

CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT

File Number: 6-B-14-TOS Related File Number:
Application Filed: 5/27/2014 Date of Revision:
Applicant: AVERITT EXPRESS



PROPERTY INFORMATION

General Location: West and north sides Cogdill Road, north and west of I-40/75 and I-140.
Other Parcel Info.:
Tax ID Number: 131 08801 Jurisdiction: City
Size of Tract: 27.97 acres
Accessibility: Access is via Cogdill Road, a minor collector street within a variable right-of-way.

GENERAL LAND USE INFORMATION

Existing Land Use: Trucking terminal
Surrounding Land Use:
Proposed Use: Replacement signage for trucking terminal Density:
Sector Plan: Northwest County Sector Plan Designation:
Growth Policy Plan:
Neighborhood Context:

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

Street: 10207 Cogdill Rd
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: PC-2 (Retail and Distribution Park)TO-1 (Technology Overlay)
Former Zoning:
Requested Zoning: PC-2 (Retail and Distribution Park)TO-1 (Technology Overlay)
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) Waiver to increase the maximum allowable height of a sign, from 6 ft. to 13 ft.

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

TTEDA ACTION AND DISPOSITION

Planner In Charge: Buz Johnson

Staff Recomm. (Abbr.):

Staff Recomm. (Full): Based on the application and elevation as submitted, the staff recommends DENIAL of the Certificate of Appropriateness for a sign permit.

Comments:

Based on field checks by staff, the current sign can be seen from both the east bound and west bound lanes of I-40/75, as well as Cogdill Road. It cannot be seen from the access ramp to I-40/75 from Pellissippi Parkway, but in staff's opinion, the sign would have to be much taller than the requested 13 ft. to be seen. The sign only becomes visible after you have passed the Averitt property. The staff can only conclude that the sign, as requested, cannot be justified with a height of 13 ft. Pictures included with this report show the existing Averitt sign from the south side of the interstate and the sign approved for Northstar Church, in 2010, which was approved at 8 ft., with landscaping around the sign's base. Staff would be willing to recommend an increase of from 9 ft. to 10 ft., with landscaping around the base of the sign, since the proposed message area and overall sign area will be reduced from the existing sign.

Comments:

- 1) This is a request for the approval of a replacement sign for the Averitt Express trucking terminal located on Cogdill Road, in the northwest quadrant of the I-40/75/I-140 (Pellissippi Parkway) interchange. The new sign will occupy the same space as the current sign.
- 2) The replacement sign will be smaller in total area, but taller, than the current sign. The current sign measures 9 ft. tall by 28 ft. wide, with a message area that measures 4 ft. by 28 ft., or 112 sq. ft. The proposed sign will measure 13 ft. tall, by roughly 19 ft. wide. The message area will be approximately 19 ft. by 4 ft., for a total area of 76 sq. ft.
- 3) The sign face will repeat the same red, white and blue colors found on the current sign.
- 4) The sign will be illuminated as it is now, by ground mounted fixtures.

Action: Approved with conditions

Meeting Date: 6/9/2014

Details of Action:

- 1) Reducing the height of the proposed sign from 13 ft. to 9 ft.
- 2) Provide evergreen shrubs along the length of the sign base. Shrubs shall be 36 in. min. ht. upon installation.

Summary of Action:

Date of Approval: 6/9/2014

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: