

CASE SUMMARY

APPLICATION TYPE: SPECIAL USE



File Number: 1-A-22-SU **Related File Number:**
Application Filed: 11/16/2021 **Date of Revision:**
Applicant: DESI VARSEL

PROPERTY INFORMATION

General Location: East side of Town Center Boulevard, southeast side of Boardwalk Boulevard, west of I-140
Other Parcel Info.:
Tax ID Number: 154 09807 (PART OF) **Jurisdiction:** City
Size of Tract: 1600 sqft
Accessibility: Access is via Town Center Blvd., a median separated local street with 4 travel lanes within a right-of-way that varies in width from 100ft to 120ft.

GENERAL LAND USE INFORMATION

Existing Land Use: CO (Commercial)
Surrounding Land Use:
Proposed Use: Additional signage **Density:**
Sector Plan: Southwest County **Sector Plan Designation:** MU-CC (Mixed Use Community Center)
Growth Policy Plan: N/A
Neighborhood Context: The site is located within the Northshore Town Center development. Other uses in the area include Target, Publix, restaurants, and business and professional offices.

ADDRESS/RIGHT-OF-WAY INFORMATION (where applicable)

Street: 2040 Town Center Blvd.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: C-R-2 (Regional Commercial) (c)
Former Zoning:
Requested Zoning:
Previous Requests:
Extension of Zone:
History of Zoning: The property was rezoned from TC-1 to PC-1 in 2010 (10-G-10-RZ).

PLAN INFORMATION (where applicable)

Current Plan Category:
Requested Plan Category:

SUBDIVISION INFORMATION (where applicable)

Subdivision Name:

No. of Lots Proposed:

No. of Lots Approved: 0

Variances Requested:

S/D Name Change:

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

PLANNING COMMISSION ACTION AND DISPOSITION

Planner In Charge:

Mike Reynolds

Staff Recomm. (Abbr.):

Approve the request to amend the previously approved master sign plan to allow additional signs on the rear of the retail building and modify the sign location on the side of the building, subject to 3 conditions.

Staff Recomm. (Full):

1. The wall sign on the rear (Town Center Boulevard) elevation shall have a maximum area of 42 sqft and be in a location consistent with the attached signage plan (see Exhibit A).
2. Meeting all applicable requirements of the approved master sign plan (3-C-11-UR).
3. Meeting all other applicable requirements of the City of Knoxville Zoning Ordinance.

With conditions noted above, this request meets the former PC-1 (Planned Commercial) zone requirements, the previously approved master sign plan, and the other criteria for approval of a special use for modifications to previously approved planned districts per Article 1.4.G.

Comments:

This proposal is for an additional sign on the rear of the building, facing Town Center Blvd, where signs had not been located before for the corner commercial spaces. The applicant is also requesting a new location for the sign on the side of the building.

BUILDING SIGNAGE PLAN

The approved master sign plan for Northshore Town Center did not include wall signage details for the subject retail building and the associated retail building to the north. However, in the case file there is a building signage plan that provides sign size and location for all of the tenant spaces (see Exhibit A). It is unknown if this signage plan was provided as part of the original master sign plan submittal or provided after the Planning Commission approval as additional information during permitting. The current signage on the two retail buildings is consistent with the plan (Exhibit A), except that none of the corner tenant spaces have a sign that faces Town Center Boulevard. If this request is approved, EasyVet will be the first tenant to have three (3) wall signs, and this building signage plan will become recognized by staff as the official master sign plan for these two retail buildings.

REAR ELEVATION

The applicant is requesting a 59.01 sqft wall sign on the rear elevation that is the same size as the sign on the front elevation of the building. The building signage plan referenced above allows a maximum sign area of 42 sqft for this tenant space. The staff recommendation is to approve a maximum sign area of 42 sqft for this tenant space, consistent with the building signage plan.

SIDE ELEVATION

The applicant obtained sign permits for the two existing EasyVet signs on the building to replace the signage of the previous tenant. The sign on the side elevation was supposed to be located on the west side of this elevation (closer to Town Center Blvd); however, it was installed on the east side of the elevation (closer to the parking lot). This request is to modify the location of the side elevation sign to where it was installed.

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

1) THE USE IS CONSISTENT WITH ADOPTED PLANS AND POLICIES, INCLUDING THE GENERAL PLAN AND THE ONE-YEAR PLAN.

- a. The One Year Plan and Southwest County Sector Plan designations for this site are MU-CC (Community Mixed-Use Center), which recommends a mix of residential, office, and commercial uses.
- b. The request is consistent with the plan recommendations.

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

- a. The PC-1 (Retail and Office Park) zone is established to provide for the unified development of uses

ranging from retail stores and services such as are found in neighborhood shopping centers and community shopping centers to businesses and professional offices. In the interest of promoting orderly design and development, the district regulations emphasize rational placement of activities, traffic and pedestrian circulation, access and parking, loading, landscaping, and the mitigation of adverse offsite impacts.

b. The proposed modifications to the master sign plan are consistent with the signage standards of the former PC-1 zone.

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 signage is compatible with the character of the area.

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. The proposed signage will not significantly injure the value of adjacent property or detract from the immediate environment.

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

a. The proposal will not draw additional traffic through residential streets.

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. There are no known uses immediately surrounding the subject site that poses a potential hazard or undesirable environment for the proposed use.

Action: Approved

Meeting Date: 1/13/2022

Details of Action:

Summary of Action: Approve the request to amend the previously approved master sign plan to allow additional signs on the rear of the retail building and modify the sign location on the side of the building, subject to 3 conditions.

Date of Approval: 1/13/2022

Date of Denial:

Postponements:

Date of Withdrawal:

Withdrawn prior to publication?: **Action Appealed?:**

LEGISLATIVE ACTION AND DISPOSITION

Legislative Body: Knoxville City Council

Date of Legislative Action:

Date of Legislative Action, Second Reading:

Ordinance Number:

Other Ordinance Number References:

Disposition of Case:

Disposition of Case, Second Reading:

If "Other":

If "Other":

Amendments:

Amendments:

Date of Legislative Appeal:

Effective Date of Ordinance: