

File #

3-J-20-VA



CITY OF KNOXVILLE

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	APPLICANT IS:	THIS PROPOSAL PERTAINS TO:
Name: South College	Owner <input type="checkbox"/>	New Structure <input type="checkbox"/>
Street Address: 400 Goodys Lane	Contractor <input type="checkbox"/>	Modification of Existing Structure <input type="checkbox"/>
City, State, Zip: Knoxville, TN	Tenant <input checked="" type="checkbox"/>	Off Street Parking <input type="checkbox"/>
Phone Number: 865-803-1245	Other <input type="checkbox"/>	Signage <input checked="" type="checkbox"/>
Email: rhall@south.edu		Other: <input type="checkbox"/>

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 : 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 2/13/2020

ATTACHMENT A to BZA Application for South College

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 permissible. 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.

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CITY OF KNOXVILLE

BOARD OF ZONING APPEALS APPLICATION*******OFFICE USE ONLY*******Is a plat required? Yes ☐ No ☒Small Lot of record? ☐**VARIANCE REQUEST(S) WITH ORDINANCE CITATION(S):**

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.

PROJECT INFORMATION

Date Filed 2-17-20

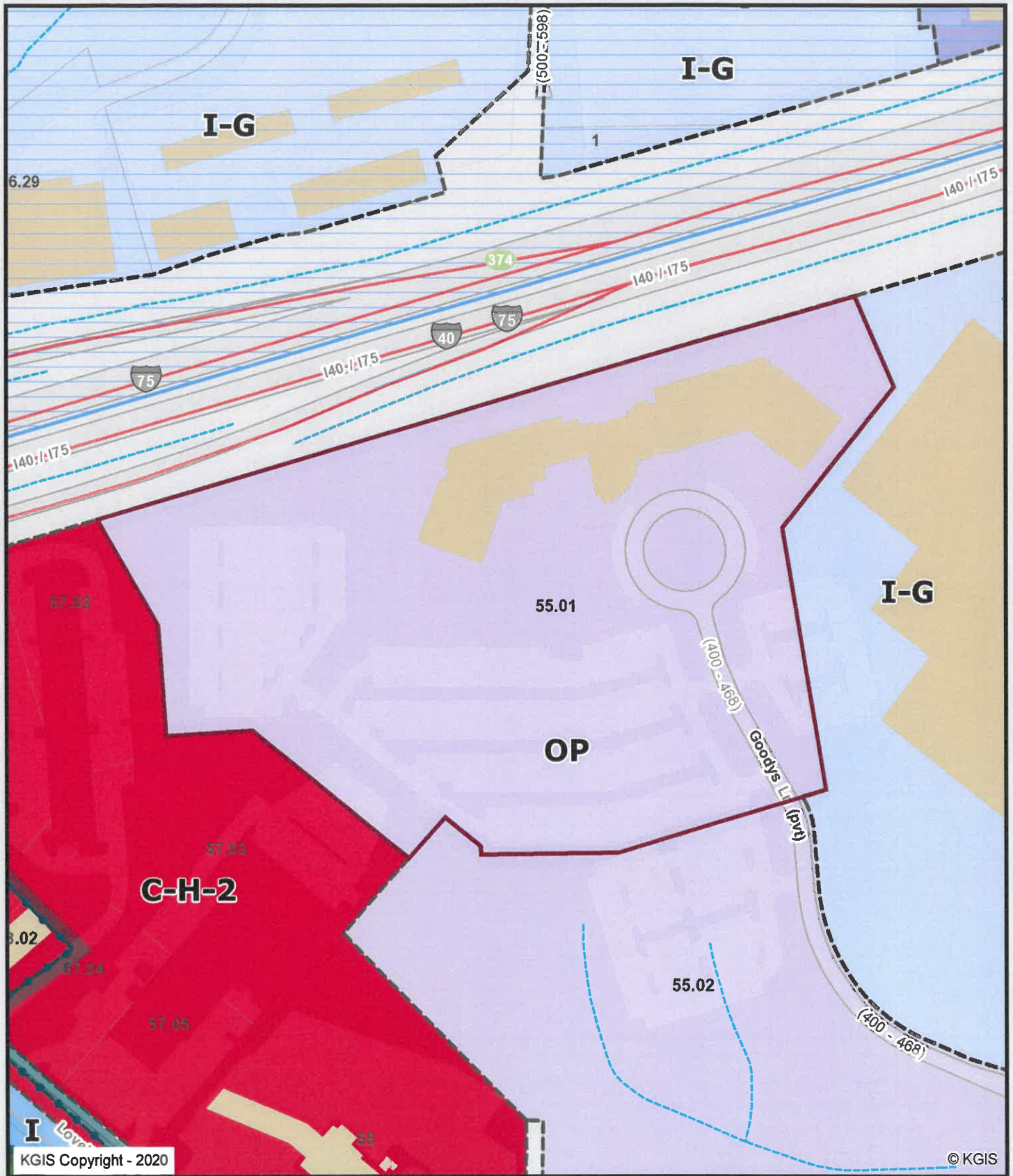
Fee Amount \$250

pd cr

Council District 2

BZA Meeting Date 3-19-20

PLANS REVIEWER Rebecca Johnson**DATE** 2-17-20



400 Goodys Lane

3-J-20-VA
South College

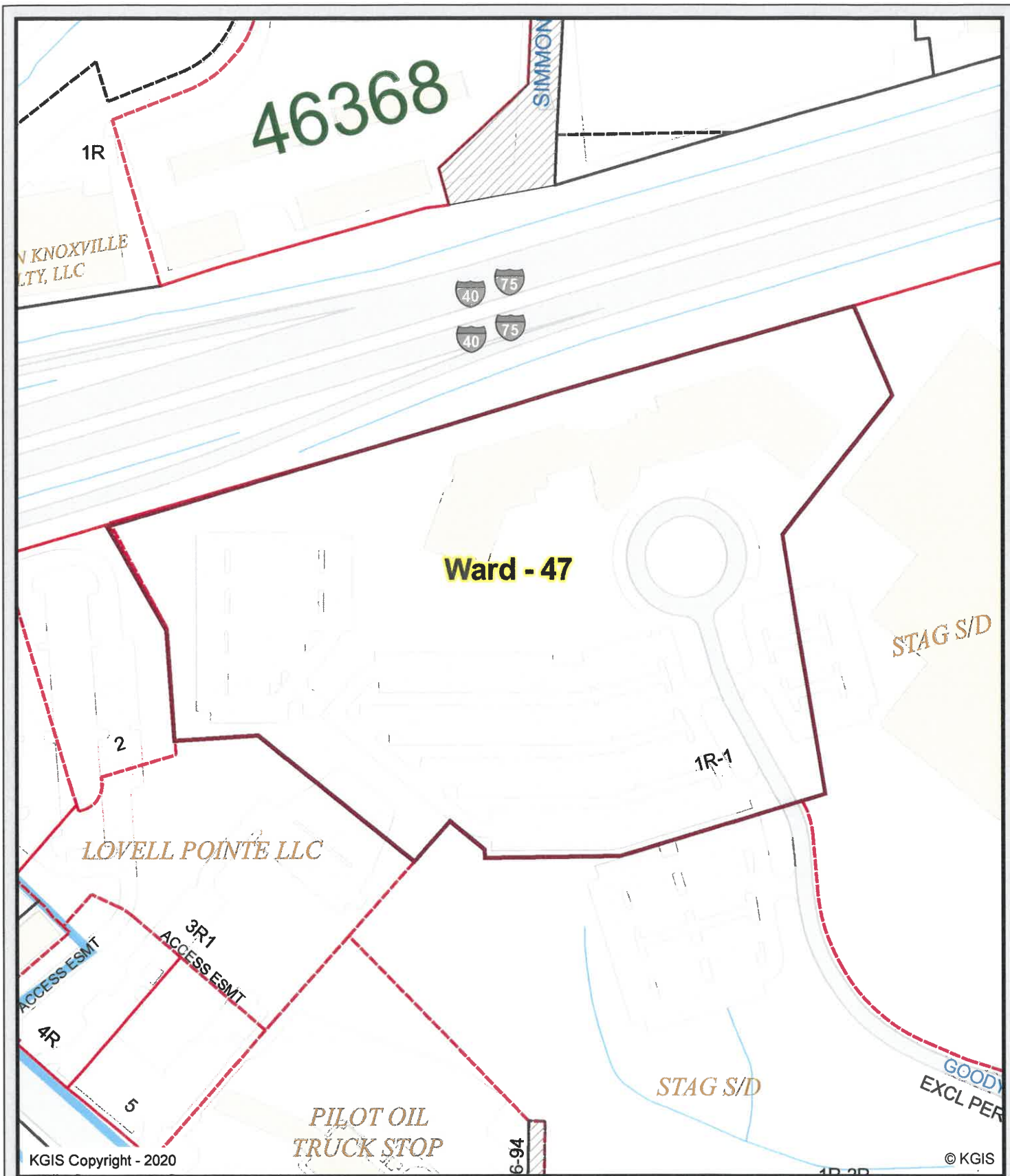
Knoxville - Knox County - KUB Geographic Information System



Printed: 2/19/2020 at 9:08:47 AM



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400 Goody's Lane

3-J-20-VA
South College

Knoxville - Knox County - KUB Geographic Information System



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400 Goody's Lane

3-J-20-VA
South College

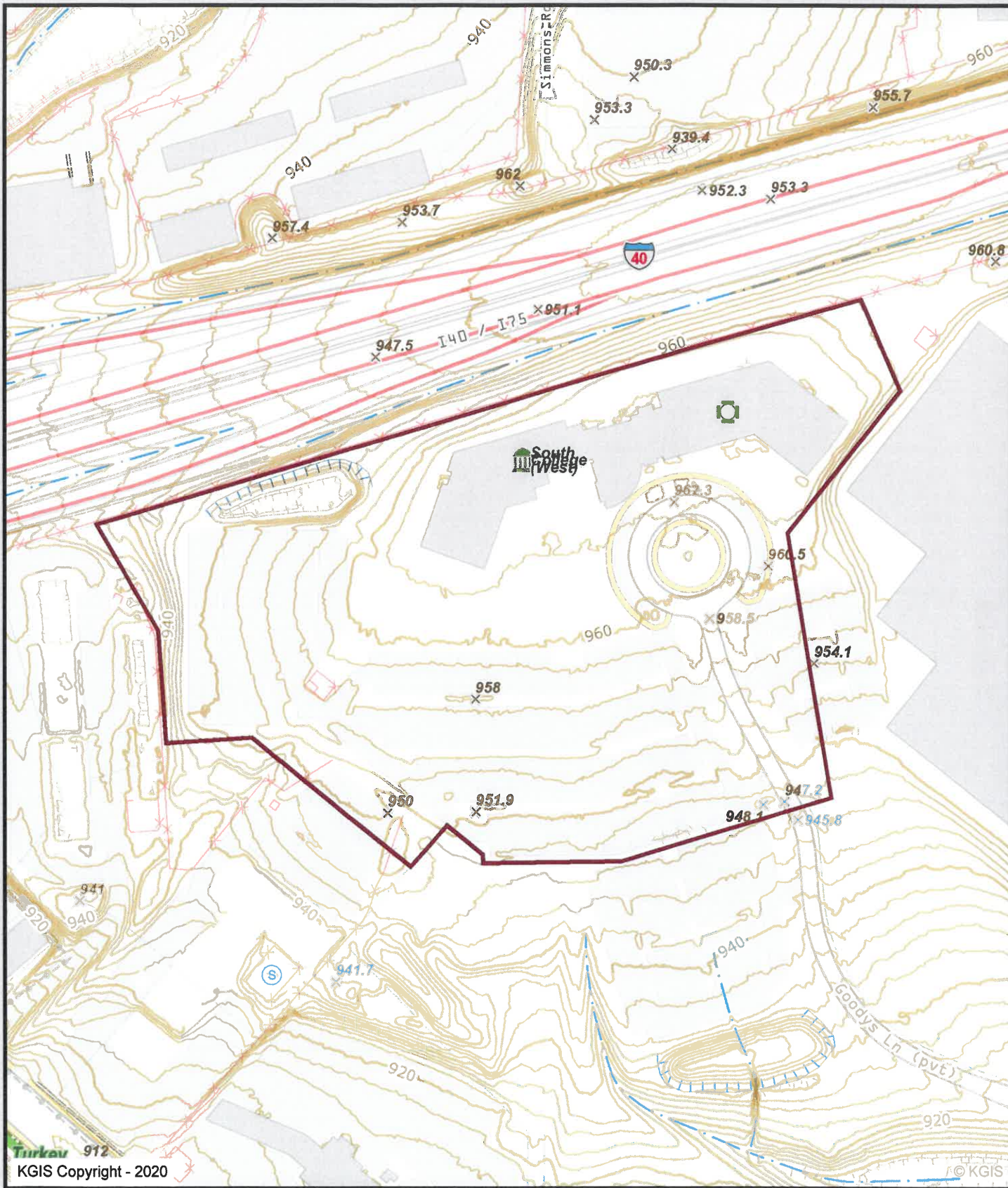
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0 100 200 400
ft

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400 Goody's Lane

3-J-20-VA
South College

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EXISTING SIGNS

REQUESTED ON PERMIT APPLICATION

SIZE DUE TO ZONING CHANGE

Sign A
LEFT
ELEVATION



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

Sign B
MIDDLE
ELEVATION



Sign C
RIGHT
ELEVATION



MASSTAR
SIGNS

11821 Anderson Road, Greenville, SC 29611

Phone (864) 295-2787

Fax (864) 299-7711

www.masstarsigns.com

SIGN A: Channel Letters
Sq. Ft: 165.0 sq ft

44ft

3'-9"

SOUTH COLLEGE

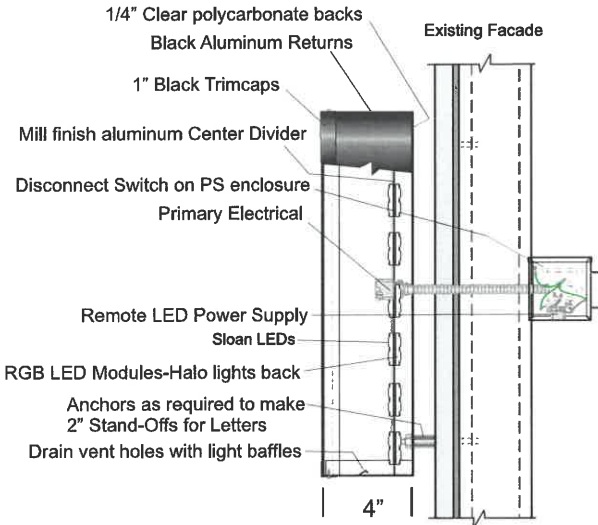
front view

Sign A

SPECIFICATIONS

Qty: (3)
Internally illuminated channel letters with White polycarbonated 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: N.T.S.



EXISTING
Remove and scrap existing



PROPOSED

COLOR LEGEND		
	PMS/PAINT	VINYL
	N/A	3m #630-33 Perforated Red
	Black	N/A
ILLUMINATION		
	POWER	LED COLOR
	120V	White Sloan

MASSTAR
SIGNS
11801 Anderson Road, Greenville, SC 29611
Phone: (864)295-2287
Fax: (864)269 7711
www.masstarsigns.com

Job Number:
Client: **South College**
Address: **400 Goody's Lane**
Knoxville, TN
Salesperson: **Michael Helvie**
Designer: **Megan Bouwkamp**
Date Originated: **11-20-19**
Manufacture By:
Install By:
Conceptual: ☒
Finalized: ☐
Drawing Scale: **As Noted**
Vector Artwork:
Revision 1: **DM 12-04-19**
Revision 2: **DM 12-12-19**
Revision 3:
Revision 4:
Revision 5:
Revision 6:
Revision 7:

Customer Approved:

Date: _____

Landlord Approved:

Date: _____



3-J-20-VA

SIGN B: Channel Letters
Sq. Ft: 165.0 sq ft

44ft

3'-9"

SOUTH COLLEGE

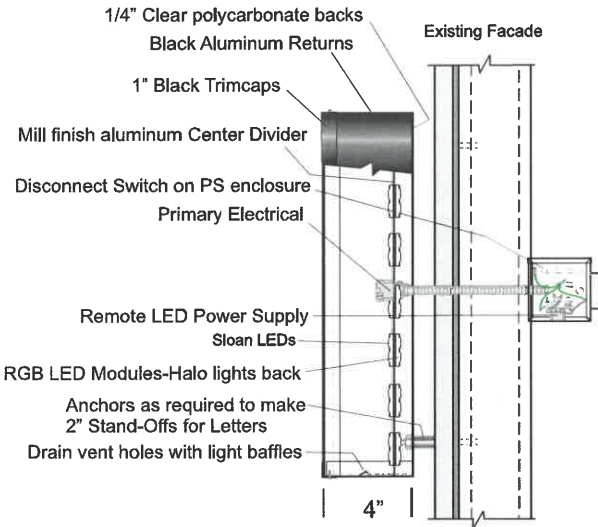
front view

Sign B

SPECIFICATIONS

Qty: (3)
Internally illuminated channel letters with White polycarbonated faces with first surface perforated 3M 3630-330 Red vinyl (Red during Day & White at night)
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Section @ S/F Channel letters
Front-Lit / Halo Lit
Scale: N.T.S.

NOTE:
Remove and scrap exsiting.
Install new sign



COLOR LEGEND		
	PMS/PAINT	VINYL
	N/A	3m #630-33 Perforated Red
	Black	N/A
ILLUMINATION		
	POWER	LED COLOR
	120V	White Sloan

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Knoxville, TN
Salesperson: Michael Helvie
Designer: Megan Bouwkamp
Date Originated: 11-20-19
Manufacture By:
Install By:
Conceptual: ●
Finalized: ○
Drawing Scale: As Noted
Vector Artwork:
Revision 1: DM 12-04-19
Revision 2: DM 12-12-19
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Revision 5:
Revision 6:
Revision 7:

Customer Approved:

Date:

Landlord Approved:

Date:



3-J-20-VA

SIGN C: Channel Letters
Sq. Ft: 165.0 sq ft

44ft

3'-9"

SOUTH COLLEGE

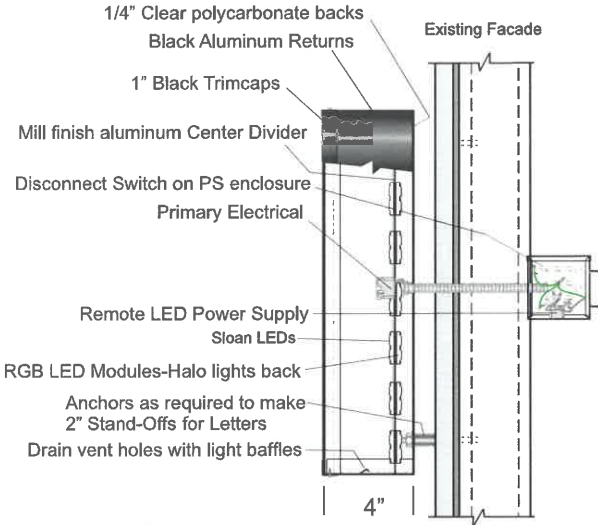
front view

Sign C

SPECIFICATIONS

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Scale: N.T.S.



EXISTING
Remove and scrap existing



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ILLUMINATION		
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Landlord Approved:

Date:



3-J-20-VA

SIGN :	Sign Locations
Sq. Ft:	N/A

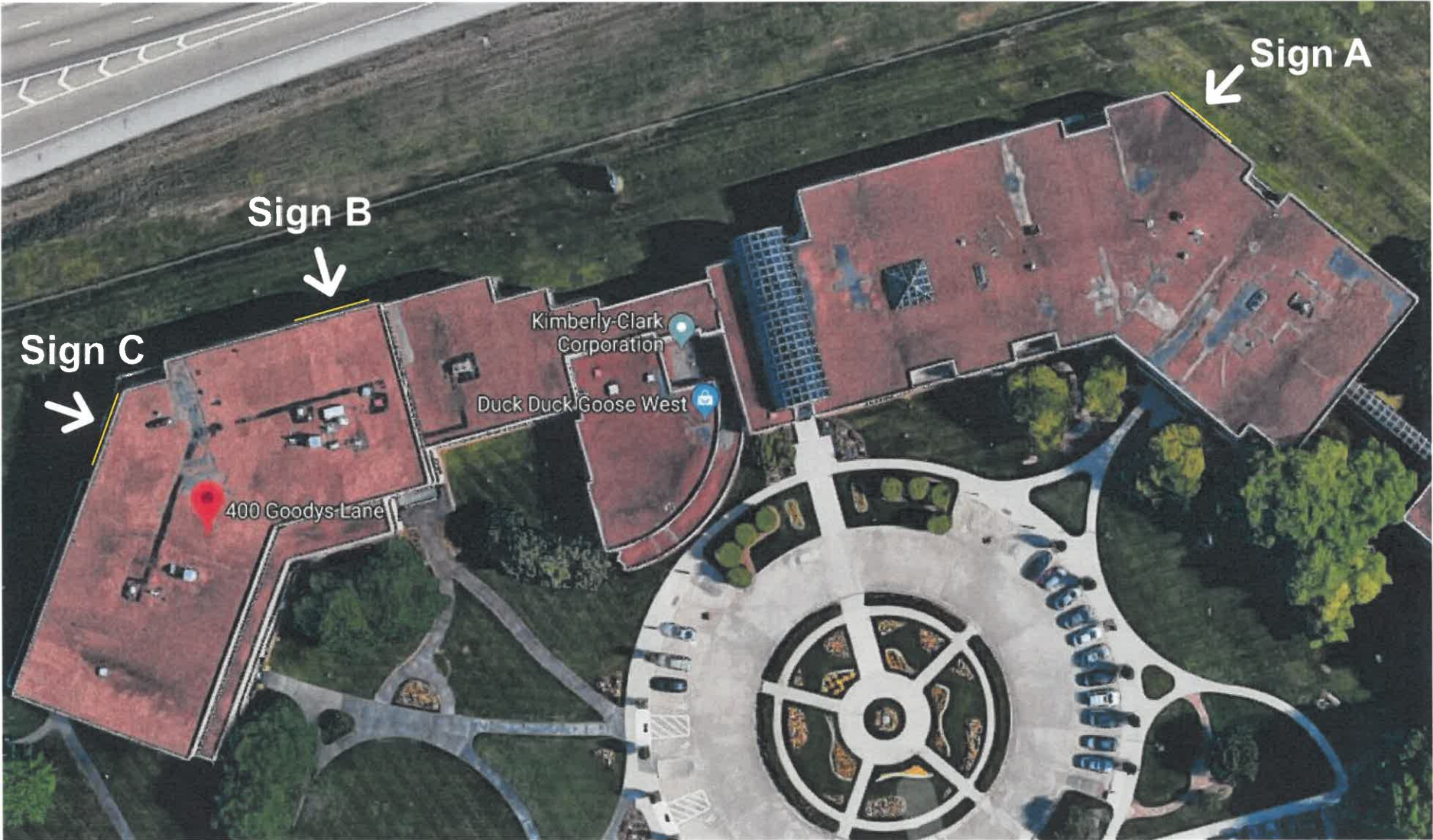
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SOUTH COLLEGE

3'-9"

front view

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Landlord Approved: _____

Date: _____

UL

Underwriters Laboratories, Inc.
LISTED

ssa

Sign Systems Association
Share. Learn. Grow.

ISA

INTERNATIONAL SIGN ASSOCIATION

3-J-20-VA