

File #

7-C-19-VA



# BOARD OF ZONING APPEALS APPLICATION

## APPLICANT INFORMATION

Name U.S. Cellular  
 Street Address 7412 Kingston Pike  
 City, State, Zip Knoxville, TN 374919  
 Phone Number (865) 546-9321  
 Email bmullins@fmsllp.com

## 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  
☐ Appeal of Administrative Official's Decision ☐ Map Interpretation

## PROPERTY INFORMATION

Street Address 7412 Kingston Pike  
 City, State, Zip Knoxville, TN 37919  
 Parcel # (see KGIS.org) 120FB004  
 Zoning District (see KGIS.org) C-4

## 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.

Pursuant to Section 11.6.a of the Knoxville Zoning Ordinance, the total allowable sign area for attached signs is 105.36 sq. ft. based upon the wall of the Primary Building Elevation being a total of 1053.54 sq. ft.

Pursuant to Section 11.6.c of the Knoxville Zoning the allowed detached signage is 20 feet in height and 165 sq. ft. in sign frontage.

Combining the allowable detached and attached sign areas, the total allowed signage is 270.36 sq. ft.

Applicant requests a variance to increase the square footage for attached signs from 105.36 sq. ft. to 202.35 sq. ft and to REDUCE the allowable detached sign square feet from 165 sq. ft. to 68 sq. ft. Applicant further requests a variance to REDUCE the allowable height of the detached sign from 20 feet to 12' 6". The approval of the variance to increase allowable attached signage area is specifically conditioned upon the reduction of the allowable detached sign area and height. Under no circumstances could the total combined square footage for detached signs and attached signs for this property exceed 270.36 sq. ft.

Reference Article 8, Section 11.6 of the City of Knoxville Zoning Ordinance.

### Describe hardship conditions that apply to this variance.

Applicant hardship is based on the unique nature of this lot in East Tennessee being that the lot is small and the available square footage of building footprint is limited by parking requirements (thereby limiting the primary elevation facing Kingston Pike) and the lot is situated on relatively flat topography, not near any curves or other impediments to vision; thereby eliminating the need for a large detached pole sign necessary to draw and collect traffic from arterial and federally designated highways if the attached sign area increased as requested.

## 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

6-17-19

File #7-C-19-VA



CITY OF KNOXVILLE

**BOARD OF ZONING APPEALS APPLICATION**

**\*\*\*\*\*OFFICE USE ONLY\*\*\*\*\***

Is a plat required?    Yes   ☐   No   ☒

**VARIANCE REQUEST(S) WITH ORDINANCE CITATION(S):**

Increase the maximum square footage allowed for attached signs in a C-4 zone from 105.36 square feet to 202.35 square feet.

Per Article 8, Section 11.6.a.2.

**PROJECT INFORMATION**

Date Filed 6-17-19

Fee Amount \$250

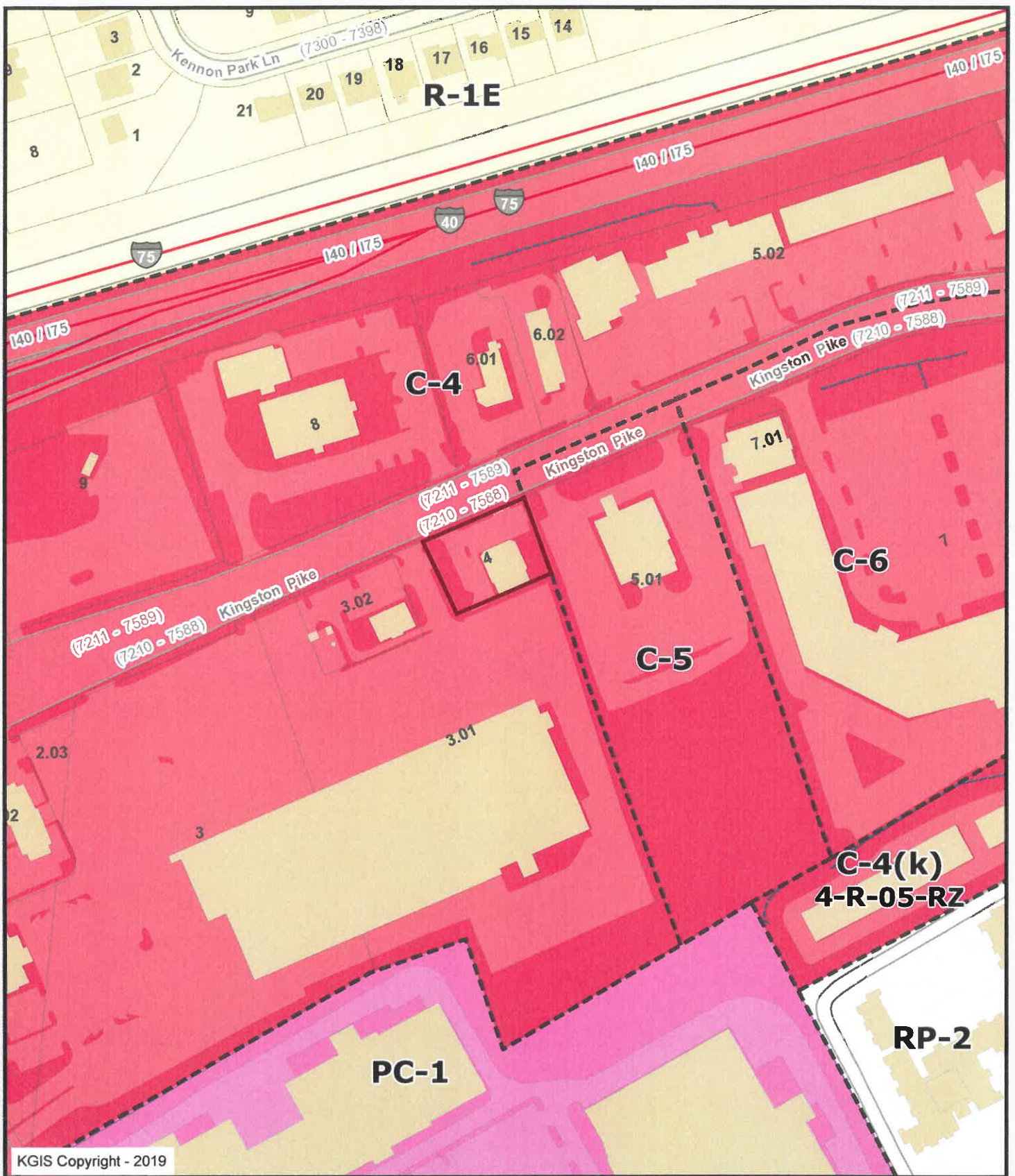
*pg CK #250 6/17/19 gk*

Council District 2

BZA Meeting Date 7-18-19

**PLANS REVIEWER** Rebecca Johnson

**DATE** 6-17-19



7412 Kingston Pike

7-C-19-VA

U.S. Cellular

Knoxville - Knox County - KUB Geographic Information System

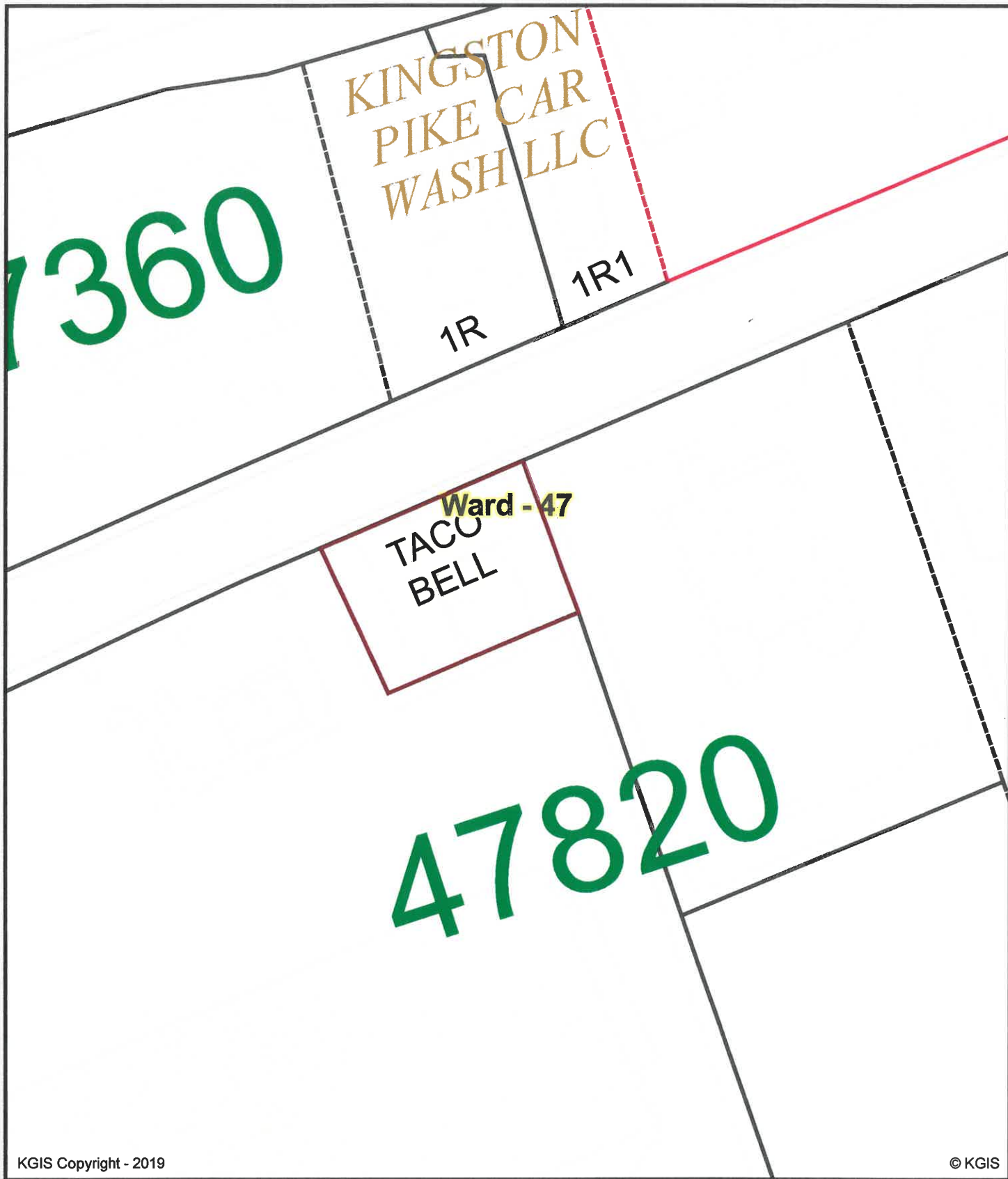


Printed: 6/17/2019 at 12:22:35 PM



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7412 Kingston Pike

7-C-19-VA

U.S. Cellular

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7412 Kingston Pike

7-C-19-VA

U.S. Cellular

Knoxville - Knox County - KUB Geographic Information System

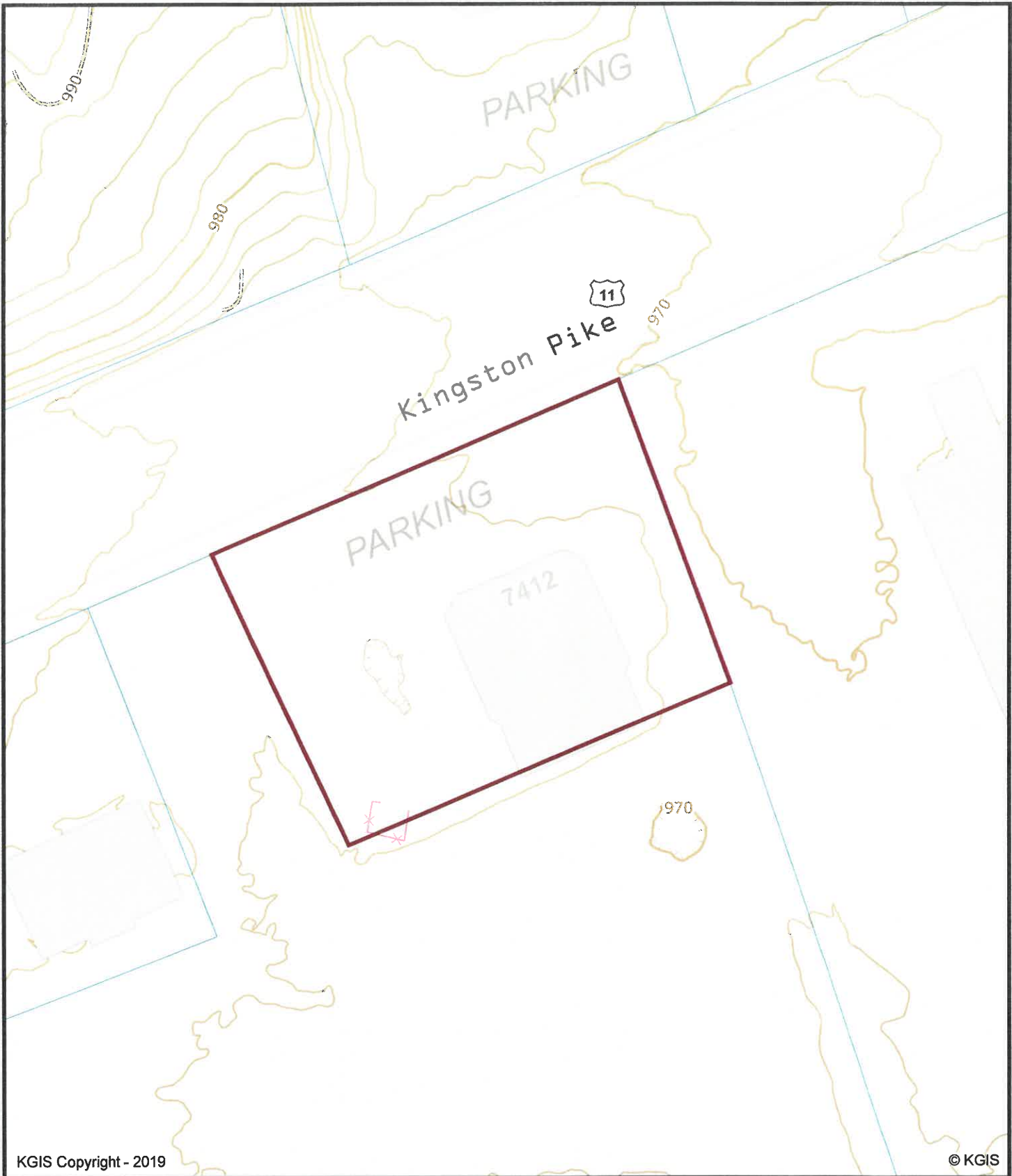


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## 7412 Kingston Pike

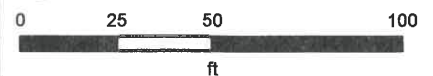
7-C-19-VA

U.S. Cellular

**Knoxville - Knox County - KUB Geographic Information System**



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July 5, 2019

Mr. Scott Elder  
Board of Zoning Appeals  
Room 475, City-County Building  
P. O. Box 1631  
Knoxville, Tennessee 37901

Dear Mr. Elder:

**Re: Variance Requests 7-A-19-VA, 7-B-19-VA, 7-C-19-VA, 7-E-19-VA, and 7-F-19-VA,**

We have reviewed our records and, as far as we have been able to determine, KUB has no existing utility facilities located within the variance areas and we have no objection to the requested variances. However, KUB does not release and hereby retains all easements and rights for existing facilities, whether or not identified in our research.

If you have any questions regarding this matter, please call me at (865) 558-2483.

Sincerely,



Christian G. Wiberley, PE  
Engineering

CGW



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7412 Kingston Pike  
Knoxville, TN

TOPS ID  
SO #100985  
Created: 03.26.2019  
Revised: 05.14.2019

Landlord Approval _____	Date _____
USC Approval _____	Date _____
Signed Letter of Authorization Included <input type="checkbox"/>	

Sherwin Williams Paint Color or Formula _____
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National Headquarters: 1077 West Blue Heron Blvd.  
West Palm Beach, Florida 33404  
800.772.7932  
www.atlasbtw.com

7-C-19-VA



## Face Lit Illuminated Letterset

### Action:

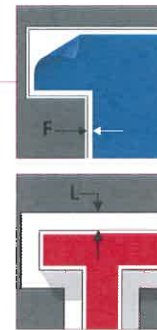
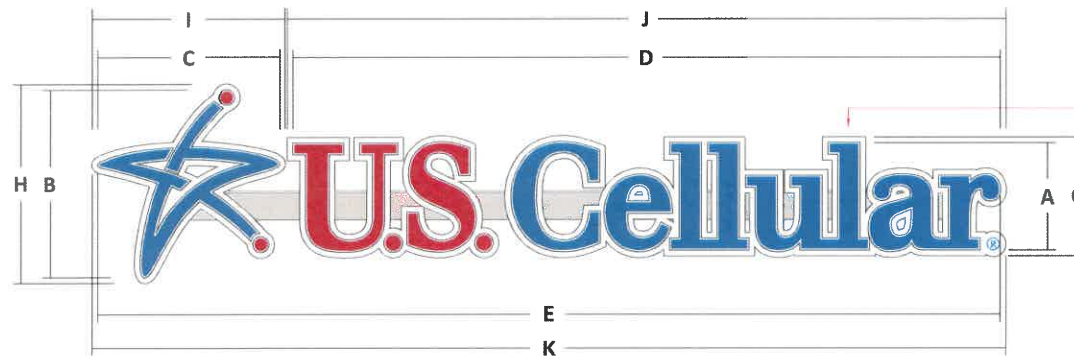
- Install new sign as shown.

### Material & Color:

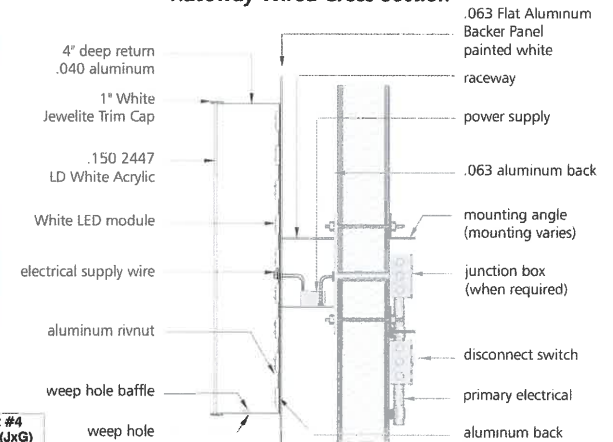
- Vinyl - 3M 3630-97 Bristol Blue
- Vinyl - 3M 3630-53 Cardinal Red
- Letter Faces - 2447 LD White Acrylic
- Trimcap - Standard White Jewelite
- Returns - Pre-Finished White
- Illumination - White LED
- Backer - Pre-Finished White
- Raceway - To match Fascia (SW7037) Satin Finish

Code: City of Knoxville

10% wall area of primary elevation, any elevation  
 $57.08' \times 18.46' = 1053.69 \times 10\% = 105.36 \text{ Sq Ft}$   
 Allowed: 105.36 Sq Ft



### Raceway Wired Cross Section



Sign Type	A	B	C	D	E	F	G	H	I	J	K	L	Sq Ft #4 (HxI)+(JxG)
USC-CL-RWY-B-30	30" - 2'-6"	4'-4 1/2"	4'-3 1/16"	16'-6 1/2"	21'-1 7/16"	0.313"	2'-9 3/16"	4'-7 11/16"	4'-6 1/4"	16'-9 11/16"	21'-4 5/8"	1.58"	67.45



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### Revisions:

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S01

PM: D.E.  
 Drawn By: TLD  
 Date: 03/26/2019

Address: 7412 Kingston Pike  
 City/State: Knoxville, TN

Drawing Number: 100985-S01

7-C-19-VA

## Face Lit Illuminated Letterset

### Action:

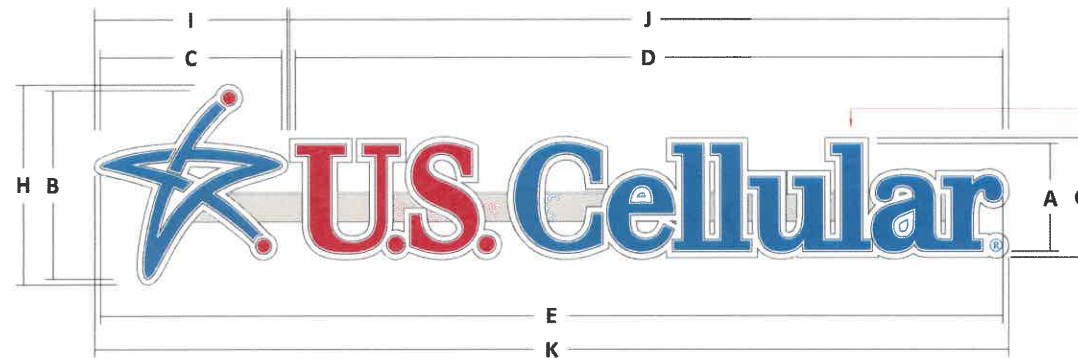
- Install new sign as shown.

### Material & Color:

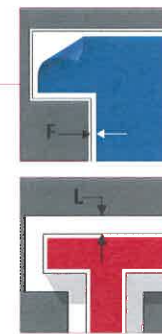
- Vinyl - 3M 3630-97 Bristol Blue
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Code: City of Knoxville

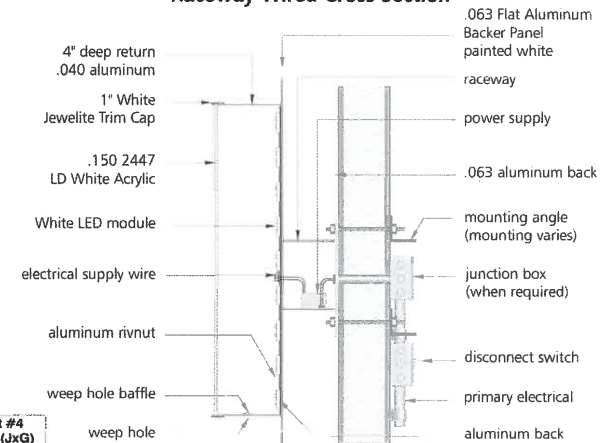
10% wall area of primary elevation, any elevation  
 57.08' x 18.46' = 1053.69 x 10% = 105.36 Sq Ft  
 Allowed: 105.36 Sq Ft



Sign Type	A	B	C	D	E	F	G	H	I	J	K	L	Sq Ft #4 (HxI)+(JxG)
USC-CL-RWY-B-30	30" - 2'-6"	4'-4 1/2"	4'-3 1/16"	16'-6 1/2"	21'-1 7/16"	0.313"	2'-9 3/16"	4'-7 11/16"	4'-6 1/4"	16'-9 11/16"	21'-4 5/8"	1.58"	67.45



### Raceway Wired Cross Section



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### Revisions:

Rev	Description	By	Date
1	Initial Design	D.E.	03/26/2019
2	Revised Design	TLD	03/26/2019

S02

Drawn By: TLD  
 Date: 03/26/2019

As/Drawn: 7412 Kingston Pike  
 City/State: Knoxville, TN  
 Drawing Number:

100985-S02

7-C-19-VA

## Face Lit Illuminated Letterset

### Action:

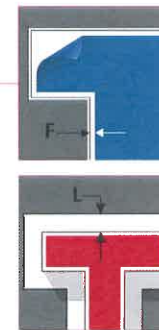
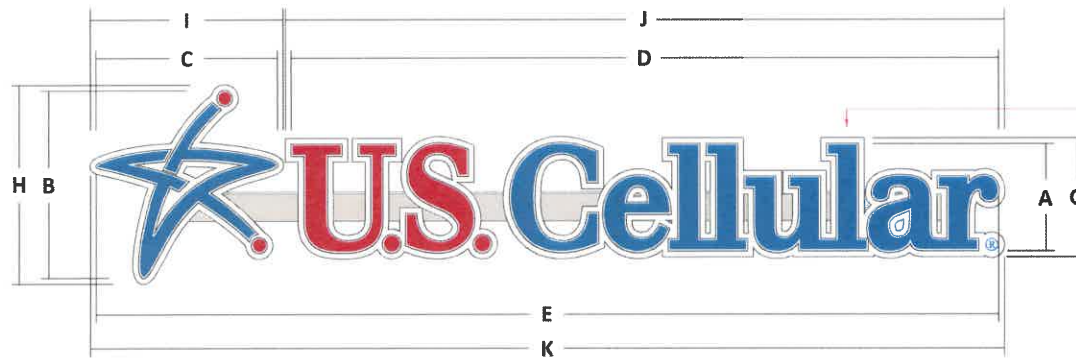
- Install new sign as shown.

### Material & Color:

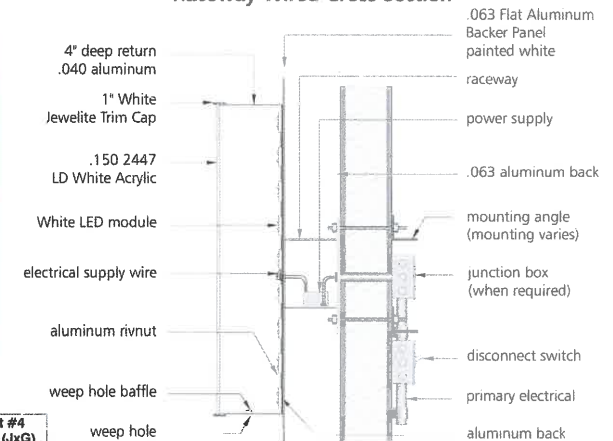
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 Allowed: 105.36 Sq Ft



### Raceway Wired Cross Section



Sign Type	A	B	C	D	E	F	G	H	I	J	K	L	Sq Ft #4 (HxL) + (JxG)
USC-CL-RWY-B-30	30" - 2'-6"	4'-4 1/2"	4'-3 1/16"	16'-6 1/2"	21'-1 7/16"	0.313"	2'-9 3/16"	4'-7 11/16"	4'-6 1/4"	16'-9 11/16"	21'-4 5/8"	1.58"	67.45



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Revisions:  
 Added 03.29.2019 TLD

S03

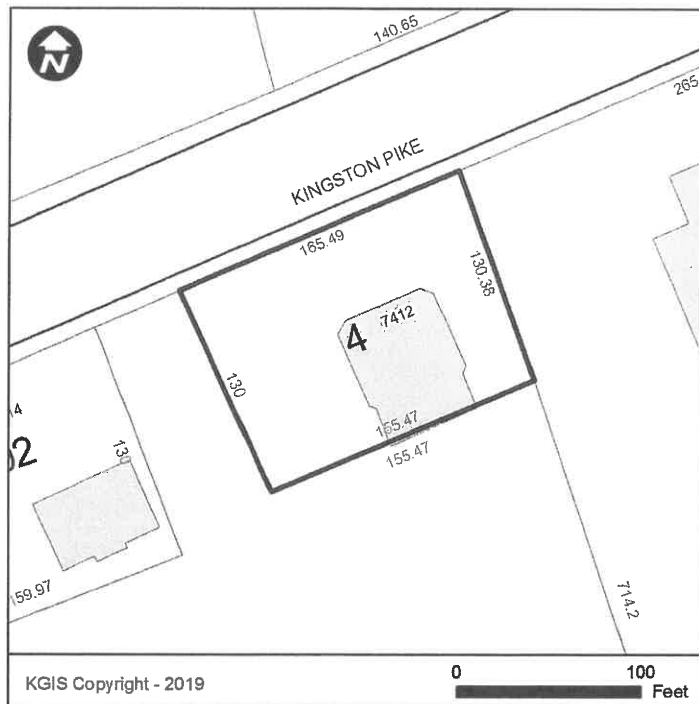
init D.E.  
 Drawn by TLD  
 Date 03/26/2019

Address 7412 Kingston Pike  
 City State Knoxville, TN  
 Drawing Number

100985-S03

7-C-19-VA



**7412 KINGSTON PIKE - Property Map and Details Report****Property Information**

Parcel ID: 120FB004  
 Location Address: 7412 KINGSTON PIKE  
 CLT Map: 120  
 Insert: F  
 Group: B  
 Condo Letter:  
 Parcel: 4  
 Parcel Type:  
 District: 47  
 Ward:  
 City Block: 47820  
 Subdivision:  
 Rec. Acreage: 0  
 Calc. Acreage: 0  
 Recorded Plat: -  
 Recorded Deed: 2233 - 1019  
 Deed Type: Deed:Special Wa  
 Deed Date: 12/6/1996

**Address Information**

Site Address: 7412 KINGSTON PIKE  
 Address Type: BUSINESS  
 Site Name: THE MATTRESS FIRM

**Owner Information**

MORRELL PARTNERS L P  
 4624 CHAMBLISS AVE  
 KNOXVILLE, TN 37919

The owner information shown in this section does **not** necessarily reflect the person(s) responsible for Last Year's property taxes. Report any errors to the Knox County Property Assessor's office at (865) 215-2365.

**Jurisdiction Information**

County: KNOX COUNTY  
 City / Township: Knoxville

**MPC Information**

Census Tract: 44.04  
 Planning Sector: West City  
 Please contact Knox County Metropolitan Planning Commission (MPC) at (865) 215-2500 if you have questions.

**Political Districts**

Voting Precinct: 47  
 Voting Location: Bearden High School  
 8352 KINGSTON PIKE  
 TN State House: 18 Martin Daniel  
 TN State Senate: 7 Richard Briggs  
 County Commission: 4 Hugh Nystrom

City Council: 2 Andrew Roberto  
 School Board: 4 Virginia Babb

Please contact Knox County Election Commission at (865) 215-2480 if you have questions.

**School Zones**

Elementary: BEARDEN ELEMENTARY  
 Intermediate:  
 Middle: BEARDEN MIDDLE  
 High: WEST HIGH

Please contact Knox County Schools Transportation and Zoning Department at (865) 594-1550 if you have questions.

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