

File #

3-F-19-VA



# BOARD OF ZONING APPEALS APPLICATION

## APPLICANT INFORMATION

Name Tom Allen / Allen Sign Company/ Lazy Days  
 Street Address 2408 Chapman Hwy  
 City, State, Zip Knoxville, TN. 37920  
 Phone Number 865-573-3524  
 Email tom@allensign.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 835 Huckleberry Springs Rd (Lazy Days)  
 City, State, Zip Knoxville, TN, 37924  
 Parcel # (see KGIS.org) 073 02306  
 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.

The current sign configuration and shape do not match the configuration or shape of the Corporate Identity branding and identity. The company is very adherent to brand and the corporate identity. It is blocked from the interstate by trees in the Right of Way. The shape, colors and size ratios are important to the company to maintain brand continuity throughout their business sectors. Being a National Company and exposed on Interstate 40 creates important client accessibility issues for sales, service and supplies in this geographic region. Customer service could be adversely affected if improper brand continuity is not used in this location. With the requested new SMALLER head size and subsequent sign pole height change to 35 ft., we request to keep the same sign height at 60 ft. We are requesting the current pole height of 60' not be changed to 35 ft. due to the height of the trees in the I-40 Right of Way. The overall size of the sign will be reduced from 15'4" x 26' (399 sq ft) to only 8' x 25' (200 sq ft) the proper company logo proportions.

The location of the sign on the property is mostly blocked by trees on the State ROW and thus makes the sign in its current configuration difficult to see or recognize as a national brand due to excessive negative space. Reducing pole height to 35 ft will basically render the sign invisible from Interstate traffic. By using the actual logo and maintaining the height at 60 ft. it will allow for easier visual recognition for travelers needing their services as they travel on I- 40

REVISED

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

Trees in the Right of Way causing issues with brand identity and adequate visibility from the interstate. The trees that are in the ROW are blocking the view of the sign which cause visibility issues that are inconsistent with corporate branding identity and ability for customers to find the store. Reducing pole height to 35 ft will render the sign virtually useless from the intended interstate traffic due to line of sight blocked by the States tree lines in the Right of Way.

## 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

2-21-19

File # 3-F-19-VA



CITY OF KNOXVILLE

**BOARD OF ZONING APPEALS APPLICATION**

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

Is a plat required? Yes ☒ No ☐

Small lot of record/substandard lot ☐

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

Increase the maximum overall height of a ground sign from 35' to 60'.

Per Article 8, Section 11.6.c. table.

REVISED

**PROJECT INFORMATION**

Date Filed 2-20-19

Fee Amount 500.00

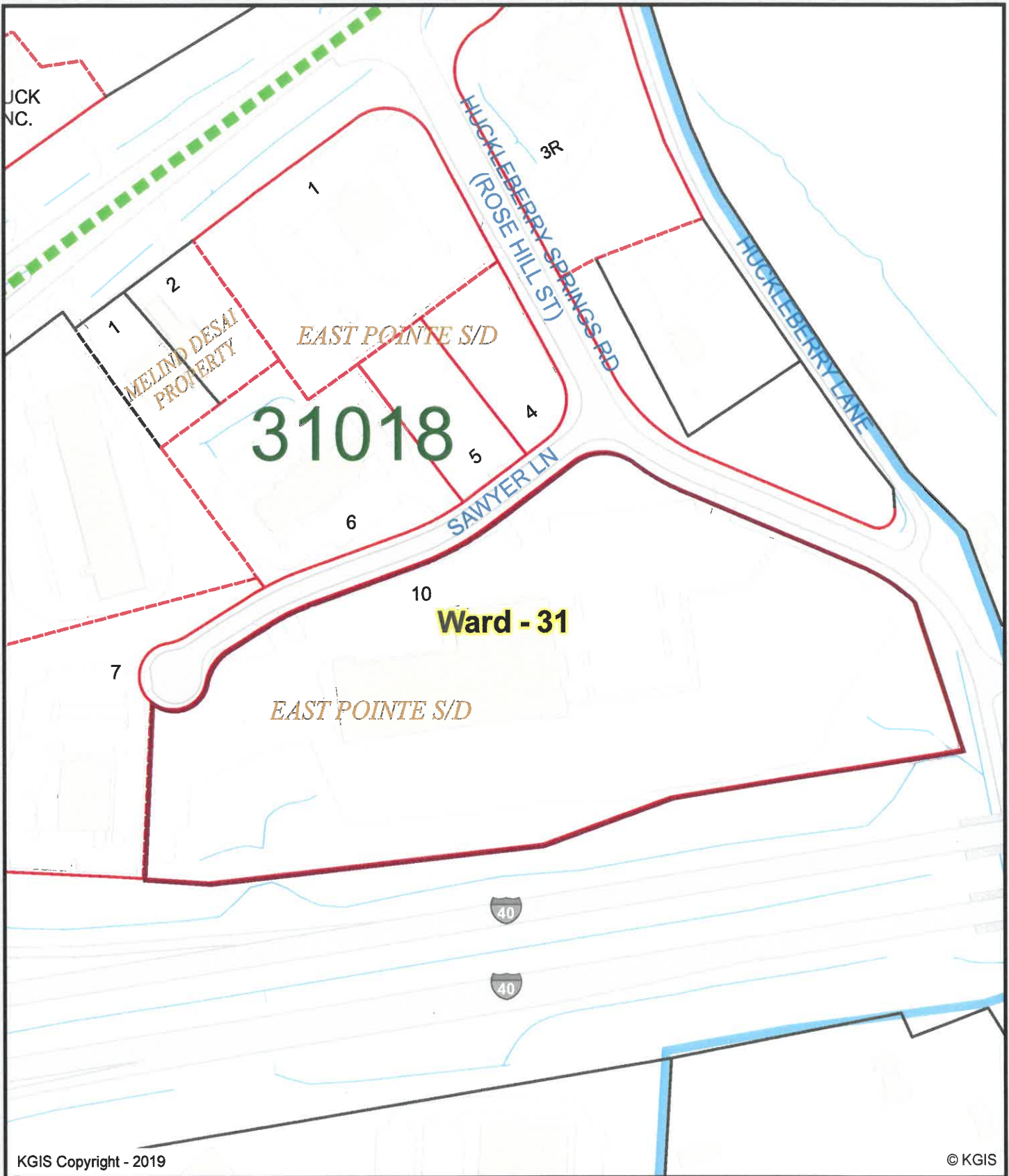
Council District 4

BZA Meeting Date 3-21-19

PLANS REVIEWER Rebecca Johnson

DATE 2-20-19





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835 Huckleberry Springs Rd.

Allen Sign Company/Lazy Days

3-F-19-VA

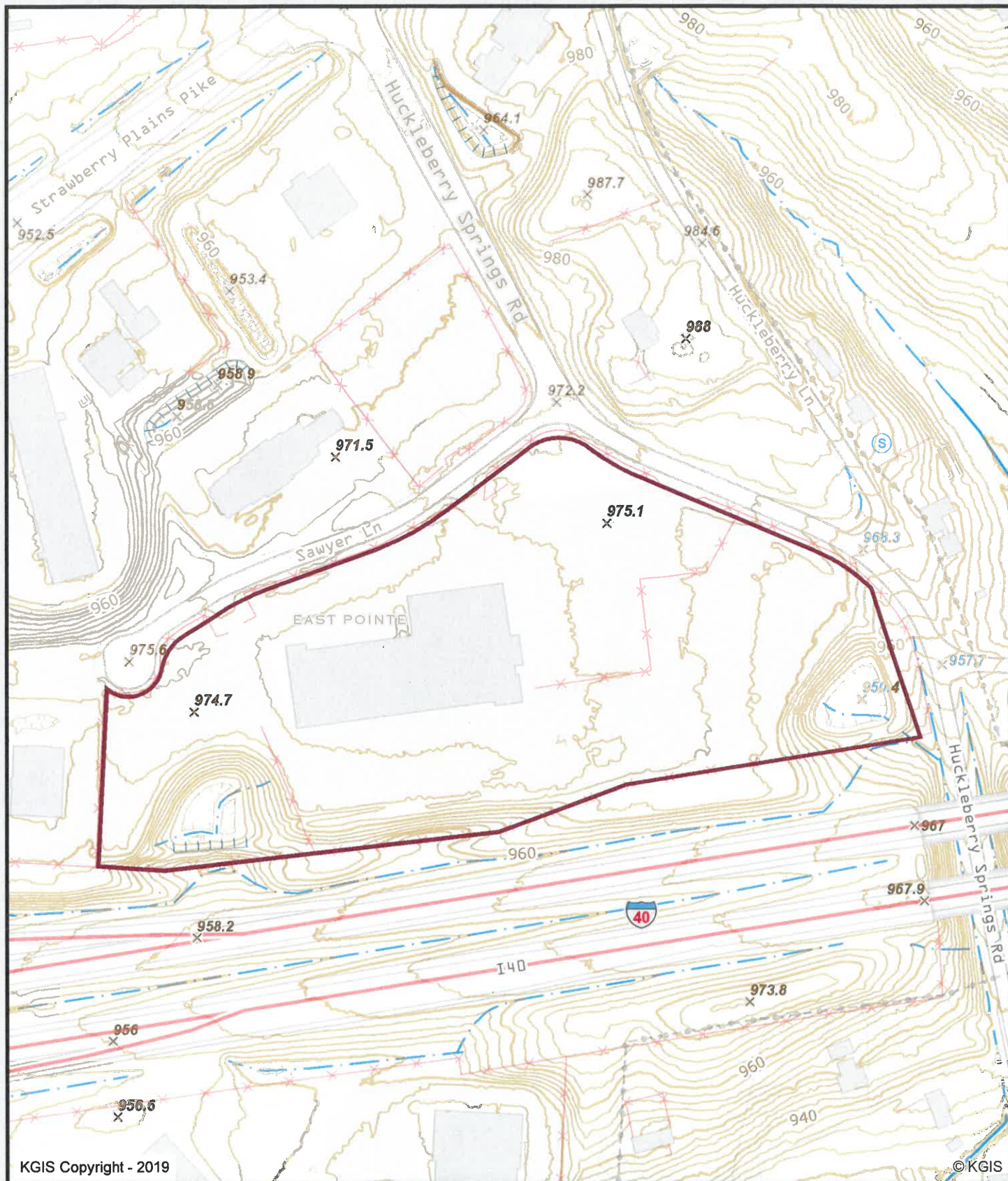
Knoxville - Knox County - KUB Geographic Information System



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**3-F-19-VA**

Allen Sign Company/Lazy Days  
835 Huckleberry Springs Rd.

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**835 Huckleberry Springs Rd.**

Allen Sign Company/Lazy Days  
3-F-19-VA

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0 100 200 400  
ft

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Setback from 1-40-ROW

3-F-19-VA

Size: -

Material: alum/steel/flex faces

Quantity: 1 double sided

Comments: interstate sign

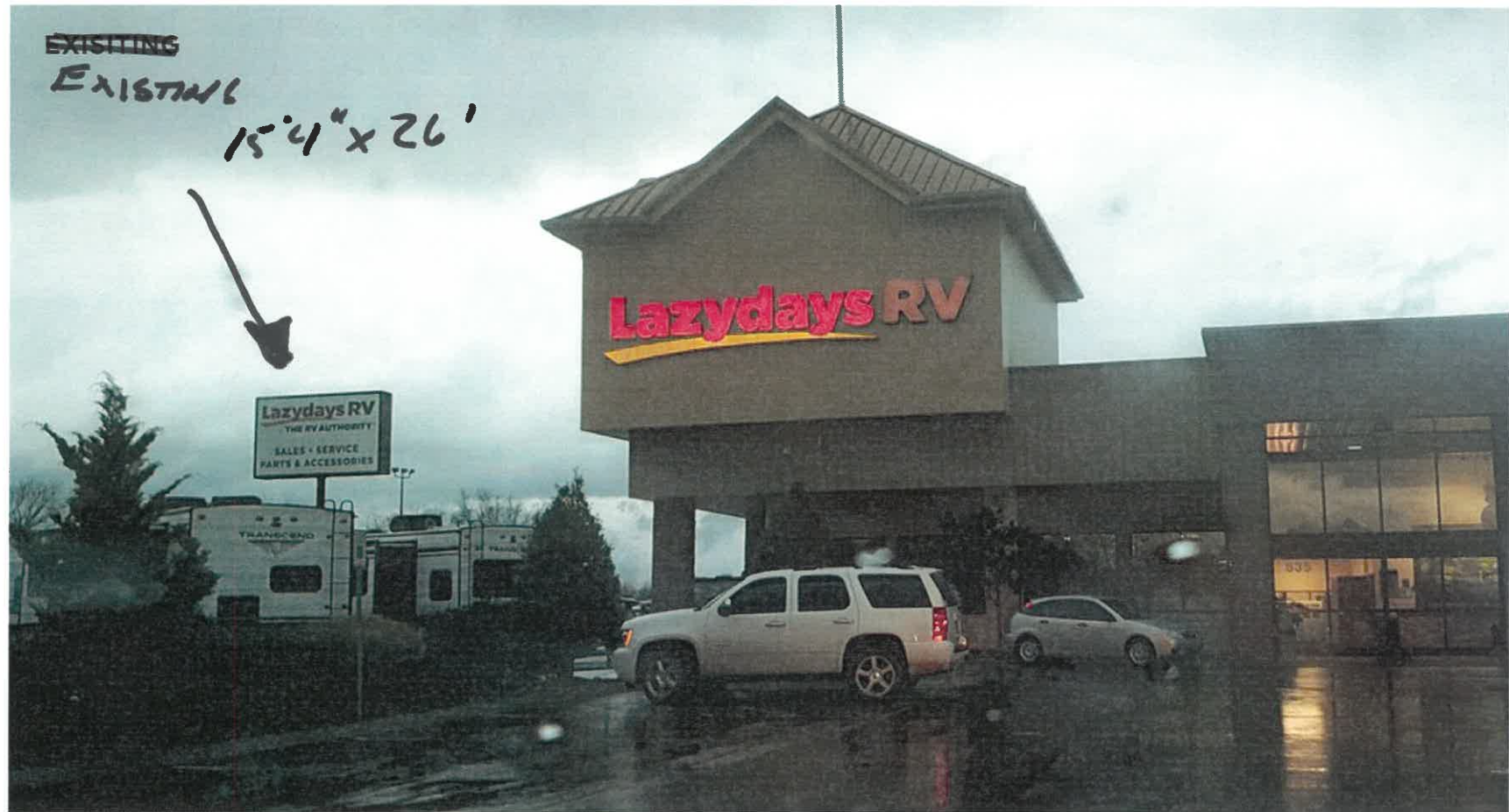
Work Order #: 21833TA

● Digital print

● Vinyl

○ Other

file location: 18/L/Lazy Days RV



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**ALLEN**  
**SIGN**  
SOUTH  
1865 573-3524  
2408 CHAPMAN HWY.  
FAX 579-0356

Client: Lazydays RV

Date: 2-15-19

Price: \$ -

Ph/Email: -

NOTE: The job will not proceed without a signed approval

Title: New Interstate sign

Approved by: \_\_\_\_\_

3-F-19-VA

Size: 8'x 25'

Material: alum/steel/flex faces

Quantity: 1 double sided

Comments: interstate sign

Work Order #: 21833TA

● Digital print

● Vinyl

○ Other

file location: 18/L/Lazy Days RV



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**ALLEN SIGN**  
SOUTH  
1885 573-3524  
24DB CHAPMAN HWY.  
FAX 579-0356

Client: Lazydays RV

Date: 1-21-19

Price: \$ -

Ph/Email: -

NOTE: The job will not proceed without a signed approval

Title: New Interstate sign

Approved by:

3-F-19-VA

existing - I-40



3-F-19-VA



proposed new head  
@ current height

3-F-19-VA



Not Visible  
if moved to  
max current LAW  
Height

3-F-19-VA