

# CASE SUMMARY

APPLICATION TYPE: TTCD

SIGN PERMIT



File Number: 1-A-24-TOS                      Related File Number:  
Application Filed: 11/22/2023              Date of Revision:  
Applicant: DANIEL MCGUFFIN BRANDED IMAGE GROUP

## PROPERTY INFORMATION

General Location: Northeast side of Sherrill Blvd., west side of Mabry Hood Rd  
Other Parcel Info.:  
Tax ID Number: 118 19801                      Jurisdiction: City  
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.

## GENERAL LAND USE INFORMATION

Existing Land Use: Office  
Surrounding Land Use:  
Proposed Use: N/A                      Density:  
Sector Plan: Northwest County              Sector Plan Designation: MU-SD (Mixed Use Special District), NWCO-2  
Growth Policy Plan:  
Neighborhood Context:

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

Street: 10133 Sherrill Blvd.  
Location:  
Proposed Street Name:  
Department-Utility Report:  
Reason:

## ZONING INFORMATION (where applicable)

Current Zoning: OP (Office Park), 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: N/A

## OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

## TTCDA ACTION AND DISPOSITION

**Planner In Charge:** Whitney Warner

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

**Staff Recomm. (Full):** 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.

**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.

**Action:** Approved **Meeting Date:** 2/5/2024

**Details of Action:** 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.

**Summary of Action:**

**Date of Approval:** 2/5/2024

**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:**

