



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

▶ **FILE #:** 10-G-09-UR **AGENDA ITEM #:** 47

POSTPONEMENT(S): 10/8/2009 **AGENDA DATE:** 11/12/2009

▶ **APPLICANT:** **PINNACLE POINTE**

OWNER(S): HOLROB NORTSHORE DEVELOPMENT GENERAL PARTNERSHIP
HOME FEDERAL BANK OF TENNESSEE
REGIONS BANK, ATTN: PROPERTIES DEPT.
SUMMIT MEDICAL GROUP PHYSICIANS NORTSHORE, LLC

TAX ID NUMBER: 154 E G 3, 4 & 5

JURISDICTION: City Council District 2

▶ **LOCATION:** **North side of S. Northshore Dr., west of Keller Bend Rd.**

▶ **APPX. SIZE OF TRACT:** **7.44 acres**

SECTOR PLAN: Southwest County

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

ACCESSIBILITY: Access is via S. Northshore Dr., a major arterial street with a five lane pavement section within a 88' right-of-way.

UTILITIES: Water Source: Knoxville Utilities Board
Sewer Source: Knoxville Utilities Board

WATERSHED: Tennessee River

▶ **ZONING:** **C-6 (General Commercial Park)**

▶ **EXISTING LAND USE:** **Commercial subdivision**

▶ **PROPOSED USE:** **Master Sign Plan**

HISTORY OF ZONING: None noted

SURROUNDING LAND USE AND ZONING: North: Residences / RA (Low Density Residential)
South: Mixed commercial uses / C-6 (General Commercial Park)
East: Mixed commercial uses / C-6 (General Commercial Park)
West: Mixed commercial uses / C-6 (General Commercial Park)

NEIGHBORHOOD CONTEXT: The site is located along a section of S. Northshore Dr. that has developed with a mix of commercial businesses under C-6 (General Commercial Park) zoning.

STAFF RECOMMENDATION:

▶ **APPROVE a Master Signage Plan for the Pinnacle Pointe development which includes a development directory sign along S. Northshore Drive, subject to 4 conditions.**

1) Submitting a revised site plan that shows the proposed location of the development directory sign on Lot 2R and all required setbacks. The sign must also be located as not to interfere with the sight visibility along S. Northshore Dr.

- 2) Meeting all applicable requirements of the Knoxville Zoning Ordinance.
- 3) Meeting all applicable requirements of Knoxville's Sign Inspector.
- 4) Meeting all applicable requirements of the Knoxville Engineering Division.

With the conditions noted, this Master Signage Plan meets the sign regulation requirements as well as other criteria for approval of a use on review.

COMMENTS:

The applicant is requesting approval of a Master Signage Plan for the Pinnacle Pointe commercial subdivision located on the north side of S. Northshore Dr., east of I-140. This commercial subdivision was originally approved with five lots served by a Joint Permanent Easement (Pinnacle Pointe Way). Lots 2 and 3 of the subdivision have been combined as a single lot. A medical office building is located on one of the rear parcels.

Under the Master Signage Plan regulations, the Planning Commission determines the limits of the development (unified development) that will be served by the regulations. While this commercial subdivision contains four lots, Regions Bank, the owner of Lot 1 (located along S. Northshore Dr. on the west side of Pinnacle Pointe Way) is not participating in the request for the Master Signage Plan.

The applicant is requesting approval of one development directory sign. The development directory sign which will be located along the S. Northshore Dr. frontage for Lot 2R (Home Federal Bank of Tennessee) is proposed with a height of 8 feet and a sign face of approximately 49 square feet. The sign includes the development identification (Pinnacle Pointe), and a total of five tenant panels. The sign regulations allow one development directory sign per street frontage. This sign also counts as the one ground sign allowed along this frontage for that parcel.

The applicant had originally requested that the development directory sign be approved within the median of the JPE which is not permitted by the regulations. The sign must be located on one of the lots within the subdivision. A revised site plan must be submitted showing the proposed location of the development directory sign on Lot 2R meeting all required setbacks.

Wall signs and any other proposed signage for the unified development will need to be approved by Knoxville's Sign Inspector. Pursuant to Article 5, Section 10-A-29 of the Knoxville Zoning Ordinance, no variances shall be granted for any other signage within the unified development approved for a master signage plan.

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

1. The proposed signage will help to identify businesses within the unified development and assist in directing traffic to the two commercial sites located at the north end of the Joint Permanent Easement.
2. The proposal will not place any additional demand on schools, streets or utilities.
3. The proposed signage is compatible with the scale and intensity of the surrounding development.

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

1. This proposed development directory 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 area 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 proposed signage meets all requirements of the master signage plan section of the Knoxville Zoning Ordinance, as well as requirements of the C-6 zoning district and other applicable requirements of the Zoning Ordinance.

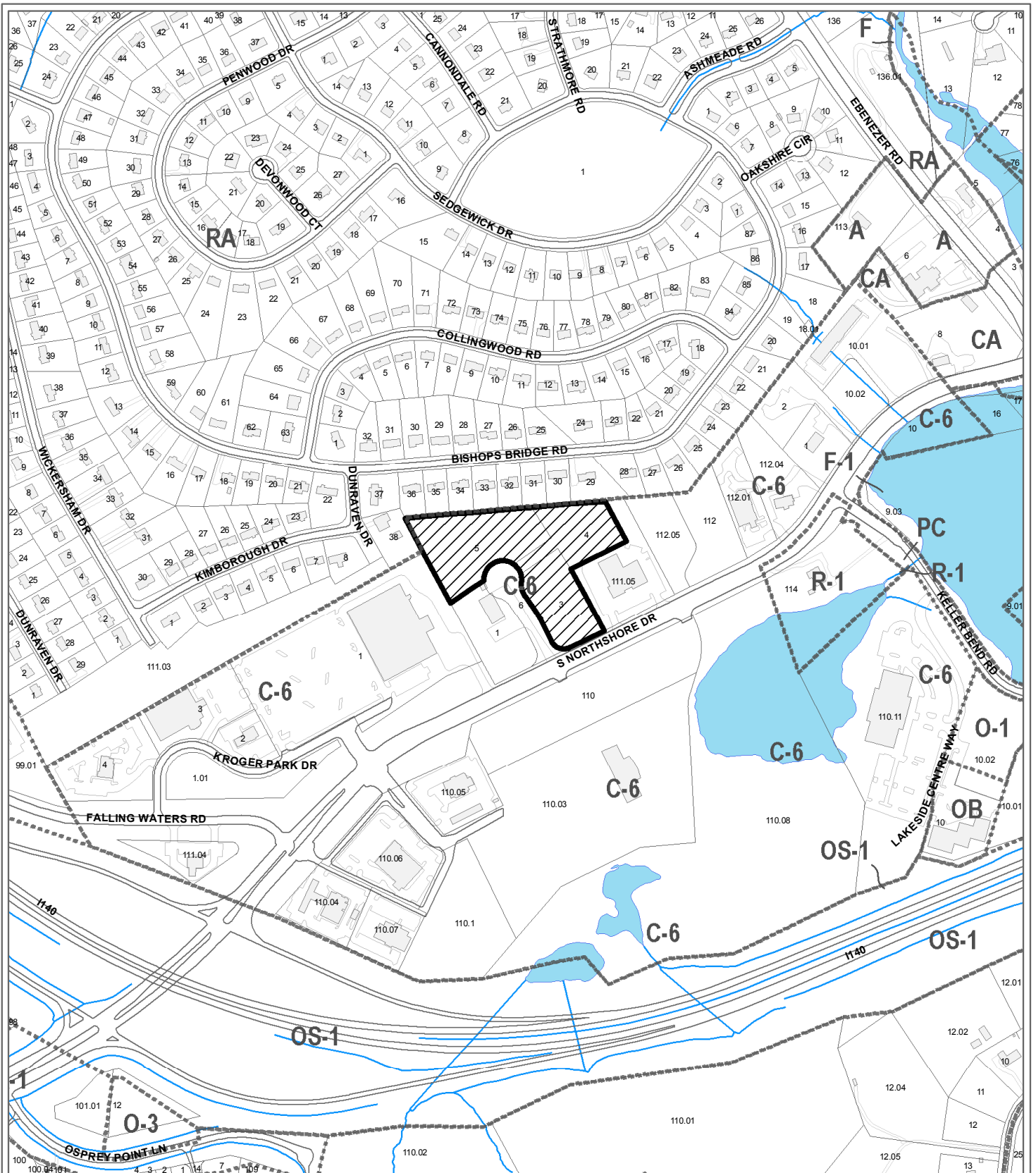
CONFORMITY OF THE PROPOSAL TO ADOPTED MPC PLANS

1. The proposal is consistent with the Southwest County Sector Plan, which proposes commercial uses for this site.
2. The City of Knoxville One Year Plan proposes general commercial use for the site.
3. The site is located within the Urban Growth Area on the Knoxville-Knox County-Farragut Growth Policy Plan map.

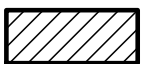
ESTIMATED TRAFFIC IMPACT: Not calculated.

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.



**10-G-09-UR
USE ON REVIEW**



Master Sign Plan in C-6 (General Commercial Park)

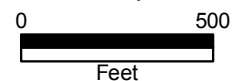
Original Print Date: 9/22/2009
 Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

Revised:

Petitioner: Pinnacle Pointe

Map No: 154

Jurisdiction: City





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www.insigniasigngroup.com

PREPARED FOR

Kansville TN

SKETCH NAME

p mson baneulovick3

SCALE

1/2" = 1'

DATE

March 18, 2009

DESIGNER

pm

REVISIONS

- 1
- 2
- 3
- 4
- 5

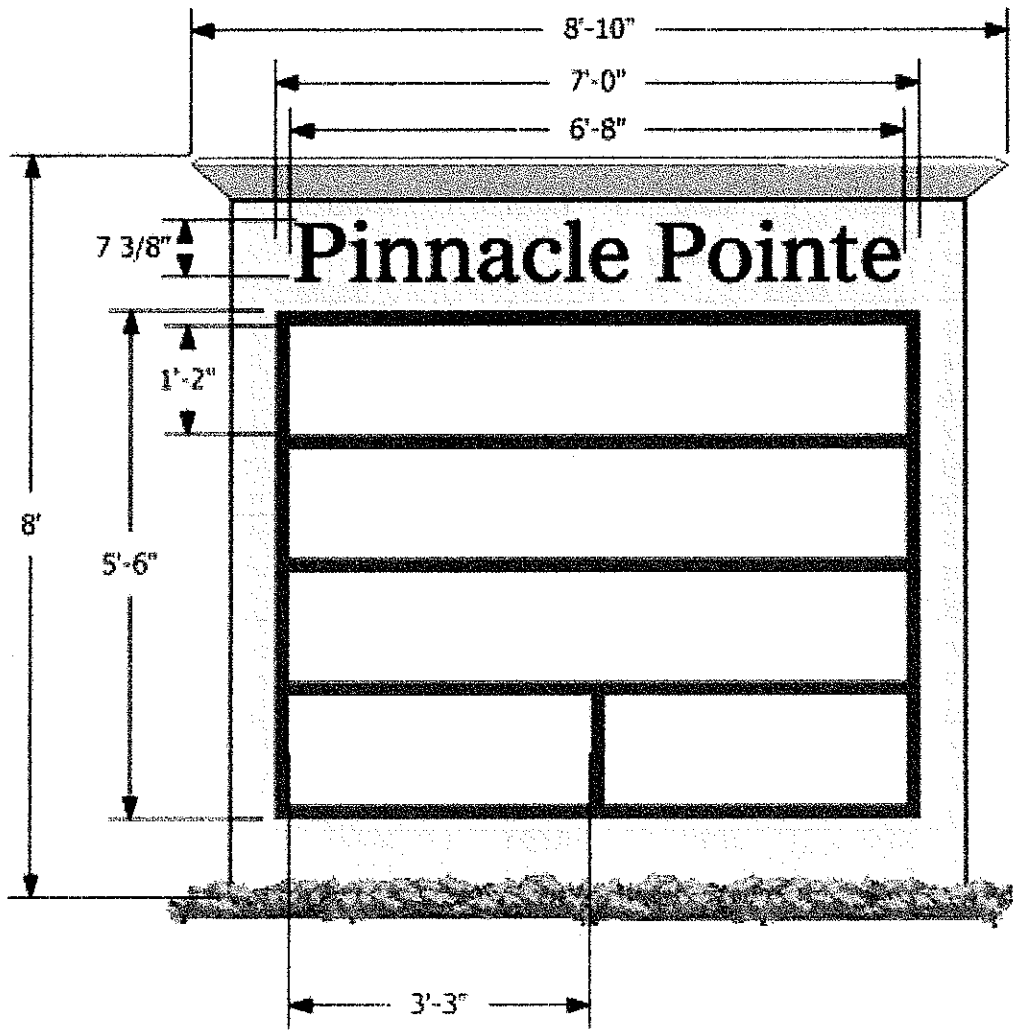
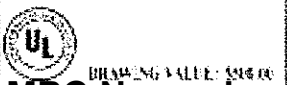
COLOR SPECS

- 1
- 2
- 3
- 4
- 5

COLOR APPROVAL

DRAWING APPROVAL

NOTES



THE STATE OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED DESIGN.