

File #

11-B-20-VA



BOARD OF ZONING APPEALS APPLICATION

APPLICANT INFORMATION

Name Advance Sign Group-attn: Carrie Winstead
 Street Address 5150 Walcutt Court
 City, State, Zip Columbus OH 43228
 Phone Number 614-429-2084
 Email cwinstead@advancesigngroup.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 5132 N. Broadway
 City, State, Zip Knoxville TN 37918
 Parcel # (see KGIS.org) 058EH02101
 Zoning District (see KGIS.org) C-N

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.

City code allows 81.7 square feet and Comcast is requesting the footage be increased to 119.8.

Their storefront sign is 4'-6" tall with 59.90 sq ft. The negative space between the top of the main letters to the top of the "f" and "t" ascenders and the bottom of the main letters to the bottom of the "x" and "y" descenders should not be included in the square foot allowance since it reduces the overall height of the logo. The square footage (minus the ascenders and descenders) is only 36.43. Comcast is seeking this variance so their side elevation sign can also be 4'-6" tall at 59.90 square feet (or 36.43 SF minus the negative space).

This request is the minimum relief that will allow Xfinity to be readily identified with in the shopping center and will not alter the character of the neighborhood nor have a negative impact on the adjacent tenants.

Describe hardship conditions that apply to this variance.

The side elevation is set back 340' from Hillcrest Drive. A sign with an overall height of 2'-8" and only 21.02 square feet will make the logo difficult to be seen from the road.

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 10/5/2020

File #

11-B-20-VA



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 square footage of wall signage in a C-N zone from 81.7 to 119.8 per Article 13.9.F.1.b.

PROJECT INFORMATION

Date Filed 10-4-20

Fee Amount \$250

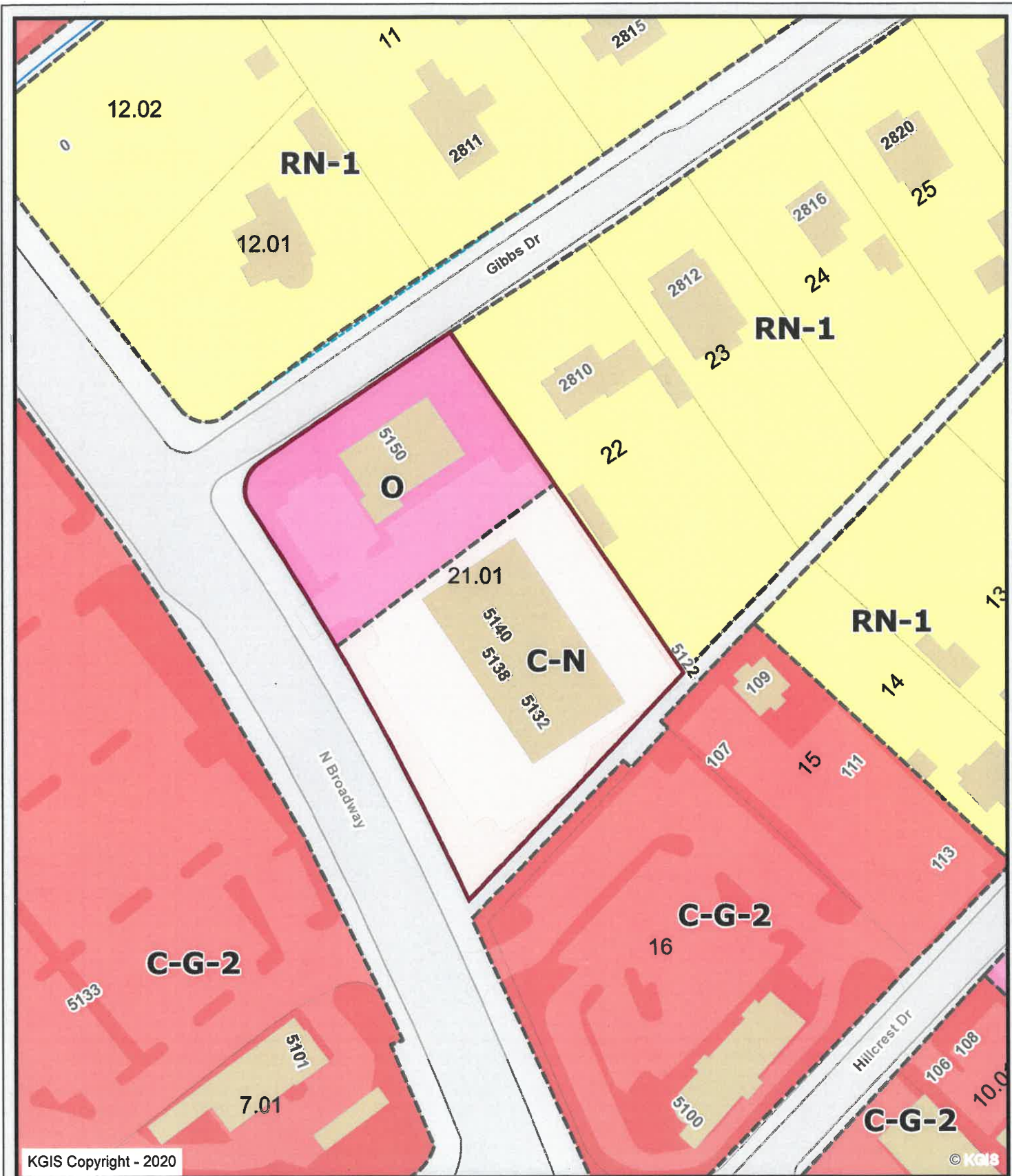
Council District 4

BZA Meeting Date 10-19-20

PLANS REVIEWER Rebecca Johnson

DATE

10/26/2020



5132 N. Broadway

11-B-20-VA

Advance Sign Group

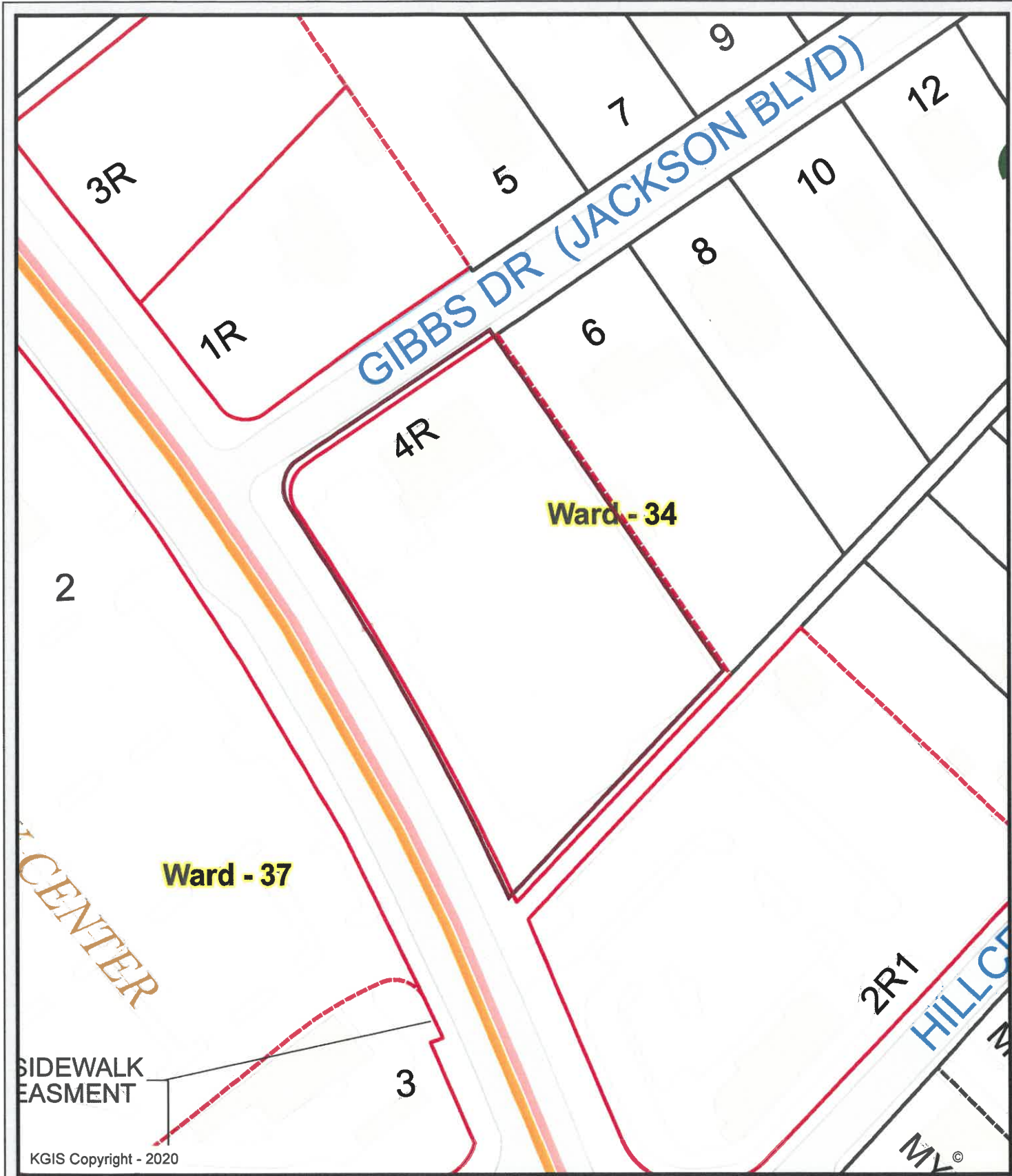
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5132 N. Broadway

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Advance Sign Group

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5132 N. Broadway

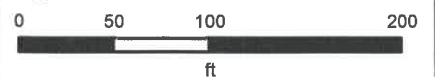
11-B-20-VA

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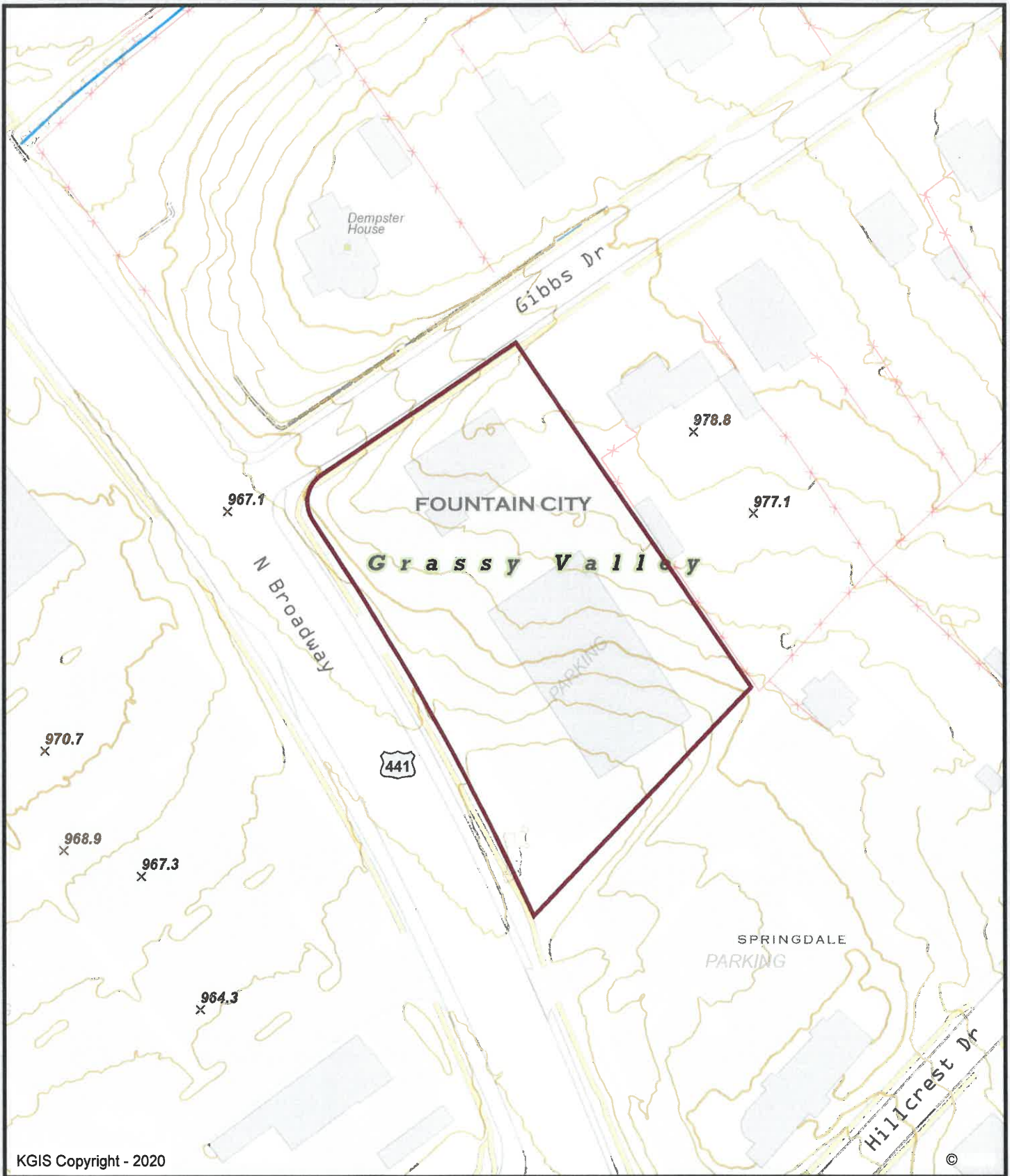
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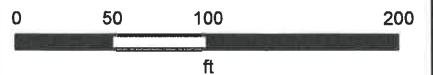
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5132 N. BROADWAY, KNOXVILLE, TN 37918

City code allows 81.7 square feet of signage and Comcast is requesting the allowed footage be increased to 119.8 square feet.

Comcast has a 4'-6" storefront sign at their new Xfinity store on North Broadway in Knoxville TN with a 59.90 square footage. Comcast is seeking a variance for a side elevation sign that is also 4'-6" tall at 59.90 square feet.

Boxed square footage for an Xfinity sign at 4'-6" tall is 59.90. We believe the negative space between the top of the main letters to the top of the "f" and "t" ascenders and the bottom of the main letters to the bottom of the "x" and "y" descenders should not be included in the square foot allowance since it reduces the overall height of the logo. The square footage (minus the ascenders and descenders) is 36.43. Having an overall height of 2'-8" and only 21.01 sf will make the logo difficult to be seen from the road.

This request is the minimum relief that will allow Xfinity to be readily identified with in the shopping center and will not alter the character of the neighborhood nor have a negative impact on the adjacent tenants.

DRAWING NO.

032036




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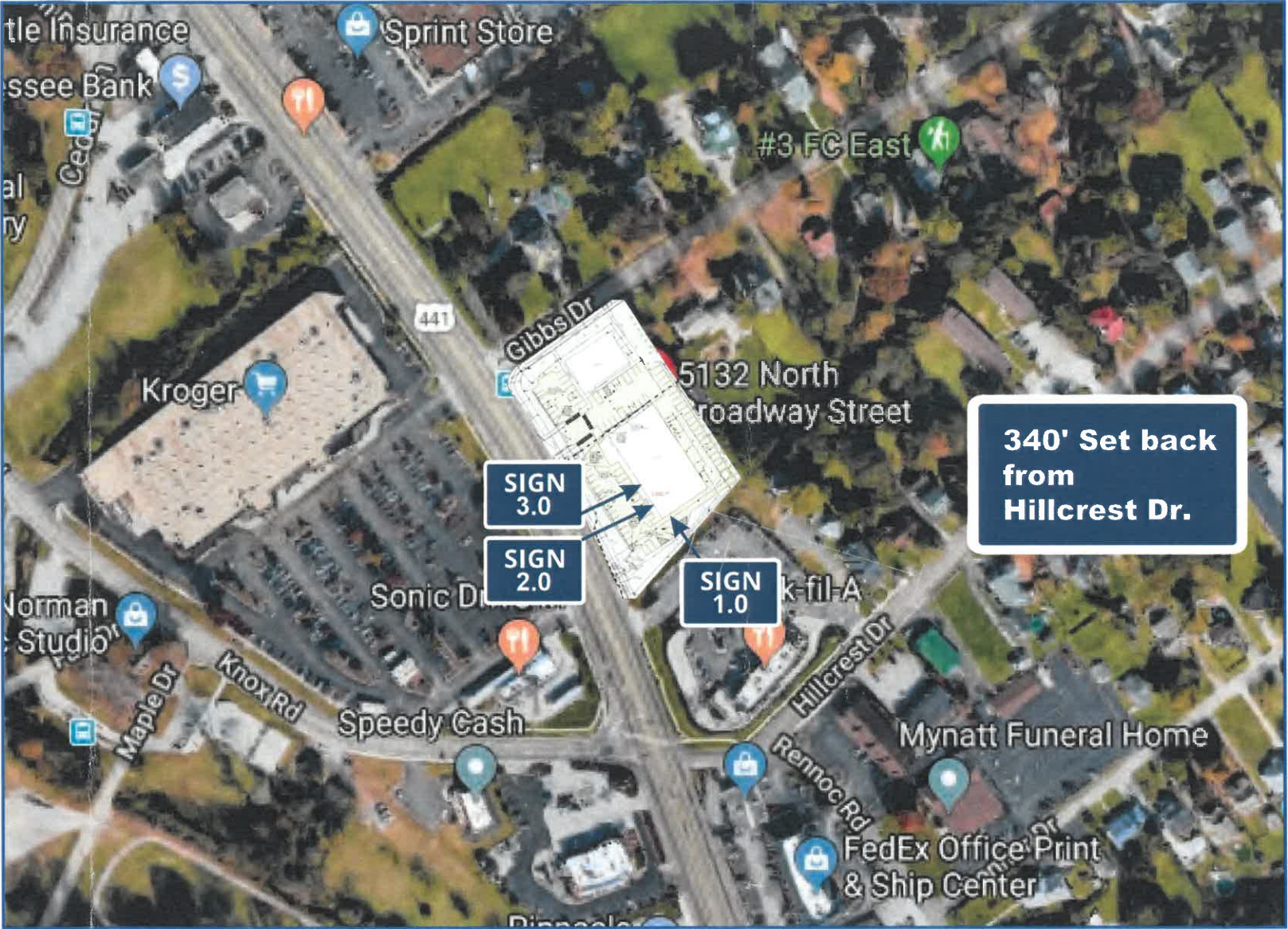
SUMMARY OF SIGNAGE

Proposed additional sign:

SIGN	GRAPHIC	DESCRIPTION	SQ FT
1.0		- SIDE ELEVATION - (1) ONE LED DUAL LIT CHANNEL LETTERS - 5" DEEP BLACK RETURNS	59.90

Current signs:

SIGN	GRAPHIC	DESCRIPTION	SQ FT
2.0		- FRONT ELEVATION - (1) ONE LED DUAL LIT CHANNEL LETTERS - 5" DEEP BLACK RETURNS	59.90
3.0		- PROJECTING BLADE SIGN - ILLUMINATED PUSH-THRU LOGO - DOUBLE SIDED	6.00



SITE MAP

NOT TO SCALE

CODE INFO

Zoned C-1
Ten (10) percent of the wall area of the primary building elevation.



5132 N. BROADWAY, KNOXVILLE, TN 37918

DRAWING NO.
032036
DATE OF
LAST CHANGE:
09/30/20

SUM
SITE

REVISION NO.

APPROVALS
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DESIGN DOCUMENTATION: THIS DESIGN IS THE PROPERTY OF ADVANCE SIGN GROUP. NEITHER THE DRAWINGS NOR THE DESIGN MAY BE USED OR DISTRIBUTED WITHOUT APPROVAL OF ADVANCE SIGN GROUP.

CONSULTANT:
ANDY WASSERSTROM
PROJECT MANAGER:
CARRIE W.
DESIGNER:
GMB

FILE LOC:
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XFINITY\JOBS & REPORTS\
Knoxville TN (variance) 032036\
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Current signs
Storefront sign - 4'-6" tall, boxed square footage is 59.90.
Square footage minus the ascenders and descenders is 36.43.
Projecting sign - 2'x3' - 6.00 sq ft



 5132 N. BROADWAY, KNOXVILLE, TN 37918	DRAWING NO. 032036	DATE OF LAST CHANGE: 09/30/20	APPROVALS THIS DRAWING SUPERCEDES ALL OTHER DOCUMENTS PROVIDED CONCERNING THE FABRICATION AND INSTALLATION OF THIS DESIGN. A SIGNATURE ANYWHERE ON THE DRAWING WILL BE TAKEN AS APPROVAL OF THE DESIGN AND SPECIFICATIONS AS NOTED. _____ CLIENT APPROVED SIGNATURE: _____ DATE: _____ DESIGN DOCUMENTATION: THIS DESIGN IS THE PROPERTY OF ADVANCE SIGN GROUP. NEITHER THE DRAWINGS NOR THE DESIGN MAY BE USED OR DISTRIBUTED WITHOUT APPROVAL OF ADVANCE SIGN GROUP.	CONSULTANT: ANDY WASSERSTROM PROJECT MANAGER: CARRIE W. DESIGNER: GMB	 ADVANCE SIGN GROUP	800.861.8006 ADVANCESIGNGROUP.COM 
	SIGN NO. 2.0 & 3.0	REVISION NO. -				

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Additional proposed sign
Side elevation sign - 4'-6" tall, boxed square footage is 59.90. Square footage minus the ascenders and descenders is 36.43.



SIDE ELEVATION - EXISTING



SIDE ELEVATION - PROPOSED 1.0

SCALE:3/16"=1'-0"

xfinity
5132 N. BROADWAY, KNOXVILLE, TN 37918

DRAWING NO.
032036
ELEV
1.0

DATE OF
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CONSULTANT:
ANDY WASSERSTROM
PROJECT MANAGER:
CARRIE W.
DESIGNER:
GMB

FILE LOC:
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XFINITY\JOBS & REPORTS\
Knoxville TN (variance) 032036\
11 Production Files

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View from Hillcrest Drive
Boxed square footage is 59.90.
Square footage minus the ascenders and descenders is 36.43.

View from Hillcrest Drive for Comcast requested 4'-6" Sign



View from Hillcrest Drive for additional sign
code would allow (2'-8" Sign)



<div> 5132 N. BROADWAY, KNOXVILLE, TN 37918</div>	DRAWING NO. 032036	DATE OF LAST CHANGE: 09/30/20	APPROVALS <div>THIS DRAWING SUPERCEDES ALL OTHER DOCUMENTS PROVIDED CONCERNING CONSULTANT FABRICATION AND INSTALLATION OF THIS DESIGN. A SIGNATURE ANYWHERE ON THE DRAWING WILL BE TAKEN AS APPROVAL OF THE DESIGN AND SPECIFICATIONS AS NOTED.</div> <div>CLIENT APPROVED SIGNATURE: _____ DATE: _____</div> <div>DESIGN DOCUMENTATION: THIS DESIGN IS THE PROPERTY OF ADVANCE SIGN GROUP. NEITHER THE DRAWINGS NOR THE DESIGN MAY BE USED OR DISTRIBUTED WITHOUT APPROVAL OF ADVANCE SIGN GROUP.</div>	ANDY WASSERSTROM PROJECT MANAGER: CARRIE W. DESIGNER: GMB	<div> ADVANCE SIGN GROUP</div> <div>800.861.8006 ADVANCESIGNGROUP.COM</div> <div></div>
	ELEV 1.0	REVISION NO. -			

11-B-20-VA



FACE COLOR - WHITE



RETURN COLOR - BLACK



ILLUMINATED DUAL LIT CHANNEL LETTERS

SCALE 3/16" = 1'-0"

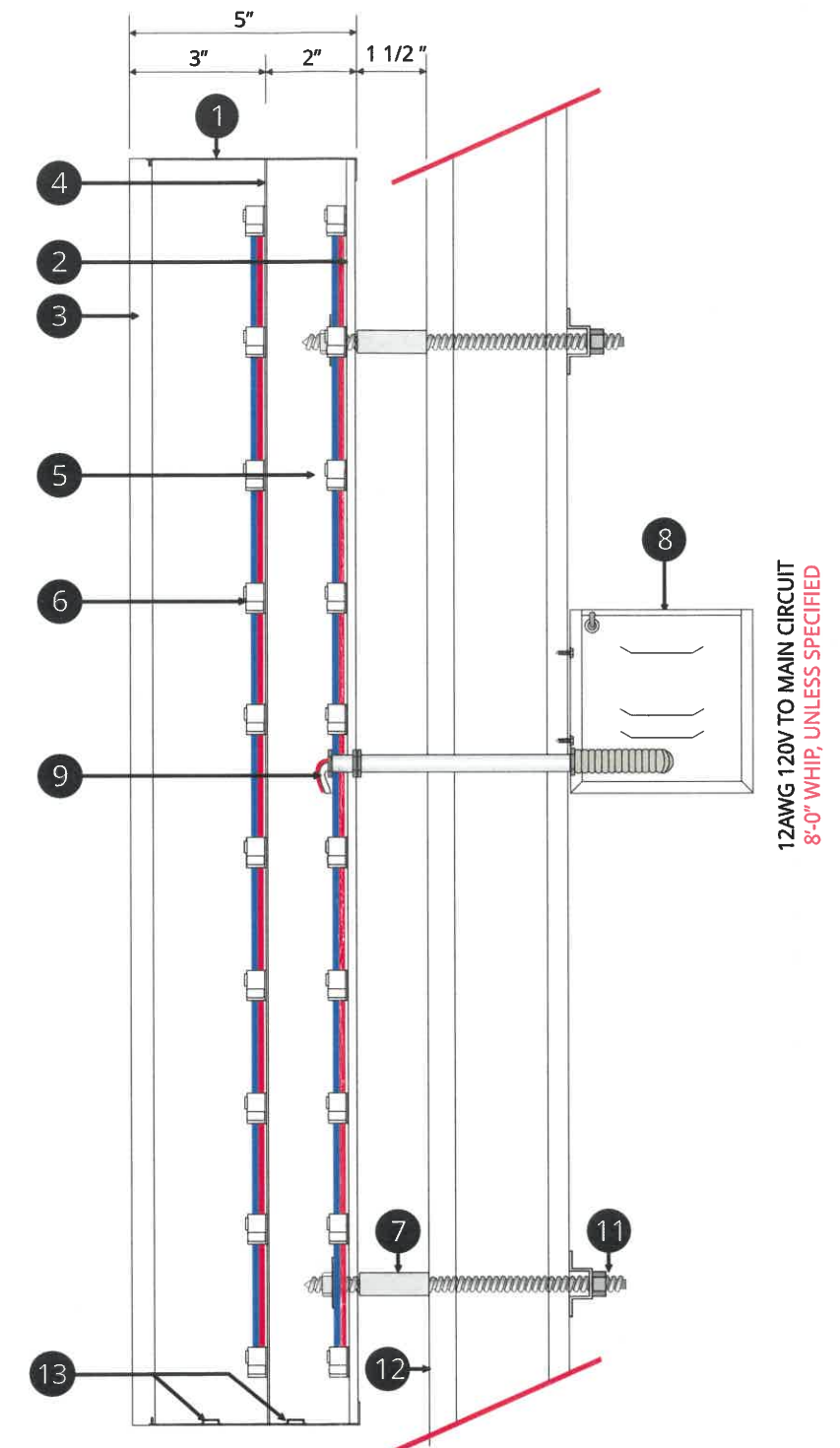
(1) ONE REQUIRED FOR FRONT ELEVATION

CALCULATED WITHOUT THE ASCENDERS AND DESCENDERS 36.43 SF

BOXED 59.90 SQUARE FEET

SIGN DETAILS

- 1 5" DEEP - .040 ALUMINUM RETURNS
OUTSIDE BLACK/INSIDE WHITE
- 2 3/16" CLEAR POLYCARBONATE - CAULK INSIDE TO COVER FLANGE
- 3 1/2" THICK CLEAR ACRYLIC W/
1/8" THICK ROUTED LIP
3630-20 WHITE PSV ON FIRST SURFACE
3635-70 DIFFUSER ON SECOND SURFACE
- 4 .040" ALUMINUM DIVIDER
WHITE BOTH SIDES
- 5 WHITE LED AS REQUIRED FOR FRONT SECTION (QTY & PLACEMENT DETERMINED BY SIGN SIZE)
- 6 WHITE LED ILLUMINATION FOR BACK SECTION (QTY & PLACEMENT DETERMINED BY SIGN SIZE)
- 7 1 1/2" SPACERS
- 8 REMOTE 120V POWER SUPPLIES MOUNTED INSIDE UL APPROVED METAL BOX W/ DISCONNECT SWITCH
- 9 UL LISTED/RECOGNIZED 18 AWG/2PLTC WIRING AND FIXTURES GOING TO POWER SUPPLIES
- 10 SIGN TO HAVE AN 8'-0" WHIP, INSTALLER TO SPECIFY IF SPECIFIC LENGTH IS REQUIRED
- 11 MOUNTING DETAILS TO BE THRU BOLTS
- 12 WALL CONSTRUCTION BRICK OVER PLYWOOD
- 13 EXTERIOR SIGN TO BE MANUFACTURED WITH WEEP HOLES



SECTION DETAIL

SCALE 3" = 1'-0"

INSTALLATION NOTES 1: USE NON-CORROSIVE HARDWARE AND SEAL ALL EXTERIOR FACADE PENETRATIONS WATERTIGHT.

INSTALLATION NOTES 2: ONE DEDICATED (1) 120VAC CIRCUIT BY OTHERS REQUIRED WITHIN 5' OF CENTER OF SIGN. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE CODES. THIS INCLUDES PROPER GROUNDING AND BONDING.

INSTALLATION NOTES 3: GC TO PROVIDE ADEQUATE WOOD OR METAL BLOCKING IN CORRELATION W/ FACADE FRAMING AS REQUIRED.

xfinity

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1.0

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PROJECT MANAGER:
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DESIGNER:
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Knoxville TN (variance) 032036\
11 Production Files

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