

CASE SUMMARY

APPLICATION TYPE: TTCD

SIGN PERMIT



File Number: 5-A-25-TOS Related File Number:
Application Filed: 3/21/2025 Date of Revision:
Applicant: SHANNON HARPER HARPER PROPERTIES LP

PROPERTY INFORMATION

General Location: North side of Hardin Valley Rd, east of Cherahala Blvd
Other Parcel Info.:
Tax ID Number: 104 00605 Jurisdiction: County
Size of Tract: 1.37 acres
Accessibility: Access is via Hardin Valley Road, a major arterial street with a median and dedicated right turn lane. The right-of-way has a width of 203 ft.

GENERAL LAND USE INFORMATION

Existing Land Use: Commercial
Surrounding Land Use:
Proposed Use: New signage to replace the former Safe Shine signage 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: 10561 Hardin Valley Rd.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: CA (General Business), 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) Reduce the minimum setback for a monument sign from 20 ft to 11 ft.
- 2) Increase the maximum allowable sign height from 6 ft to 6 ft-8 in.
- 3) Increase the maximum allowable sign area from 150 sq ft to 162.14 sq ft.

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

TTCDA ACTION AND DISPOSITION

Planner In Charge: Kelsey Bousquet

Staff Recomm. (Abbr.):

Staff Recomm. (Full): Staff approved the following actions on the required waivers from the Design Guidelines:

- 1) Reduce the minimum setback for a monument sign from 20 ft to 11 ft (Guideline 4.3.2).
- 2) Increase the maximum allowable sign height from 6 ft to 6 ft-8 in (Guideline 4.3.3).
- 3) Increase the maximum allowable sign area from 150 sq ft to 162.14 sq ft (4.3.5).

Staff approved this Certificate of Appropriateness for a sign permit on 5/23/2025.

Comments: This is a request to replace the sign face on an existing dual-sided monument sign and replace an existing building sign for Harper Auto Wash Express.

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.

Monument Sign:

1. The applicant intends to use the existing dual-sided stone and brick veneer monument base and replace the sign face. The sign faces will be made of aluminum with a matte finish and stud-mounted onto the brick base.
2. The proposed sign face will have six colors: black, white, gray, green, purple, and blue. The number of sign colors may exceed three, where it is desirable to preserve a corporate image, which is the case here.
3. The existing monument sign was placed 11 ft from the right-of-way. Per Guideline 4.3.2, signs must be placed at least 20 ft from the right-of-way. Planning has approved the waiver to reduce the minimum setback for a monument sign to 11 ft because it has been in place since 2018 and does not limit sight distance.
4. The monument sign is 6 ft- 8 in tall, 8 inches over the maximum allowable sign height of 6 ft (Guideline 4.3.3). Planning has approved a waiver to increase the allowable sign height by 8 inches, as the sign has existed since 2018 and does not limit sight distance.
5. Each side of the monument sign has an area of 81.07 sq ft, totaling 162.14 sq ft, 12.14 sq ft over the 150 sq ft maximum allowable area for a monument sign. Planning has approved the waiver to increase the maximum allowable area to 162.14 sq ft (Guideline 4.3.5) because it has been in place since 2018 and does not limit sight distance.

Building Sign:

1. The proposed building sign is 74.14 sq ft. This is well within the 100 sq ft maximum allowed, based on the tenant's linear frontage of 110 ft.
2. The proposed building sign will feature the company name in individual channel lettering directly mounted on the building façade. The words 'Harper Auto Wash' will be in internally illuminated aluminum lettering with vinyl faces and matte finishes.
3. Below 'Harper Auto Wash', the word 'Express' will consist of reverse channel letters mounted onto an internally illuminated blue cabinet with vinyl faces and a matte finish.
3. The proposed sign face will have six colors: black, white, gray, green, purple, and blue. The number of sign colors may exceed three, where it is desirable to preserve a corporate image, which is the case here.

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 those in the vicinity.

Action: Approved

Meeting Date: 5/5/2025

Details of Action: 1) Reduce the minimum setback for a monument sign from 20 ft to 11 ft.
2) Increase the maximum allowable sign height from 6 ft to 6 ft-8 in.
3) Increase the maximum allowable sign area from 150 sq ft to 162.14 sq ft.

Summary of Action:

Date of Approval: 5/23/2025 **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: