

# CASE SUMMARY

**APPLICATION TYPE: USE ON REVIEW**

KNOXVILLE-KNOX COUNTY

**M P C**  
METROPOLITAN  
P L A N N I N G  
C O M M I S S I O N

T E N N E S S E E

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**File Number:** 1-F-08-UR

**Related File Number:**

**Application Filed:** 12/3/2007

**Date of Revision:**

**Applicant:** SIGN-CO, INC.

## PROPERTY INFORMATION

**General Location:** West side of N. Seven Oaks Dr., north side of Kingston Pk.

**Other Parcel Info.:**

**Tax ID Number:** 132 025.01

**Jurisdiction:** City

**Size of Tract:** 22.27 acres

**Accessibility:** Access is via N. Seven Oaks Dr., a local street with a pavement width of 32' within a 60' wide right-of-way.

## GENERAL LAND USE INFORMATION

**Existing Land Use:** Shopping center

**Surrounding Land Use:**

**Proposed Use:** Master signage plan / tenant directory sign

**Density:**

**Sector Plan:** Southwest County **Sector Plan Designation:** C (Commercial)

**Growth Policy Plan:** Urban Growth Area (Inside City Limits)

**Neighborhood Context:** This site is located within the Windsor Square Shopping Center. Other development in the area consists of other major retail commercial uses and Seven Oaks Subdivision. Zoning in the area consists of SC-3, C-3 and C-4 commercial, RB and RA residential and A agricultural.

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

**Street:** 105 N Seven Oaks Dr

**Location:**

**Proposed Street Name:**

**Department-Utility Report:**

**Reason:**

## ZONING INFORMATION (where applicable)

**Current Zoning:** SC-3 (Regional Shopping Center)

**Former Zoning:**

**Requested Zoning:**

**Previous Requests:**

**Extension of Zone:**

**History of Zoning:** The development plan for the shopping center was approved in 1988

## 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.:

**MPC ACTION AND DISPOSITION**

Planner In Charge: Dan Kelly

Staff Recomm. (Abbr.): APPROVE the Master Signage Plan for Windsor Square Shopping Center to include a development directory sign on the Kingston Pike frontage as shown subject to 5 conditions.

Staff Recomm. (Full):  
1. Any revisions to the approved Master Signage Plan or requests for additional signage must be reviewed through the Planning Commission's Use-on-Review process.  
2. Meeting all applicable requirements of Knoxville's Sign Inspector.  
3. Meeting all applicable requirements of the Knoxville Zoning Ordinance.  
4. Meeting all applicable requirements of the Knoxville Department of Engineering.  
5. Meeting all applicable requirements of the Knoxville City Arborist.

With the conditions noted, this Master Signage Plan meets the requirements for approval of a Use-on-Review.

Comments: The applicants are proposing to construct a new tenant directory sign, as part of a Master Signage Plan, at Windsor Square Shopping Center. The sign will be approximately 35' tall and will contain a message area of approximately 185' square feet. The current zoning of the site is SC-3 (Regional Shopping Center) zone. The SC-3 zoning regulations will permit a sign on sites that are more than six acres to contain up to 300 square of message area with a maximum height of 50'.

The Knoxville Zoning Ordinance was amended in 2002 to include the provisions for approval of a Master Signage Plan by the Planning Commission as a Use on Review. These amendments were made in response to the concern on the impact that the ban on new billboards within the City would have on multi-tenant directory signs for shopping centers and other similar developments.

The amendments are designed to provide flexibility and incentives for coordinated, well designed sign systems for shopping centers, commercial subdivisions, office parks and other large scale commercial and mixed use developments, through approval of a Master Signage Plan by the Planning Commission. The Master Signage Plan will allow development directory signs that identify the name of the development and list individual tenants located within the development, and project directional signs, that direct traffic from collector and arterial streets to businesses located on lower classification streets. The Planning Commission determines the limits of the development (unified development) that will be served by the development directory sign(s) and project directional sign(s), based on previous approvals for shopping centers, office parks, commercial subdivisions or mixed use developments.

**EFFECT OF THE PROPOSAL ON THE SUBJECT PROPERTY, SURROUNDING PROPERTIES AND THE COMMUNITY AS A WHOLE**

1. The proposal will have no impact on schools.
2. No additional traffic will be added to Kingston Pike or N. Seven Oaks Dr. with the approval of this request.
3. Staff does not believe that a pylon sign will negatively affect the character of the neighborhood and will not set a precedent for future development.

**CONFORMITY OF THE PROPOSAL TO CRITERIA ESTABLISHED BY THE KNOXVILLE ZONING ORDINANCE**

1. The proposed sign is consistent with the general standards for uses permitted on review: The proposed development is consistent with the adopted plans and policies of the General Plan and Sector Plan. The use is in harmony with the general purpose and intent of the Zoning Ordinance. The use is compatible with the character of the neighborhood where it is proposed. The use will not significantly

injure the value of adjacent property. The use will not draw additional traffic through residential areas.  
2. The proposal meets all requirements of the SC-3 zoning district and a use on review with the approval of the waiver.

#### CONFORMITY OF THE PROPOSAL TO ADOPTED MPC PLANS

1. The Southwest County Sector Plan proposes commercial uses for this site.
2. The Knoxville One Year Plan proposes general commercial uses for this site.

**MPC Action:** Approved

**MPC Meeting Date:** 3/13/2008

**Details of MPC action:**

1. Any revisions to the approved Master Signage Plan or requests for additional signage must be reviewed through the Planning Commission's Use-on-Review process.
2. Meeting all applicable requirements of Knoxville's Sign Inspector.
3. Meeting all applicable requirements of the Knoxville Zoning Ordinance.
4. Meeting all applicable requirements of the Knoxville Department of Engineering.
5. Meeting all applicable requirements of the Knoxville City Arborist.

With the conditions noted, this Master Signage Plan meets the requirements for approval of a Use-on-Review.

**Summary of MPC action:** APPROVE the Master Signage Plan for Windsor Square Shopping Center to include a development directory sign on the Kingston Pike frontage as shown subject to 5 conditions.

**Date of MPC Approval:** 3/13/2008

**Date of Denial:**

**Postponements:** 1/10/2008-2/14/2008

**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:**