



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

▶ **FILE #:** 4-C-08-UR

AGENDA ITEM #: 58

AGENDA DATE: 4/10/2008

▶ **APPLICANT:** MARKET PLACE SHOPPING CENTER

OWNER(S): MULTIPLE OWNERS -SEE FILE

TAX ID NUMBER: 132 26.08-26.10 132 26.12-26.15, 26 -18-26.19

JURISDICTION: City Council District 2

▶ **LOCATION:** North side of Kingston Pk., south side of N. Peters Rd.

▶ **APPX. SIZE OF TRACT:** 37.65 acres

SECTOR PLAN: Southwest County

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

ACCESSIBILITY: Access is via Kingston Pk., a 4/5 lane arterial street.

UTILITIES: Water Source: First Knox Utility District

Sewer Source: First Knox Utility District

WATERSHED: Ten Mile Creek

▶ **ZONING:** SC-3 (Regional Shopping Center)

▶ **EXISTING LAND USE:** Shopping center

▶ **PROPOSED USE:** Master Sign Plan

HISTORY OF ZONING: The Market Place Shopping Center development plan was approved by MPC in 1984

SURROUNDING LAND USE AND ZONING: North: Office / retail commercial / C-3 & C-6 commercial
South: Detached residential & vacant land / RB & RAE residential & PC-1 commercial

East: Office / retail commercial & vacant land / SC-3 commercial

West: Shopping Center / SC-3 commercial

NEIGHBORHOOD CONTEXT: This site is located within the Market Place Shopping Center. Other development in the area consists of other major retail commercial uses and Seven Oaks Subdivision. Zoning in the area consists of SC-3, C-3 and C-4 commercial, RB and RA residential and A agricultural.

STAFF RECOMMENDATION:

▶ **APPROVE the Master Signage Plan for Market Square Shopping Center to include the existing free standing signs and the three proposed development directory signs as shown subject to 5 conditions.**

1. Any revisions to the approved Master Signage Plan or requests for additional signage must be reviewed through the Planning Commission's Use-on-Review process.
2. Meeting all applicable requirements of the City of Knoxville's sign inspector.
3. Meeting all applicable requirements of the Knoxville Zoning Ordinance.
4. Meeting all applicable requirements of the Knoxville Department of Engineering.
5. Meeting all applicable requirements of the Knoxville City Arborist.

With the conditions noted, this Master Signage Plan meets the requirements for approval of a Use-on-Review.

COMMENTS:

The applicants are proposing to construct three new tenant directory signs, as part of a Master Signage Plan, at Market Place Shopping Center. The signs will be located within the existing parking area and will be approximately 8' tall and will contain a message area of approximately 36' square feet.

The Knoxville Zoning Ordinance was amended in 2002 to include the provisions for approval of a Master Signage Plan by the Planning Commission as a Use on Review. These amendments were made in response to the concern on the impact that the ban on new billboards within the City would have on multi-tenant directory signs for shopping centers and other similar developments.

The amendments are designed to provide flexibility and incentives for coordinated, well designed sign systems for shopping centers, commercial subdivisions, office parks and other large scale commercial and mixed use developments, through approval of a Master Signage Plan by the Planning Commission. The Master Signage Plan will allow development directory signs that identify the name of the development and list individual tenants located within the development, and project directional signs, that direct traffic from collector and arterial streets to businesses located on lower classification streets. The Planning Commission determines the limits of the development (unified development) that will be served by the development directory sign(s) and project directional sign(s), based on previous approvals for shopping centers, office parks, commercial subdivisions or mixed use developments.

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

1. The proposal will have no impact on schools.
2. No additional traffic will be added to Kingston Pike or Market Place Bv. with the approval of this request.
3. Staff does not believe that the proposed signs will negatively affect the character of the neighborhood and will not set a precedent for future development.

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

1. The proposed signs are 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 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.
2. The proposal meets all requirements of the SC-3 zoning district.

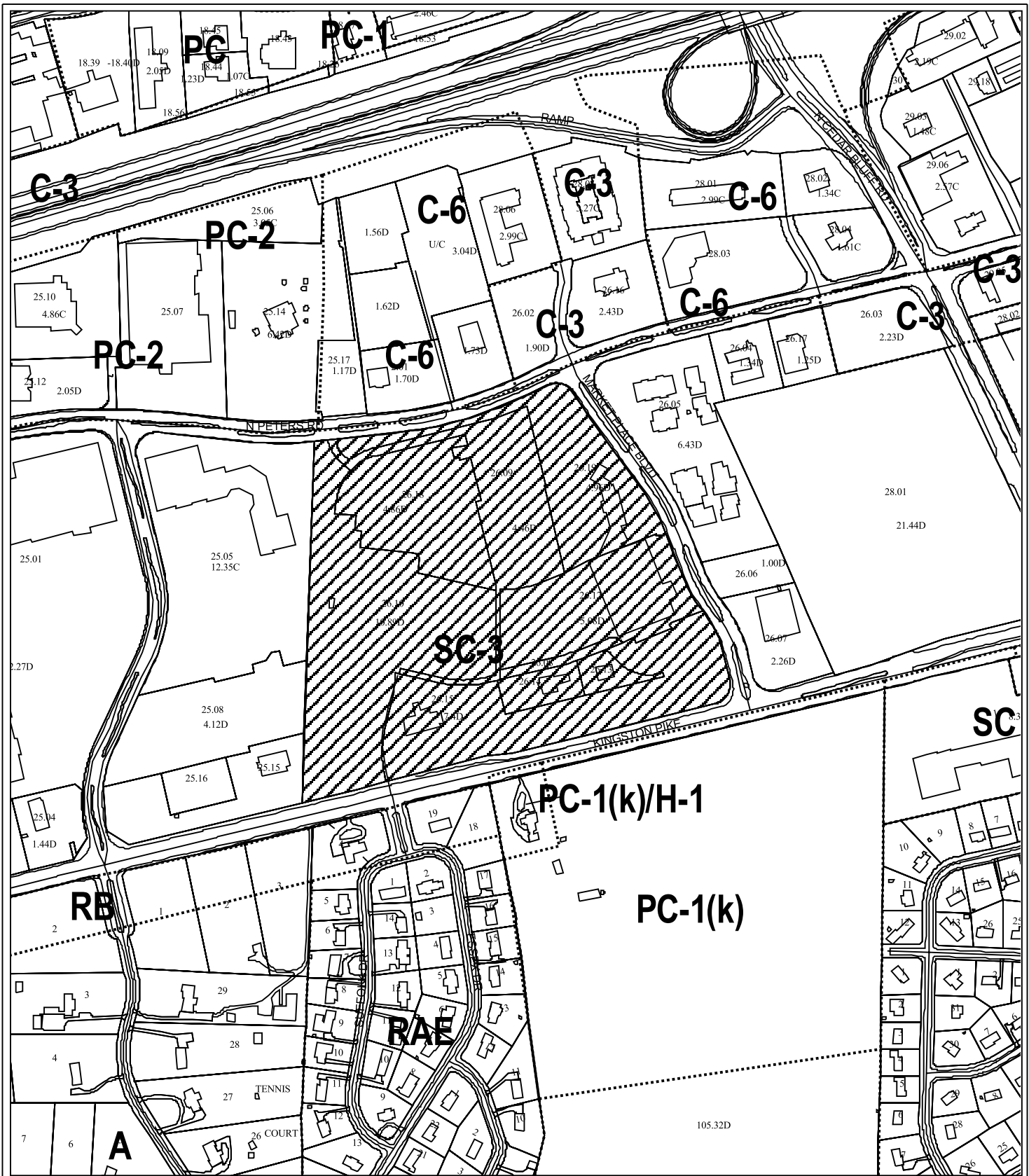
CONFORMITY OF THE PROPOSAL TO ADOPTED MPC PLANS

1. The Southwest County Sector Plan proposes commercial uses for this site.
2. The Knoxville One Year Plan proposes general commercial uses for this site.

ESTIMATED TRAFFIC IMPACT: Not calculated.

ESTIMATED STUDENT YIELD: Not applicable.

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.



4-C-08-UR
USE ON REVIEW



Master Sign Plan in SC-3 (Regional Shopping Center)

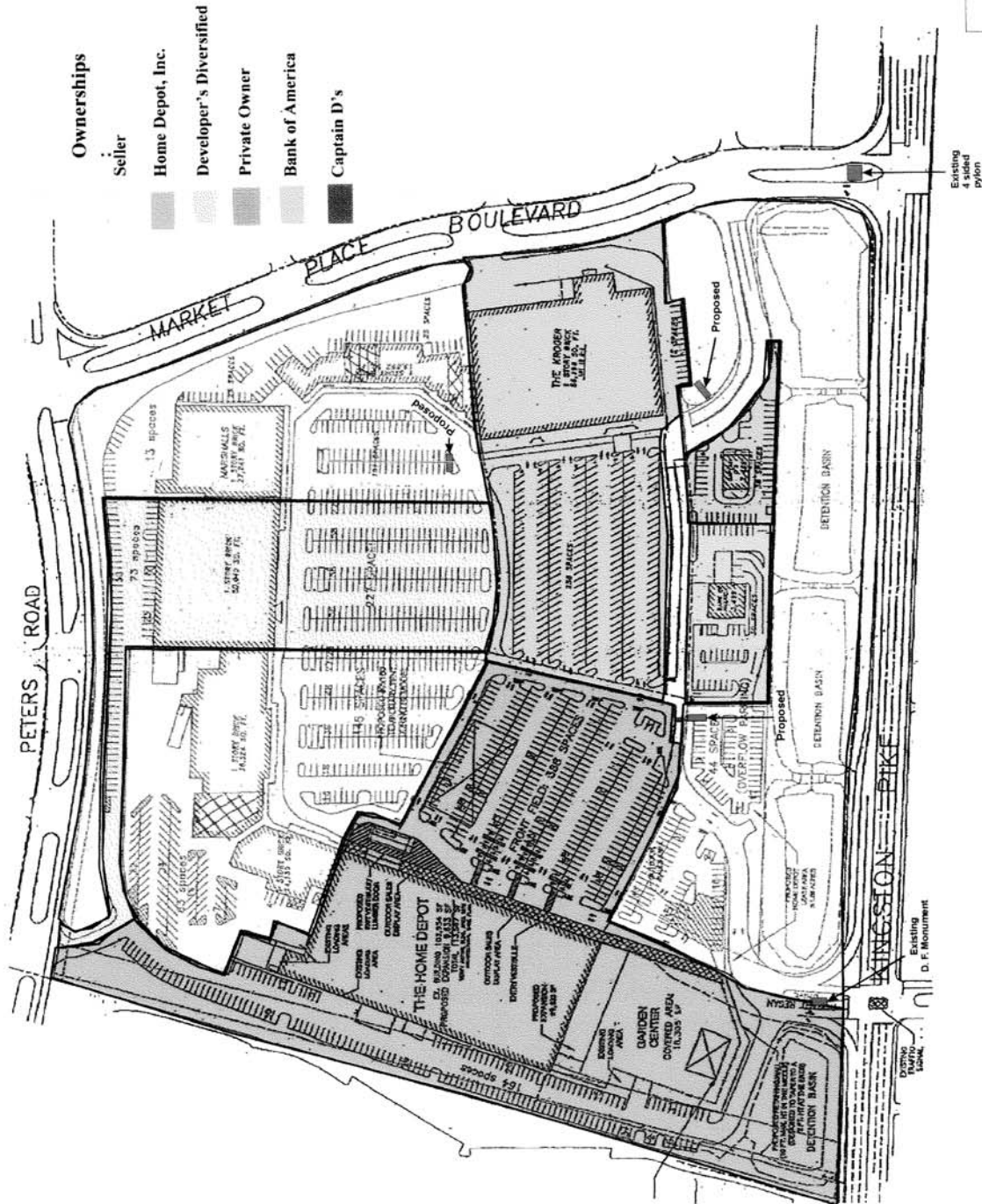
Original Print Date: 03/27/08 Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

Petitioner: Market Place Shopping Center

Map No: 132

Jurisdiction: City





- Ownerships**
- Seller
 - Home Depot, Inc.
 - Developer's Diversified
 - Private Owner
 - Bank of America
 - Captain D's

Neon Service Co.
 SCALE: 1/8" = 1' APPROVED BY: DRAWN BY: S. M.
 DATE: 2-27-08
 NAME: Wood Properties (Market Place)
 DRAWING NUMBER: 2-27-082097

4-C-08-WR 2/28/08

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