Tire Discounters is seeking a variance to cure the lack of visibility of our attached and freestanding signage from the main thoroughfare of Clinton Highway. The undue hardship to Tire Discounters is caused by the topographical location of our property. Our property is located up-hill from Clinton Highway which hinders the ability of the public to view our property. Additionally, the view to our site from Clinton Highway is adversely affected by the height and position of existing businesses along Clinton Highway. Tire Discounters will be unduly burdened without a variance due to being situated up-hill from the highway and in the center of multiple businesses.
It is our belief that this undue hardship can be rectified if Tire Discounters would be permitted to erect four (4) attached signs at 128.6 square feet each along with our proposed single (1) pylon sign standing at 20 ft high with a total signage area of 100 square feet. Such a variance would not be contrary to public interest because the additional signage would not cause visual clutter in the surrounding neighborhood and would facilitate optimal way-finding for the public traveling between Clinton Highway and Old Callahan Dr. Moreover, the variance would be well within the spirit of the ordinance by promoting its purpose and intent through effective communication between Tire Discounters and the public. By allowing Tire Discounters to erect the proposed signage, the undue hardship will be mitigated and substantial justice would be done.
**VARIANCE REQUEST(S) WITH ORDINANCE CITATION(S):**

1. Increase the maximum square footage of signs allowed from 354 square feet (10%) to 516 square feet (15%) per Article 8, Section 11.6.a.2.

2. Increase the maximum height of a primary ground sign from 10' to 20' per Article 8, Section 11.6.c.table.

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**PROJECT INFORMATION**

<table>
<thead>
<tr>
<th>Date Filed</th>
<th>Fee Amount</th>
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<tbody>
<tr>
<td>4-15-19</td>
<td>$250</td>
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<th>Council District</th>
<th>BZA Meeting Date</th>
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<tr>
<td>3</td>
<td>5-16-19</td>
</tr>
</tbody>
</table>

**PLANS REVIEWER**  
Rebecca Johnson  
**DATE**  
4-15-19
FREESTANDING SIGNS

- Maximum allowable sign height for primary detached sign on property within five hundred (500) feet of Interstate interchange area is thirty-five (35) feet.
- Maximum allowable sign area is 100 SQ FT.

CHANNEL LETTERS
124 SQ FT

PYLON SIGN
100 SQ FT

LAPPER PAD
8'-0" X 10'-6"

CHANNEL LETTERS
124 SQ FT

CHANNEL LETTERS
124 SQ FT

AERIAL VIEW
- Engineered for 90mph wind load.
- Logo Sign Cabinet to be 12" Extruded Aluminum.
- Install new 6" Schedule 40 square steel pole w/.090 Black Aluminum Pole Cover.
- 3" Diameter x 7' 6" Deep footer w/ 1.96 yds. of Concrete.
- (2) White flex face material w/ 3M Light Tomato Red translucent vinyl graphics & embossed (cloud) logo.
- (1) NEW 3'-10" x 17'-10" Logo cabinet w/ 2" retainers.
- Cabinet sides and retainers to be painted black.
- Manufacturer to supply match plates.
- 8' 0" x 10' 6" x 4" Concrete "Ladder Pad"
- All parts to be UL listed.
- (2) NEW 4' x 8' 0" Sign cabinets mounted back-to-back on square pole.
- 4 lines of 8" changeable copy.
- Black cabinets to have 2" Retainers.
- Cabinets to be skinned w/ black aluminum returns.

**TIRE DISCOUNTERS**

**FOUR LINES OF 8 INCH CHANGEABLE COPY**

- 3'-10"
- 17'-10"
- 1-1/2" x .080 Aluminum Pole Cover
- 3'-10"
- 10' 11"
- 10' 11"
- 3'
- 6' 6"
- 2 3/4"
- 2 3/4"
- 8'
- 6' 10"
- 6' 10"
- 3 1/2" x 3/16" Steel Square Pipes w/ 1" Black Pipes.
- 6' 10"
- 3 1/2" x .125" Steel Square Pipes w/ 1" Black Pipes.
- Circular Cover Frame 1 Way of 1000 sq ft or greater coverage.
- Rectangular Cover "Ladder Pad" 86 yds. of 1000 sq ft or greater coverage. (Landscape area in addition to ensure ladder pad is flush with 10' 11" grade."

**Scale: 3/16" = 1'**

**PERMITTING**

**COMPANY NAME: TIRE DISCOUNTERS**

**ADDRESS: Old Callahan Drive, Knoxville, TN 37912**

**START DATE: 1-18-18**

**DESIGNED BY: TW**

**APPROVED BY: WH**

**REVISION DATES:**

1. 1-18-18
2. 10-19-18
3. 10-29-18
4. 10-29-18
5. 10-19-18
6. 10-19-18

**CONTACT: TIRE DISCOUNTERS**

visit us at www.triumphsigns.com

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SOUTHEAST ELEVATION
Facing Clinton HWY

15' 0"  
123' 0"  
39' 0"

Engineering Notes:
2012 OBC to govern construction
Steel to be A-36, primed
Bolts to be A-325
Weep holes as necessary

Electrical:
Sign electrical disconnect to comply
with NEC 600-6 Sign grounding per
NEC 600-7. All wiring and fixtures to be
suitable for damp locations
LOADS: Wind-90 mph, 17.5 psf

128.6 SQ FT Proposed

START DATE: 1-18-18  
REVISION DATES:
1. 9-5-18  4  
2. 9-18-18  5  
3. 10-18-18  6

COMPANY NAME: TIRE DISCOUNTERS
ADDRESS: Old Callahan Drive, Knoxville, TN 37912

Visit us at www.triumphsigns.com
SOUTHWEST ELEVATION
Facing Open Lot

Engineering Notes:
2012 OBC to govern construction
Steel to be A-36, primed
Bolts to be A-325
Weep holes as necessary

Electrical:
Sign electrical disconnect to comply with NEC 600-6 Sign grounding per NEC 600-7. All wiring and fixtures to be suitable for damp locations
LOADS: Wind-90 mph, 17.5 psf

Registered Logo:
1/2" White PVC w/Red Vinyl Mounted to Existing Facade w/1/8" Aluminum or Stainless Steel Studs.

128.6 SQ FT Proposed

START DATE: 1-19-18
REVISION DATES:
1. 9-5-18
2. 9-18-18
3. 1-19-18

DESIGNED BY: TW
APPROVED BY: JW

COMPANY NAME: TIRE DISCOUNTERS
ADDRESS: Old Calahan Drive, Knoxville, TN 37912

CONTACT INFO:

*PERMITTING*

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NORTHEAST ELEVATION
Facing Kroger Parking Lot

Engineering Notes:
2012 OBC to govern construction
Steel to be A-36, primed
Bolts to be A-325
Weep holes as necessary

Electrical:
Sign electrical disconnect to comply
with NEC 600-6 Sign grounding per
NESC 600-7 All wiring and fixtures to be
suitable for camp locations
LOADS: Wind-90 mph, 17.5 psf

128.6 SQ FT Proposed

START DATE: 1-18-18   SCALE:   REVISION DATES:
DESIGNED BY: TW   APPROVED BY: JW   1 9-5-18   4
1 9-16-18   5
2 9-18-18   6

*PERMITTING*

COMPANY NAME: TIRE DISCOUNTERS
ADDRESS: Old Callahan Drive, Knoxville, TN 37912

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NORTHWEST ELEVATION
Facing Old Callahan Drive

Engineering Notes:
2012 OBC to govern construction
Steel to be A-36, primed
Bolts to be A-325
Weep holes as necessary

Electrical:
Sign electrical disconnect to comply
with NEC 600-6 Sign grounding per
NEC 600-7. All wiring and fixtures to be
suitable for damp locations
LOADS: Wind-90 mph, 17.5 psf

128.6 SQ FT Proposed

START DATE: 1-19-18 SCALE:
DESIGNED BY: TW APPROVED BY: JW

COMAPNY NAME: TIRE DISCOUNTERS
ADDRESS: Old Callahan Drive, Knoxville, TN 37912

visit us at www.triumphsigns.com

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