

CASE SUMMARY

APPLICATION TYPE: SPECIAL USE



File Number: 10-A-21-SU Related File Number:
Application Filed: 8/24/2021 Date of Revision:
Applicant: CARRIE ROGERS

PROPERTY INFORMATION

General Location: South of Highland Avenue, west of Eighteenth Street, north of White Avenue, and east of S. Twenty First Street
Other Parcel Info.:
Tax ID Number: 94 N K 01901 (SEE ADD'L PARCELS) **Jurisdiction:** City
Size of Tract: 20 acres
Accessibility: Access is provided via White Ave., Clinch Ave., Laurel Ave., Highland Ave., 18th St., 19th St., 20th St., and S. 21st St.

GENERAL LAND USE INFORMATION

Existing Land Use: Hospital and parking lots
Surrounding Land Use:
Proposed Use: Master sign plan for hospital **Density:**
Sector Plan: Central City **Sector Plan Designation:** MU-SD, MU-CC22 (Mixed Use Special District, Fort
Growth Policy Plan: N/A
Neighborhood Context: Fort Sanders neighborhood with medical services, office, commercial, and residential uses.

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

Street: 1901 Clinch Ave.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: INST (Institutional), RN-5 (General Residential Neighborhood), CU-3 (Cumberland Avenue) & NC (Neighborhood Conservation)
Former Zoning:
Requested Zoning:
Previous Requests:
Extension of Zone:
History of Zoning: None noted.

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 Master Sign Plan for Fort Sanders Regional Medical as proposed, subject to 5 conditions.

Staff Recomm. (Full):

1. All signs must meet the requirements of the City of Knoxville Engineering Department.
2. Signs shall not be placed in or over a public right-of-way without approval from the City of Knoxville.
3. Providing detailed site plans for all detached signs during the permitting phase.
4. Meeting all applicable requirements of the City of Knoxville Zoning Ordinance, including but not limited to sign encroachments into a sight triangle per Article 13.5.D.
5. All proposed sign sizes, as 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.

With the conditions noted, the proposal meets the requirements for approval in the INST zoning district, master sign plans for unified developments (Article 13.7), and the criteria for approval of a special use.

Comments:

The applicant is requesting approval of a master sign plan for Fort Sanders Regional Medical Center (FSRMC) to allow modifications to the sign regulations per Article 13.7.D of the City of Knoxville Zoning Ordinance. This section is specific to healthcare facilities with an on-site emergency room to allow for creative responses to site-specific conditions, such as comprehensive directional (wayfinding) signage for a hospital campus to inform the public of the location of essential services. In regards to the FSRMC campus, it is located in an urban neighborhood with several public streets that run through the campus which makes it infeasible to meet the sign ordinance standards without variances, such as for setbacks and the number of detached signs allowed on a property. The master sign plan process allows the Planning Commission to approve modifications to the following sign standards:

1. Sign area;
2. Sign height;
3. Sign location and setbacks;
4. Number of signs;
5. Illumination permissions;
6. Additional sign types being utilized per Article 13.7.E (Development Directory Sign) and Article 13.7.F (Project Directional Sign).

The following is a summary of the requested modifications for the larger signs on the campus. The proposed location of signs may be adjusted during permitting but should be in the same general area as presented on the location map in the master sign plan. SEE THE MASTER SIGN PLAN (REVISED 9/30/2021) FOR A FULL LIST OF DETAILS REGARDING THE SIGN SIZE, LOCATION, AND ILLUMINATION.

1. Sign area:
 - a) Primary detached (monument) signs – Proposed: 96 sqft; Allowed: 36 sqft
 - b) Project directional (monument) signs – Proposed: 80.17 sqft; Allowed: 36 sqft
 - c) Allow the attached signs as proposed in the master sign plan.

2. Sign height:
 - a) Primary detached (monument) signs – Proposed: 8'-0"; Allowed: 6'-0"
 - b) Project directional (monument) signs – Proposed: 12'-4"; Allowed: 6'-0"

3. Sign location and setbacks:
 - a) Detached signs – Proposed; 0-ft setback from all lot lines, including street right-of-way lines; Required: 10-ft from a street right-of-way and 5-ft from all other lot lines

- b) Allow project directional signs to be located on a local street and not located on an intersection.
- c) Allow project directional signs to be located closer than 500 linear feet to other project directional signs on the same side of the street.
- d) Allow attached signs on elevations facing a residential district.
- e) Allow primary detached signs to be oriented toward a street that the parcel is not addressed to.

4. Number of detached signs:

- a) Allow more than one primary detached sign per lot or parcel.
- b) Allow the detached signs as proposed in the master sign plan.

5. Illumination permissions:

- a) Allow attached signs with internal illumination.
- b) Allow the illuminated signs, as presented in the master sign plan, to be within 100-ft of a property in any residential zone district.

6. Additional sign types being utilized per Article 13.7.E (Development Directory Sign) and 13.7.F (Project Directional Sign).

- a) Allow the attached and detached primary, secondary, tertiary, and emergency directional signs, as proposed in the master sign plan, to be considered "project directional signs" per Article 13.7.F.

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 Fort Sanders Regional Medical Center campus is designated MU-CC22 (Fort Sanders Medical District) in the Central City Sector Plan and One Year Plan. This district is intended to address the long term needs of the large medical facilities that are located within Fort Sanders that contribute to the health and well-being of the greater community. Medical facilities in the district may include more than one major institution as well as offices for physicians, outpatient services, and other medical-related services.

B. The MU-CC22 allows consideration of office, high density residential, and other land uses that support the needs of the medical facility.

C. The proposed master sign plan meets the intent of this district by addressing the long term needs of the hospital by providing necessary directional signage around the hospital campus.

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

A. The INST (Institutional District) 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 purpose of the master sign plan provisions 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, a master signage plan is required for certain signs identified within this section. A master sign plan will promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community's expressed desire for quality development consistent with the property's land use designation.

C. The proposed master sign plan meets the intent of the INST district and the general purpose for master sign plans because it is for an institutional use, appropriately scaled for the area, and integrated with the surrounding buildings and landscape.

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. There will be several new signs around the external boundary of the hospital campus.

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 installation of the proposed signage should not significantly impact adjacent property.

B. For signs with internal illumination, only the letters on the main body of the sign and the "EMERGENCY" portion of the sign will be illuminated. The blue background will be opaque.

C. The proposed monument signs must be located outside of sight distance triangles at intersections and driveways.

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

A. The proposed signage will not draw additional traffic through residential streets but should cut down

on the number of vehicles circulating the campus looking for their destination.

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 in the area that could be a potential hazard or create an undesirable environment for the proposed uses within the development.

Action: Approved **Meeting Date:** 10/14/2021

Details of Action:

Summary of Action: Approve the Master Sign Plan for Fort Sanders Regional Medical as proposed, subject to 5 conditions.

Date of Approval: 10/14/2021 **Date of Denial:** **Postponements:**

Date of Withdrawal: **Withdrawn prior to publication?:** **Action Appealed?:**

LEGISLATIVE ACTION AND DISPOSITION

Legislative Body:

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:**