

CASE SUMMARY

APPLICATION TYPE: TTCD

SIGN PERMIT



File Number: 8-B-24-TOA Related File Number:
Application Filed: 6/28/2024 Date of Revision:
Applicant: BAKER JONES SIGNCO INC.

PROPERTY INFORMATION

General Location: Northwest side of Hardin Valley Rd, west side of Charlevoix Rd, east of Pellissippi Pkwy
Other Parcel Info.:
Tax ID Number: 103 E A 002 Jurisdiction: County
Size of Tract: 5.2 acres
Accessibility: Access is via Hardin Valley Road, a major arterial street with a divided median and a left-turn lane at this location. It has a pavement width of 80-ft within a right-of-way that varies from 195 ft to 206 ft.

GENERAL LAND USE INFORMATION

Existing Land Use: Commercial
Surrounding Land Use:
Proposed Use: N/A Density:
Planning Sector: Southwest County Plan Designation: TCMU (Town Center Mixed-use)
Growth Policy Plan:
Neighborhood Context:

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

Street: 10629 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: N/A

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

TTCDA ACTION AND DISPOSITION

Planner In Charge: Kelsey Bousquet

Staff Recomm. (Abbr.):

Staff Recomm. (Full): APPLICATION APPROVED July 17, 2024, pursuant to Article VIII, Section 7 of the Administrative Rules and Procedures of the Tennessee Technology Corridor Development Authority (Staff Review and Approval of Minor Changes to Previously Approved Applications), for a Certificate of Appropriateness for a Sign Permit, with the following condition:

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

Comments:

This is a request to alter two building signs and one directional sign for a Dunkin' Donuts in the Shops at Hardin Valley Station shopping center, on the north side of Hardin Valley Road and east of Pellissippi Parkway. The three signs were previously approved in 2014 (3-B-14-TOS). The Applicant's request does not significantly deviate from what was approved in 2014.

PURSUANT TO ARTICLE VIII, SECTION 7 OF THE TTCDA ADMINISTRATIVE RULES AND PROCEDURES, THE TTCDA STAFF MAY REVIEW AND APPROVE MINOR CHANGES TO PREVIOUSLY APPROVED APPLICATIONS FOR CERTIFICATES OF APPROPRIATENESS FOR BUILDING, GRADING, AND SIGNS PERMITS, CONSISTENT WITH THE FOLLOWING REQUIREMENTS:

A. THE PROPOSED CHANGE COMPLIES WITH ALL RELEVANT REQUIREMENTS OF THE DESIGN GUIDELINES, KNOXVILLE ZONING ORDINANCE AND KNOX COUNTY ZONING ORDINANCE, AS APPROPRIATE. AS SUCH, WAIVERS TO THE DESIGN GUIDELINES AND ZONING VARIANCES WOULD NOT BE NEEDED.

- Proposed modifications include replacing two existing building signs and existing one directional sign.
- 1) All signs will feature an abbreviation of the establishment name, changing from "Dunkin Donuts" to simply, "Dunkin' " and will not feature the coffee cup logo.
 - 2) The color scheme of the new signs will vary slightly from what was previously approved, reducing the number of colors used from four (orange, pink, white, and brown) to three (orange, pink, and gray), bringing the signs into compliance with TTCDA guidelines.
 - 3) Building signs:
 - a. The building signs are rectangular and feature the business name on a gray background that almost matches the building within a rectangular sign.
 - b. While the building sign message area for the building signs was reduced (from a total of 61.5 sq ft to 34.58 sq ft), the rectangular sign itself remained the same (80 sq ft total; 40 sq ft per sign).
 - c. The signs will remain illuminated with LED lighting and will be mounted in the same location on the façade in the same manner as the original.
 - 4) Directional sign
 - a. Since only the panel in the directional sign is changing, it's square footage likewise remains the same.

B. THE PROPOSED CHANGE DOES NOT RESULT IN AN INCREASE OF MORE THAN 5% OF THE SQUARE FOOTAGE, AND ANY OTHER CHANGES RESULTING FROM SUCH AN INCREASE WILL COMPLY WITH ALL APPLICABLE REQUIREMENTS.

- 1) The signage square footage did not change.

C. THE PROPOSED CHANGE COMPLIES WITH THE REQUIREMENTS OF THE KNOX COUNTY ZONING ORDINANCE FOR APPROVAL OF MINOR CHANGES IN THE TO ZONE. ARTICLE 5.90.11 OF THE KNOX COUNTY ZONING ORDINANCE STATES THAT MINOR REVISIONS TO DEVELOPMENT PLANS MAY BE APPROVED BY THE TTCDA EXECUTIVE DIRECTOR, OR DESIGNEE, PROVIDED SUCH CHANGES: A) DO NOT ALTER THE BASIC RELATIONSHIP OF THE PROPOSED DEVELOPMENT TO ADJACENT PROPERTY OR STREETS AND ROADS; B) DO NOT ALTER THE USES PERMITTED; C) DO NOT INCREASE THE AREA OF DEVELOPMENT BY MORE THAN 5% OF THE PREVIOUSLY APPROVED SQUARE FOOTAGE; AND D) DO NOT REQUIRE THE APPROVAL OF A WAIVER TO THE TENNESSEE TECHNOLOGY CORRIDOR DESIGN GUIDELINES, OR A VARIANCE TO THE ZONING ORDINANCE FOR KNOX COUNTY.

- 1) The proposed changes do not alter any of the above standards, do not require a waiver from the

TTCDA or a variance from the Knox County Zoning Ordinance, and are therefore in compliance with the TO zone requirements for minor changes to previously approved plans.

Action: Approved **Meeting Date:** 8/5/2024

Details of Action: APPLICATION APPROVED July 17, 2024, pursuant to Article VIII, Section 7 of the Administrative Rules and Procedures of the Tennessee Technology Corridor Development Authority (Staff Review and Approval of Minor Changes to Previously Approved Applications), for a Certificate of Appropriateness for a Sign Permit, with the following condition:

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Summary of Action:

Date of Approval: 7/17/2024 **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:**