

ArcGIS Web Map



6/18/2025, 4:23:10 PM

Sullivan County Parcels Jan 2023

Parcels

Streets

— Interstate

 Expressway

Major Arterial

Minor Arterial

Collector Street

Local Street

Private Street

Ramp

Urban Growth Boundary

1:2,257

A horizontal number line with two scales. The top scale is labeled in miles (mi) and has major tick marks at 0, 0.02, 0.04, and 0.08. The bottom scale is labeled in kilometers (km) and has major tick marks at 0, 0.03, 0.07, and 0.13. There are 8 equal intervals between 0 and 0.08 miles, and 10 equal intervals between 0 and 0.13 kilometers. Vertical lines connect the corresponding tick marks on both scales.

NC CGIA, Maxar, Microsoft

ArcGIS Web Map



6/18/2025, 4:10:49 PM

Sullivan County Parcels Jan 2023

Parcels

City Zoning

<Null>

TA/C

R-5

GC

B-2E

A-1

A-2

AR

B-1

B-2

B-3

B-3

B-4

B-4P

B-4P

BC

GC

M-1

M-1R

M-2

MX

P-1

P-D

PBD-3

PBD/*

PD

PMD-1

PMD-2

PUD

PVD

R-1

R-1A

R-1B

R-1C

R-2

R-3

R-3A

R-3B

R-4

TA

TA-C

UAE

Streets

Interstate

Expressway

Major Arterial

Minor Arterial

Collector Street

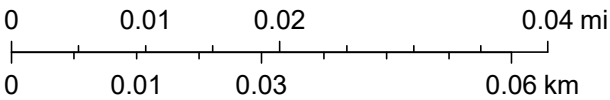
Local Street

Private Street

Ramp

Urban Growth Boundary

1:1,128



NC CGIA, Maxar, Microsoft



TO: KINGSFORT BOARD OF ZONING APPEALS

FROM: Jessica McMurray, Development Coordinator

DATE: June 17, 2025

RE: 154 Commerce Street

The Board is asked to consider the following request:

Case: BZA25-0156– The owner of property located at 154 Commerce Street, Control Map 046P, Group B, Parcel 038.00 request a 50 square foot variance to Sec. 114-194(g)2 to exceed the permitted wall sign allowance for Bays Mountain Brewing Company. The property is zoned B-2, Central Business District.

Code reference:

Sec. 114-194. - B-2, Central Business District.

(g) Signs.

(2) Wall Signs. Single-tenant businesses and multitenant centers are permitted wall signs equivalent to one percent of the business's building ground coverage area up to 100 square feet total signage. Businesses having less than 5,000 square feet area may utilize up to 50 square feet of signage.

APPLICATION

Board of Zoning Appeals



APPLICANT INFORMATION:

Last Name WILLIAMS First ANTHONY M.I. _____ Date 6/10/25
Street Address 205 BROAD ST SUITE 2 Apartment/Unit # _____
City KINGSPORT State TN ZIP 37660
Phone 423-502-1695

PROPERTY INFORMATION:

Tax Map Information _____ Tax map: _____ Group: _____ Parcel: _____ Lot: _____
Street Address 154 COMMERCE ST. Apartment/Unit # _____
Current Zone _____ Proposed Zone _____
Current Use _____ Proposed Use _____

REPRESENTATIVE INFORMATION:

Last Name CHEEVERS First DANIEL M.I. _____ Date 6/10/25
Street Address 2 DEERCREEK DR. KINGSPORT, TN 37660 Apartment/Unit # _____
City KINGSPORT State TN ZIP 37660
Phone 616-516-0078

REQUESTED ACTION:

ADDITIONAL 50 SQUARE FOOTAGE FOR SIGNAGE

DISCLAIMER AND SIGNATURE

By signing below I state that I have read and understand the conditions of this application and have been informed as to the location, date and time of the meeting in which the Board of Zoning Appeals will review my application. I further state that I am/we are the sole and legal owner(s) of the property described herein and that I am/we are appealing to the Board of Zoning Appeals.

Signature: [Signature]

Date: 6-10-25

Signed before me on this 10 day of 6, 2025,

a notary public for the State of TN

County of Sullivan

Notary [Signature]

My Commission Expires 9-25-27



Variance Worksheet

- A. The specific conditions in detail which are unique to the applicant's land. Such hardship is not shared generally by other properties in the same zoning district and the same vicinity.**

Bays Mountain Brewing Company faces significant challenges with its signage due to the building's setback from the street and its location between other commercial structures, which reduces visibility from the main thoroughfare. This makes it difficult for pedestrians and drivers to find the business, especially during evening hours. Additionally, as a non-traditional business that focuses on community engagement through events, collaborations, and outdoor seating, the brewery requires signage that effectively promotes its identity and activities. The current signage regulations limit the size and placement, hindering the brewery's ability to attract attention and communicate its presence clearly. The combination of limited visibility, historical design constraints, and proximity to infrastructure creates a hardship in installing signage that meets both the brewery's functional and aesthetic needs. Granting a variance would allow the business to create signage that addresses these challenges while preserving the character of the surrounding district.

- B. The manner in which the strict application of this chapter would deprive the applicant of a reasonable use of the land.**

Bays Mountain Brewing Company faces reduced visibility due to its location on Commerce Street, where the building's setback and position between other structures limit street exposure. Current signage regulations do not allow for a sufficiently visible sign, making it difficult for pedestrians and drivers to find the brewery, particularly affecting foot traffic and awareness, especially among local patrons and tourists unfamiliar with the area.

As a community-focused business that hosts events, live music, and social gatherings, the brewery relies on signage not only for identification but also for event promotion and community engagement. Without clear signage, the business would be forced to use costly or less effective marketing methods, creating a financial strain. Restricting signage also limits the brewery's ability to establish a strong visual identity and integrate into the community.

Additionally, as a local tourist attraction, Bays Mountain Brewing Company benefits from visitors to nearby sites like Bays Mountain Park. Without effective signage, the brewery risks losing potential business from tourists who may have difficulty finding the location.

In summary, the strict application of current signage regulations would negatively impact the brewery's visibility, accessibility, community involvement, and economic viability, making it difficult for the business to thrive in a competitive market.

C. The unique conditions and circumstances are not the result of actions of the applicant taken subsequent to the adoption or amendment of this chapter.

The architectural features of the building, which predate the brewery's establishment, restrict the types of signage that can be installed without disrupting its historic aesthetic. These design limitations have existed long before the brewery opened and were not influenced by the actions of the current owner. Additionally, the building's limited visibility is a result of its pre-existing location within the urban landscape, and the applicant did not create this challenge.

The zoning district and signage regulations in the area were already established before the brewery began operating. Therefore, the brewery inherited these constraints from the property's previous use and the existing zoning designations, and the difficulties with signage compliance are not a result of actions taken by the applicant after the adoption or amendment of the zoning laws.

D. Reasons that the variance will preserve, not harm, the public safety and welfare and will not alter the essential character of the neighborhood.

Bays Mountain Brewing Company faces challenges with visibility due to the lack of adequate signage, particularly in the evenings, which makes it harder for pedestrians and drivers to locate the business. A signage variance would enhance visibility, improving safety by helping patrons find the brewery and guiding emergency responders in case of an emergency. The proposed signage would complement the historic district's aesthetic, fitting with the building's architecture and the character of the surrounding area, without overwhelming the neighborhood. The variance would also benefit the local economy by attracting more foot traffic and tourists, supporting nearby businesses, and strengthening the brewery's role as a community hub. Additionally, it would allow Bays Mountain Brewing Company to effectively promote events, contribute to local collaboration, and align with the city's goals for community engagement and business growth.

The Old Kingsport Grocery Building in the same district had its signage altered, demonstrating that flexibility in signage regulations has been granted for properties with similar conditions in the historic district. Given that this building was allowed to change its signage to better meet business needs while still respecting the neighborhood's aesthetic, Bays Mountain Brewing Company should similarly be permitted to update its signage. This precedent shows that the city has previously recognized the importance of functional, visible signage for businesses in this area, and the brewery should be afforded the same consideration to ensure its visibility and business success without disrupting the district's character.

By granting this variance, Bays Mountain Brewing Company would simply be following the same approach that was previously established for another local business, further supporting the case for a consistent and fair application of signage rules in the district.

Dimensions:

2ft tall x 50ft long = 100sq ft total (see attached photo)

Signage will be painted on the building and not a 3 dimensional sign.

