



**KNOXVILLE/KNOX COUNTY METROPOLITAN PLANNING COMMISSION  
USE ON REVIEW REPORT**

▶ **FILE #:** 5-K-07-UR

**AGENDA ITEM #:** 91

**AGENDA DATE:** 5/10/2007

▶ **APPLICANT:** KNOXVILLE LEVCAL, LLC

**OWNER(S):** KNOXVILLE LEVCAL, LLC

**TAX ID NUMBER:** 59 7 AND 7.02

**JURISDICTION:** City Council District 4

▶ **LOCATION:** Northwest side of Washington Pike, southwest side of New Harvest Ln.

▶ **APPX. SIZE OF TRACT:** 18.82 acres

**SECTOR PLAN:** North City

**GROWTH POLICY PLAN:** Urban Growth Area (Inside City Limits)

**ACCESSIBILITY:** Access is via Washington Pike, a minor arterial street with 2 to 4 lanes within a 50' to 90' right-of-way, and New Harvest Ln., a local street with a 32' pavement width within a 70' right-of-way.

**UTILITIES:** Water Source: Knox-Chapman Utility District

Sewer Source: Knoxville Utilities Board

▶ **ZONING:** PC-1 (Retail and Office Park) (k)

▶ **EXISTING LAND USE:** Shopping center under construction

▶ **PROPOSED USE:** Signage Master Plan

**HISTORY OF ZONING:** Property was rezoned to PC-1 (Retail and Office Park) (with a condition) by Knoxville City Council on November 8, 2005.

**SURROUNDING LAND USE AND ZONING:**  
North: Vacant land / I (Industrial)  
South: Mixed commercial and businesses / I-2 (Restricted Manufacturing and Warehousing) & C-6 (General Commercial Park)

East: Vacant / I (Industrial) & I-2 (Restricted Manufacturing and Warehousing)

West: Retail center / PC-1 (Retail and Office Park) (k)

**NEIGHBORHOOD CONTEXT:** This former Farmer's Market site is within an emerging commercial/light industrial development node that has developed around the I-640/Washington/Millertown Pike interchange under I, I-2, I-3, C-3, C-6 and SC-3 zones.

**STAFF RECOMMENDATION:**

▶ **APPROVE the signage master plan for this shopping center development in the PC-1 (Retail and Office Park) zoning district, subject to 2 conditions:**

1. Meeting all applicable requirements of the Knoxville Zoning Ordinance
2. Meeting all applicable requirements of the Knoxville Sign Inspector.

With the conditions noted above, this request meets the requirements for approval in the PC-1 zone, as well as other criteria for approval of a use on review.

**COMMENTS:**

When the shopping center development plan was approved for this site by the Planning Commission on January 12, 2006, the signage master plan was not a part of that approval. The signage master plan has now been submitted for the shopping center. It does not include signage for the Target property that had been approved previously. The City's sign inspection staff has reviewed the plans for compliance with the zoning regulations.

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

1. Public water and sewer utilities are available to serve the site.
2. This section of Washington Pike is listed as a capital project in the City's CIP, and with the proposed improvements, there will be sufficient capacity to handle the additional traffic which will be generated by this development.
3. This request will have no impact on schools.

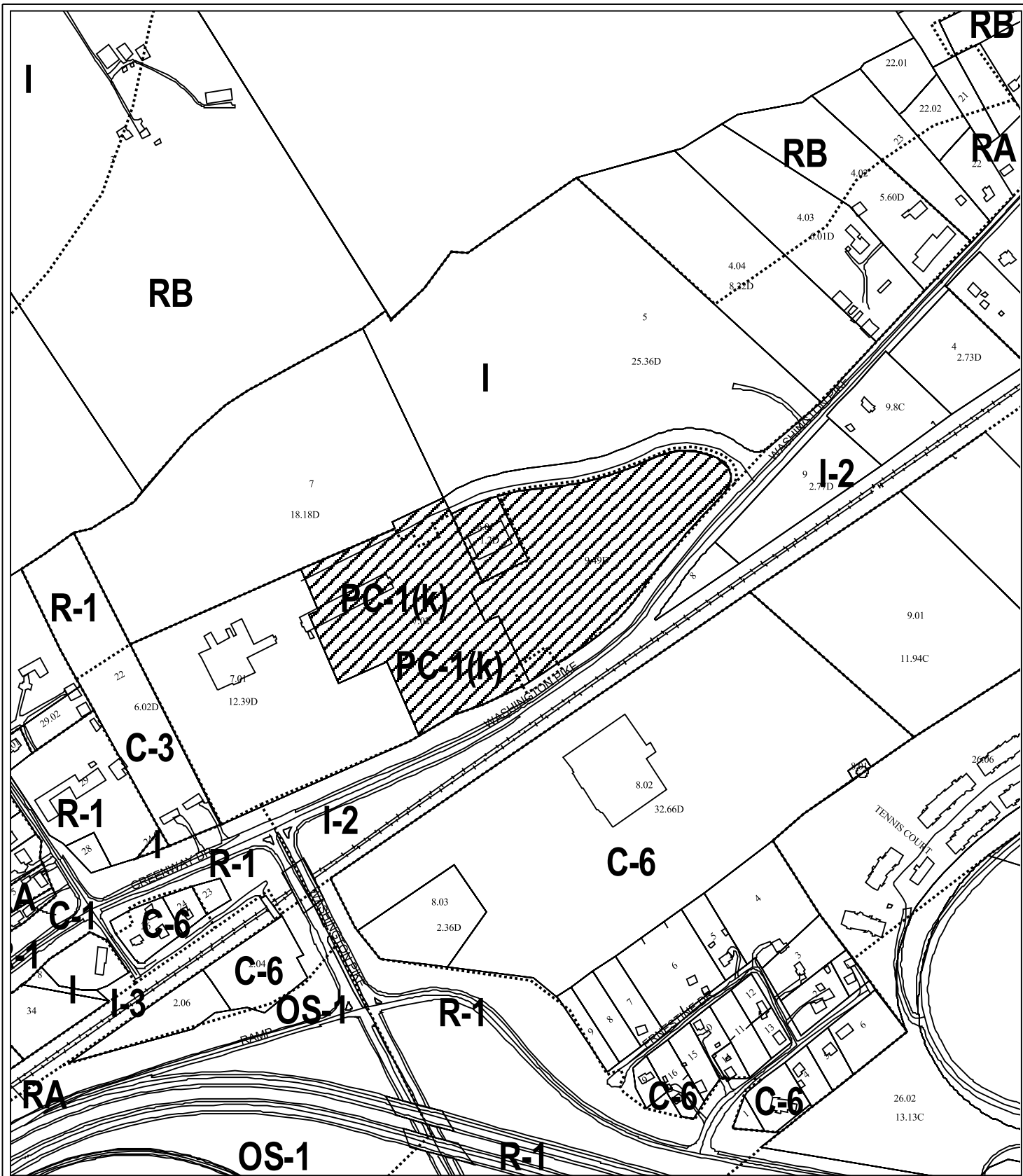
**CONFORMITY OF THE PROPOSAL TO CRITERIA ESTABLISHED BY THE KNOX COUNTY ZONING ORDINANCE**

1. The proposal meets all requirements of the PC-1 zoning district, as well as other criteria for approval of a use on review.
2. The proposed signage is consistent with the 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 plans include appropriate landscaping and setbacks to minimize the impact to surrounding properties. The use should not significantly injure the value of adjacent property. The use will not draw substantial additional traffic through residential areas since it is located on a minor arterial street. No surrounding land uses will pose a hazard or create an unsuitable environment for the proposed use.

**CONFORMITY OF THE PROPOSAL TO ADOPTED MPC PLANS**

1. The proposed development conforms with the North City Sector Plan which proposes commercial and light industrial uses for this property.
2. The site is located within the Urban Growth Area on the Knoxville-Knox County-Farragut Growth Policy Plan

MPC's approval or denial of this request is final, unless the action is appealed to the Knoxville City Council. The date of the Knoxville City Council hearing will depend on when the appeal application is filed. Appellants have 15 days to appeal an MPC decision in the City.



5-K-07-UR  
USE ON REVIEW



Signage Master Plan in PC-1 (Retail and Office Park) (k)

Original Print Date: 04/26/07 Revised:  
Metropolitan Planning Commission \* City / County Building \* Knoxville, TN 37902

Petitioner: Knoxville Levcal, LLC

Map No: 59

Jurisdiction: City



Agenda Item # 91

# Harvest Park Centre

## SIGN GUIDELINES

U.O.R.

DATE \_\_\_\_\_

5-K-07-02

Prepared by Franchise Signs International

Corporate Office: 1101 A West Melinda Lane, Phoenix, AZ 85027 ph: 623-792-3061 [www.franchisesignsinternational.com](http://www.franchisesignsinternational.com)

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**SITE SIGNAGE AND BUILDING SIGNAGE DESIGN GUIDELINES**

**DESIGN OBJECTIVE:**

The primary design objective of the sign program is to generate high quality, creative site signage and building tenant signage. A diversity of sign types and styles is encouraged to impart a lively quality. Treatments encouraged by the program include signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting techniques.

1. Signs shall be designed in a manner that is compatible with and complementary to the overall project and adjacent facades.
2. Signage that incorporates logos, business identity, and/or images denoting the type of business shall be encouraged. Logo design and colors are to be approved by the Owner.
3. Wall signs shall be affixed without visible means of attachment, unless attachments make an intentional statement. Wall signs need not be attached directly to the lease space to which they refer.
4. All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Owner reserves the right to reject any fabrication work deemed to be below standard.
5. Notwithstanding the maximum square footage specified for sign area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
6. Stacked copy is permitted although there shall be no more than two lines and a logo for any sign..
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter or a type font exclusive of swashes, ascenders and descenders. Ascending and descending shapes shall not be included in allocated square footage except for the area they occupy.

**SITE SIGNAGE AND BUILDING SIGNAGE DESIGN GUIDELINES (continued)**

**CONSTRUCTIONS REQUIREMENTS:**

1. Sign companies must be UL approved, fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
2. All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be accepted. The Owner reserves the right to reject any fabrication work deemed to be below standard.
3. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
4. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
5. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
6. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall exactly match the colors specified on the approved plans. Only semi-gloss acrylic polyurethane paint may be used.
7. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
8. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
9. Reverse channel letters shall be pinned 2" off building wall. Signs shall have clear acrylic backings, and p.k. housings shall be mounted flush to surface of building.
10. Depth of open channel letters shall not exceed 4". All hardware and neon tube supports inside open channel letters shall be painted to match interior letter color. Neon tubing shall be sufficient to make letters read "solid" and shall be installed so that top surface of neon is flush with front edges of open channel.
11. All lighting must match the exact specifications of the approved working drawings. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
12. Brightness of signs is subject to approval by Owner. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
13. The back side of all bare neon used for signage shall be painted to provide an opaque finish. Paint color shall exactly match the Owner-approved specification.
14. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish: stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron materials will be allowed. Exposed raceways are not permitted unless they are incorporated into the overall sign design and architecturally compatible with building.

**SITE SIGNAGE AND BUILDING SIGNAGE DESIGN GUIDELINES (continued)**

15. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.
16. All penetrations into building walls, where required, shall be sealed and waterproofed. Color and finish to match existing wall.
17. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Owner. Sign contractor shall install same in accordance with the approved drawings.
18. In no case shall any manufacturer's label be visible from the street from normal viewing angles.



**STOREFRONT WALL SIGNS**

**SIGN AREA AVAILABLE:**

ONE SQUARE FOOT FOR EVERY TEN FEET OF TENANT FLOOR SPACE (FOR EXAMPLE, 5000 SQ.FT. TENANT SPACE IS ALLOWED 500 SQ. FT. BUILDING SIGNAGE.)

**MATERIALS:** VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED

**ILLUMINATION:** YES

**COPY:** TENANT NAME AND/OR LOGO

**HEIGHT:** SIXTY PERCENT OF ADJACENT SURFACE HEIGHT

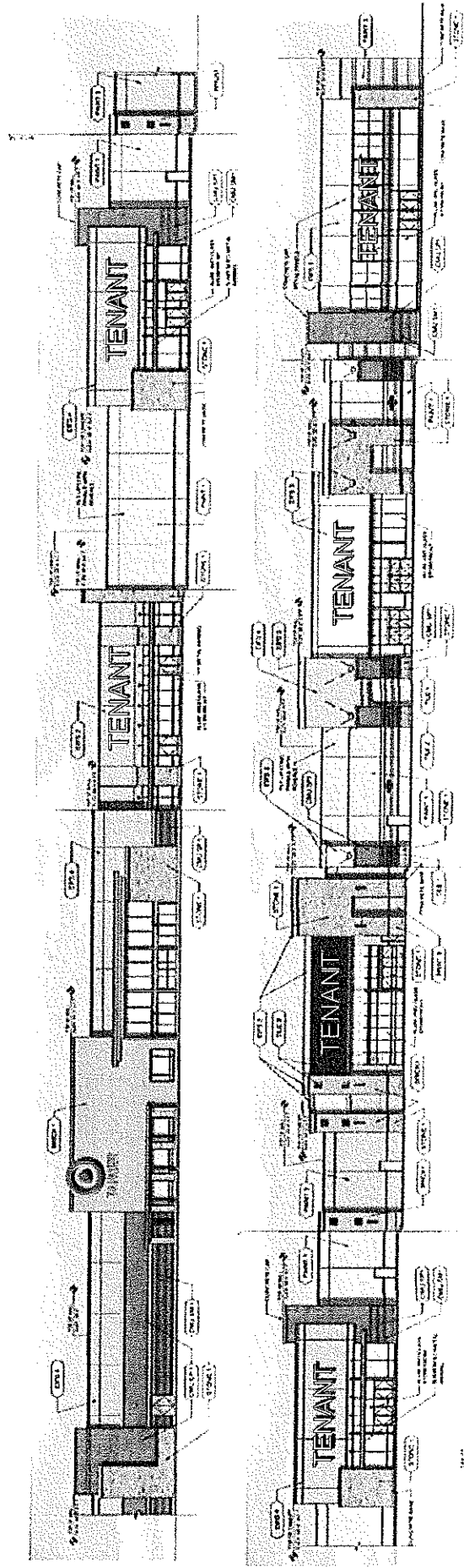
**LENGTH:** EIGHTY PERCENT OF ADJACENT SURFACE LENGTH

**TYPEFACE:** CUSTOM LOGO AND TYPE OK

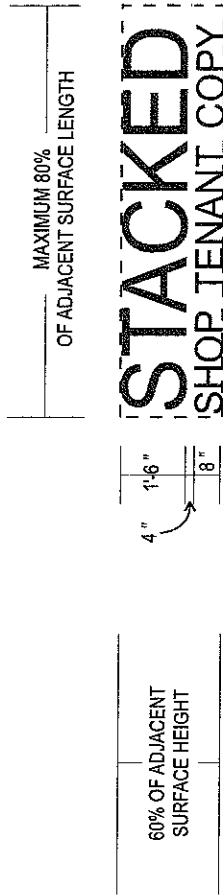
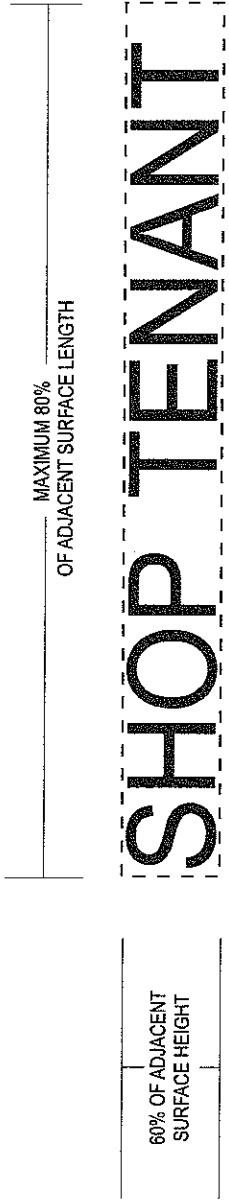
**COLORS:** CUSTOM COLORS OK

**SECONDARY SIGNS:** NO

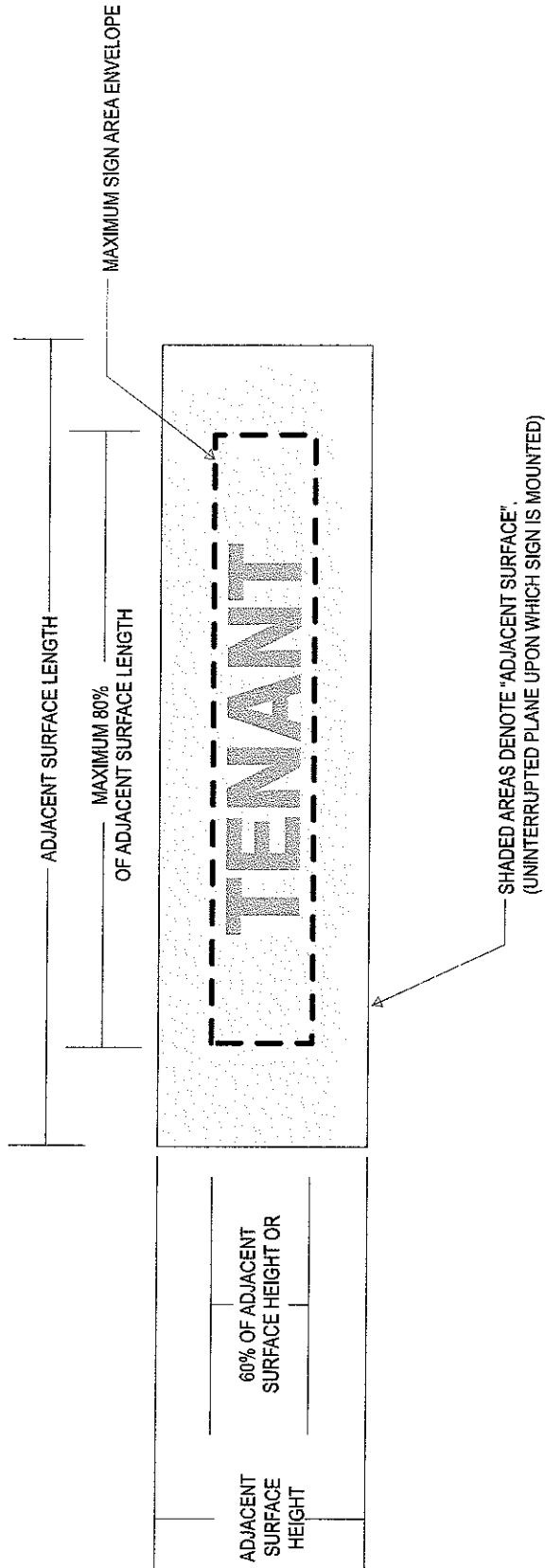
**LOGOS:** LOGO HEIGHT MUST BE APPROVED BY LANDLORD



SHOP TENANT WALL SIGNS



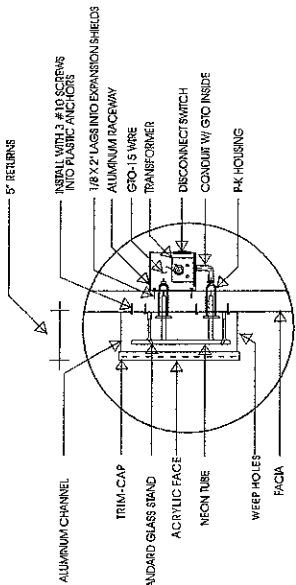
EXAMPLE OF STACKED COPY



**REMOTE MOUNTED CHANNEL LETTERS**

**SECTION A**

New single faced internally illuminated Lexan faced channel letter display. Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish. Faces use translucent Lexan with 3/4" bronze trim cap, illuminate with 30 ma neon. Paint 5" deep returns duronodic bronze.

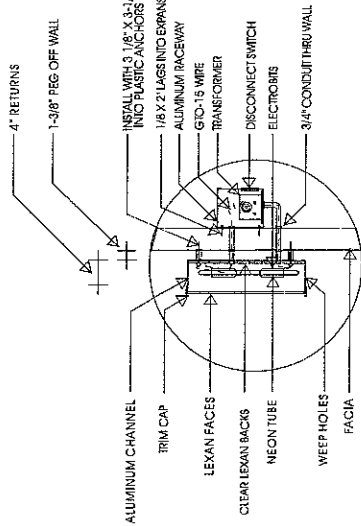


**SECTION B**

New single faced illuminated wall display. Use multi layered flat cut out 1/2" Sintra graphics with applied neon overlays. Flush mount Sintra to wall. Paint Sintra Matthews (or equivalent) semi gloss acrylic polyurethane. Use neon overlays with PK type housings.

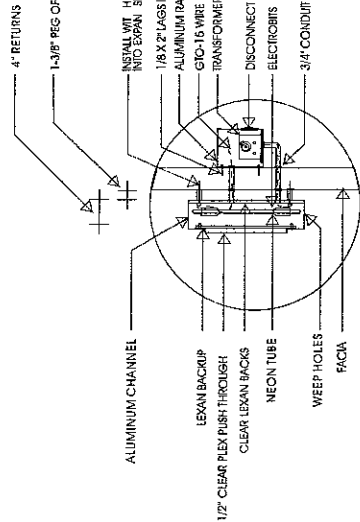
**SECTION A**

SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**LEXAN FACED CHANNEL LETTERS**  
 PK HOUSINGS



**SECTION B**

SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**LEXAN FACED CHANNEL LETTERS**  
 THROUGH FACE AND HALO ILLUMINATION



**SECTION C**

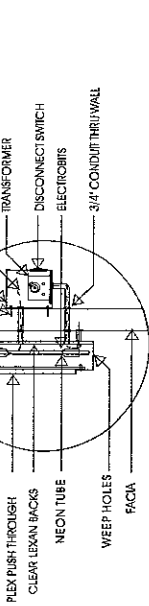
SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**REVERSE PAN CHANNELS**  
 THROUGH FACE AND HALO ILLUMINATION  
 PUSH THROUGH GRAPHICS

**SECTION C**

New single faced internally illuminated aluminum faced channel letter display with through face and halo illumination. Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish. Route out where graphics occur and back up with Lexan. Illuminate with 30 ma neon through face and halo. Paint aluminum face and returns.

**SECTION B**

SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**REVERSE PAN CHANNELS**  
 THROUGH FACE AND HALO ILLUMINATION

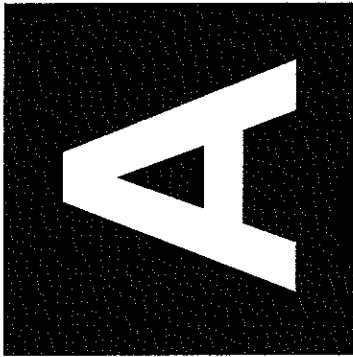


**SECTION C**

SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**REVERSE PAN CHANNELS**  
 THROUGH FACE AND HALO ILLUMINATION  
 THROUGH FACE AND HALO ILLUMINATION

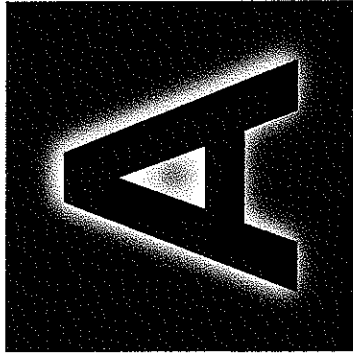
# SIGNAGE TYPES

**SECTION A**  
 Illuminated LEXAN FACED CHANNEL display with THROUGHFACE ILLUMINATION.  
 Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with 30 ma neon. Paint returns any color.



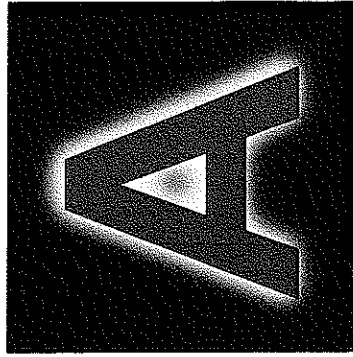
SECTION A

**SECTION B**  
 Illuminated REVERSE PAN CHANNEL display with HALO ILLUMINATION.  
 Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate with 30 ma neon. Paint faces and returns any color.



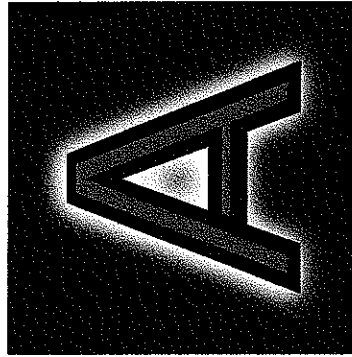
SECTION B

**SECTION C**  
 Illuminated LEXAN FACED CHANNEL display with THROUGHFACE AND HALO ILLUMINATION.  
 Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use Lexan with trim cap. Illuminate with 30 ma neon. Paint returns any color.



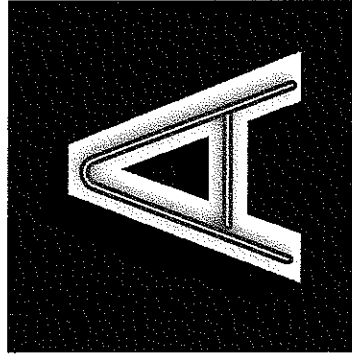
SECTION C

**SECTION D**  
 Illuminated ALUMINUM FACED CHANNEL display with THROUGHFACE AND HALO ILLUMINATION.  
 Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Route out aluminum faces where graphics occur and back up or push through lexan graphics. Illuminate with 30 ma neon. Paint face and returns any color.



SECTION D

**SECTION E**  
 Illuminated OPEN PAN CHANNEL display with EXPOSED NEON ILLUMINATION.  
 Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate with 30 ma neon. Paint face and returns any color.

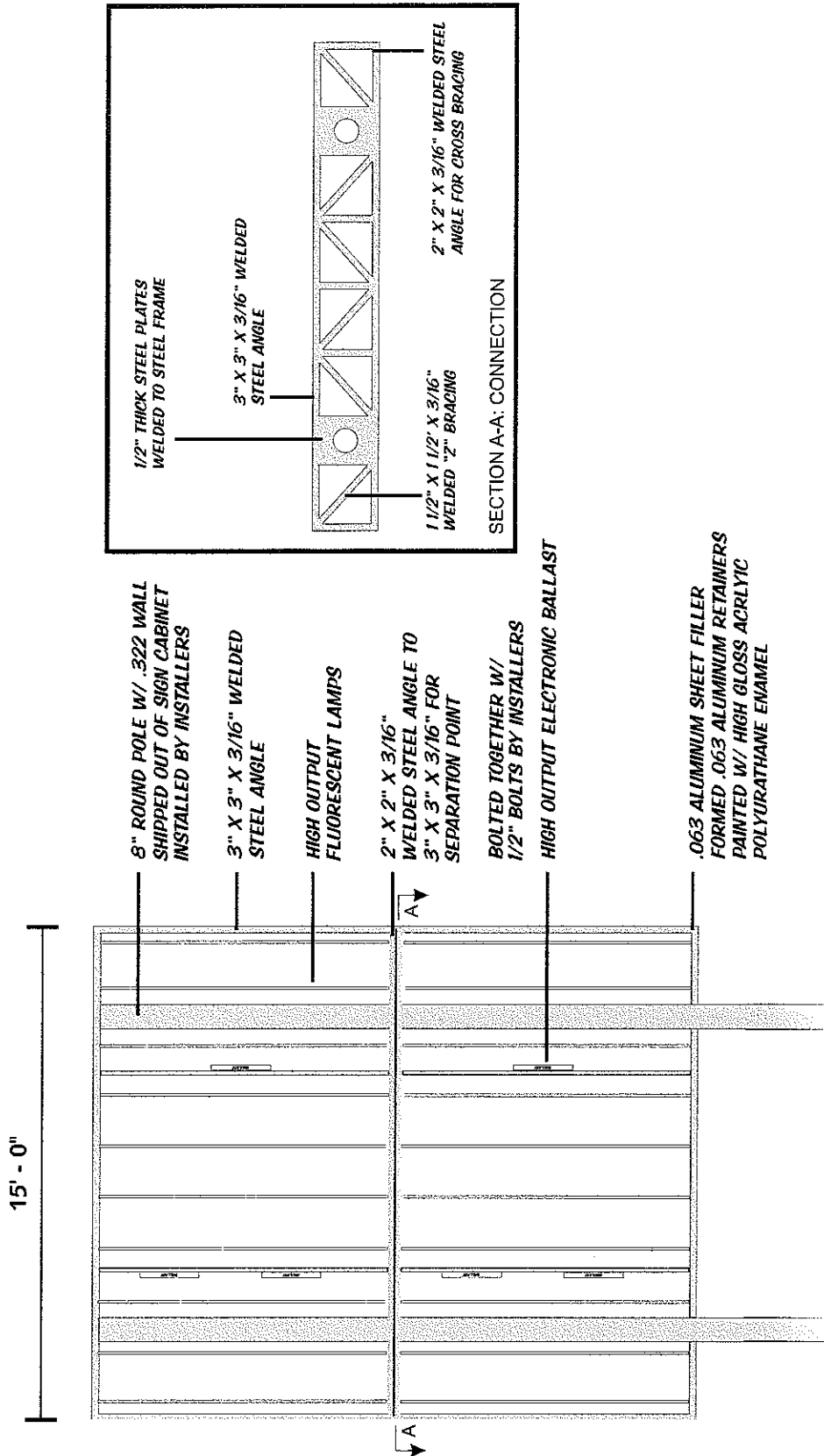


SECTION E





**D/F PYLON** TWO (2) REQ'D - MANUFACTURE & INSTALL  
275 SQ. FT. TOTAL EA. PYLON



Harvest Park Centre

**C** D/F PYLON ONE (1) REQ'D - MANUFACTURE & INSTALL  
210.25 SQ. FT.

**MULTI-TENANT CABINET**  
ALUM. FABRICATED - (COLOR T.B.D.)

3" X 4" EXTRUDED ALUM. RETAINERS. (COLOR T.B.D.)

WHITE FLEX FACES WITH DIGITALLY PRINTED VINYL. (COLORS T.B.D.)

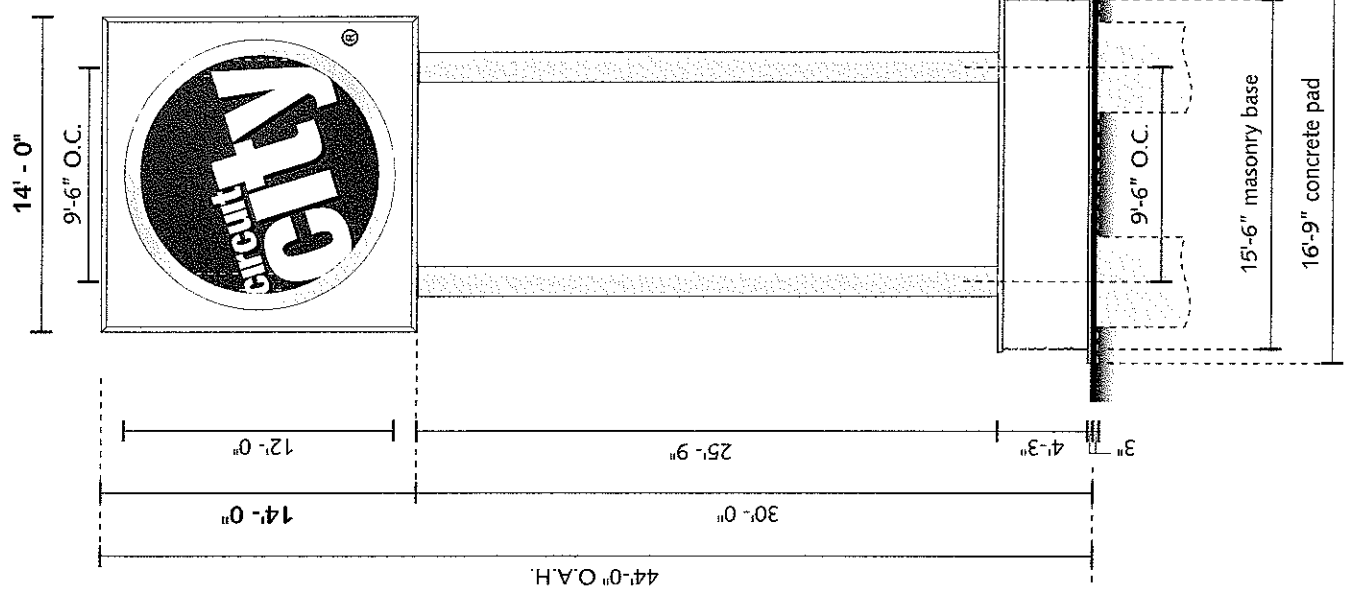
**LIGHTING**  
800 M.A. FLUORESCENT LAMP ILLUM.

**SQUARE FOOTAGE NOTES**

MAX. SQ. FT ALLOWED:	275
SQ. FT. PROPOSED:	210.25
MAX. O.A.H. ALLOWED:	50'
O.A.H. PROPOSED:	45'

**NOTE:**

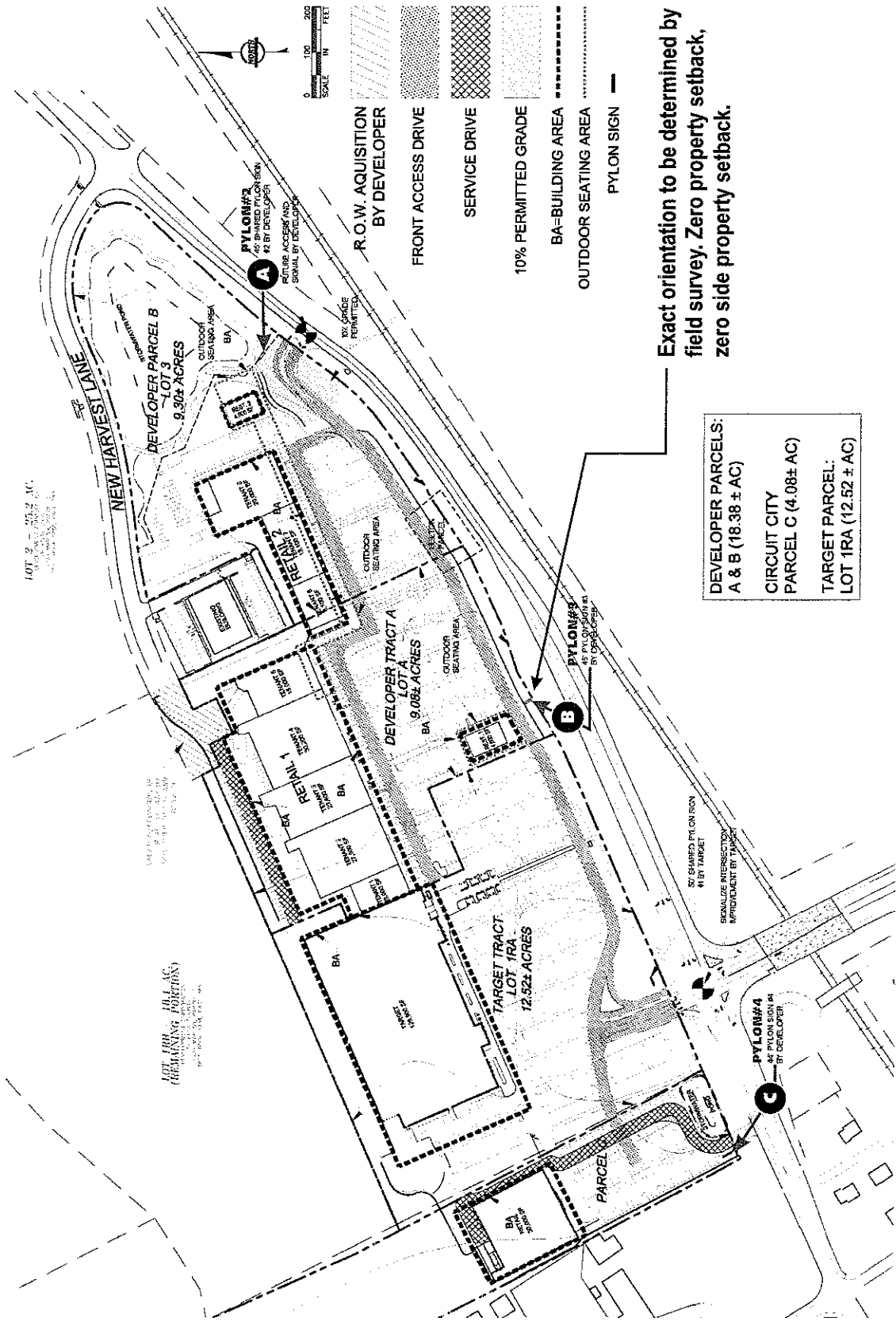
ALL CONCRETE PAD, STONEWORK & STONE MASONRY MATERIALS ARE TO BE PROVIDED BY G.C.



ENGINEERED AT 40 PSF

Harvest Park Centre

# SITE PLAN



Exact orientation to be determined by field survey. Zero property setback, zero side property setback.

DEVELOPER PARCELS:  
A & B (18.38 ± AC)  
CIRCUIT CITY  
PARCEL C (4.08± AC)  
TARGET PARCEL:  
LOT 17A (12.52 ± AC)

# Harvest Park Centre