

**Applicant:** KAYLAND SHECKLES SIGNCO INC

**Request:** SIGN PERMIT

**Meeting Date:** 4/7/2025

**Address:** 2214 Valley Vista Rd.

**Map/Parcel Number:** 103 11911

**Location:** East side of Valley Vista Rd, southeast of Hardin Valley Rd

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

**Proposed Zoning:** N/A

**Existing Land Use:** Commercial

**Proposed Land Use:** N/A

**Appx. Size of Tract:** 4.7 acres

**Accessibility:** Access is off of Valley Vista Road, a minor collector street with a pavement width of 38 ft within a 68-ft right-of-way.

**Surrounding Zoning and Land Uses:** North: PC (Planned Commercial), TO (Technology Overlay) - Office

South: PC(k) (Planned Commercial with conditions), TO (Technology Overlay) - Agriculture/forestry/vacant land, office

East: PC (Planned Commercial), TO (Technology Overlay) - Office

West: PC(k) (Planned Commercial with conditions), TO (Technology Overlay) - Agriculture/forestry/vacant land

**Comments:** This is a request to replace two existing building signs for an indoor storage facility. The proposed signs are for Extra Space Storage.

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 existing 'Valley Storage' signs on the west and north sides of the building would be removed and replaced with two new identical building signs. The existing address sign on the west side of the building would be retained.
2. The proposed signage includes the company name 'Extra Space Storage' in individual channel lettering. The lettering would be directly mounted onto the building façade via an aluminum raceway painted gray to match the building.
3. The sign faces are acrylic with matte finishes and are illuminated with LED lighting. The 'Extra Space' sign face would be green, and 'Storage' would be white.
4. The area of each sign is 33.46 sq ft, totaling 66.92 sq ft. There is an existing 4.9 sq ft address sign on the west side of the building that will not be removed. The total signage area for the proposed and existing address signage is 71.82 sq ft. This is within the 100 sq ft maximum area allowed based on the building's linear frontage.

**B. RELATIONSHIP OF THE PROPOSED SIGNAGE TO SIGNAGE ON NEARBY PROPERTIES, IN TERMS**

OF SIZE, LOCATION, MATERIALS, AND COLOR

1. The proposed signs are in proportion with signs in the vicinity.

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**Design Guideline  
Conformity:** The proposed signs conform to the TTCCA guidelines.

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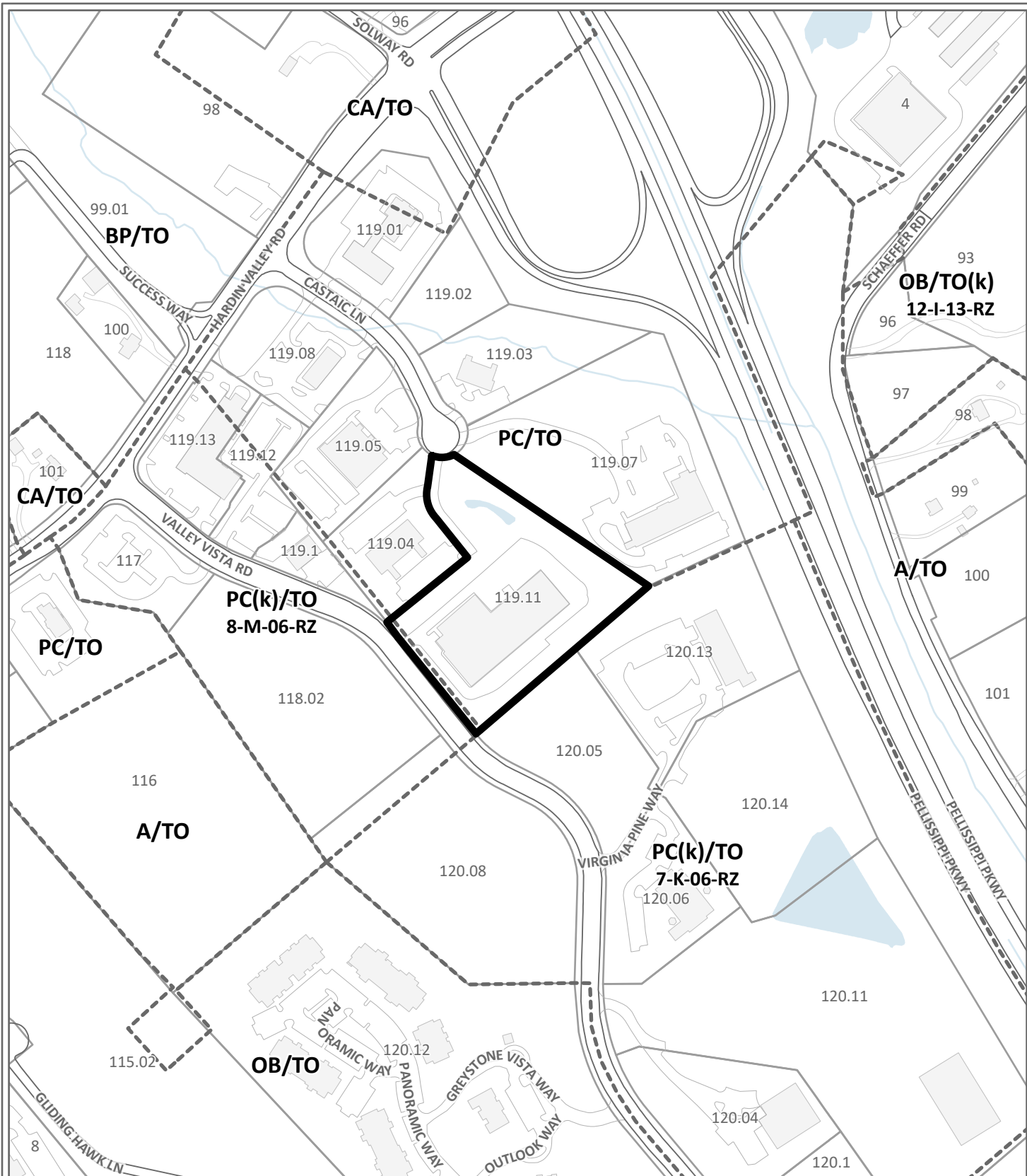
**Waivers and Variances  
Requested:** N/A

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**Staff Recommendation:**

Staff recommends approval of a Certificate of Appropriateness for a Sign Permit for the proposed building signs with the following condition:

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



**CERTIFICATE OF APPROPRIATENESS**

**4-A-25-TOS**

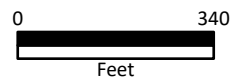
**Petitioner:** Kayland Sheckles SignCo Inc



Purpose of Request: Signage

**Original Print Date:** 2/27/2025  
 Knoxville - Knox County Planning Commission \* City / County Building \* Knoxville, TN 37902

**Map No:** 103  
**Jurisdiction:** County








DESIGN SIGN STATUS - MAIN ID WALL SIGNS			
SIGN #	LOCATION	SIGN TYPE	TECHNICALLY VERIFIED
1	S. WEST ELEVATION	CHANNEL LETTERS - ILLUMINATED ON RACEWAY	X
2	N. WEST ELEVATION	CHANNEL LETTERS - ILLUMINATED ON RACEWAY	X

 **AERIAL VIEW**  
SCALE: N.T.S.

It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

 ...bringing your image to light! 16265 Star Rd., Nampa, ID 83687 - toll free: 800.592.8058 - tele: 208.345.4020 <a href="http://imagenational.com">imagenational.com</a>	 <b>NAMPA PLANT -</b> <b>UL #433195-001</b> <small>U.S. &amp; P.R. - All signs conform to UL-48/2161 (labeled accordingly) &amp; must comply with UL-41.1 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with requirements of article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</small>	<b>Client:</b> EXTRA SPACE STORAGE		<b>File:</b> ESS-6704-Knoxville KY 031125 R4		<b>Page No.</b>	
		<b>Site:</b> SITE # 6704 2214 Valley Vista Rd. Knoxville, TN 37932		<b>Date:</b> 3/11/25			<b>2 of 4</b>
		<b>Designer:</b> SO	<b>Reviewed by:</b>		<b>Account Manager:</b> SR		

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**EXISTING CONDITIONS**



**FRONT ELEVATION - SOUTHWEST**

SCALE: 1/8" = 1'-0"

EXISTING SQ. FT.: 4.9

ALLOWED SQ. FT.:

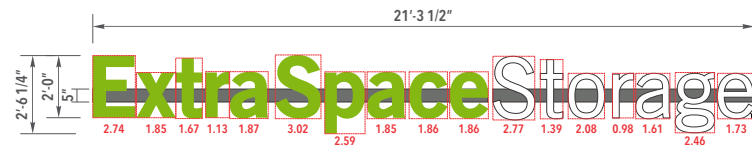
PROPOSED SQ. FT.: 33.46 (38.36 TOTAL)

**PROPOSED CONDITIONS**



**SIMULATED NIGHT VIEW**

SCALE: N.T.S.



**1 ILLUMINATED CHANNEL LETTERS - RACEWAY** TOTAL SF: 33.46  
SCALE: 1/4" = 1'-0"

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	<p><b>Account Manager:</b> SR</p>	<p><b>Engineer:</b></p>				

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**EXISTING CONDITIONS**



**PROPOSED CONDITIONS**



**SIDE ELEVATION - NORTHWEST**

SCALE: 1/8" = 1'-0"

EXISTING SQ. FT.:

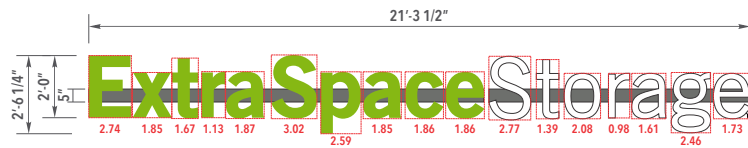
ALLOWED SQ. FT.:

PROPOSED SQ. FT.: 33.46



**SIMULATED NIGHT VIEW**

SCALE: N.T.S.

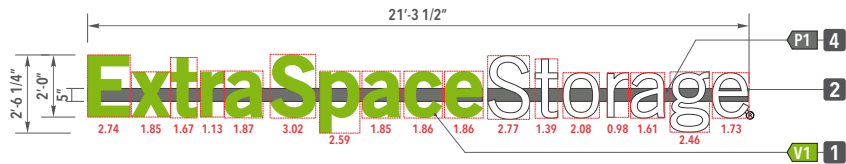


**2** ILLUMINATED CHANNEL LETTERS - RACEWAY  
SCALE: 1/4" = 1'-0" TOTAL SF: 33.46

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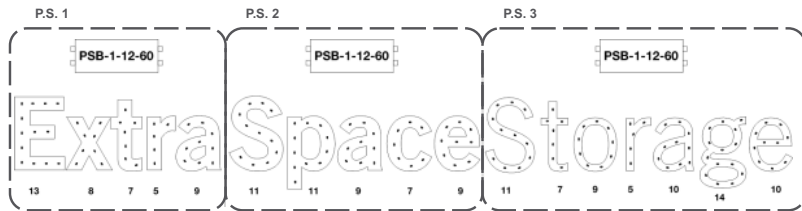
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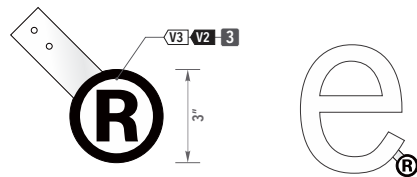


**1 2** ILLUMINATED CHANNEL LETTERS - RACEWAY PART #ESSLR24LESSGW  
SCALE: 1/4" = 1'-0"

US LED SXL2-1-12-W (129 MODS)  
US LED POWER SUPPLY PSB-1-12-60 (3)  
ELECTRICAL WIRE 2-WIRE 18GA JACKETED - 4' WHIP PER LETTER



LED LAYOUT  
SCALE: N.T.S.



REGISTRATION MARK DETAIL  
NOT TO SCALE



**FABRICATION SPECIFICATIONS**

<b>1</b>	<b>PAN CHANNEL 'EXTRA SPACE'</b>	FACE MATERIAL	3/16" WHITE ACRYLIC #7328
		FACE COLOR	SEE COLOR KEY
		TRIM CAP SIZE	1"
		TRIM CAP COLOR	DOVE GRAY
		RETURN DEPTH	5"
<b>2</b>	<b>PAN CHANNEL 'STORAGE'</b>	FACE MATERIAL	3/16" WHITE ACRYLIC #7328
		TRIM CAP COLOR	1"
		TRIM CAP COLOR	DOVE GRAY
		RETURN DEPTH	5"
		RETURN COLOR	PRE-PAINTED BLACK
<b>3</b>	<b>REGISTRATION MARK</b>	MATERIAL	150 CLEAR POLY
		VINYL	PER COLOR KEY
<b>4</b>	<b>RACEWAY</b>	MATERIAL	ALUMINUM
		COLOR	PER COLOR KEY

**COLOR KEY**

<b>V1</b>	VINYL	3M 3630-106 BRILLIANT GREEN & 3M 3660M MATTE LAMINATE
<b>V2</b>	VINYL	BLACK
<b>V3</b>	VINYL	3M WHITE
<b>P1</b>	PAINT	SPECIAL ORDER SW GREY (SEE FORMULA)

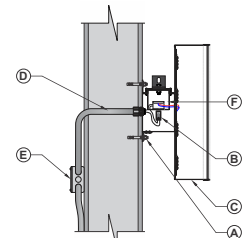
NOTE: THE COLORS DEPICTED ON THIS RENDERING REPRESENT COLOR INTENT ONLY AND MAY NOT MATCH ACTUAL COLORS ON FINISHED PRODUCT. PLEASE REFER TO COLOR CALL-OUTS AND SPECIFIED VENDOR SAMPLES FOR APPROVED COLOR SPECIFICATIONS.

**SHIPPING LIST**

MATERIAL	QTY.
1/2" FLEX CONDUIT	12'-0"
1/2" FLEX CONNECTORS	4 EA
TOUCH-UP PAINT	

**ELECTRICAL REQUIREMENTS**

VOLTS	120	AMP	1.95	CIRCUIT	1
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TYPICAL SECTION DETAIL  
SCALE: 3/4" = 1'-0"

**INSTALL**

- Non-Corrosive Securement Using Appropriate Mounting Hardware Painted to Match Background.
- Disconnect Switch at Left End of Raceway
- 1/4" Ø Drain Holes.
- 1/2" (MFG) Plastic Pass-Through
- 20 amp 120 V. Circuits Required (Brought to within 6' of sign BY OTHERS)
- Raceway

APPROVED FASTENER SCHEDULE

FASTENER	USE
3/8" - 1/2" LAG SCREW	FOR USE WITH WOOD OR EFS WALL SYSTEMS. 1 1/2" MIN PENETRATION (EXCLUDING TAIL)
1/4" - 3/8" THREADED ROD	FOR USE WITH WOOD, CONCRETE BLOCK OR EFS WALL SYSTEMS
3/8" Ø RED HEAD L.D.I. (LARGE DIAMETER TAPCON)	FOR USE WITH CONCRETE BLOCK OR CONCRETE. EMBED A MIN. OF 2 1/2".
3/8" Ø HILT HIT ROD W/ HY20 MAX ADHESIVE	FOR USE WITH CONCRETE. EMBED A MIN. OF 2"
3/8" Ø HILT HIT ROD W/ HY20 ADHESIVE	FOR USE WITH MASONRY AND BRICK. EMBED A MIN. OF 3 3/8"
3/8" Ø HILT HIT ROD WITH HY20 ADHESIVE	FOR USE WITH CONCRETE BLOCK. EMBED A MIN. OF 2"
3/8" Ø HILT HCL SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK. EMBED A MIN. OF 3 3/8".
3/8" Ø LAG WITH 3/8" SHIELD & WASHER	FOR USE WITH CONCRETE, MASONRY & BRICK - EMBED A MIN. OF 2"
#10 (7) HEX SCREW W/ FENDER WASHER INTO PLASTIC WALL ANCHOR	FOR USE WITH SMALL LIGHTWEIGHT LETTERS & CABINETS

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

Kayland Sheckles - SignCo Inc.

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

01/28/2025	4/7/2025	4-A-25-TOS
<b>DATE FILED</b>	<b>MEETING DATE (IF APPLICABLE)</b>	<b>FILE NUMBER</b>

**CORRESPONDENCE** *Correspondence related to this application will be directed to the contact listed below.*

- APPLICANT    OWNER    OPTION HOLDER    SURVEYOR    ENGINEER    ARCHITECT/LANDSCAPE ARCHITECT    ATTORNEY

Kayland Sheckles	SignCo Inc.		
<b>NAME</b>	<b>COMPANY</b>		
3101 Northwest Park Drive	Knoxville	TN	37921
<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>
(865)947-2086	info@signco-inc.com		
<b>PHONE</b>	<b>EMAIL</b>		

**CURRENT PROPERTY INFO**    MULTIPLE OWNERS / OPTION HOLDERS    PART OF PARCEL

Valley Storage LLC	5725 Ball Road	
<b>OWNER NAME - if different -</b>	<b>OWNER ADDRESS</b>	<b>OWNER PHONE/EMAIL</b>
2214 Valley Vista Road Knoxville, TN 37932		
<b>PROPERTY ADDRESS</b>		
103 11911		4.7 acres
<b>PARCEL ID(S)</b>	<b>PART OF PARCEL? (Y/N)</b>	<b>TRACT SIZE</b>

**STAFF USE ONLY**

East side of Valley Vista Rd, southeast of Hardin Valley Rd		<input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY
<b>GENERAL LOCATION</b>		6th
		<b>DISTRICT</b>
PC/TO	TCMU	
<b>ZONING</b>	<b>LAND USE / PLACE TYPE</b>	
Northwest County	Commercial	
<b>PLANNING SECTOR</b>	<b>EXISTING LAND USE</b>	



## REQUEST

### BUILDING PERMIT

- NEW CONSTRUCTION  
 EXPANSION OR RENOVATION  
 GRADING PLAN

### REZONING

- SIGNAGE  
 ZONING VARIANCE

WAIVERS OR VARIANCES REQUESTED? (Y/N)

ADMINISTRATIVE REVIEW:  LIGHTING  LANDSCAPING PLAN

### PLAN MATERIALS:

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

OTHER:

## RENOVATION OR EXPANSION

PLEASE PROVIDE A SUMMARY OF THE WORK TO BE PERFORMED:

Install (2) 24" ESS lettersets on raceways, and (1) non-illuminated FCO with backer office sign on top of the canopy per the drawings.

## REZONING

REZONE FROM: \_\_\_\_\_

TO: \_\_\_\_\_

SECTOR PLAN AMENDMENT FROM: \_\_\_\_\_

TO: \_\_\_\_\_

## SIGNAGE

### YARD SIGN

AREA: \_\_\_\_\_

HEIGHT: \_\_\_\_\_

FINISH: \_\_\_\_\_

### BUILDING SIGN

AREA: 53.7

HEIGHT: 2'-6 1/2

FINISH: \_\_\_\_\_

### OTHER SIGN

AREA: 3.7

HEIGHT: 11 1/2

TYPE: \_\_\_\_\_

## STAFF USE ONLY

TTCDA Checklist

Property Owners/Option Holders

CODE	1103	CODE	TOTAL
FEE	\$175	FEE	\$175

## AUTHORIZATION

By signing below

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

*Kayland Sheek*

APPLICATION AUTHORIZED BY

SignCo Inc.

AFFILIATION

01/28/2025

DATE

(865)947-2086

PHONE NUMBER

info@signco-inc.com

EMAIL

*Shelley Gray*

STAFF SIGNATURE

Shelley Gray

PRINT NAME

01/30/2025, SG

DATE PAID