

CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 11-B-24-TOS Related File Number:
Application Filed: 9/30/2024 Date of Revision:
Applicant: BENJAMIN BOOHER ALLEN SIGN CO.

PROPERTY INFORMATION

General Location: Southwest side of Cherahala Blvd, north of Hardin Valley Rd
Other Parcel Info.:
Tax ID Number: 103 E A 005 Jurisdiction: County
Size of Tract: 5.55 acres
Accessibility: Access is via Cherahala Boulevard, a 3-lane local street with a pavement width of 40-45 ft, within an 85-ft right-of-way.

GENERAL LAND USE INFORMATION

Existing Land Use: Office
Surrounding Land Use:
Proposed Use: N/A Density:
Planning Sector: Northeast County Plan Designation: BP (Business Park)
Growth Policy Plan:
Neighborhood Context:

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

Street: 2377 Cherahala Blvd.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: BP (Business and Technology), 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: 1. Increase the maximum allowable sign height to 6 ft, 7 in.

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, subject to one condition, and recommends the actions listed below on the required waivers from the Design Guidelines:

WAIVER REQUEST RECOMMENDATION:

1) Increase the maximum allowable sign height from 6 ft to 6 ft 7 in (Guideline 4.3.3) because it is not out of character with the surrounding development.

APPROVE WITH THE FOLLOWING CONDITION:

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

Comments:

This is a request to add a new building sign and a two-sided monument sign to the Y-12 Federal Credit Union on the southwest side of Cherahala Boulevard and north of Hardin Valley Road. The building sign will be placed above the main, front-facing entrance of the building on the east side. The monument sign will be placed at the driveway entrance from Charlevoix Road and Pentwater Drive, 20 ft from the right-of-way.

A Certificate of Appropriateness was approved in 2007 (case # 07.027.0) for two building signs and one single-sided monument sign. The applicant intends to decrease the number of building signs from two to one by removing the sign on the north side of the building.

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 and monument signage will have three colors: white, blue, and red, with a transparent matte finish.
2. The area of the proposed building sign will be approximately 53.5 sq ft. This is well within the maximum allowable area of 68 sq ft, based on the building's linear frontage.
3. The building sign will feature the company name and logo. It will be composed of an aluminum cabinet with push-thru acrylic lettering and illuminated white LED lighting. The sign will be mounted directly to the building façade and will not protrude above the height of the building.
3. The proposed two-sided monument sign will have a message area of 33.89 sq ft on each side, totaling 67.78 sq ft, which is within the allowable 68 sq ft.
4. A 1-ft tall stone masonry base was installed with the existing monument sign without prior TTCDA approval, making the sign height taller than the 6 ft shown on the plans approved by the TTCDA at the time. The height of the new sign, with the existing ground mount, is 6 ft 7 in, 7 inches over the allowable height per TTCDA Guideline 4.3.3. Because the stone mount is not out of character with the surrounding development, Planning supports a waiver to exceed the allowable signage height by 7 inches.
5. The monument sign will feature the company name and logo. It will be composed of aluminum with acrylic push-thru lettering and illuminated with white LED lighting.

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.

Action: Approved

Meeting Date: 11/12/2024

Details of Action:

Approval of a Certificate of Appropriateness for a Sign Permit, subject to one condition, and recommends the actions listed below on the required waivers from the Design Guidelines:

WAIVER REQUEST RECOMMENDATION:

1) Increase the maximum allowable sign height from 6 ft to 6 ft 7 in (Guideline 4.3.3) because it is not out of character with the surrounding development.

APPROVE WITH THE FOLLOWING CONDITION:

1) Meeting all relevant requirements of the Knox County 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:

Amendments:

Date of Legislative Appeal:

Effective Date of Ordinance: