

Applicant: DANIEL MCGUFFIN BRANDED IMAGE GROUP

Request: SIGN PERMIT

Meeting Date: 1/8/2024

Address: 10133 Sherrill Blvd.

Map/Parcel Number: 118 19801

Location: Northeast side of Sherrill Blvd., west side of Mabry Hood Rd

Existing Zoning: OP (Office Park), TO-1 (Technology Park Overlay)

Proposed Zoning: N/A

Existing Land Use: Office

Proposed Land Use: N/A

Appx. Size of Tract: 4.11 acres

Accessibility: Access is via Sherrill Blvd, a classified major collector street with a 67-ft pavement width. Sherrill Blvd is a frontage road for Pellissippi Parkway within a 392 ft right-of-way.

Surrounding Zoning and Land Uses: North: C-G-3 (General Commercial) / TO-1 (Technology Park Overlay) - Agriculture/forestry/vacant

South: OP (Office Park) / TO-1 (Technology Park Overlay) - Agriculture/forestry/vacant

East: OP (Office Park) / TO-1 (Technology Park Overlay) - Agriculture/forestry/vacant

West: Right-of-way (Pellissippi Pkwy) / TO-1 (Technology Park Overlay) - Right-of-way

Comments: This is a request for approval of a building sign for a business in the existing 938,533 ft office building on Sherrill Blvd near the Dutchtown Rd interchange.

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 proposed building sign includes the business name for "Kids Central Pediatrics." The sign will be located on the southwestern side of the building that faces Sherrill Blvd on the brick facade of the second floor of the building.

2) The new sign consists of non-illuminated channel letters mounted to the building via a raceway. The letters are 5" deep channel letters. "Kids Central Pediatrics" consists of two colors, white with blue trim cap. The sign will have a flat finish.

3) The sign size is based on the linear business frontage, which in this case is 60 sq ft. The sign comprises an area of 57.02 sq ft, which is within the maximum square footage allotted.

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

1) The sign is similar in size, location and materials to the others in the strip center.

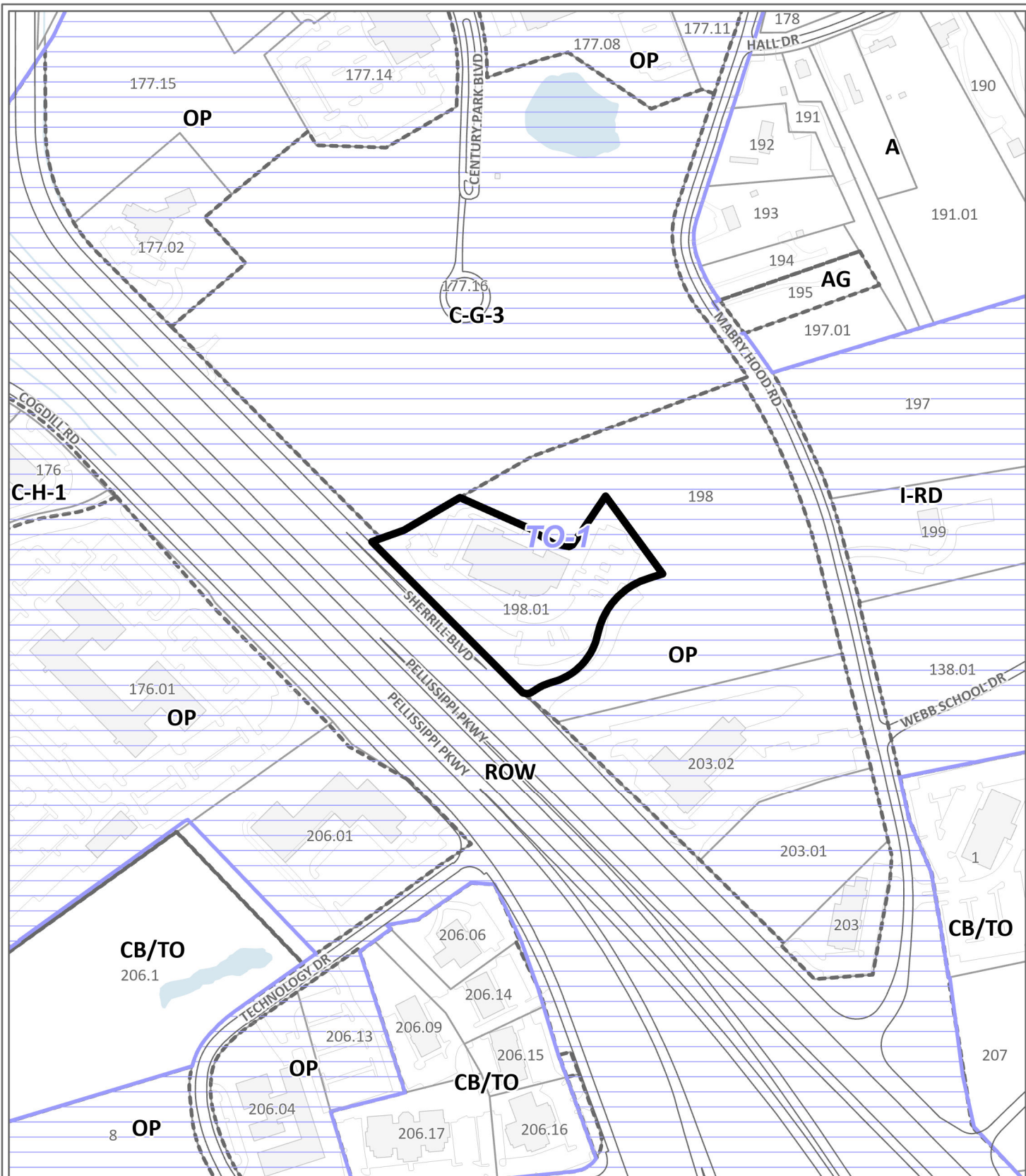
**Design Guideline
Conformity:** This request is in compliance with the Design Guidelines.

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

Staff Recommendation:

Based on the application and plans as submitted, the staff recommends Approval of a Certificate of Appropriateness for a Sign Permit, for the proposed building sign, with the following condition:

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



CERTIFICATE OF APPROPRIATENESS

1-A-24-TOS

Petitioner: Daniel McGuffin Branded Image Group



Purpose of Request: Signage

Original Print Date: 1/10/2024

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

Map No: 118
Jurisdiction: City



WestMed

BUILDING

10133 Sherrill Blvd
Knoxville, TN 37932



MADDOX

PROPERTY MANAGEMENT & SALES, INC.

Management | Leasing | Sales | Development | Construction

23-200-05 - 01/03/24



BRANDED IMAGE GROUP

www.BrandedImageGroup.com



1

1 SIGN LOCATION PLAN
SCALE: NTS

www.BrandedImageGroup.com

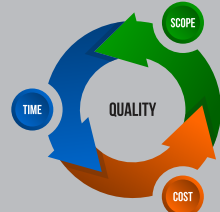
227 East Emory Road - Powell, TN 37849 p. 865.805.6713 e. BrandedImageGroup@gmail.com

THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY BRANDED IMAGE GROUP. IT IS PROVIDED FOR THE EXCLUSIVE USE BY THE CUSTOMER AND FOR THE PROJECT NAMED IN THIS TITLE BLOCK. IT SHALL NOT BE PROVIDED TO ANY OTHER COMPANY OR USED FOR ANY OTHER PROJECT WITHOUT THE WRITTEN PERMISSION OF BRANDED IMAGE GROUP. THIS DRAWING IS AN INSTRUMENT OF SERVICE AND SHALL REMAIN THE EXCLUSIVE PROPERTY OF BRANDED IMAGE GROUP. 2024©

client Maddox Property Management & Sales Inc.
address 10133 Sherrill Blvd - Knoxville, TN 37932

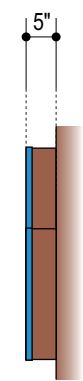
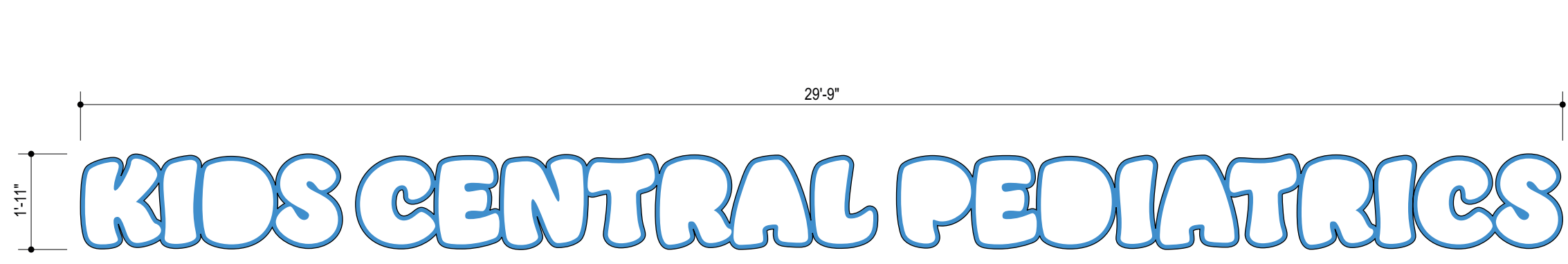
project Kids Central Pediatrics
designer CH

date 01/03/2024
drawing # 23-200-05 revision # 5



BRANDED IMAGE GROUP

page # 2 of 3



1 TENNANT ID - CHANNEL LETTERS - NON-ILLUMINATED
 SCALE: 3/8" = 1'-0"
 TOTAL SQ. FT. = 57.02

2 SIDE VIEW
 SCALE: 3/8" = 1'-0"



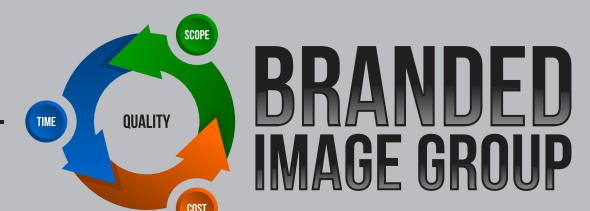
SIGN SPECIFICATIONS

- LETTER RETURNS MATERIAL: .040" THICK ALUMINUM
- LETTER RETURNS FINISH: TO MATCH EXISTING BRICK SURFACE
- LETTER RETURNS DEPTH: 5"
- FACE MATERIAL: 3/16" THICK POLYCARBONATE
- FACE FINISH: TRANS. WHITE
- GRAPHICS: APPLIED DIGITALLY PRINTED VINYL OVERLAY (TRANS.)
- TRIM CAP: 1" VINYL TRIM PAINTED TO MATCH "BLUE" IN LOGO
- LETTER BACKS: .063" THICK ALUMINUM
- MOUNTING METHOD: MOUNTED TO EXISTING BRICK FACADE VIA APPROPRIATE FASTENERS

3 PROPOSED ELEVATION VIEW
 SCALE: 3/8" = 1'-0"

www.BranDEDImageGroup.com

227 East Emory Road - Powell, TN 37849 p. 865.805.6713 e. BrandedImageGroup@gmail.com



THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY BRANDED IMAGE GROUP. IT IS PROVIDED FOR THE EXCLUSIVE USE BY THE CUSTOMER AND FOR THE PROJECT NAMED IN THIS TITLE BLOCK. IT SHALL NOT BE PROVIDED TO ANY OTHER COMPANY OR USED FOR ANY OTHER PROJECT WITHOUT THE WRITTEN PERMISSION OF BRANDED IMAGE GROUP. THIS DRAWING IS AN INSTRUMENT OF SERVICE AND SHALL REMAIN THE EXCLUSIVE PROPERTY OF BRANDED IMAGE GROUP. 2024©

client Maddox Property Management & Sales Inc.
 address 10133 Sherrill Blvd - Knoxville, TN 37932

project Kids Central Pediatrics
 designer CH

date 01/03/2024
 drawing # 23-200-05 revision # 5

page # 3 of 3



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	

Daniel McGuffin

PUBLISHED APPLICANT NAME - no individuals on behalf of -

1-A-24-TOS

~~11/10/2023~~ 11/22/2023

January 8, 2024

IBC-NEW-23-0600

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

Daniel McGuffin

Branded Image Group

NAME

COMPANY

227 E Emory Rd

Powell

TN

37849

ADDRESS

CITY

STATE

ZIP

(865)770-0595

dmcguffin@brandedimagegroup.com

PHONE

EMAIL

CURRENT PROPERTY INFO

MULTIPLE OWNERS / OPTION HOLDERS PART OF PARCEL

Steven Maddox

100 Dalton Place Way

865-522-9910 x101

OWNER NAME - if different -

OWNER ADDRESS

Smaddox@maddoxcompany.com

10133 Sherrill Blvd. Knoxville, TN 37932

PROPERTY ADDRESS

118 19801B

Y

PARCEL ID(S)

PART OF PARCEL? (Y/N)

TRACT SIZE

STAFF USE ONLY

Sherrill Blvd and Mabry Hood Rd

CITY COUNTY

2nd

GENERAL LOCATION

DISTRICT

OP

MU-SD NWCO-2

ZONING

SECTOR PLAN
LAND USE CLASSIFICATION

Northwest County

Office

PLANNING SECTOR

EXISTING LAND USE

Knoxville-Knox County Planning

400 Main St, Suite 403 | knoxplanning.org/ttcda

Revised August 2021

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:

Installing new "Kids Central Pediatrics" non-illuminated sign. The sign is a set of channel letters attached to a raceway.

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: 102'
HEIGHT: 20'
FINISH: Trans. White

OTHER SIGN

AREA: _____
HEIGHT: _____
TYPE: _____

Sq ft. = 84.33 sq ft.

Overall sign height = 3'-6"

linear footage of tenant space = 60 ft

STAFF USE ONLY

- TTCDA Checklist
- Property Owners/Option Holders

CODE

CODE

TOTAL

FEE

FEE

1103

\$175

\$175

AUTHORIZATION

By signing below

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



Owner

11-16-23

APPLICATION AUTHORIZED BY

AFFILIATION

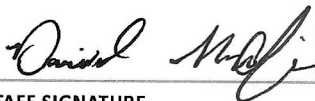
DATE

865-770-0595

EMAIL

dmcguffin@brandedimagegroup.com

PHONE NUMBER



Daniel McGuffin

11/27/2023, SG

STAFF SIGNATURE

PRINT NAME

DATE PAID

Whitney Warner 11/27/2023