

CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 7-A-25-TOS Related File Number:
Application Filed: 6/17/2025 Date of Revision:
Applicant: JONATHON RUSSELL STOWERS MACHINERY CORPORATION

PROPERTY INFORMATION

General Location: East of Lovell Rd, south of Lexington Dr
Other Parcel Info.:
Tax ID Number: 131 06629 Jurisdiction: City
Size of Tract: 2.87 acres
Accessibility:

GENERAL LAND USE INFORMATION

Existing Land Use: Office
Surrounding Land Use:
Proposed Use: N/A Density:
Planning Sector: Northwest County Plan Designation: LI (Light Industrial)
Growth Policy Plan:
Neighborhood Context:

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

Street: 10630 Lexington Dr.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: I-G (General Industrial), 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: 1) Waiver from design guideline 4.1.5 to permit a semi-gloss finish.

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 a Certificate of Appropriates for a sign permit on July 18th, 2025, subject to one condition:

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

Comments: The applicant is requesting two new building signs: one externally illuminated 100 sq ft sign that will be placed on the south side of the building, facing I-40/I-75, and one non-illuminated 64 sq ft sign on the east side of the building, oriented towards Lexington Drive.

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. Both signs will have the same design and color scheme. The signage will feature the company name, parent company, and logo in three colors: yellow, white, and black. They will be placed below the height of the building on the south and east sides.
2. The south side of the building has a frontage of 186 ft, and the east side has a frontage of 138 ft. The maximum allowable square footage per sign is 100 sq ft. The proposed signs are within the maximum allowable square footage.
3. The applicant requested a waiver from Design Guideline 4.1.5, requiring sign finishes to be matte or flat to allow a semi-gloss finish due to the Caterpillar corporate brand standards. The waiver has been approved, as it is not anticipated to detract from the overall signage system.
4. The externally illuminated sign will be illuminated with tetra lighting placed above the sign. The sign will consist of a polycarbonate cabinet with aluminum backing directly mounted to the building façade.
5. The nonilluminated sign will consist of a flat-cut aluminum panel that is directly mounted on the building façade.

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

1. The proposed sign is in proportion with the signs in the vicinity.

Action: Approved

Meeting Date: 7/18/2025

Details of Action: 1) A waiver from design guideline 4.1.5 was approved to permit a semi-gloss finish in order to comply with corporate brand standards.

Summary of Action:

Date of Approval: 7/18/2025

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:

