

Applicant: BRITTANY GREENE EXCEL SIGNS LLC

Request: SIGN PERMIT

Meeting Date: 12/9/2024

Address: 10437 Hardin Valley Rd.

Map/Parcel Number: 104 01102

Location: North side of Hardin Valley Rd, east of Hardin Farms Ln

Existing Zoning: OB (Office, Medical, and Related Services), TO (Technology Overlay)

Proposed Zoning: N/A

Existing Land Use: Office

Proposed Land Use: N/A

Appx. Size of Tract: 0.93 acres

Accessibility: Access is via Hardin Valley Road, a major arterial street with a median and dedicated left turn lane. The right-of-way has a width of 203 ft.

Surrounding Zoning and Land Uses: North: PR (Planned Residential) with up to 10 du/ac, TO (Technology Overlay) - Agriculture/forestry/vacant land

South: A (Agricultural) - Rural residential, agriculture/forestry/vacant land

East: CA (General Business), TO (Technology Overlay) - Public/quasi-public land (church)

West: RA (Low Density Residential), TO (Technology Overlay) - Single family residential

Comments: This is a request to replace an existing monument sign for Pillar Primary Care. A Certificate of Appropriateness for a single-sided monument sign was approved in 2016 (7-D-16-TOS). The applicant intends to utilize the existing stone veneer base that was approved in 2016.

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

A. CONFORMITY OF THE SIGN PROPOSAL WITH THE DESIGN GUIDELINES.

1. The monument sign is 4 ft-10 in tall and has a structure area of 38.67 sq ft. The sign has a message area of 20.13 sq ft, which is well within the maximum allowable area of 64 ft based on the building's linear frontage. The sign's structure area of 38.67 sq ft is below the maximum allowed for the structural elements, which is to be no greater than 1.5 times the message area.
2. The monument sign will feature the company name, logo, and address. The existing stucco sign surface would be retained. The applicant proposes to remove the existing letters and then repair and repaint the background in a flat, gray finish. New dark and light blue acrylic letters will be applied to the stucco surface. The existing gray stone pillars would be retained. The sign face will be composed of stucco with a flat finish and acrylic lettering with a matte finish. The stucco will be a warm grey, and the logo and lettering will be dark and light blue.
3. The sign will be illuminated with an LED flood light fixture aimed at the sign and concealed in a landscape bed.
4. The sign is situated at the driveway entrance at Hardin Valley Road, 20.2 ft from the right-of-way, which meets the TTCDA yard sign location criteria.

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

1. The proposed sign is in proportion with signs in the vicinity.

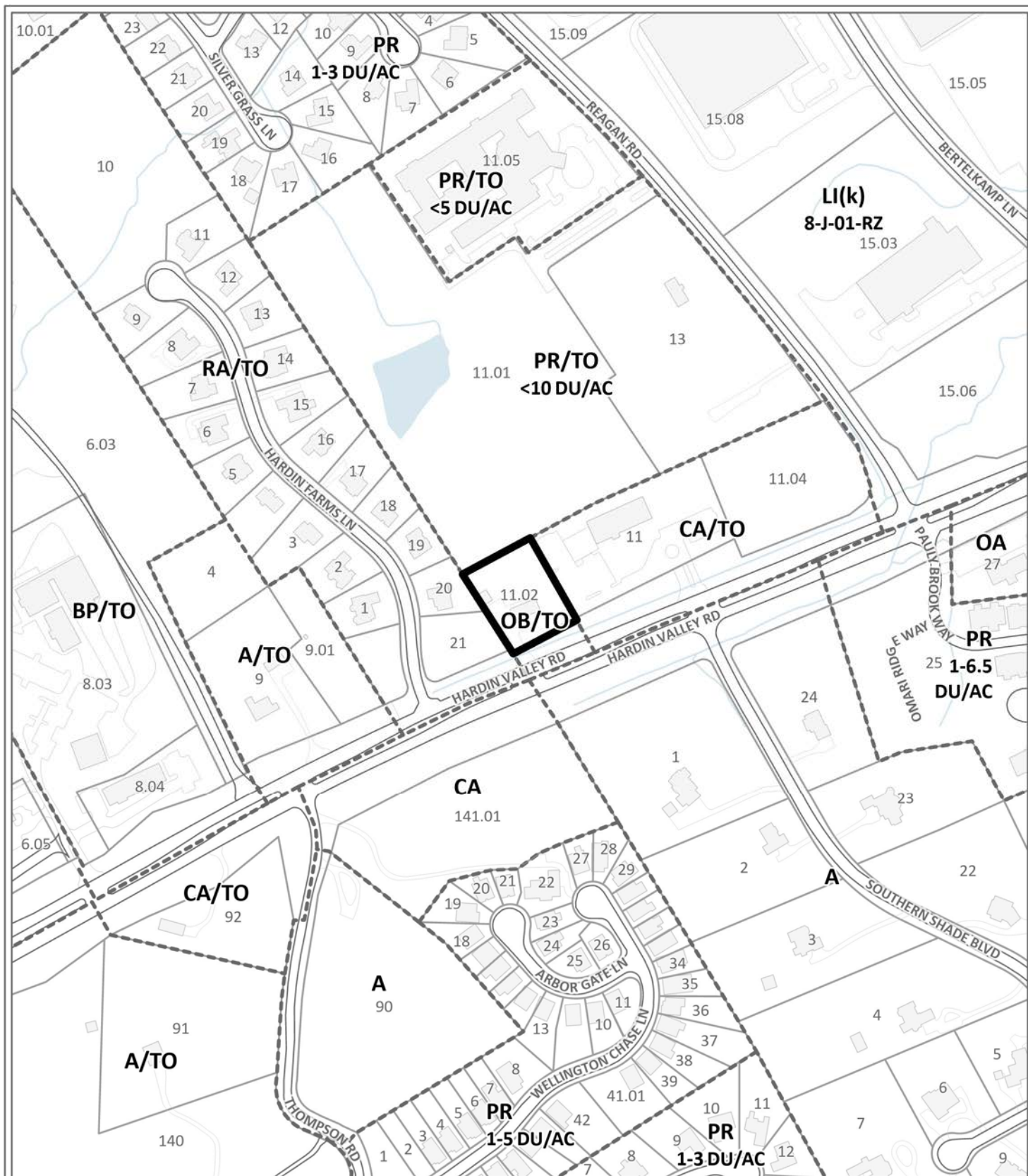
**Design Guideline
Conformity:** The proposed sign is in conformance with the TTCDA guidelines.

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

Staff Recommendation:

Staff recommends approval of a Certificate of Appropriateness for a Sign Permit, for the proposed monument sign, with the following condition:

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



CERTIFICATE OF APPROPRIATENESS

12-A-24-TOS

Petitioner: Brittany Greene Excel Signs LLC



Purpose of Request: Signage

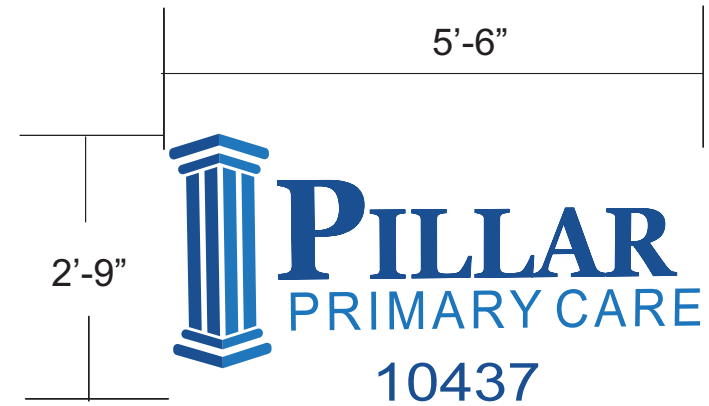
Original Print Date: 11/1/2024

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

Map No: 104
Jurisdiction: County

0 340
Feet






SINGLE FACE MONUMENT SIGN

Remove existing signage and scrap.
 Patch and paint stucco sign fascia PMS warm grey 1
 Install 3/4" acrylic letters non illuminated
 Sign to have (1) LED flood light fixture.

- Pantone PMS Warm Grey 1 Flat finish
- Pantone 2383C (lighter blue) Matte Finish
- Pantone 7686C (darker blue) Matte Finish



excelsignsllc.com

CLIENT:	PAGE NUMBER:	ORDER NUMBER:	DATE:	SIGN SPECIFICATIONS	REVISION HISTORY:	CLIENT SIGNATURE	APPROVAL DATE
	1		AUG 19, 2024	<input type="checkbox"/> Interior <input checked="" type="checkbox"/> Exterior <input checked="" type="checkbox"/> Single Faced <input type="checkbox"/> Double Faced <input type="checkbox"/> Non-Illuminated <input checked="" type="checkbox"/> Illuminated	Designer	Date	Change
	PROJECT MANAGER:	DESIGNER:			RAW		
ADDRESS:	Ryan A. Walters	RAW					
10437 Hardin Valley, Knoxville, TN	ELECTRONIC FILE NAME:						
	20240816 Dimensional Letters and LED Flood Lighting						

TTCCA 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	

PUBLISHED APPLICANT NAME - no individuals on behalf of-

10/08/2024

12/09/2024

12-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

Brittany Greene
NAME

Excel Signs LLC
COMPANY

912 forsythe st
ADDRESS

Knoxville
CITY

TN
STATE

37917
ZIP

865-371-5253
PHONE

b.greene@excelsignsllc.com
EMAIL

CURRENT PROPERTY INFO

MULTIPLE OWNERS / OPTION HOLDERS PART OF PARCEL

Mark McColl
OWNER NAME - if different -

10437 Hardin Valley Rd
OWNER ADDRESS

965-244-1800
OWNER PHONE/EMAIL

10437 Hardin Valley rd Knoxville, TN 37932
PROPERTY ADDRESS

104 01102
PARCEL ID(S)

yes
PART OF PARCEL? (Y/N)

.93
TRACT SIZE

STAFF USE ONLY

North side Hardin Valley Rd, east of Hardin Farms Ln

GENERAL LOCATION

CITY COUNTY

6

DISTRICT

OB/TO

CMU

ZONING

LAND USE / PLACETYPE

Office

Northwest County
PLANNING SECTOR

EXISTING LAND USE

REQUEST

BUILDING PERMIT

- NEW CONSTRUCTION
- EXPANSION OR RENOVATION
- GRADING PLAN

- REZONING
- SIGNAGE
- ZONING VARIANCE

WAIVERS OR VARIANCES REQUESTED? (Y/N)

PLAN MATERIALS:

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

OTHER:

ADMINISTRATIVE REVIEW: LIGHTING LANDSCAPING PLAN

RENOVATION OR EXPANSION

PLEASE PROVIDE A SUMMARY OF THE WORK TO BE PERFORMED:

remove existing lettering, 1 set of 1/2" deep acrylic letters reading "Pillar Primary Care", install 1 ground mounted flood light.

REZONING

REZONE FROM:

TO:

SECTOR PLAN AMENDMENT FROM:

TO:

SIGNAGE

YARD SIGN

AREA: _____

FINISH: _____

BUILDING SIGN

AREA: _____

HEIGHT: _____

FINISH: _____

OTHER SIGN

AREA: Monument

HEIGHT: 4'10" (5)

TYPE: 38 sqft (5)

STAFF USE ONLY

- TTCA Checklist
- Property Owners/Opn Holders

CODE

FEE
1103
\$175

CODE

FEE

TOTAL

\$175

AUTHORIZATION

By signing below

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

HEIGHT:

B.B. Greene

APPLICATION AUTHORIZED BY

Sales

AFFILIATION

10/7/2024

DATE

865-371-5253
PHONE NUMBER

b.greene@excelsignsllc.com
EMAIL