

CASE SUMMARY

APPLICATION TYPE: SPECIAL USE



File Number: 2-A-22-SU Related File Number:
Application Filed: 12/23/2021 Date of Revision:
Applicant: RANDOLPH ARCHITECTURE

PROPERTY INFORMATION

General Location: East side of Lovell Rd., south of I-40 / 75
Other Parcel Info.:
Tax ID Number: 131 05701 -05705 Jurisdiction: City
Size of Tract: 9.11 acres
Accessibility: Access is via Lovell Road, a minor arterial street with 58ft of pavement width within 85-100 ft of right-of-way.

GENERAL LAND USE INFORMATION

Existing Land Use: Retail, hotels, vacant land
Surrounding Land Use:
Proposed Use: Master Sign Plan Density:
Sector Plan: Southwest County Sector Plan Designation: GC
Growth Policy Plan: N/A
Neighborhood Context: This unified development is located on the Lovell Road commercial corridor, south of I-40/I-75. Parkside Drive and the Turkey Creek shopping center are to the south and west.

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

Street: 364 Lovell Rd.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: C-H-2 (Highway Commercial)
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 unified developments, as proposed, subject to 1 condition.

Staff Recomm. (Full): 1. Meeting all applicable requirements of the City of Knoxville Zoning Ordinance, including but not limited to Article 13 (Signs).

With the conditions noted, the proposal meets the requirements for approval in the C-H-2 zoning district, master sign plans for unified developments (Article 13.7), and the criteria for approval of a special use.

Comments:

This master sign plan is for a development directory sign along the Lovell Road frontage and a directional sign for the Aloft Hotel located at the end of the entrance driveway, behind the outparcel lots that front on Lovell Road. The signs listed as existing in the sign package are not part of the master sign plan application.

The development directory sign is located to the right (south) of the Lovell Road entrance and is the counts as one of the permitted detached signs for the lot where it is located. The lot is further than 500 feet from the interstate interchange and Lovell Road is not a federally designated highway, so the maximum sign height is 10 ft and the maximum sign area is 100 sqft. The proposed sign is 10 ft tall and has approximately 20.25 sqft of sign area.

The Aloft Hotel directional sign is being reviewed along with this application but it could be approved by the Building Official as an incidental sign on large sites. The maximum height allowed is 6 ft and the maximum sign area is 16 sqft. Incidental signs are exempt from the maximum sign area allowed and do not count as one of the allowed detached signs for the lot.

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 GC (General Commercial), which allows a wide range of retail and service-oriented uses.

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

a. For the purpose of providing 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. This property is located in a heavily traveled corridor, being located between the interstate and the Turkey Creek shopping center. The proposed master sign plan will reduce signage clutter and locate the entrance driveway to the hotels which may not be evident to travelers that are not familiar with this area.

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 size and design of the sign is compatible with the area. The sign is smaller than many in 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 development directory sign and directional sign 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 because it is located along a commercial corridor.

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:** 2/10/2022

Details of Action:

Summary of Action: Approve the master sign plan for unified developments, as proposed, subject to 1 condition.

Date of Approval: 2/10/2022 **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:**