

# 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

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**File Number:** 9-C-16-UR

**Related File Number:**

**Application Filed:** 7/22/2016

**Date of Revision:** 9/19/2016

**Applicant:** NORTHWEST SIGNS

## PROPERTY INFORMATION

**General Location:** Northeast side of N. Broadway, northwest side of Sanders Dr.

**Other Parcel Info.:**

**Tax ID Number:** 58 M A 012, 01401, 015, 017, OTHER: 01703, 018, 019, 0 **Jurisdiction:** City

**Size of Tract:** 8.3 acres

**Accessibility:** Primary access is via N. Broadway, a major arterial street with 4 lanes and a center turn lane within an 85-100' right-of-way. Secondary access can be gained via Sanders Dr., a local street with a 20' pavement width within a 50' of right-of-way.

## GENERAL LAND USE INFORMATION

**Existing Land Use:** Commercial businesses

**Surrounding Land Use:**

**Proposed Use:** Master Sign Plan - Development Directory Sign

**Density:**

**Sector Plan:** North City **Sector Plan Designation:** GC

**Growth Policy Plan:** Urban Growth Area (Inside City Limits)

**Neighborhood Context:** This area has been developed with commercial uses fronting on N. Broadway, under C-3 zoning, with residential uses to the rear.

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

**Street:** 4834 N Broadway

**Location:**

**Proposed Street Name:**

**Department-Utility Report:**

**Reason:**

## ZONING INFORMATION (where applicable)

**Current Zoning:** C-3 (General Commercial) & O-1 (Office, Medical and Related Services)

**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 Master Sign Plan for Harvest Towne Center and the designation of the new development directory sign for the commercial center as presented in this application, subject to 5 conditions:

Staff Recomm. (Full):

1. Removal of the existing monument sign (Ruby Tuesday sign) that is located on Tax Parcel 058MA012 prior to installation of the new development directory sign on that parcel.
2. Removal of the off-premise businesses that are listed on the original development directory sign that was approved by the Planning Commission on November 13, 2003 (11-H-03-UR) for Tax Parcel 058MA017. That sign will still identify The Chop House, Harvest Towne Wine & Spirits and one additional tenant, which are on-premise businesses. This sign will no longer be considered as a development directory sign.
3. Meeting all applicable requirements of the Knoxville Zoning Ordinance's sign regulations. Any signs within the Harvest Towne Center unified development that are non-conforming signs under the sign regulations, are subject to the legal nonconforming sign provisions of the Knoxville Zoning Ordinance.
4. Meeting all applicable requirements of the Knoxville Department of Engineering.
5. Upon receipt of a consent letter from the owner of Tax Parcel 058MA025 to be a part of the Harvest Towne Center unified development, a business on that site would be eligible for their business sign to be located on the development directory sign.

With the conditions noted above, this proposal meets all requirements of the C-3 and O-1 zoning districts, as well as other criteria for approval of a use on review.

Comments:

REVISIONS FOLLOWING THE SEPTEMBER 8, 2016 MEETING:

In response to comments made at the Planning Commission's September 8, 2016 meeting, staff worked with the applicant on including all of the tax parcels that would be considered as part of the Harvest Towne Center unified development. (See attached zoning map.) Staff re-advertised the use on review request including all of the parcels. The applicant has obtained consent letters from all of the property owners, except one, on the proposed development directory sign. The one parcel that they have not been able to get a response from is Tax Parcel 058MA025. This parcel which is located in the northeast corner of the unified development and zoned O-1, is presently undeveloped. It is staff's recommendation that this parcel should still be included as a part of the application which would allow a future business to be included on the development directory sign. (See condition #5 above.)

REQUEST:

The applicant is requesting approval of a change to the Master Sign Plan for the Harvest Towne commercial center. The Planning Commission originally approved the Master Sign Plan (11-H-03-UR) on November 13, 2003 with the development directory sign being located on the south side of the driveway off of N. Broadway (Harvest Mill Way) that provides access to The Chop House.

With recent changes in ownership of the commercial center, the applicant has requested a change in the location of the development directory sign for the center to the parcel that includes the former Ruby Tuesday restaurant. The sign will replace the existing monument sign on that property. The owner of the parcel that includes the existing development directory sign has submitted a letter supporting the change with the understanding that they would keep the existing monument sign and only list tenants on their property (see attached letter).

The proposed development directory sign will be 20 feet in height and as proposed complies with the current sign regulations. Pursuant to Article 8, Section 9.3, of the Knoxville Zoning Ordinance, no

variances shall be granted for any signs on a lot covered by the Master Sign Plan.

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

1. The proposed development directory sign will help to identify businesses that are located off of N. Broadway within this mixed use development.
2. The proposed signage is compatible with the scale and intensity of the surrounding development signage.

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

1. The proposed development directory sign meets all applicable requirements of the C-3 zoning district and the master sign plan section of the Knoxville Zoning Ordinance.
2. The proposed development directory sign is consistent with the following general standards for uses permitted on review: The sign is consistent with the adopted plans and policies of the General Plan and Sector Plan. The sign is in harmony with the general purpose and intent of the Zoning Ordinance. The sign is compatible with the character of the neighborhood where it is proposed. The sign will not significantly injure the value of adjacent property. The sign will not draw additional traffic through residential areas.

**CONFORMITY OF THE PROPOSAL TO ADOPTED PLANS**

1. The North City Sector Plan and the City of Knoxville One Year Plan propose general 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:** 10/13/2016

**Details of Action:**

**Summary of Action:** APPROVE the Master Sign Plan for Harvest Towne Center and the designation of the new development directory sign for the commercial center as presented in this application, subject to 5 conditions:

**Date of Approval:** 10/13/2016 **Date of Denial:** **Postponements:** 9/8/2016

**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:**