

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

Suite 403 • City County Building
400 Main Street
Knoxville, Tennessee 37902
8 6 5 • 2 1 5 • 2 5 0 0
F A X • 2 1 5 • 2 0 6 8
w w w • k n o x m p c • o r g

File Number: 2-B-02-UR **Related File Number:**
Application Filed: 1/11/2002 **Date of Revision:**
Applicant: TURKEY CREEK LAND PARTNERS, LLC
Owner:

PROPERTY INFORMATION

General Location: West side of Lovell Rd., north and south side of Parkside Dr. and south side of I-40.
Other Parcel Info.:
Tax ID Number: 130 L A 1 & 2, 130MK001-005 & **OTHER:** MAP 131, PARC **Jurisdiction:** City
Size of Tract: 239 acres
Accessibility: Access is via Lovell Rd. and Parkside Dr., which are minor arterial streets.

GENERAL LAND USE INFORMATION

Existing Land Use: Shopping center, restaurants a bank and vacant land
Surrounding Land Use:
Proposed Use: Master Signage Plan for Turkey Creek **Density:**
Sector Plan: Southwest County **Sector Plan Designation:**
Growth Policy Plan: Urban Growth Area (Inside City Limits)
Neighborhood Context: The development site is located in a commercial area that is centered around the interchange of I40/I75 and Lovell Rd.

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

Street:
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: C-4 (Highway and Arterial Commercial), C-3 (General Commercial) and F-1 (Floodway)
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:

Surveyor:

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: Tom Brechko

Staff Recomm. (Abbr.): APPROVE the Master Signage Plan for Turkey Creek to include a development directory sign on the I-40/I-75 frontage and four project directional signs on the north side of Parkside Dr. subject to 6 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.
- 6) A revised site plan reflecting the conditions of approval must be submitted to MPC prior to the issuance of building permits for the project.

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

Comments: BACKGROUND: The Knoxville Zoning Ordinance was amended on January 22, 2002 to include the provisions for approval of a Master Signage Plan by the Planning Commission as a Use-on-Review (Copy attached). These amendments were prepared in response to the concern on the impact that the recent 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.

MPC Staff met with the applicant, Turkey Creek Land Partners, LLC., and other developers during the review of the proposed Ordinance and incorporated some of their suggested changes into the final draft that was adopted.

REQUEST: The applicant is requesting approval of a Master Signage Plan for the Turkey Creek development that includes one development directory sign and four project directional signs. The development directory sign which will be located along the interstate frontage, is proposed with a height of 50' and includes the development identification and six tenant panels. The four project directional signs are proposed on the east side of the intersections of Snow Goose Rd., Duck Creek Rd., Herons Nest Rd. and Wild Geese Rd. with Parkside Dr. These signs are proposed at a height of 5' and include the development identification and three tenant panels. The applicant is not proposing any landscaping for the sign locations other than mulch and grass. The applicant has revised their original application and removed the request for seven additional project directional signs on Parkside Dr. and a development directory sign proposed for Lovell Rd. that did not comply with the Ordinance.

STAFF RECOMMENDATION: The Turkey Creek development was approved by the Planning Commission as a commercial subdivision that covers the area designated on the Use-on-Review site map. The applicant has submitted consent forms from all the property owners within the proposed

boundaries of the unified development being proposed for consideration under the Master Signage Plan (Article 5, Section 10-A-25a).

The development directory sign proposed for the I40/I75 frontage and the four project directional signs that are proposed at the intersections of Snow Goose Rd., Duck Creek Rd., Herons Nest Rd. and Wild Geese Rd. with Parkside Dr. are good examples of signs that meet the requirements and intent of the Ordinance.

MPC Action: Approved **MPC Meeting Date:** 3/14/2002

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.
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- 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.
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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 Turkey Creek to include a development directory sign on the I-40/I-75 frontage and four project directional signs on the north side of Parkside Dr. subject to 6 conditions.

Date of MPC Approval: 3/14/2002 **Date of Denial:** **Postponements:** 2/14/02

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: