

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
865 • 215 • 2500
FAX • 215 • 2068
www.knoxmpc.org

File Number: 4-B-18-UR **Related File Number:**
Application Filed: 2/26/2018 **Date of Revision:**
Applicant: SIMON PROPERTY GROUP

PROPERTY INFORMATION

General Location: South side of Kingston Pike, west side of Morrell Rd., north side of Gleason Dr., and east side of Montvue Rd.
Other Parcel Info.:
Tax ID Number: 120 K A 001, 00101, 00103, 00104, OTHER: 00105,00106 **Jurisdiction:** City
Size of Tract: 95.34 acres
Accessibility: Access is via Morrell Rd., Gleason Dr. and Montvue Rd., all being minor arterial streets with a five lane street section within an 88' right-of-way.

GENERAL LAND USE INFORMATION

Existing Land Use: West Town Mall
Surrounding Land Use:
Proposed Use: Sign Master Plan for the Mall **Density:**
Sector Plan: West City **Sector Plan Designation:** MU-RC
Growth Policy Plan: Urban Growth Area (Inside City Limits)
Neighborhood Context: The West Town Mall site is a major commercial node along Kingston Pike. The mall adjoins residential development to the south and west.

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

Street: 7600 Kingston Pike
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: 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.:

MPC ACTION AND DISPOSITION

Planner In Charge:

Tom Brechko

Staff Recomm. (Abbr.):

APPROVE the Sign Master Plan for the West Town Mall subject to 6 conditions.

Staff Recomm. (Full):

1. Any request for a development directory sign for the site must be reviewed by the Planning Commission through the use on review process.
2. Obtain approval from the City of Knoxville's Building Official of the proposed digital display (parking deck availability) in the ST-1 Incidental Internal Wayfinding Signage, or eliminate the digital display.
3. Any minor revision to the approved Sign Master Plan, or requests for additional signage consistent with the approved sign system and adopted sign regulations, is subject to approval by the City of Knoxville's Plans Review & Inspections Division and Planning Commission Staff.
4. Meeting all applicable requirements of the City of Knoxville's Plans Review & Inspections Division.
5. Meeting all applicable requirements of the Knoxville Zoning Ordinance.
6. Meeting all applicable requirements of the Knoxville Department of Engineering.

With the conditions noted, the Sign Master Plan meets the requirements for approval of a Use-on-Review in the SC-3 district.

Comments:

The applicant has submitted a new Sign Master Plan for the West Town Mall as a part of their current renovation plans for the mall. The proposed signage will replace the existing exterior signs at the mall. The proposed sign system includes:

1. The main identification sign located along the Kingston Pike street frontage (existing sign to be retrofitted);
2. Six detached monument identification signs with one located at each of the entrances on Morrell Rd., Gleason Dr. and Montvue Rd.;
3. Nine incidental wayfinding directional signs within the mall site to direct traffic around the mall; and
4. Five attached building signs located at the entrances to the mall including the parking deck.

The seven detached identification signs and the five attached building signs will be illuminated signs. The incidental wayfinding directional signs will have a reflective coating and will not be illuminated.

The applicant has identified a future development directory sign to be located at the southwest corner of the intersection of Kingston Pike and Morrell Rd. That sign is not being approved by this application and will require a separate use on review approval.

To help encourage visitors to the mall to utilize the parking deck located on the west side of the mall, the applicant is requesting approval of the use of a digital display in the incidental wayfinding signs on the east side of the mall. The digital display will identify the number of spaces available within the parking deck. The proposed use of the digital display is still under review by the City of Knoxville.

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

1. The proposed sign master plan, including the proposed wayfinding signs, should help to direct traffic around and through the mall site.
2. The proposed sign system should not negatively affect the character of the surrounding neighborhoods.

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

1. With the recommended conditions, the proposed sign system is consistent with requirements of the

SC-3 zoning district, the adopted sign regulations, as well as other 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.

CONFORMITY OF THE PROPOSAL TO ADOPTED MPC PLANS

1. The Knoxville One Year Plan and the West City Sector Plan propose mixed use - regional commercial uses for this site.
2. The site is located within the Urban Growth Area on the Knoxville-Knox County-Farragut Growth Policy Plan map.

Action: Approved **Meeting Date:** 4/12/2018

- Details of Action:**
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Summary of Action: APPROVE the Sign Master Plan for the West Town Mall subject to 6 conditions.

Date of Approval: 4/12/2018 **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:**