p> <p><input type="checkbox"/> SIGNAGE PLAN</p> <p><input type="checkbox"/> OFF-STREET PARKING</p>	<p><input type="checkbox"/> OTHER:</p>
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WAIVERS OR VARIANCES REQUESTED? YES NO

ADMINISTRATIVE REVIEW: LIGHTING LANDSCAPING PLAN

RENOVATION OR EXPANSION

ZONING VARIANCE

<p>SUMMARY OF WORK TO BE PERFORMED:</p> <p>Remove existing Dunkin Donuts letter's, install new "Dunkin" letters to match updated branding.</p>	<p>SUMMARY OF ZONING VARIANCE REQUEST:</p>
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REZONING

REZONE FROM: _____

TO: _____

SECTOR PLAN AMENDMENT FROM: _____

TO: _____


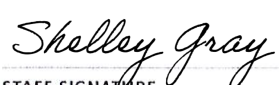
SIGNAGE

<p><input type="checkbox"/> YARD SIGN</p> <p>AREA: _____</p> <p>HEIGHT: _____</p> <p>FINISH: _____</p>	<p><input checked="" type="checkbox"/> BUILDING SIGN</p> <p>AREA: 17.5 sq ft</p> <p>HEIGHT: 18'</p> <p>FINISH: _____</p>	<p><input type="checkbox"/> OTHER SIGN</p> <p>AREA: _____</p> <p>HEIGHT: _____</p> <p>TYPE: _____</p>
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STAFF USE ONLY

<input type="checkbox"/> TTCDA Checklist <input type="checkbox"/> Property Owners/Option Holders	CODE 1103	CODE	TOTAL
	FEE \$175.00	FEE	

AUTHORIZATION *By signing below* You certify that you are the property owner and/or authorized representative.

<p> APPLICATION AUTHORIZED BY</p>	<p>Signco Inc. AFFILIATION</p>	<p>6/21/24 DATE</p>
<p>(865)947-2086 PHONE NUMBER</p>	<p>info@signco-inc.com EMAIL</p>	
<p> STAFF SIGNATURE</p>	<p>Shelley Gray (WW) PRINT NAME</p>	<p>06/21/2024 DATE PAID</p>