



SPECIAL USE REPORT

▶ **FILE #:** 7-G-26-SU

AGENDA ITEM #: 19

AGENDA DATE: 7/9/2026

▶ **APPLICANT:** NIKKI MOORE / PAULA WOFFORD

OWNER(S): EAST TENNESSEE CHILDRENS HOSPITAL ASSOCIATION INC

TAX ID NUMBER: 108 C B 021, 028, 029, 031; 108CC015, 019 [View map on KGIS](#)

JURISDICTION: City Council District 1

STREET ADDRESS: 2018 CLINCH AVE (2124 CLINCH AVE; 617, 710 S TWENTY FIRST ST; 611 TWENTY SECOND ST; 2100 WHITE AVE)

▶ **LOCATION:** South side of Clinch Ave, west side of Twentieth St, north and south sides of White Avenue, east and west sides of Twenty Second St and S Twenty First St

▶ **APPX. SIZE OF TRACT:** 6.96 acres

SECTOR PLAN: Central City

GROWTH POLICY PLAN: N/A (Within the City limits)

ACCESSIBILITY: Access is via minor collectors Clinch Avenue and Twenty Second Street and via local streets, White Avenue, S Twenty First Street, and Twentieth Street.

UTILITIES: Water Source: Knoxville Utilities Board

Sewer Source: Knoxville Utilities Board

FIRE DISTRICT: Knoxville Fire Department

WATERSHED: Third Creek

▶ **ZONING:** INST (Institutional), CU-3 (Cumberland Avenue, White Avenue/Hospital)

▶ **EXISTING LAND USE:** Office, Public/Quasi Public Land (hospital)

▶ **PROPOSED USE:** Master Sign Plan for Dolly Parton Children's Hospital

HISTORY OF ZONING: In 2013 part of the property was rezoned from O-1 (Office, Medical & Related Services), C-7 (Pedestrian Commercial), and NC-1 (Neighborhood Conservation Overlay) to CU-3 (Cumberland Avenue, White Avenue/Hospital) (9-G-13-RZ).

SURROUNDING LAND USE AND ZONING: North: Public/quasi public land (hospital), agriculture/forestry/vacant land - INST (Institutional), O (Office)
South: Commercial, multifamily residential (under construction), transportation/communications/utilities - CU-2 (Cumberland Avenue)
East: Public/quasi public land (hospital) - INST (Institutional), CU-3 (Cumberland Avenue, White Avenue/Hospital)
West: Transportation/communications/utilities, agriculture/forestry/vacant land - INST (Institutional), CU-3 (Cumberland Avenue, White Avenue/Hospital), O (Office)

NEIGHBORHOOD CONTEXT: The subject property forms the Dolly Parton Children's Hospital medical complex and is within a larger node of medical uses in Fort Sanders that is

STAFF RECOMMENDATION:

► **Approve the master sign plan for Dolly Parton Children's Hospital as submitted, subject to 4 conditions.**

- 1) Meeting all applicable requirements of the City of Knoxville Zoning Ordinance, Article 13.5 (General Sign Standards).
- 2) Meeting all applicable requirements of the City of Knoxville Engineering Department.
- 3) Providing detailed site plans for all detached signs during the permitting phase.
- 4) All proposed sign sizes presented in the master sign plan can be administratively increased up to 10 percent without requiring an update to the master sign plan per Article 13.7.G (Administrative Changes) of the City of Knoxville Zoning Ordinance.

COMMENTS:

This request is for a master sign plan for the Dolly Parton Children's Hospital as part of its transition and rebranding from the former East Tennessee Children's Hospital. Master sign plans are permitted by special use approval per Article 13.7 (Master Sign Plans for Unified Developments). This application includes six parcels owned by the hospital. Except for four new wall signs on the one-story structure at parcel 108CB031 (denoted as locations 23–26 on the plan), all proposed signs are replacements for existing signs from the former East Tennessee Children's Hospital and are comparable in size and illumination type. Some of the existing signs will remain unchanged, which are noted on page 18 of the plan.

The four new wall signs at locations 23 - 26 exceed the INST district's maximum allowed combined attached sign area of 5% of the wall area of the primary building elevations (proposed: 170 sq ft, allowed: approximately 75 sq ft). However, these non-illuminated signs are the only proposed signs for that parcel and are scaled proportionally to the walls they are intended for. A comparative analysis of the maximum size, height, and number of signs allowed under the base zoning districts and those requested under the master sign plan is not provided for the remaining signs, as they replace previously approved similar signs. The applicant intends to install additional signs for this project, which will require future master sign plan approval.

STANDARDS FOR EVALUATING A SPECIAL USE (ARTICLE 16.2.F.2.)

- 1) THE USE IS CONSISTENT WITH ADOPTED PLANS AND POLICES, INCLUDING THE GENERAL PLAN AND THE ONE-YEAR PLAN.
 - a. The signage plan is consistent with the General Plan's Development Policy 4.4, which encourages the use of landscaping, signage, and architecture to identify significant entrances to communities, neighborhoods, and business districts.
 - b. The One Year Plan and the Central City Sector Plan designate the MU-SD MU-CC22 (Mixed Use Special District, Fort Sanders Medical District) and MU-UC (Mixed Use Urban Corridor) classifications for these parcels. The Mixed Use Special District intends to address the long-term needs of the large medical facilities located in Fort Sanders, which contribute to the health and well-being of the greater community. The proposed master sign plan meets the intent by providing necessary directional signage around the hospital campus.
 - c. The two parcels south of White Avenue were included in the Cumberland Avenue Corridor Plan (2007), which recommends the scale of signage to be designed with pedestrians in mind (p. 6-1 of the plan). The Fort Sanders Neighborhood Plan (2000) generally encourages a pedestrian-friendly environment. The proposed monument signs are consistent with these recommendations.

THE USE IS IN HARMONY WITH THE GENERAL PURPOSE AND INTENT OF THIS ZONING CODE.

- a. The INST district, the zoning district for the four parcels north of White Avenue, is intended to accommodate federal, state, county, and municipal governmental operations (with the exception of those operations that are industrial in nature), and campus institutional uses such as healthcare institutions and educational facilities, to allow for their expansion in a manner that protects surrounding neighborhoods.
- b. The CU-3 district, applicable to the two subject parcels south of White Avenue, serves as a transition between Cumberland Avenue and the medical campus and is primarily intended to accommodate a mix of medical- or employment-related uses with a variety of residential housing options.
- c. The purpose of a master sign plan is to provide flexibility and incentives for coordinated, well-designed sign systems for shopping centers, commercial subdivisions, office parks, institutional district developments, and other large-scale commercial and mixed-use developments, promoting the use of signs that are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape (Article 13.7.A).
- d. The proposed master sign plan meets the intent of the INST and CU-3 districts and the general purpose for

master sign plans because it applies to a healthcare institutional use and is appropriately scaled for the area and integrated with the surrounding buildings and landscape.

E. The signs shall comply with all applicable general sign standards (Article 13.5), including minimum setbacks, illumination standards, and landscape requirements for detached signs. Detailed site plans for all detached signs shall be submitted during the permitting phase, as recommended in condition 3.

THE USE IS COMPATIBLE WITH THE CHARACTER OF THE NEIGHBORHOOD WHERE IT IS PROPOSED, AND WITH THE SIZE AND LOCATION OF BUILDINGS IN THE VICINITY.

A. The proposed signs are of similar size to the current signs on the campus, but will have a new design. The signage is appropriate for the scale of the facility and comparable to the nearby signs for Fort Sanders Regional Medical Center.

4) THE USE WILL NOT SIGNIFICANTLY INJURE THE VALUE OF ADJACENT PROPERTY OR BY NOISE, LIGHTS, FUMES, ODORS, VIBRATION, TRAFFIC, CONGESTION, OR OTHER IMPACTS DETRACT FROM THE IMMEDIATE ENVIRONMENT.

A. No adverse effects are anticipated with the proposed master sign plan. As mentioned above, all signs are subject to the general illumination standards of Article 13.5.

5) THE USE IS NOT OF A NATURE OR SO LOCATED AS TO DRAW SUBSTANTIAL ADDITIONAL TRAFFIC THROUGH RESIDENTIAL STREETS.

A. Approval of the master sign plan will not draw additional traffic through residential streets. On the contrary, it should help reduce the number of vehicles circulating the streets looking for a specific building on the campus.

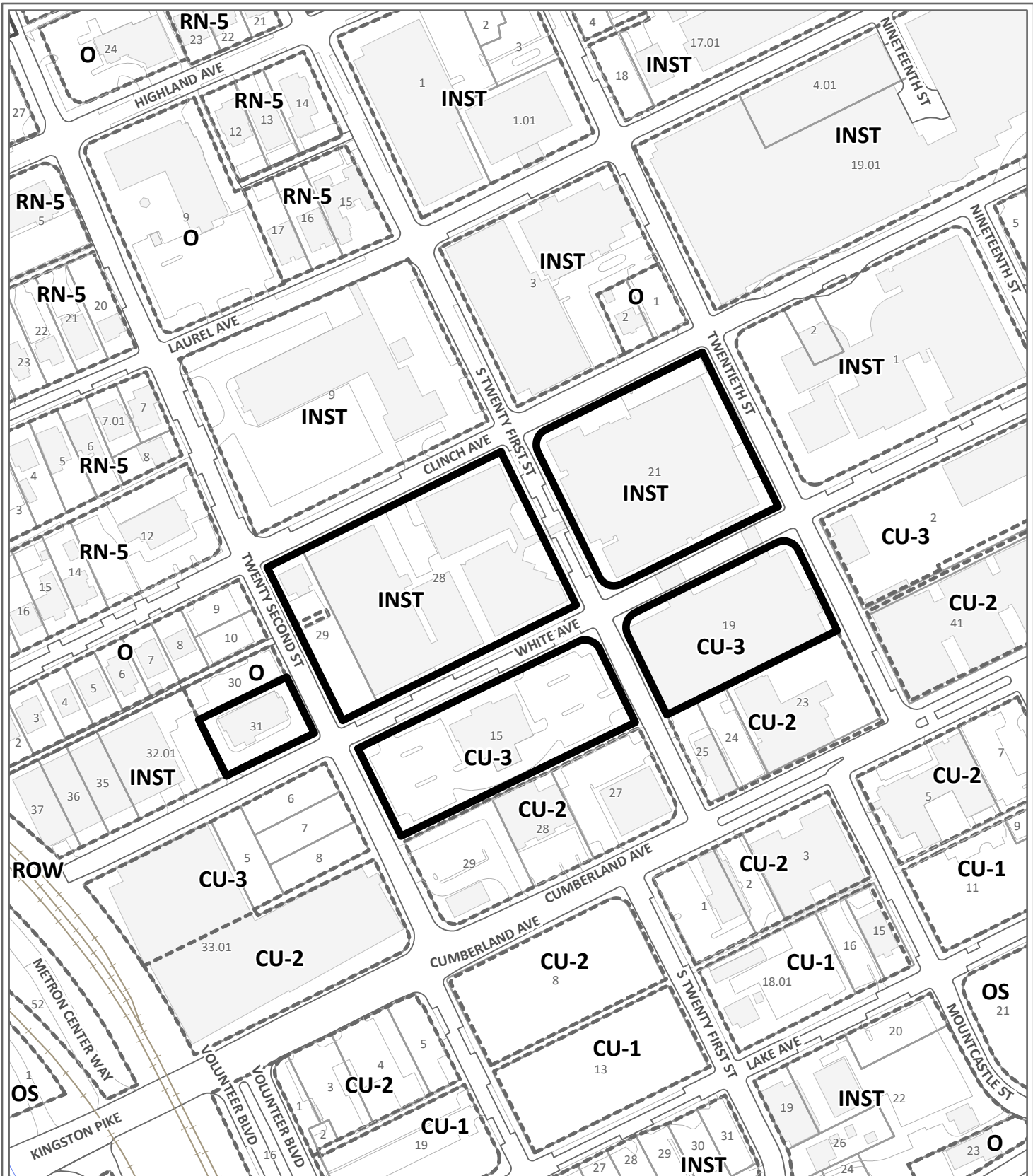
6) THE NATURE OF DEVELOPMENT IN THE SURROUNDING AREA IS NOT SUCH AS TO POSE A POTENTIAL HAZARD TO THE PROPOSED USE OR TO CREATE AN UNDESIRABLE ENVIRONMENT FOR THE PROPOSED USE.

A. The uses immediately surrounding the subject property will not pose a potential hazard or undesirable environment.

ESTIMATED TRAFFIC IMPACT: Not required.

ESTIMATED STUDENT YIELD: Not applicable.

The Planning Commission's approval or denial of this request is final, unless the action is appealed to the Knoxville City Council. The date of the Knoxville City Council hearing will depend on when the appeal application is filed.



SPECIAL USE

7-G-26-SU

Petitioner: Nikki Moore / Paula Wofford



Master Sign Plan for Dolly Parton Children's Hospital in INST (Institutional), CU-3 (Cumberland Avenue)

Original Print Date: 5/29/2026

Knoxville - Knox County Planning Commission * City / County Building * Knoxville, TN 37902

Map No: 108

Jurisdiction: City

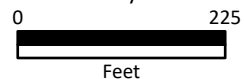


Exhibit A. Contextual Images



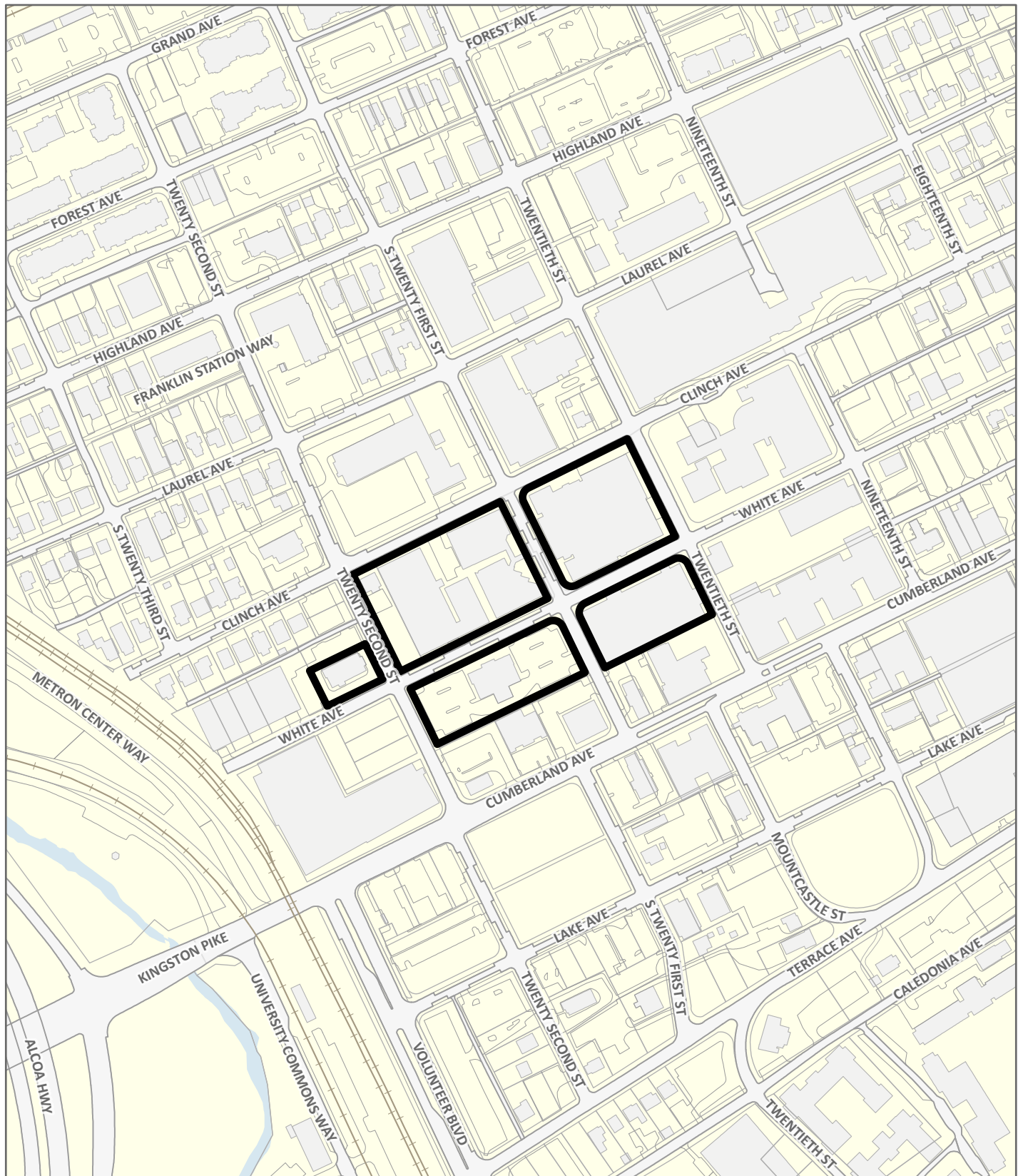
AERIAL MAP



Case boundary



Exhibit A. Contextual Images



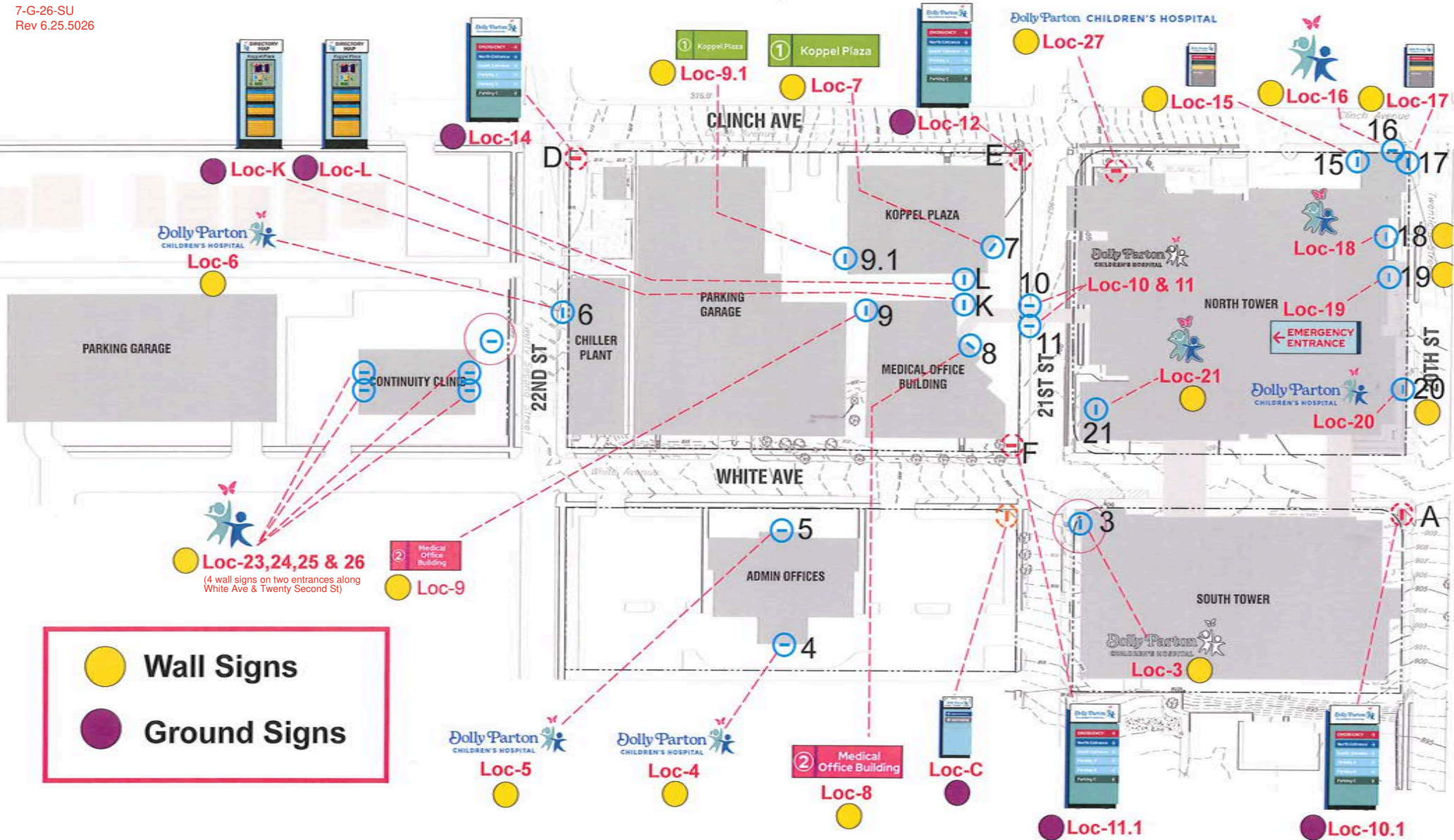
LOCATION MAP

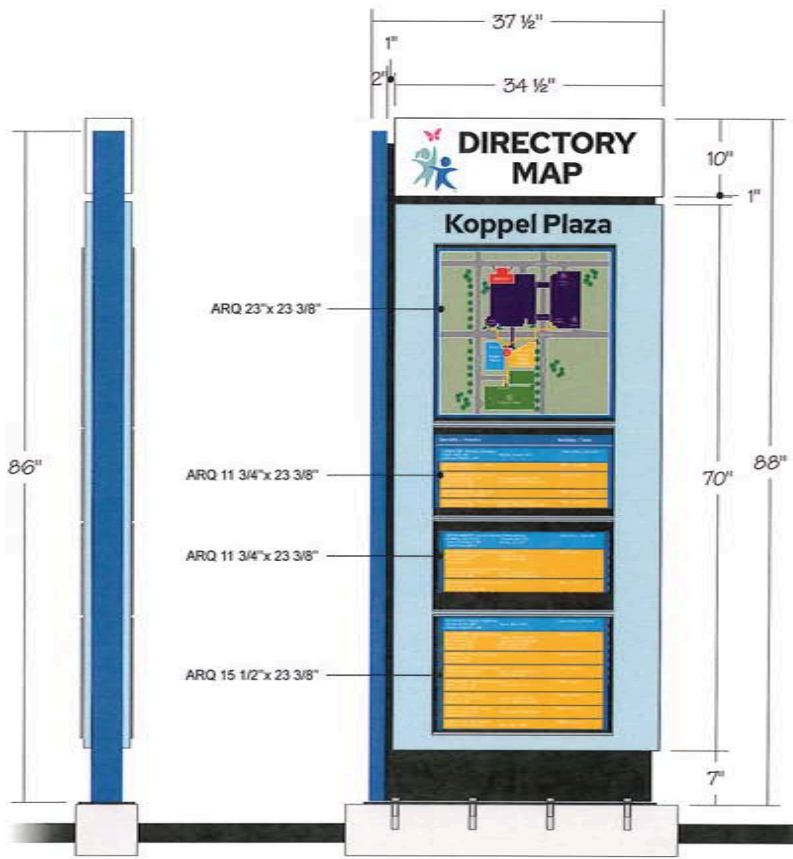
7-G-26-SU



Case boundary







Before



After



Before



After

Location K & L

- DIRECTORY - Double Sided - Non Illuminated**
 - 88" x 37 1/2" x 9" overall size
Header Cabinet:
 - 10" x 34 1/2" x 6" cabinet
 - Skin and Frame Construction
 - Cabinet is painted MAP Natural White
 - Digitally printed full face on HP vinyl

- Directory Cabinet**
 - 70" x 34 1/2" x 6" cabinet
 - Skin and Frame Construction
 - Cabinet is painted PMS 635
 - "koppel plaza" is Black HP vinyl
 - (1) 23" x 23 1/2", (2) 11 3/4" x 23 3/8",
 (1) 15 1/2" x 23 3/8" ARQ frame directory
 w/ full color digital insert - direct printed,
 surface print on 1/16" aluminum faceplate
Additional components

- 1" reveal to surround each cabinet.
- reveal to be painted MAP Black
- 86" x 2" x 4" accent
- V-grooved construction
- Accent is painted PMS 7455 (Logo Blue)
- 7 1/2" x 38" x 3/8" Base plate. internally attached to sign

● Wall Signs

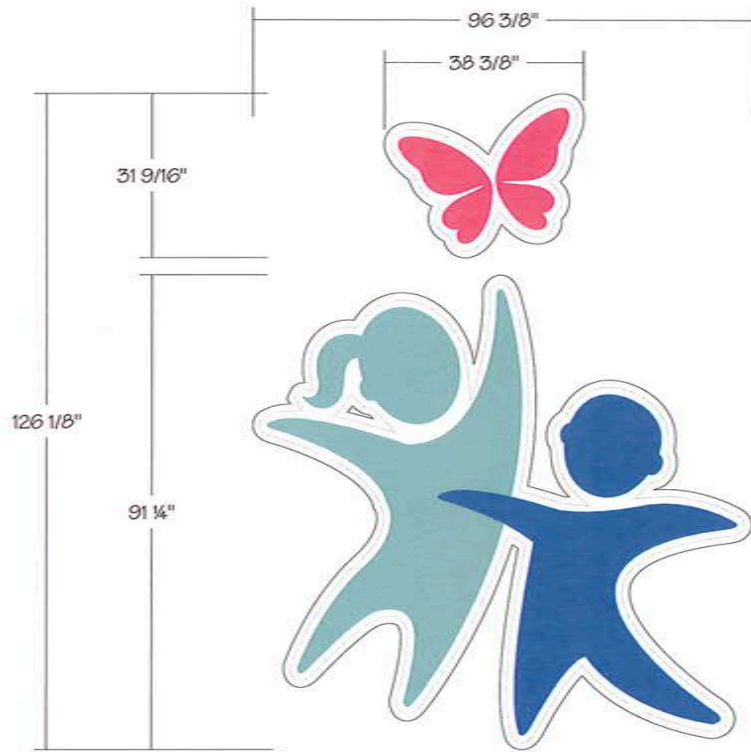
● Ground Signs

Reference: R13570
 Directory

PROJECT:	LOCATION:	QTY:	RELEASE DATE:	APPROVAL:
R26124A - Dolly Parton Children's Hospital	K & L	2	05-11-26 05-13-26	X
TYPEFACE:	COLOR:	SCALE: DRAWN BY:		
Red Hat Display Black	- White HP Vinyl - Black HP Vinyl - PMS 214 Secondary Pink - PMS 7455 Logo Blue - PMS 1777 Logo Pink - PMS 2239 Secondary Lt. Green	3/4" = 1' MRG		

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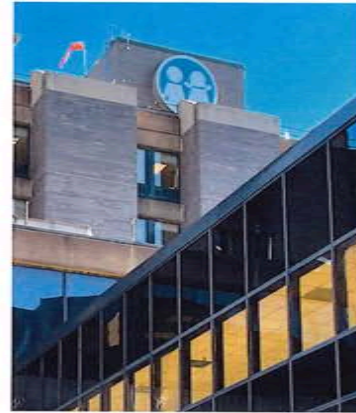


● Location 18 & 21

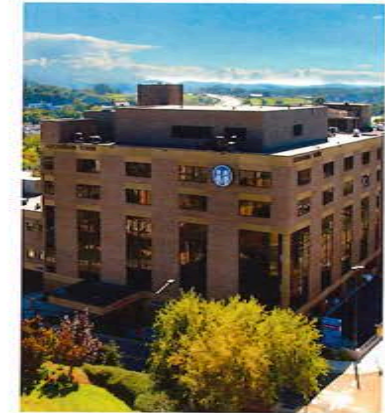
CHANNEL LETTERS - Face Lit Logo and Halo Lit Letters - LED Illuminated

- (1) 126 1/8" x 96 3/8" x 6" deep aluminum channel letter Logo
- Constructed in two pieces
- Face Lit Welded construction
- 1/8" Aluminum returns
- 3/16" White trans. Polycarbonate faces
 - Logo to be surface applied digital trans vinyls: PMS 7455, 7472, & 1777
- 1 1/2" Aluminum trimcap. Painted MAP Natural White
- Returns painted MAP Natural White
- Internal illumination by White LED modules and remote mounted power supplies
- All electrical service to be 120v
- Estimated service load is 7A @ 120v

- Wall Signs
- Ground Signs



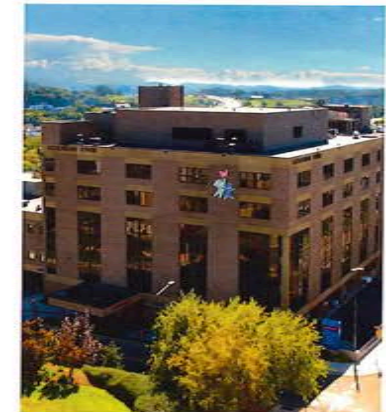
Before



Before



After



After

Logo Channel Letters

MRG	Project #: R26124A	<input type="checkbox"/> Contour Cut	<input checked="" type="checkbox"/> 120v	☀️
	Date In: 05-14-25	<input checked="" type="checkbox"/> Surface Print	<input type="checkbox"/> 277v	
	Substrate: Ultra Trans Digital UV Lay	<input type="checkbox"/> Push-thru	<input checked="" type="checkbox"/> LED	
	Color: PMS 7472, 7455, 1777	<input type="checkbox"/> Flat Bed	<input checked="" type="checkbox"/> Ext.	
Qty: (2) for Two Channel Letter sets	<input type="checkbox"/> Reverse Print	<input type="checkbox"/> Int.		
Need By:				

PROJECT:	LOCATION:	QTY:	RELEASE DATE:	APPROVAL:	
R26124A - Dolly Parton Children's Hospital	18 & 21	2	05-11-26	X	
TYPEFACE:		COLOR:		SCALE:	DRAWN BY:
Red Hat Display Black		- White HP Vinyl - Black HP Vinyl - PMS 1777 Logo Pink - PMS 7455 Logo Blue - PMS 7472 Logo Teal		1/2" = 1'	MRG

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Before

Before



After

After

Location 04 & 05

- CHANNEL LETTERS - Flush Mounted - LED Illuminated**
- (1) 65" x 48 13/16" x 4" deep aluminum channel letter Logo
 - Constructed in 3 pieces
 - (11) 20 3/16" x 4" deep aluminum channel letters reading: "Dolly Parton"
 - (17) 7 1/2" x 4" deep aluminum channel letters reading: "CHILDREN'S HOSPITAL"
 - Letter Lock construction.
 - .063" white/white backs.
 - .040" white/white flanged returns painted to match faces
 - 1/8" White trans. acrylic faces
 - Surface applied white trans digitally printed vinyl
 - 1" standard trimcap painted to match returns
 - Internal illumination by White LED modules and remote mounted power supplies
 - All electrical service to be 120v
 - Estimated service load is 7A @ 120v

- Wall Signs
- Ground Signs

Logo Channel Letters

	Project #: R26124A	<input type="checkbox"/> Contour Cut	<input checked="" type="checkbox"/> 120v	
	Date In: 10-14-26	<input checked="" type="checkbox"/> Surface Print	<input type="checkbox"/> 277v	
	Substrate: White Trans. Digital w/UV Lac	<input type="checkbox"/> Push-thru	<input checked="" type="checkbox"/> LED	
	Color: FMS 7472, 7455, 1777	<input type="checkbox"/> Flat Bed		
Qty: (2) for Two Channel Letter sets	<input type="checkbox"/> Reverse Print	<input checked="" type="checkbox"/> Ext.	<input type="checkbox"/> Int.	
Need By:				

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PROJECT:	LOCATION:	QTY:	RELEASE DATE:	APPROVAL:
R26124A - Dolly Parton Children's Hospital	04 & 05	2	05-11-26	X
TYPEFACE:	COLOR:		SCALE:	DRAWN BY:
Red Hat Display Black	<input type="checkbox"/> - White HP Vinyl <input type="checkbox"/> - Black HP Vinyl	<input checked="" type="checkbox"/> - FMS 1777 Logo Pink <input checked="" type="checkbox"/> - FMS 7455 Logo Blue <input checked="" type="checkbox"/> - FMS 7472 Logo Teal	1/4" = 1'	MRG



Before



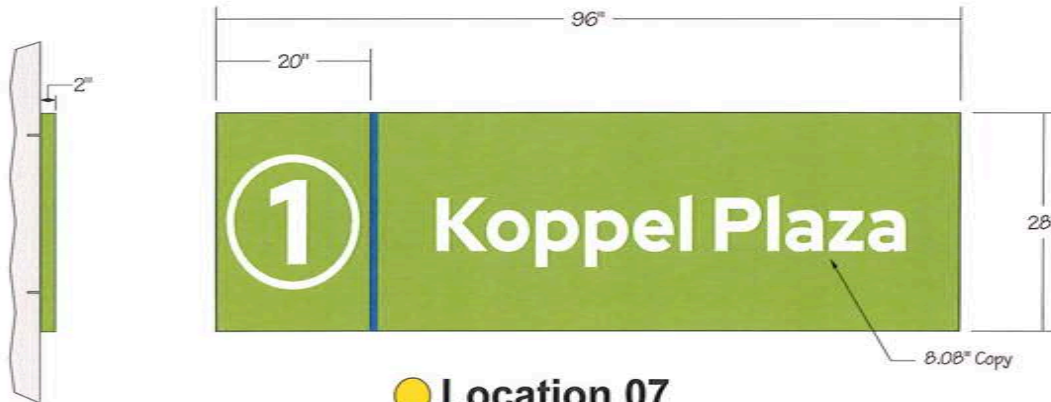
After



Before



After



● Location 07



● Location 08

- Wall Signs
- Ground Signs

REVERSE PAN WALL MOUNT - Single Sided - Non Illuminated
 - 28" x 96" x 2" deep fabricated aluminum reverse pan face
 - Pan is mounted to an existing wall w/ concealed fasteners
 - Pan face is painted PMS 2299 Or PMS 214
 - All copy is White HP vinyl
 - Accent line is Oracal 555 Glacier blue



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PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: Wall Mounted	QTY: 2	RELEASE DATE: 05-11-26 05-18-26 05-19-26 05-20-26	APPROVAL: X
TYPEFACE: Red Hat Display Black	COLOR: - White HP Vinyl - Black HP Vinyl	- PMS 214 Secondary Pink - PMS 1777 Logo Pink	- PMS 7450 Logo Blue / Oracal 555 Glacier Blue - PMS 2299 Secondary Lt. Green	SCALE: 3/4" = 1' DRAWN BY: MRG

Note:
No picture available.

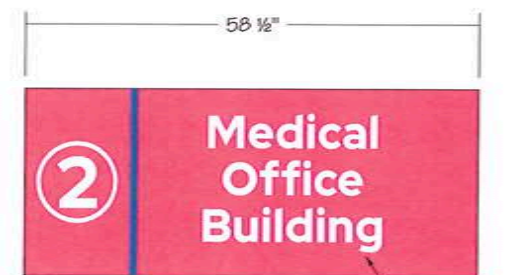


Before

After



● Location 9.1



● Location 09

- Wall Signs
- Ground Signs

REVERSE PAN WALL MOUNT - Single Sided - Non Illuminated
 - 24" x 58 1/2" x 2" deep fabricated aluminum reverse pan face
 - Pan is mounted to an existing wall w/ concealed fasteners
 - Pan face is painted PMS 2299. Or PMS 214
 - All copy is White HP vinyl
 - Accent line is Oracal 555 Glacier blue



Reverse Pans - Building ID

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: Wall Mounted	QTY: 2	RELEASE DATE: 05-11-26 05-20-26	APPROVAL: X	<small>This drawing and the ideas expressed remain the confidential property of INNERFACE. This drawing and its ideas are not to be reproduced, copied, or distributed to any other person or entity without the express written consent of a representative of INNERFACE.</small>
TYPEFACE: Red Hat Display Black	COLOR: - White HP Vinyl - Black HP Vinyl - PMS 214 Secondary Pink - PMS 7465 Logo Blue - PMS 1777 Logo Pink - PMS 2299 Secondary Lt. Green	SCALE: 3/4" = 1'	DRAWN BY: MRG		



● Location 19

- REVERSE PAN WALL MOUNT - Single Sided - Non Illuminated**
- 20" x 56" x 2" deep fabricated aluminum reverse pan face
 - Pan is mounted to an existing wall w/ concealed fasteners
 - Pan face is painted PMS 635 & 7455
 - All copy is White, Black HP vinyl & Oracal O31 Red

● Wall Signs
● Ground Signs



Before



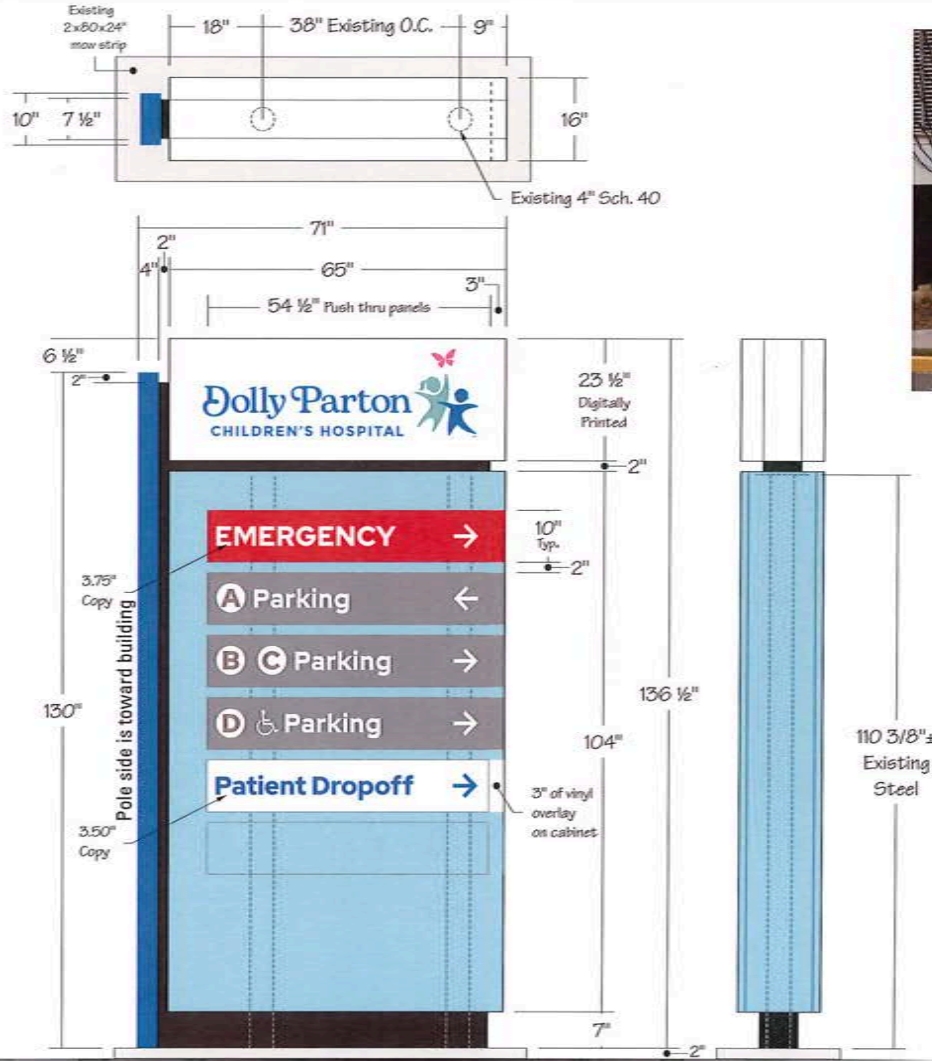
After



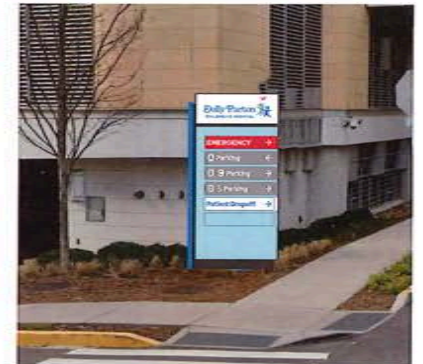
Reverse Pans - Directional

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: Wall Mounted - 19	QTY: 1	RELEASE DATE: 05-12-26	APPROVAL: X	
TYPEFACE: Red Hat Display Black	COLOR: - White HP Vinyl - Black HP Vinyl - PMS 635 / Oracal O31 for Blue - PMS 7455 Logo Blue - PMS 1967 Oracal O31 Red	SCALE: 1 1/2" = 1'			DRAWN BY: MRG

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Before



After

● Location 10.1

DIRECTIONAL ID - Double Sided - LED Illuminated

- 136 1/2" x 71" x 16" overall size

Header Cabinet

- 23 1/2" x 65" x 16" Flex Face cabinet
- Constructed with Flat Bleed Retro Frame (EMS#24-63-305) and cover (EMS#24-63-320)
- Surface applied Digitally printed Flex Face
- Cabinet is painted MAP Natural White

Directional Cabinet

- 104" x 65" x 16" hinged retainer cabinet
- (6) 10" x 65 1/2" routed and backed w/ 3/8" acrylic for flush push thru
- Panel are replaceable for future changes
- Each panel has select reverse cut vinyls: See List.
- Cabinet is painted PMS 635

Additional components

- 2" reveal to be painted MAP Black
- 130" x 4" x 10" accent
- V-grooved construction
- Accent is painted PMS 7455 (Logo Blue)
- Dual 4" EXISTING (4 1/2" O.D.) Sch. 40 Steel post
- All electrical service to be 120v
- Internal illumination with LED arrays
- Estimated service load for LED illumination is 1.83A @ 120v
- (2) 120w P/S



Reference: R15484A
Sign Type A - Directional ID

Location: A (Loc.10.1)
Side B

PROJECT:	LOCATION:	QTY:	RELEASE DATE:	APPROVAL:										
R26124 - Dolly Parton Children's Hospital	A, D, E, F	4	04-27-26 05-06-26 04-30-26 05-11-26	X										
TYPEFACE:	COLOR:	SCALE:	DRAWN BY:											
Red Hat Display Black	<table border="0"> <tr> <td>MAP Natural White</td> <td>PMS 635 / Oracal 636 Ice Blue</td> <td>PMS 1777 Logo Pink</td> <td>PMS 4167 / Oracal 619 Dragon Green</td> <td>PMS 134 / Oracal 219 Yellow</td> </tr> <tr> <td>MAP Black</td> <td>PMS 7455 Logo Blue / Oracal 025 Middle Blue</td> <td>PMS 7472 Logo Teal / Oracal 024 Turquoise</td> <td>PMS 1961 / Oracal 028 Red</td> <td>PMS Cool Gray 8 / Oracal 018 Telegrey</td> </tr> </table>	MAP Natural White	PMS 635 / Oracal 636 Ice Blue	PMS 1777 Logo Pink	PMS 4167 / Oracal 619 Dragon Green	PMS 134 / Oracal 219 Yellow	MAP Black	PMS 7455 Logo Blue / Oracal 025 Middle Blue	PMS 7472 Logo Teal / Oracal 024 Turquoise	PMS 1961 / Oracal 028 Red	PMS Cool Gray 8 / Oracal 018 Telegrey	1/2" = 1'	MRG	
MAP Natural White	PMS 635 / Oracal 636 Ice Blue	PMS 1777 Logo Pink	PMS 4167 / Oracal 619 Dragon Green	PMS 134 / Oracal 219 Yellow										
MAP Black	PMS 7455 Logo Blue / Oracal 025 Middle Blue	PMS 7472 Logo Teal / Oracal 024 Turquoise	PMS 1961 / Oracal 028 Red	PMS Cool Gray 8 / Oracal 018 Telegrey										

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2.94" Copy

Location: D (Loc:14)
Side B

Location: D (Loc:14)
Side A

Location: E (Loc: 12)
Side B

Location: E (Loc: 12)
Side A

Location: F (Loc:11.1)
Side B

Location: F (Loc:11.1)
Side A

*Illuminated for potential replacement panel

Location 14

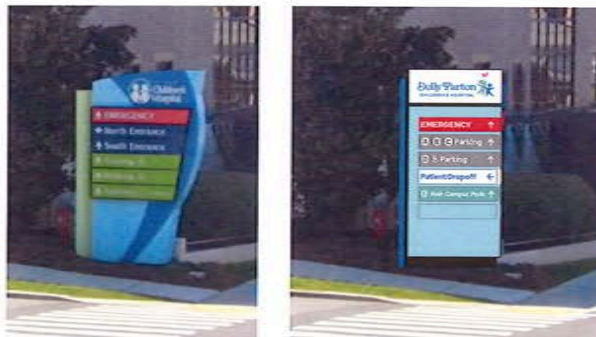
Location 12

Location 11.1



Before

After



Before

After



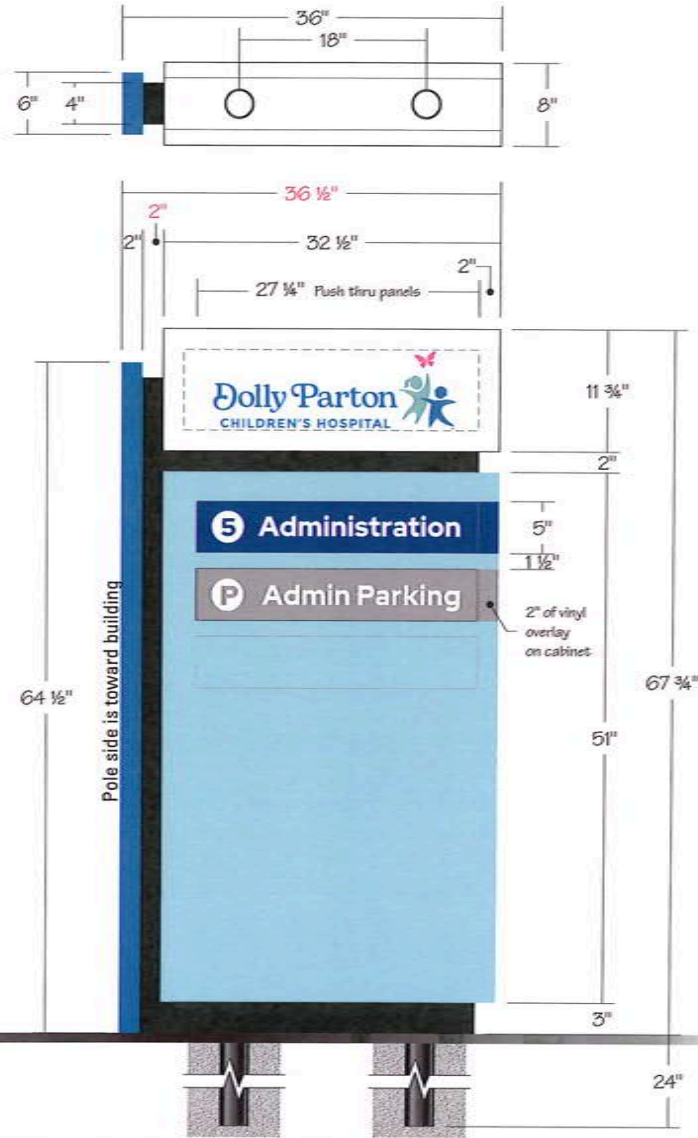
Before

After

PROJECT:	LOCATION:	QTY:	RELEASE DATE:			APPROVAL:
R26124 - Dolly Parton Children's Hospital	A, D, E, F	4	04-27-26 04-30-26	05-06-26 05-11-26	05-12-26 05-13-26	X
TYPEFACE:	COLOR:				SCALE:	DRAWN BY:
Red Hat Display Black	- MAP Natural White - MAP Black - FMS 635 FMS 7425 Logo Blue / Oracal 005 Middle Blue	- FMS 1777 Logo Pink - FMS 7472 Logo Teal	FMS 4167 / Oracal 416 Dragon Green FMS 1949 / Oracal 031 Red	FMS 134 / Oracal 219 Yellow FMS Cool Gray 8 / Oracal 078 Tealgray	3/8" = 1'	MRG

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*Doug modified reveal to 2" for in stock material



Before



After

Location C

DIRECTIONAL ID - Double Sided - LED Illuminated

- 67 3/4" x 36" x 8" overall size

Header Cabinet

- 11 3/4" x 32 1/2" x 8" hinged retainer cabinet
- Digitally printed Trans vinyl logo. Full face
- Cabinet is painted MAP Natural White

Directional Cabinet

- 51" x 32 1/2" x 8" hinged retainer cabinet
- (3) 5" x 27 1/4" routed and backed w/ 3/8" acrylic for flush push thru
- Panel are replaceable for future changes
- Each panel has select reverse cut vinyls: See List
- Cabinet is painted PMS 635

Additional components

- 2" reveal to surround each cabinet.
- reveal to be painted MAP Black
- 64 1/2" x 2" x 6" accent
- V-grooved construction
- Accent is painted PMS 7455 (Logo Blue)
- Dual 2 1/2" (2 7/8" O.D.) Sch. 40 Steel post
- All electrical service to be 120v
- Internal illumination with LED arrays
- Estimated service load for LED illumination is 1.22A @ 120v
- (1) 60w P/S (1) 120w P/S

- 120v
- 277v
- LED

- Contour Cut
- Surface Print
- Push-thru
- Flat Bed
- Ext.
- Int.

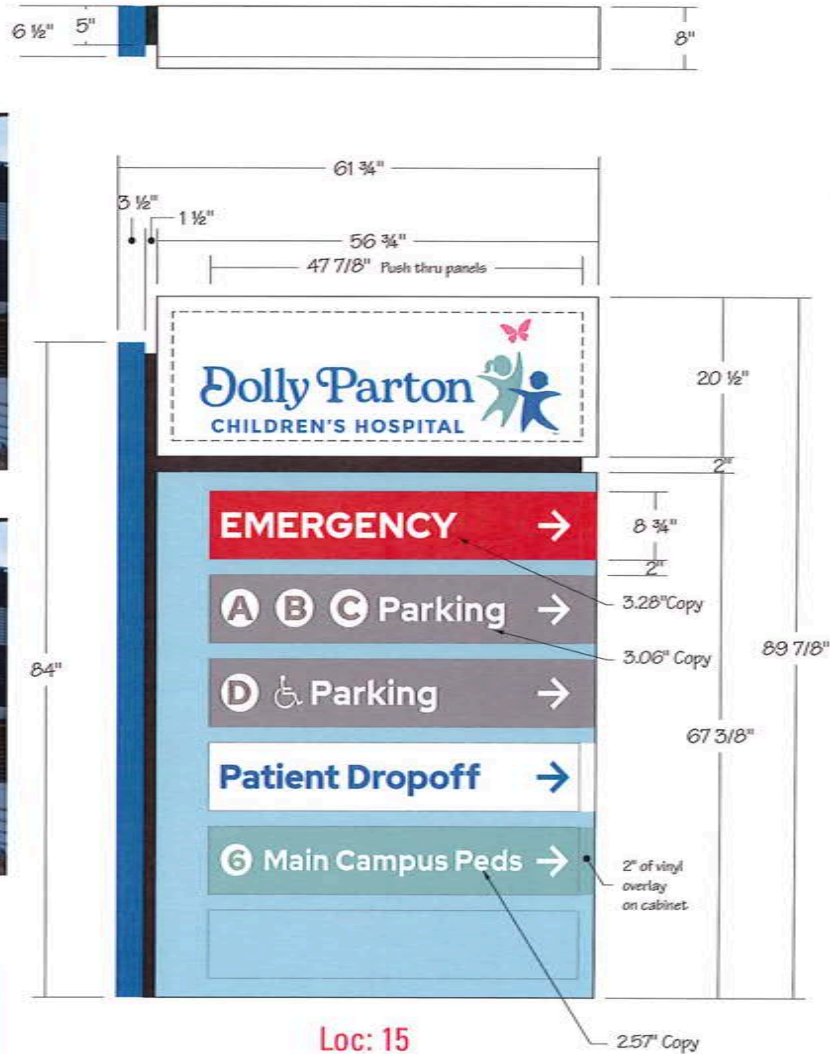


Project #: R26124A	<input type="checkbox"/> Contour Cut
Date In: 15-11-26	<input checked="" type="checkbox"/> Surface Print
Substrator: White Trans Vinyl w/ UV Lam	<input type="checkbox"/> Push-thru
Color: PMS 7472, 7455, 1777	<input type="checkbox"/> Flat Bed
Qty: (2) for One DNS Directional sign	<input checked="" type="checkbox"/> Reverse Print
Need By: Vendor	

Sign Type: A1

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: C	QTY: 1	RELEASE DATE: 05-12-26 05-13-26	06-02-26 Modified reveal	APPROVAL: X
TYPEFACE: Red Hat Display Black	COLOR: - MAP Natural White, - MAP Black, PMS 635 / Oracal 636 Ice Blue, PMS 7455 Logo Blue / Oracal 636 Ice Blue, PMS 1777 Logo Pink, PMS 7472 Logo Teal / Oracal 694 Turquoise, PMS Reflex Blue / Oracal 542 Trans, Caribic Blue, PMS Cool Gray 61 / Oracal 678 Telegrey				SCALE: 1" = 1'
					DRAWN BY: MRG

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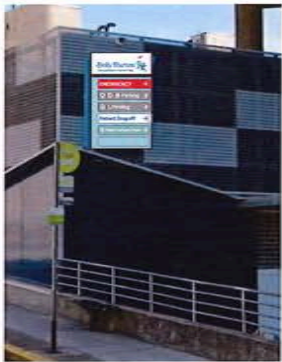


Loc: 15

● Location 15



Before



After

- Wall Signs
- Ground Signs

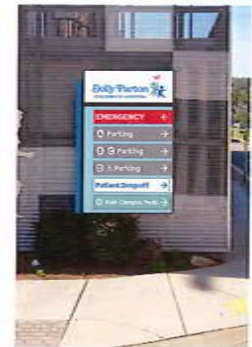
Sign Type: A3



Loc: 17
Scale: 3/8" = 1'



Before



After

● Location 17

DIRECTIONAL ID WALL MOUNTED - Single Sided - LED Illuminated
- 89 7/8" x 71" x 8" overall size

Header Cabinet

- 20 1/2" x 56 3/4" x 8" hinged retainer cabinet
- Digitally printed Trans vinyl logo. Full face
- Cabinet is painted MAP Natural White

Directional Cabinet

- 67 3/8" x 56 3/4" x 8" hinged retainer cabinet
- (6) 8 3/4" x 47 7/8" routed and backed w/ 3/8" acrylic for flush push thru
- Panel are replaceable for future changes
- Each panel has select reverse cut vinyls: See List
- Cabinet is painted PMS 635

Additional components

- 2" & 1 1/2" reveal to surround each cabinet.
- reveal to be painted MAP Black
- 84" x 3 1/2" x 5" accent
- V-grooved construction
- Accent is painted PMS 7455 (Logo Blue)
- All electrical service to be 120v
- Internal illumination with LED arrays
- Estimated service load for LED illumination is .64A @ 120v
- (1) 120w P/S

PROJECT:	LOCATION:	QTY:	RELEASE DATE:	APPROVAL:	
R26124A - Dolly Parton Children's Hospital	15 & 17	2	05-12-26 05-13-26	X	
TYPEFACE:	COLOR:			SCALE:	DRAWN BY:
Red Hat Display Black	- MAP Natural White - MAP Black PMS 635 / Oracal 026 Ice Blue PMS 7455 Logo Blue / Oracal 026 Middle Blue PMS 1777 Logo Pink PMS 7472 Logo Teal / Oracal 024 Turquoise PMS Reflex Blue / Oracal 542 Trans. Caribbi Blue PMS Cool Gray 81 / Oracal 076 Telegry			3/8" = 1'	MRG

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Needs to be split at mullions (6) - Survey needed



● Location 10 & 11

- VINYL - Single Sided - Surface applied
- 99 1/2" x 315 1/16" surface applied vinyl for application to an existing elevated breezeway
- Butterfly is digitally printed on White HP vinyl

- Wall Signs
- Ground Signs



Before



NOTE: The black patch is to cover up old logo for imaging purpose.
After



Vinyl Logo

PROJECT:	LOCATION:	QTY:	RELEASE DATE:	APPROVAL:
R26124A - Dolly Parton Children's Hospital	10 & 11	2	05-12-26 05-13-26	x
TYPEFACE:	COLOR:	SCALE: DRAWN BY:		
Red Hat Display Black	<ul style="list-style-type: none"> White HP Vinyl FMS 1777 Logo Pink 	3/8" = 1' MRG		

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Before



After

Location 27

DIMENSIONAL LETTERS - Stud Mount

- (11) 22 3/16" x 1/4" Thick aluminum letters reading: "Dolly Parton"
- (17) 15" x 1/4" Thick aluminum letters reading: "CHILDREN'S HOSPITAL"
- Letters are painted PMS 7455
- Letters are stud mounted to an existing wall



Dimensional Letters

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PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: Clinch Ave	QTY: 1	RELEASE DATE: 05-12-26 05-1-26	APPROVAL: X
TYPEFACE: Red Hat Display Black	COLOR: -PMS 7455 Logo Blue			SCALE: 1/4" = 1'
				DRAWN BY: MRG

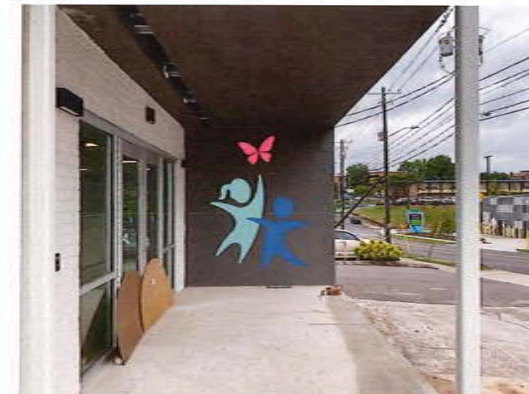


● Location 23, 24, 25, & 26

- DIMENSIONAL LETTERS - Stud Mount**
- (1) 90" x 67 11/16" x 1/4" Thick aluminum letters Logo
 - Letters are painted PMS 7455, 7472, & 1777
 - Letters are stud mounted to an existing wall



Before



After

NOTE:
~~The same on all four sides of the building/Clinic~~
 4 signs on two entrances along White Ave & Twenty Second St



Dimensional Letters

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: Logo	QTY: 4	RELEASE DATE: 05-12-26	APPROVAL: X
TYPEFACE: Red Hat Display Black	COLOR: ■ - PMS 7455 Logo Blue ■ - PMS 1777 Logo Pink ■ - PMS 7472 Logo Teal		SCALE: 3/8" = 1'	DRAWN BY: MRG

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Location 06

DIMENSIONAL LETTERS - Stud Mount

- (11) 35 11/16" x 1/4" Thick aluminum letters reading: "Dolly Parton"
- (17) 13 7/16" x 1/4" Thick aluminum letters reading: "CHILDREN'S HOSPITAL"
- (1) 115 3/16" x 86 13/16" x 1/4" Thick aluminum letters Logo
- Letters are painted PMS 7455, 7472, & 1777
- Letters are stud mounted to an existing wall



Before



After



Dimensional Letters

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: Chiller Wall	QTY: 1	RELEASE DATE: 05-12-26 05-13-26	APPROVAL: X	
TYPEFACE: Red Hat Display Black	COLOR: ■ - PMS 7455 Logo Blue ■ - PMS 1777 Logo Pink ■ - PMS 7472 Logo Teal	SCALE: 3/8" = 1'			DRAWN BY: MRG

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Before



After

● Location 16

- DIMENSIONAL LETTERS - Stud Mount**
- (1) 105 13/16" x 79 3/4" x 1/4" Thick aluminum letters Logo
 - Letters are painted PMS 7455, 7472, & 1777
 - Letters are stud mounted to an existing wall



Dimensional Letters

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: 16	QTY: 1	RELEASE DATE: 05-12-26	APPROVAL: X
TYPEFACE: Red Hat Display Black				SCALE: 3/8" = 1'
COLOR: ■ - FMS 7455 Logo Blue ■ - FMS 1777 Logo Pink ■ - FMS 7472 Logo Teal				DRAWN BY: MRG

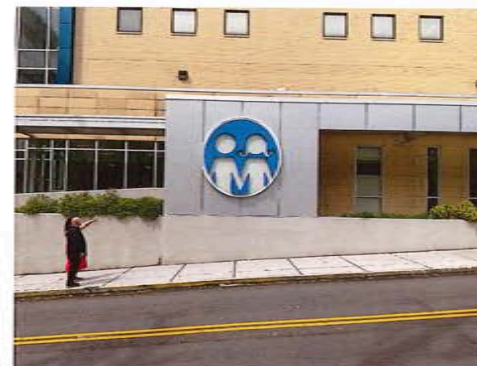
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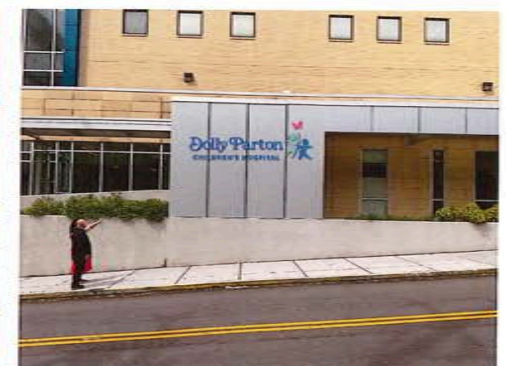
Location 20

CHANNEL LETTERS - Flush Mounted - LED Illuminated

- (1) 47 3/16" x 35 9/16" x 4" deep aluminum channel letter Logo
- Constructed in 3 pieces
- (11) 14 11/16" x 4" deep aluminum channel letters reading: "Dolly Parton"
- (17) 5 1/2" x 4" deep aluminum channel letters reading: "CHILDREN'S HOSPITAL"
- Letter Lock construction.
- .063" white/white backs.
- .040" white/white flanged returns painted to match faces
- 1/8" White trans. acrylic faces
 - Surface applied white trans digitally printed vinyl
- 1" standard trimcap painted to match returns
- Internal illumination by White LED modules and remote mounted power supplies
- All electrical service to be 120v
- Estimated service load is 7A @ 120v



Before

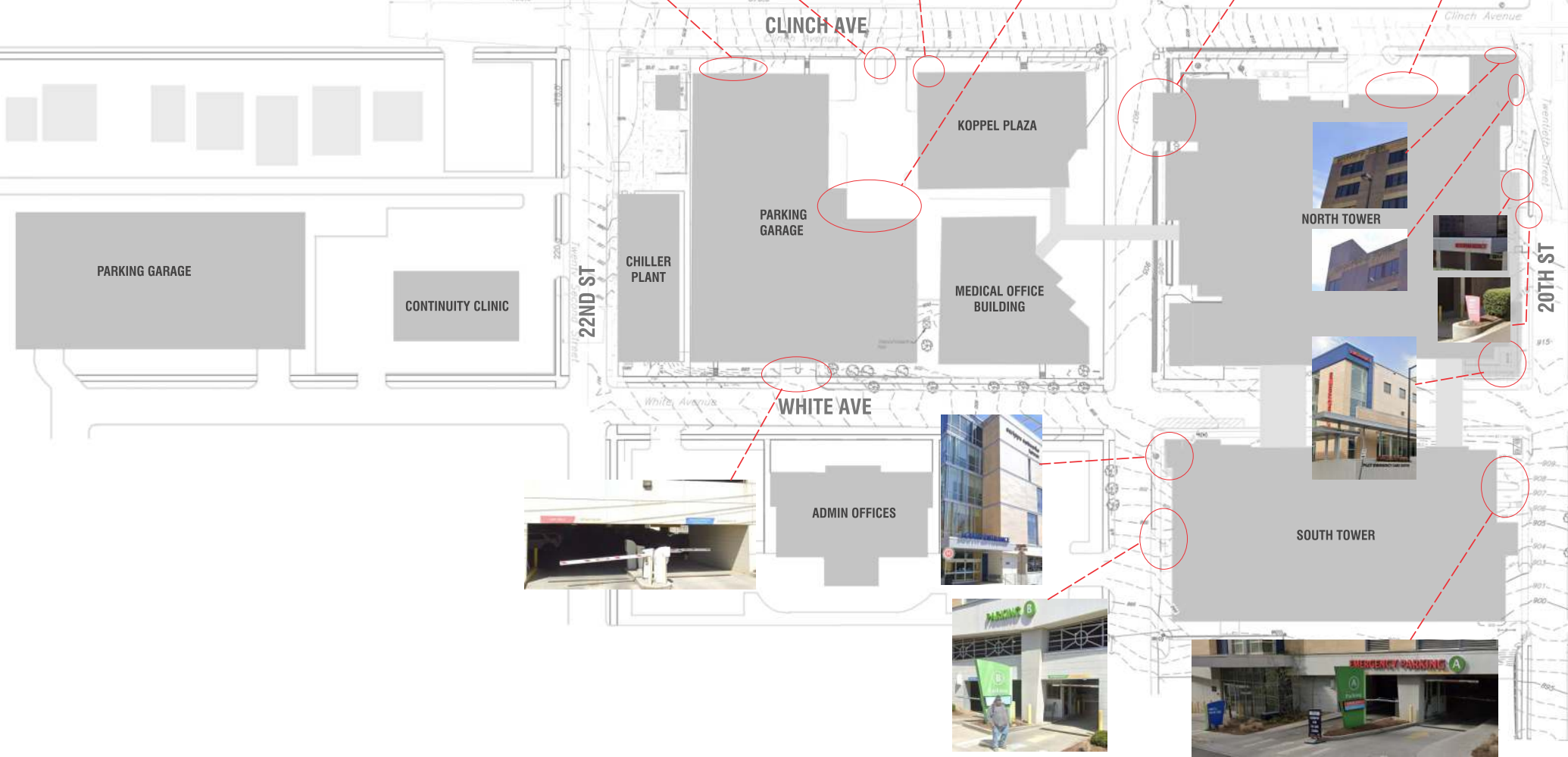


After

Logo Channel Letters

PROJECT: R26124A - Dolly Parton Children's Hospital	LOCATION: 20	QTY: 1	RELEASE DATE: 05-12-26 05-13-26	APPROVAL: X
TYPEFACE: Red Hat Display Black	COLOR: - White HP Vinyl - Black HP Vinyl - FMS 7465 Logo Blue - FMS 1777 Logo Pink - FMS 7472 Logo Teal	SCALE: 3/8" = 1'	DRAWN BY: MRG	page 17

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Public Notice and Community Engagement

Planning strives to provide community members with information about upcoming cases in a variety of ways. In addition to posting public notice signs, our agency encourages applicants to provide information and offer opportunities for dialogue related to their upcoming case(s). The contact information you provide in your application may be used for that purpose. We require applicants to acknowledge their role in this process.

Sign Posting and Removal

The Administrative Rules and Procedures of the Knoxville-Knox County Planning Commission require a sign to be posted on the property for each application subject to consideration by the Planning Commission.

- ✗ **Planning staff will post the required sign.** If a replacement sign(s) is needed, the applicant is responsible for picking up the new sign(s) from Planning and will be charged \$10 for each replacement.

Location and Visibility

The sign must be posted on the nearest adjacent/frontage street and in a location clearly visible to vehicles traveling in either direction. If the property has more than one street frontage, the sign should be placed along the street that carries more traffic. Planning staff may recommend a preferred location for the sign to be posted at the time of application.

Timing

The sign(s) must be posted not less than 12 days prior to the scheduled Planning Commission public hearing and must remain in place until the day after the meeting. In the case of a postponement, the sign can either remain in place or be removed and reposted not less than 12 days prior to the next Planning Commission meeting. The applicant is responsible for removing the sign after the application has been acted upon by the Planning Commission.

Acknowledgement

By signing below, you acknowledge that public notice signs must be posted and visible on the property consistent with the guidelines above and between the dates listed below.

6/27/2026

Date to be Posted

7/10/2026

Date to be Removed

Have you engaged the surrounding property owners to discuss your request?

Yes No

No, but I plan to prior to the Planning Commission meeting


Applicant Signature

Nikki Moore & Paula Wofford
Applicant Name

Date

5/26/2024