

CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 4-B-23-TOS Related File Number:
Application Filed: 2/14/2023 Date of Revision:
Applicant: GISELE BAAKLINI / GEORGE ARMOUR EWART ARCHITECT

PROPERTY INFORMATION

General Location: East of intersection of Virginia Pine Way & Valley Vista Rd, west of Pellissippi Pkwy
Other Parcel Info.:
Tax ID Number: 103 12014 Jurisdiction: County
Size of Tract: 4.29 acres
Accessibility: Access is via Valley Vista Road, a local road with a 43.8-ft pavement width within a 50-ft right-of-way.

GENERAL LAND USE INFORMATION

Existing Land Use: Vacant land
Surrounding Land Use:
Proposed Use: N/A Density:
Sector Plan: Northwest County Sector Plan Designation: MU-SD, NWCO-5 (Mixed Use Special District) & H
Growth Policy Plan:
Neighborhood Context:

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

Street: 0 Virginia Pine Way
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: PC (k) (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

Variations Requested: N/A

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, staff recommends approval of the Certificate of Appropriateness for the requested sign permit with the following condition:

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

Comments:

1) This is a request for approval of a yard sign and three building signs for Building 1 in a recently approved development off of Valley Vista Road. The building has 2 front-facing facades, one on Virginia Pine Way and the other facing Pellissippi Parkway. Signs are proposed for both building frontages.

2) The proposed building signs consist of the name of the business, Clear Defense Pest Control. There are two building sign designs. Both designs consist of individually mounted logo and letters in black, white, and blue, and both types of signs will be backlit with LED lighting.

3) Two of the signs will be located on a raised roof-box forming a second level on the southern side of the building on the west-facing and east-facing building façades (diagram 1, Sheet A4.5). The roof box forms a gray background for the sign. These signs are 55 square feet each. Since the east building façade only has one sign, this side of the building contains 55 square feet of signage.

4) In addition to the sign on the roof box, the west facing façade has a second building sign that is located in the opposite corner of that façade. It is on the top of the first level beneath the wood detail. This sign comprises 44 square feet. When added to the sign on the roof box, this façade contains 99 square feet of building signage.

5) For building signs, the TTCDA allows a maximum of 100 square feet for each frontage. Both facades contain signage within the maximum amount allowed.

6) The new yard sign would be a tenant directory sign. It consists of an aluminum sign supported by gray metal posts fitted into a concrete base. Panels resembling wood are applied in a decorative manner as an outer shell on each side of the sign in a sculpted curve wrapping around the sign's message area from the bottom of the sign area on the right side of the sign to the far upper corner of the left side of the sign. The message area sits within the decorative shell and contains the name of the business as well as 3 other panels for future tenants.

7) The sign consists of aluminum letters with a matte finish attached directly to the sign. The sign will not be lit.

8) The yard sign message area comprises 50 square feet, which is below the 100 square foot maximum allowed for buildings with frontage exceeding 100 linear feet. The sign will be one-sided and will be located in the northeast corner of the site in a grassy area outside of the setbacks.

Action: Approved

Meeting Date: 4/10/2023

Details of Action:

Based on the application and plans as submitted, staff recommends approval of the Certificate of Appropriateness for the requested sign permit with the following condition:

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

Summary of Action:

Date of Approval: 4/10/2023

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: