

CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 6-A-24-TOS Related File Number:
Application Filed: 4/4/2024 Date of Revision:
Applicant: DANIEL MCGUFFIN BRANDED IMAGE GROUP

PROPERTY INFORMATION

General Location: Southeast side of Dutchtown Rd, southwest of Cogdill Rd
Other Parcel Info.:
Tax ID Number: 118 17606 Jurisdiction: City
Size of Tract: 6.81 acres
Accessibility: Access will be off of Dutchtown Road, a minor arterial with a 60-ft pavement width inside a right-of-way that varies in width.

GENERAL LAND USE INFORMATION

Existing Land Use: Agriculture/forestry/vacant land
Surrounding Land Use:
Proposed Use: N/A Density:
Planning Sector: Northwest County Plan Designation: TP (Technology Park)
Growth Policy Plan:
Neighborhood Context:

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

Street: 10308 Dutchtown Rd.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: C-H-1 (Highway Commercial), TO-1 (Technology Park 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. Reduce the distance a sign can be located off the right-of-way from 20 ft to 18 ft.

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

TTCDA ACTION AND DISPOSITION

Planner In Charge: Michelle Portier

Staff Recomm. (Abbr.):

Staff Recomm. (Full): Based on the application and plans as submitted and revised, staff recommends the following actions on the required waivers from the Design Guidelines:

1) Approve the waiver to allow the sign to be 18 ft from the right-of-way instead of 20 ft due to site conditions and because the sign will not limit sight distance at this location.

Approve the sign permit for the proposed building and yard signage with the following condition:

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

Comments:

This is a request to add two building signs and a yard sign to a storage facility. One building sign would be located on the northwest façade facing Dutchtown Road and the other would be on the northeast façade facing Cogdill Road. The yard sign would be at the rear of the parking island at the entrance to the site off Dutchtown Road.

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 building sign facing Cogdill Road (Sign No. 1) is 42.38 sq ft, and the building sign facing Dutchtown Road (No. 2) would be 23.95 sq ft. The total square footage for both building signs is 66.33 sq ft, which is well within the 100-ft maximum allowable square footage, based on the building's linear frontage of 240 ft.

2. The building signs will be comprised of aluminum perforated channel letters backlit with LED lighting to create a halo effect. They will be directly mounted to the building façade via a raceway painted to match the building. The letters will be faced with green and white vinyl in a matte finish and will feature gray trimcaps.

3. The proposed yard sign message area is 22.167 sq ft per side for a total area of 44.334 sq ft for the entire sign comprising both sides.

4. The yard sign will also be comprised of aluminum, and both sides of the sign will have vinyl faces with a matte finish. The sign will have a green background and white letters outlined in black. The sign is 5 ft tall x 7 ft wide.

5. The sign plans show the yard sign within a green buffer area at the entrance to the site. The sign is not dimensioned from the right-of-way but must be located 20-ft from the right-of-way. The edge of the parking island curb is 27 ft from the right-of-way and the sign is 7 ft wide. Because the sign will likely be offset from the curb, it is reasonable to determine that a portion of the sign would fall within the 20-ft sign setback area. Planning is proposing a 2-ft reduction from the sign setback area to accommodate this. This site has a stream running through the rear of it and the building was located closer to Dutchtown Road to limit disturbance of the stream and the forested area along the southern lot line. The waiver to reduce the parking lot setback was approved by the TTCDA in the original proposal for the site plans (Case 4-B-24-TOB) for this reason, and that setback reduction affects the signage placement options. The distance from the right-of-way can be verified during the permitting process.

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 materials, proportion, and color with other signs in the vicinity and are not out of character with the area.

Action: Approved

Meeting Date: 6/10/2024

Details of Action:

Based on the application and plans as submitted and revised, staff recommends the following actions on the required waivers from the Design Guidelines:

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Approve the sign permit for the proposed building and yard signage with the following condition:

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

Summary of Action:

Date of Approval:

6/10/2024

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: