

# CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 11-A-24-TOS                      Related File Number:  
Application Filed: 9/23/2024                      Date of Revision:  
Applicant: JORDAN HUTCHINSON SIGNS-N-SUCH

## PROPERTY INFORMATION

General Location: South side of Spring Bluff Way, west side of Greenland Way  
Other Parcel Info.:  
Tax ID Number: 103 M A 005                      Jurisdiction: County  
Size of Tract: 3.52 acres  
Accessibility: Access is via Spring Bluff Way, a private street with a 26 ft pavement width within 40-ft of right-of-way.

## GENERAL LAND USE INFORMATION

Existing Land Use: Office  
Surrounding Land Use:  
Proposed Use: N/A                      Density:  
Planning Sector: Northwest County                      Plan Designation: CMU (Corridor Mixed-use), HP (Hillside Protection)  
Growth Policy Plan:  
Neighborhood Context:

## ADDRESS/RIGHT-OF-WAY INFORMATION (where applicable)

Street: 10914 Spring Bluff Way  
Location:  
Proposed Street Name:  
Department-Utility Report:  
Reason:

## ZONING INFORMATION (where applicable)

Current Zoning: PC (Planned Commercial), TO (Technology Overlay)  
Former Zoning:  
Requested Zoning: N/A  
Previous Requests:  
Extension of Zone:  
History of Zoning:

## PLAN INFORMATION (where applicable)

Current Plan Category:  
Requested Plan Category:

## WAIVERS AND VARIANCES REQUESTED

Variances Requested: N/A

## OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

## TTCDA ACTION AND DISPOSITION

**Planner In Charge:** Kelsey Bousquet

**Staff Recomm. (Abbr.):**

**Staff Recomm. (Full):** Based on the application and plans as submitted, 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 Knox County Zoning Ordinance, as appropriate.

**Comments:**

This is a request to add a new building sign to a multi-tenant building in a shopping center located south of Hardin Valley Road and on the west side of Greenland Way. The proposed building sign is for Lolli & Bobo's Ice Cream Shoppe.

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 area of the proposed signage would be 20.6 sq ft. This is within the 23.41 sq ft maximum allowable area, based on the tenant's linear frontage of 23.41 ft.
2. The proposed signage consists of the company name, logo, and a tagline that says 'Ice Cream Shoppe.' The signage will be directly mounted onto the building façade via a raceway painted to match the building and will not protrude above the height of the building.
3. The logo and lettering will be made of aluminum with an acrylic face and a matte finish and illuminated with white LED lighting. The tagline will be non-illuminated and made of aluminum with a cut black vinyl face and a matte finish. At night, only the company name and logo will be visible.
4. The proposed signage has eight colors: white, black, brown, pink, orange, tan, purple, and blue. The lettering and tagline will be white and black, and the raceway will be painted brown to match the building façade. The logo will be primarily pink and black, with a tri-colored ice cream cone and colored accents. The purple, orange, and blue accents are subtle and part of the company's emblem. Per TTCDA Guideline 4.1.6, the number of colors may exceed three, where it is desirable to preserve a corporate image.

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

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

**Action:** Approved

**Meeting Date:** 11/12/2024

**Details of Action:**

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 Knox County Zoning Ordinance, as appropriate.

**Summary of Action:**

**Date of Approval:** 11/12/2024

**Date of Denial:**

**Postponements:**

**Date of Withdrawal:**

**Withdrawn prior to publication?:**  **Action Appealed?:**

## LEGISLATIVE ACTION AND DISPOSITION

**Legislative Body:**

**Date of Legislative Action:**

**Date of Legislative Action, Second Reading:**

**Ordinance Number:**

**Other Ordinance Number References:**

**Disposition of Case:**

**Disposition of Case, Second Reading:**

**If "Other":**

**If "Other":**

**Amendments:**

**Date of Legislative Appeal:**

**Amendments:**

**Effective Date of Ordinance:**