

# CASE SUMMARY

## APPLICATION TYPE: USE ON REVIEW



**File Number:** 6-C-25-UR  
**Application Filed:** 4/28/2025  
**Applicant:** BELLTOWN

**Related File Number:**  
**Date of Revision:**

### PROPERTY INFORMATION

**General Location:** South side of W Emory Rd, west of Clinton Hwy  
**Other Parcel Info.:**  
**Tax ID Number:** 66 121, 122 (PARTIAL) **Jurisdiction:** County  
**Size of Tract:** 90.626 acres  
**Accessibility:** Access is via Market Bell Way, a 55-ft wide private road with a landscaped median and sidewalks on both sides.

### GENERAL LAND USE INFORMATION

**Existing Land Use:** Agriculture/Forestry/Vacant Land  
**Surrounding Land Use:**  
**Proposed Use:** Master sign plan for the commercial properties in the Belltown Planned Development **Density:**  
**Planning Sector:** Northwest County **Plan Designation:** TN (Traditional Neighborhood), RC (Rural Conservation), S  
**Growth Policy Plan:** Planned Growth Area  
**Neighborhood Context:** This area is characterized by single family residential dwellings on a mix of lot sizes, as well as by cleared and forested vacant land. This request is part of a larger planned community where commercial uses are designated.

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

**Street:** 4510 MARKET BELL WAY  
**Location:**  
**Proposed Street Name:**  
**Department-Utility Report:**  
**Reason:**

### ZONING INFORMATION (where applicable)

**Current Zoning:** A (Agricultural), F (Floodway), PD (Planned Development)  
**Former Zoning:**  
**Requested Zoning:**  
**Previous Requests:**  
**Extension of Zone:**  
**History of Zoning:** A planned development application for a master planned community was approved in 2022 (11-A-22-PD).

### 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 Belltown Commercial Sign Standards and Guidelines (master sign plan) as Appendix A to the Belltown Preliminary Plan, subject to 4 conditions.

Staff Recomm. (Full):

1. Amending the Belltown Commercial Sign Standards and Guidelines on plan sheet A100 as follows:
  - (a) Define "backlit" and "gooseneck-lit" signs as "wall signs."
  - (b) Define "wall", "hanging", and "mural" signs as "attached signs."
  - (c) Replace standard #3 as follows: Attached signs on Buildings E, F, and J shall be in keeping with the type, size, illumination, and location as those on Buildings B, C, F, G, and H, with review and approval by Knoxville-Knox County Planning staff during the Final Plan review for these buildings. All other signs must be approved as a modification to these commercial sign standards and guidelines by the Planning Commission.
  - (c) Replace standard #4 with the following: No business shall have more than two wall signs per exterior elevation, with the total wall sign area not exceeding 1 square foot per linear foot of exterior wall area of the business, and no individual wall sign exceeding 64 square feet.
  - (d) Add standard #5 as follows: The street (tall) monolith sign must maintain a minimum 10-ft setback from the W. Emory Road right-of-way. However, a greater setback may be required for safety purposes by Knox County Engineering and Public Works or the Tennessee Department of Transportation.
  - (e) Add standard #6 as follows: All signs must meet the general regulations for signs in Article 3.90.02 of the Knox County Zoning Ordinance. Signage types not listed in these standards and guidelines are considered prohibited, except for temporary signs that comply with Article 3.90.05 and signs that may be erected without securing a building permit per Article 3.90.02.H.
2. Meeting all applicable requirements of the Belltown Preliminary Plan and Knox County Zoning Ordinance.
3. Meeting all applicable requirements of the Knox County Engineering and Public Works Department.
4. Meeting all applicable requirements of the Knox County Codes Administration and Enforcement Department.

With the conditions noted, this plan meets the criteria for approval of a Use on Review.

Comments:

This proposal is for a master sign plan for the Belltown Planned Development. The planned development was approved in 2022 (11-A-22-PD) and included a condition that a master sign plan for the south side of the development (i.e., the commercial properties) be submitted for approval as a use on review.

The proposed plans include two entry monument signs, one on each side of the entry to the commercial area off of W Emory Road, and a directional monolith sign in the landscaped median of the boulevard. Building signage consists of a combination of sign types, including murals, hanging signs, and building signs with halo-illumination and gooseneck lighting. The package has signs that are more historical in approach and are meant to convey a cohesive feel to the development.

DEVELOPMENT STANDARDS FOR USES PERMITTED ON REVIEW (ARTICLE 4.10 – SECTION 2). The Planning Commission, in the exercise of its administrative judgment, shall be guided by adopted plans and policies, including the general plan and the following general standards:

1) THE USE IS CONSISTENT WITH THE ADOPTED PLANS AND POLICIES, INCLUDING THE GENERAL PLAN AND SECTOR PLAN.

A. This property is designated TN (Traditional Neighborhood) in the Knox County Comprehensive Plan. The TN place type lists commercial uses as a secondary use. The property's location on a major arterial as part of a planned development is aligned with the Comprehensive Plan.

B. Implementation Policy 17: Support opportunities for innovation and growth of our local economy. The signage plan supports the planned development, provides visibility to business located within the planned development and helps vehicles and pedestrians navigate the site.

**2) THE USE IS IN HARMONY WITH THE GENERAL PURPOSE AND INTENT OF THE ZONING ORDINANCE**

A. This parcel has the PD (Planned Development) designation on the zoning map, which supersedes the A (Agricultural) base zone. The signage package is aligned with the intent and site layout of the approved PD.

**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 master sign plan does not change any of the uses allowed in the PD. It is compatible with the building design of the PD and forms a cohesive package for the commercial development on the south side of W Emory Road.

**4) THE USE WILL NOT SIGNIFICANTLY INJURE THE VALUE OF ADJACENT PROPERTY.**

A. The master sign plan does not change any of the uses allowed in the PD. As such, it will have little impact on adjacent properties beyond attracting customers, as the uses have already been approved and are not a part of this application.

**5) THE USE WILL NOT DRAW ADDITIONAL TRAFFIC THROUGH RESIDENTIAL AREAS.**

A. The development has direct access to W Emory Road, a major arterial street.

**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 use.

**Action:** Approved with Conditions

**Meeting Date:** 6/12/2025

**Details of Action:**

**Summary of Action:** Approve the Belltown Commercial Sign Standards and Guidelines (master sign plan) as Appendix A to the Belltown Preliminary Plan, subject to 4 conditions.

**Date of Approval:** 6/12/2025

**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:**