

# CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 1-A-26-TOS                      Related File Number:  
Application Filed: 1/29/2026              Date of Revision:  
Applicant: O&M HOLDINGS

## PROPERTY INFORMATION

General Location: Southeast corner of the intersection of Hardin Valley Rd and Valley Vista Rd  
Other Parcel Info.:  
Tax ID Number: 109 11913                      Jurisdiction: County  
Size of Tract: 1.56 acres  
Accessibility:

## GENERAL LAND USE INFORMATION

Existing Land Use: Office  
Surrounding Land Use:  
Proposed Use: Tenant directory sign                      Density:  
Planning Sector: Northwest County              Plan Designation: TCMU (Town Center Mixed-use)  
Growth Policy Plan:  
Neighborhood Context:

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

Street: 10780 Hardin Valley Rd.  
Location:  
Proposed Street Name:  
Department-Utility Report:  
Reason:

## ZONING INFORMATION (where applicable)

Current Zoning: PC (Planned Commercial), TO (Technology Overlay)  
Former Zoning:  
Requested Zoning:  
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 yard sign height requirement by 64% to 19.67 ft (Design Guideline 4.2.2).  
2) Increase the maximum yard sign message area by 200% to 440 sq ft (Design Guideline 4.2.3).

## OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

## TTCDA ACTION AND DISPOSITION

**Planner In Charge:** Kelsey Bousquet

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

**Staff Recomm. (Full):** Staff has denied the requested waivers to increase the maximum sign height and sign area because the proposed sign is out of character with signage in the surrounding area.

The Certificate of Appropriateness for this request has been denied because the sign plans do not meet the intent of the TTCDA Design Guidelines, which is to promote a unified system of signage in the Technology Corridor, create a cohesive image for visitors traveling within the Corridor, and decrease the amount of clutter and visual disturbance along roadways.

**Comments:**

HISTORY OF YARD SIGNAGE FOR THIS DEVELOPMENT:

1. In 2008, the TTCDA approved a yard sign for this property (case 08.024.0). It met the TTCDA Design Guidelines regarding sign size, materials, and message contents, but a waiver was granted to allow the sign to be located 15 ft from the right-of-way. The previous sign remained on site until being replaced by the new tenant directory sign, which Google Street View shows occurred between May 2018 and May 2021.
2. The subject tenant directory sign at this existing commercial strip center replaced a large monument sign in the same location on this parcel without a permit.
3. Upon seeking approval for address numbers and individual panels to be added to the existing sign structure, the applicant, the new property owner, discovered the sign had not been permitted, and the sign was reviewed in its entirety at the January 2023 TTCDA meeting (12-A-22-TOS).
4. The request was denied, and the applicant then requested to appeal the TTCDA decision to the Knox County Commission, but the appeal deadline had expired. The TTCDA Administrative Rules and Procedures do not stipulate or set a time limit before an application can be made, so the applicant applied for approval of the same sign in June 2023 (6-A-26-TOS), which was denied by the TTCDA.
5. The applicant has requested to apply for the same sign structure as the previous 2023 submittal with minor changes to the internal message area and panel materials.

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. Sign Location: The sign is located approximately 18 ft from the right-of-way line as measured on KGIS. The TTCDA Design Guidelines require signs to be a minimum of 20 ft from the right-of-way. The applicant was granted a waiver reducing the front setback to 15 ft in 2008 (08.024.0). Therefore, the existing yard sign could also benefit from that waiver approval.
2. Sign Materials: The sign materials consist of stucco walls extending to the ground and bounded by treated wood trim on the sides of the sign, capped with a wood roof.
3. Sign Size and Height:
  - a. Per Section 4.2 of the TTCDA Guidelines, pertaining to Subdivision and Planned Development Signs: 1) these types of signs are to be computed using a sign's message area; 2) the overall structure of a sign is excluded from calculating its size, and 3) all sides of the sign shall be used in calculating the total sign area.
    - i. The existing tenant directory sign's message area comprises 215 square feet (11.01 ft W (or 133 in) x 19.4 ft H (or 233 in) on each side, for an overall area of 430 sq ft.
    - ii. At 440 sq ft, the message area of the sign exceeds the 200 sq ft maximum and a waiver would be required to increase the sign message area by 200% over that allowed for a subdivision/planned development.
4. Sign Height:
  - a. Subdivision and Planned Development Signs may be a maximum of 12 ft tall.
    - i. At 19.67 ft, the sign is taller than the 12 ft maximum allowed for a planned development sign. The applicant requires a waiver to increase the sign height maximum by 64% over that allowed for a planned development.
5. Sign Lighting: The sign would be illuminated with screened, ground-mounted lights.

6. Individual panels and address numbers:

a. The proposed individual panels are to be signabond panels with brown and white faces and a matte laminate connected to the sign structure via treated wood risers. The risers are 1.5” in depth and 3.5” in height. The panels would be 12” in height and 27” wide. Each slat would feature the business name of the tenants in this commercial strip center.

B. There are 9 names proposed for the tenants currently housed in this strip center. One vacant structure will need to have the sign for its tenant added to the sign in a separate application. The proposed panels offer a uniform font and color scheme that aligns with the architectural color palette.

C. The address numbers would be directly mounted to the wood frame at the top of the sign. The numbers would be plastic, formed letters measuring 7” H x 27” W in the same shade of brown as the proposed panels.

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

1. The sign is much larger than other signs in the area, and the existing monument and tenant directory signs along this section of Hardin Valley Road meet the design standards for yard signs.

2. The requested waivers have been denied as they would allow a sign that is out of character with the area and out of scale with the development it serves.

**Action:** Denied

**Meeting Date:** 2/10/2026

**Details of Action:**

**Summary of Action:**

**Date of Approval:**

**Date of Denial:** 4/16/2026

**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:**