



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

▶ **FILE #:** 1-F-08-UR **AGENDA ITEM #:** 62
POSTPONEMENT(S): 1/10/2008-2/14/2008 **AGENDA DATE:** 3/13/2008
▶ **APPLICANT:** **SIGN-CO, INC.**
OWNER(S): WINDSOR SQUARE, LLC

TAX ID NUMBER: 132 025.01
JURISDICTION: City Council District 2
▶ **LOCATION:** **West side of N. Seven Oaks Dr., north side of Kingston Pk.**
▶ **APPX. SIZE OF TRACT:** **22.27 acres**
SECTOR PLAN: Southwest County
GROWTH POLICY PLAN: Urban Growth Area (Inside City Limits)
ACCESSIBILITY: Access is via N. Seven Oaks Dr., a local street with a pavement width of 32' within a 60' wide right-of-way.
UTILITIES: Water Source: First Knox Utility District
Sewer Source: First Knox Utility District
WATERSHED: Sinking Creek

▶ **ZONING:** **SC-3 (Regional Shopping Center)**
▶ **EXISTING LAND USE:** **Shopping center**
▶ **PROPOSED USE:** **Master signage plan / tenant directory sign**

HISTORY OF ZONING: The development plan for the shopping center was approved in 1988
SURROUNDING LAND USE AND ZONING: North: Shopping Center / SC-3 commercial
South: Detached residential / RB residential & A agricultural
East: Shopping center / SC-3 commercial
West: Shopping center / C-3 & C-4 commercial
NEIGHBORHOOD CONTEXT: This site is located within the Windsor Square 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 Windsor Square Shopping Center to include a development directory sign on the Kingston Pike frontage 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 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 a new tenant directory sign, as part of a Master Signage Plan, at Windsor Square Shopping Center. The sign will be approximately 35' tall and will contain a message area of approximately 185' square feet. The current zoning of the site is SC-3 (Regional Shopping Center) zone. The SC-3 zoning regulations will permit a sign on sites that are more than six acres to contain up to 300 square of message area with a maximum height of 50'.

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 N. Seven Oaks Dr. with the approval of this request.
3. Staff does not believe that a pylon sign 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 sign 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 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 and a use on review with the approval of the waiver.

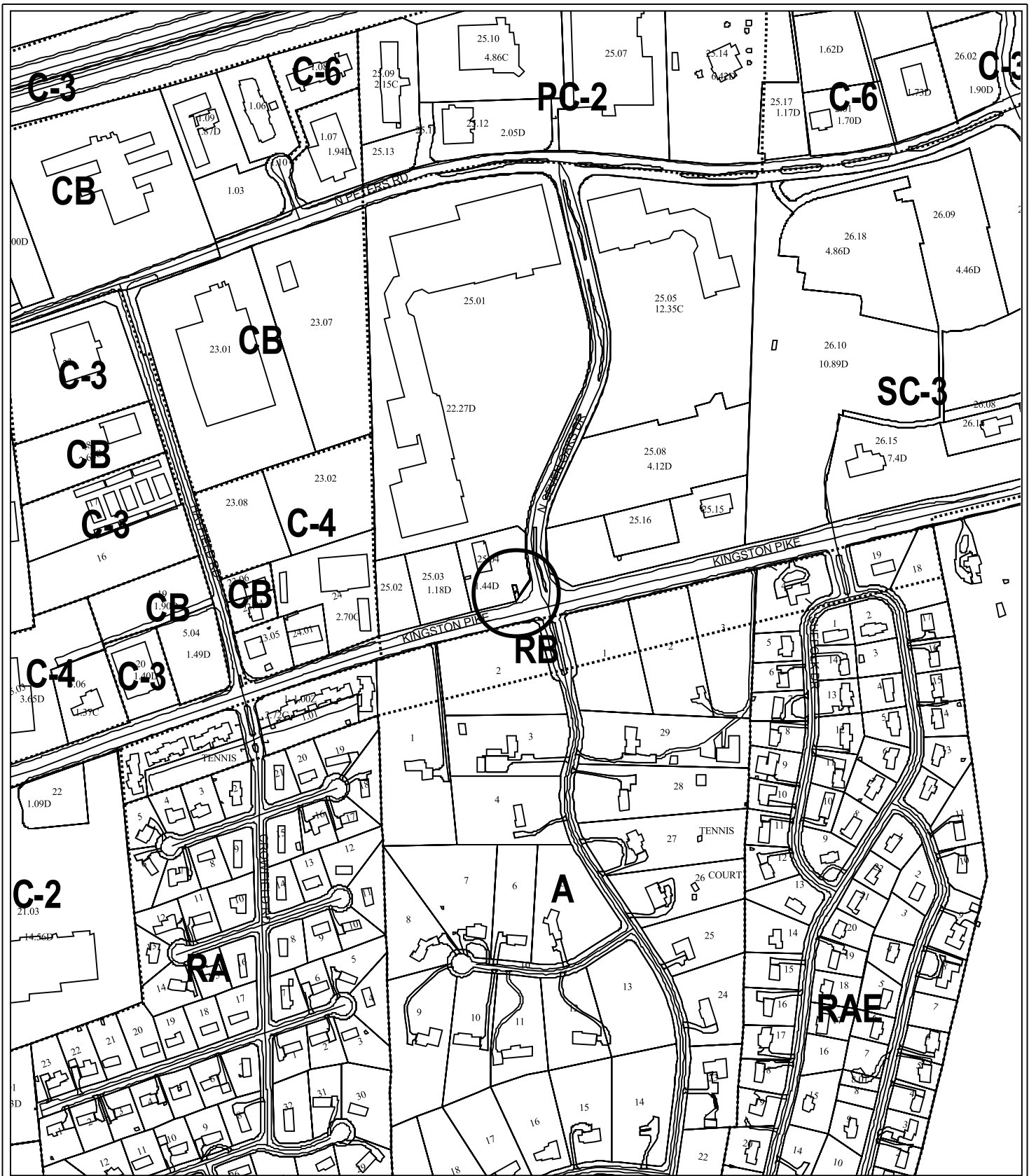
CONFORMITY OF THE PROPOSAL TO ADOPTED MPC PLANS

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.



1-F-08-UR
USE ON REVIEW



Directory sign in SC-3 (Regional Shopping Center)

Original Print Date: 12/28/07 Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

Petitioner: Sign-Co, Inc.

Map No: 132

Jurisdiction: City



12'-0"

4'-10"

WINDSOR SQUARE

Burlington Coat Factory

McDonald's

Carolina Pottery

BIG LOTS

MOVIES 7

12' X 60"

12' X 60"

30' x 10'

2'-7"

SIDE VIEW

SIGN & FAX BACK SO THAT WE MAY APPROVE YOUR ORDER. FAX: 865.947.2089

- Approved
Approved w/changes
Revise & Resubmit

PROPERTY OF SIGNCO, INC. This drawing is the property of SIGNCO, Inc. and is not to be used for any other project without the customer's and Signco, Inc.'s written consent. Any unauthorized use of this information will result in claims up to 10x value of the job represented on this drawing. VALUE OF THIS DRAWING: \$500.00

CUSTOMER: Windsor Square
LOCATION: Kingston Pike
SALES REPRESENTATIVE: Mike Carpenter
DATE: 07/30/07
SCALE: 1/8" = 1'
DRAWN BY: Tiffany Poling
APPROVAL SIGNATURE

Revised
1-F-08BUR
2/22/08