BOARD OF ZONING APPEALS APPLICATION

Click on Meeting Schedule, Deadlines and Fees for information on submitting an application to be heard at a monthly Board meeting.

APPLICANT INFORMATION

Name: South College  
Street Address: 400 Goodys Lane  
City, State, Zip: Knoxville, TN  
Phone Number: 865-803-1245  
Email: rhall@south.edu

APPLICANT IS:  
Owner ☐  Contractor ☐  Tenant ☑  Other ☐

THIS PROPOSAL PERTAINS TO:  
New Structure ☐  Modification of Existing Structure ☐  Off Street Parking ☐  Signage ☑  Other: ☐

This is a request for:  
☐ Zoning Variance (Building Permit Denied)  ☑ Extension of Non-Conforming Use/or Structure  ☐ Map Interpretation

PROPERTY INFORMATION

Street Address: 400 Goodys Lane  
City, State, Zip: Knoxville, TN  
See KGis.org for Parcel #: 131 05501 and Zoning District:

VARIANCE REQUIREMENTS

City of Knoxville Zoning Ordinance Article 7, Section 2
The City of Knoxville Board of Zoning Appeals shall have the power and authority to grant variances from terms of this ordinance according to the procedure and under the restrictions set out in this section.

The purpose of the variance is to modify the strict application of the specific requirements of this ordinance in the case of exceptionally irregular, narrow, shallow or steep lots, or other exceptional physical conditions, whereby such strict application would result in practical difficulty or unnecessary hardship which would deprive an owner of the reasonable use of his land. The variance shall be used only where necessary to overcome some obstacle which is preventing an owner from using his property as the zoning ordinance intended.

DESCRIPTION OF APPEAL

Describe your project and why you need variances.

Please see Attachment A.

Describe hardship conditions that apply to this variance.

Please see Attachment A.

APPLICANT AUTHORIZATION

I hereby certify that I am the authorized applicant, representing ALL property owners involved in this request and that all owners have been notified of this request in writing.

APPLICANT'S SIGNATURE  
DATE 2/1/2020
Describe your project and why you need a variance –

South College started working on this new signage and branding project at this campus back on November 13, 2019. We contacted our sign contractor, Masstar Signs, who in turn had contacted the zoning office to get the sign ordinance to make sure what we were designing and working on would actually be allowed and permittable. On November 21st, Masstar Signs was told by zoning officials that this property was zoned to allow for 10% of the wall area of the primary entrance façade. Once they received the zoning information, our sign contractor started the survey and design process. Sixty (60) days later we released Masstar to start the permit application and fabrication process. Upon permit review we then were told that the property had changed zoning and that zoning had changed on January 1st from C-6 to O-P. Under the new zoning we are only allowed 24 square feet of signage per sign. We know the zoning change didn’t happen overnight and we were never informed that this change was pending. We feel like 24 square feet on this large of a building that faces a major 4-lane interstate is too small and would make the signage almost not readable to traffic in the furthest lanes of the interstate. See attached illustration that shows the existing sign, the requested sign, and then the sign allowed under the new code. You will also note that sign A is replacing an existing sign that is of the same approximate size as the requested size sign. Sign B is also replacing a sign that is of similar size but is being relocated to a more visible elevation. Sign C is also replacing signage that is the same size but our more recent modern branding. Therefore, we are not increasing the size of the signs and we are not increasing the number of signs on the building. The purpose of new signage is to match new branding we have started at other campuses, namely Atlanta, which is also on a major 4-lane interstate.

Describe Hardship conditions that apply to this variance –

As you can see for the attached illustration the 24 square feet of signage is inadequate for signage on this large of a building that faces the major 4-lane interstate. With 24 square feet limitation, we feel like our investment in new updated signage would not be visible and therefore ineffective. As we compete with other colleges in the area, we need to have visibility especially since we have purposely located our campus on this interstate.
Increase the maximum size of an individual sign in an OP district from 24 square feet to 165 square feet to replace and upgrade three existing signs. Per Article 13.9.E.2.a.
EXISTING SIGNS

REQUESTED ON PERMIT APPLICATION

SIZE DUE TO ZONING CHANGE

NOTE: Signs shown with White faces for clarity (Actual faces to be Red)

Sign A
LEFT ELEVATION

Sign B
MIDDLE ELEVATION

Sign C
RIGHT ELEVATION
**SOUTH COLLEGE**

**SPECIFICATIONS**

- **Qty:** (3)
- Internally illuminated channel letters with White polycarbonate faces with first surface perforated 3M 3630-330 Red vinyl (Red during Day & White at night)
- Black returns, Black trimcaps and White LED's for face light and RGB module lights for halo effect.
- These Letters are individually mounted to building.

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**EXISTING**

Remove and scrap existing

**PROPOSED**

<table>
<thead>
<tr>
<th>COLOR LEGEND</th>
<th>PMS/PAINT</th>
<th>VINYL</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>3m 0630-33 Perforated Red</td>
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<tr>
<td>Black</td>
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**ILLUMINATION**

<table>
<thead>
<tr>
<th>POWER</th>
<th>LED COLOR</th>
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</thead>
<tbody>
<tr>
<td>120V</td>
<td>White Sloan</td>
</tr>
</tbody>
</table>

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**Scale:** 1/4" = 1' (11x17 Paper)
**SPECIFICATIONS**

Qty: (3)

Internally illuminated channel letters with White polycarbonate faces with first surface perforated 3M 3630-330 Red vinyl (Red during Day & White at night)

Black returns, Black trimcaps and White LED's for face light and RGB module lights for halo effect.

These Letters are individually mounted to building.

**NOTE:**

Remove and scrap existing. Install new sign

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**COLOR LEGEND**

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<table>
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<tr>
<th>ILLUMINATION</th>
<th>LED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>White Sloan</td>
</tr>
</tbody>
</table>

**Scale:** 1/4" = 1' (11x17 Paper)
SOUTH COLLEGE

front view

Sign C

SPECIFICATIONS

Qty: (3)

- Internally illuminated channel letters with White polycarbonate faces with first surface perforated 3M 3630-330 Red vinyl (Red during Day & White at night)
- Black returns, Black trimcaps and White LED's for face light and RGB module lights for halo effect.
- These Letters are individually mounted to building.

Scale: 1/4" = 1 (11x17 Paper)

Section @ S/F Channel letters

Front-Lit / Halo Lit

Scale 1/16" to 1

EXISTING

Remove & scrap existing

PROPOSED

COLOR LEGEND

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ILLUMINATION

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