

CASE SUMMARY

APPLICATION TYPE: SPECIAL USE



File Number: 2-B-25-SU **Related File Number:**
Application Filed: 12/26/2024 **Date of Revision:**
Applicant: KNOXVILLE MULTI-USE STADIUM DEVELOPMENT

PROPERTY INFORMATION

General Location: South side of E Jackson Ave, west side of Florida St, northeast side of Stadium Way
Other Parcel Info.:
Tax ID Number: 95 H B 002, OTHER: 095 HB 00201 - 00206 **Jurisdiction:** City
Size of Tract: 13.277 acres
Accessibility: Access would be via E Jackson Avenue (local street), Florida Street (local street), Willow Avenue (minor collector), Stadium Way / Ballpark Way (private street), and a private drive connected to Florida Street, which are all under construction. E Jackson Avenue has a right-of-way width that varies from 36 to 42 ft, Florida Street has a right-of-way width that varies from 40 to 44 ft, Willow Avenue has a right-of-way width that varies from 46 to 68 ft.

GENERAL LAND USE INFORMATION

Existing Land Use: Agriculture/Forestry/Vacant Land (Under Construction)
Surrounding Land Use:
Proposed Use: Master Sign Plan for Knoxville Multi-Use Stadium Development **Density:**
Planning Sector: Central City **Plan Designation:** MU-SD (Mixed Use Special District), W (Water), SP (Stream)
Growth Policy Plan: N/A (Within City Limits)
Neighborhood Context: The parcels comprising the project area are located east of the Old City across from the James White Parkway and S Hall of Fame Drive viaducts and abut First Creek to the south. This area is characterized by mixed, densely developed land uses ranging from industrial and wholesale uses to commercial and multifamily residential developments.

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

Street: 500 E JACKSON AVE
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: I-MU (Industrial Mixed-Use), HP (Hillside Protection Overlay), F (Floodplain Overlay), PD (Planned Development)
Former Zoning:
Requested Zoning:
Previous Requests:
Extension of Zone:
History of Zoning: Partial rezoning of case site from I-2 (Restricted Manufacturing and Warehousing) to I-3 (General

Industrial) in 1996 (7-C-96-RZ); Partial rezoning of case site from I-2 (Restricted Manufacturing and Warehousing) to I-3 (General Industrial) in 1999 (12-B-99-RZ), the PD was approved in 2021 (11-A-21-PD).

PLAN INFORMATION (where applicable)

Current Plan Category: MU-SD (Mixed Use Special District), W (Water), SP (Stream Protection), HP (Hillside Ridgetop Protection)

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: Samiul Haque

Staff Recomm. (Abbr.): Approve the master sign plan for the Knoxville Multi-Use Stadium Development as submitted, subject to 3 conditions.

Staff Recomm. (Full): 1) Meeting all applicable requirements of the City of Knoxville Zoning Ordinance.
2) Meeting all applicable requirements of the City of Knoxville Engineering Department.
3) Meeting all applicable requirements of the City of Knoxville Plans Review and Inspections Department.

Comments: This request is for a master sign plan, permitted by special use per Article 13.7 (Master Sign Plans for Unified Developments) of the City of Knoxville Zoning Ordinance. The purpose of this master sign plan is request approval of a signage package for the Knoxville Multi-Use Stadium Development. The package includes street-facing signs, including wall mounted, projecting, canopy, awning, and banner signage, and sidewalk signs. The stadium and surrounding buildings were approved as a Planned Development (11-A-21-PD, 10-A-22-PD) and the approval required submittal of a master sign plan.

Other than sidewalk signs, no detached signage is included in this plan. Signs necessary to promote health, safety, and welfare, and directional signs erected on public property with permission from the City are exempt from the signage ordinance (Article 13.3.D). Signs installed by the City that bear no commercial message are also exempt (Article 13.3.C).

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

- 1) THE USE IS CONSISTENT WITH ADOPTED PLANS AND POLICES, INCLUDING THE GENERAL PLAN AND THE ONE-YEAR PLAN.
- a. The signage plan is consistent with the General Plan's Development Policy 4.4 that encourages to use landscaping, signage, and architecture to identify significant entrances to communities, neighborhoods, and business districts.
 - b. The proposed use is also consistent with the General Plan's Development Policy 1.6, which recommends capitalizing on tourism opportunities, including University of Tennessee sports teams and proximity to the Smoky Mountains. The mixed use stadium will be home to local baseball and soccer teams and its downtown location is expected to draw tourists staying in Knoxville. Signage will help capitalize on this development by identifying the different areas of the site, which will make it easier to understand and navigate.
 - c. The One Year Plan and Central City Sector Plan's MU-SD MU-CC3 (Mixed Use Special District, Magnolia Avenue Corridor Plan) classification refers to the Magnolia Avenue Corridor Plan (2009). The plan encourages a mix of developments and has no conflicts with the proposed special use.

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

- a. The development is located on parcels that are zoned I-MU (Industrial Mixed-Use). However, the Planned Development (11-A-21-PD, p. 23 of the approved project summary) stipulates that signs for this development are not subject to the minimum size, number, location, and illuminance requirements listed in Article 13 (Signs) of the zoning ordinance. The Planning Commission will review the master

- sign plan for appropriateness with the proposed development and land use designation.
- b. Most of the proposed signs conform to the dimensional requirements of Article 13. The differences are compared in Exhibit B. These minor exceptions are appropriate for the unique nature and scale of this development compared to other uses in the I-MU district.
- c. Two banner signs are proposed for the Delaney building that are not included in Article 13, but are allowed for this development by the Planned Development (p. 22 of the approved project summary). The proposed banner signs will not be illuminated.

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 signage is appropriate for the scale of the building and the specific street frontages on which they occur and are compatible with this commercial/warehousing area. Three sides of the site face commercial development or the S Hall of Fame and James White Parkway viaducts.

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. No adverse effects are anticipated with the proposed master sign plan. While the master sign plan is not subject to the illumination standards of the zoning ordinance (Article 13.5.C), the proposed illuminations are well below the maximum allowance. Signs in nonresidential districts allows internally illuminated signs up to 200 footcandles (Article 13.5.C.1.b). The proposed signs that are internally illuminated will have a maximum illuminance of 1 footcandle. No illuminated signs are directed towards any residential development.

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

- A. Additional traffic will not be drawn through residential streets because the project is bordered by nonresidential streets and is just off of S. Hall of Fame Drive, a minor arterial, and Willow Avenue, a minor collector.

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. The uses immediately surrounding the subject property will not pose a potential hazard or undesirable environment.

Action: Approved with Conditions **Meeting Date:** 2/13/2025

Details of Action:

Summary of Action: Approve the master sign plan for the Knoxville Multi-Use Stadium Development as submitted, subject to 3 conditions.

Date of Approval: 2/13/2025 **Date of Denial:** **Postponements:**

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

LEGISLATIVE ACTION AND DISPOSITION

Legislative Body: Knoxville-Knox County Planning Commission

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:**