

▶ **FILE #:** 3-C-11-UR

AGENDA ITEM # 32

AGENDA DATE: 3/10/2011

▶ **APPLICANT:** **NORTHSHORE MARKET INVESTORS, LLC**

OWNER(S): Miles Cullem

TAX ID NUMBER: 154 PT. OF 098.01

JURISDICTION: City Council District 2

▶ **LOCATION:** **North side of S. Northshore Dr., west side of I-140 (Pellissippi Pkwy)**

▶ **APPX. SIZE OF TRACT:** **35.31 acres**

SECTOR PLAN: Southwest County

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

ACCESSIBILITY: Access to the site is via S. Northshore Dr., a major arterial street with 2 lanes expanding to 4 lanes within 200-335' of right-of-way.

UTILITIES: Water Source: First Knox Utility District

Sewer Source: First Knox Utility District

WATERSHED: Tennessee River

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

▶ **EXISTING LAND USE:** **Vacant land**

▶ **PROPOSED USE:** **Commercial shopping center / Master Sign Plan**

HISTORY OF ZONING: The property was zoned PC-1 (Retail and Office Park) District on 11/30/2010 (10-G-10-RZ)

SURROUNDING LAND USE AND ZONING: North: Residential development / TC-1 Town Center & PR Residential

South: Self storage & residences / OB office & A agricultural

East: I-140 (Pellissippi Pkwy) / OS-1 open space

West: Vacant land & Residential development / TC-1 Town Center & PR Residential

NEIGHBORHOOD CONTEXT: The surrounding area to the north and west of the site is being developed into a mix of uses under the TC-1 zoning district. This includes a future school. To the north and west are residential subdivisions, zoned RA and PR in the County. To the south is vacant land, floodway and an indoor storage facility, zoned A and OB. To the east is I-140 right-of-way, which includes the interchange with S. Northshore Dr.

STAFF RECOMMENDATION:

▶ **APPROVE the request for a retail commercial development containing up to 213,000 square feet of floor space and the master sign plan as shown on the site plan subject to 5 conditions**

1. Meeting all applicable requirements of the Knoxville Zoning Ordinance or obtaining the necessary variances
2. Meeting all applicable requirements of Knoxville City Arborist

3. Provision of landscaping that meets the requirements of the PC-1 District regulations. Installation of all landscaping shown on the development plan within six months of the issuance of occupancy permits for this project.
4. All driveway construction to be in conformance with the City of Knoxville Zoning Ordinance and the City's access control policy
5. Development on all out parcels shown on this plan will require a separate use on review approval

With the conditions noted, this plan meets the requirements for approval in the PC-1 District, and the other criteria for approval of a use on review

COMMENTS:

The applicants has submitted a development plan for a portion of the 64.38 acre site. The plan envisions the development of approximately 213,000 square feet of retail space on this portion of the property. The area subject to this use on review request was recently rezoned to PC-1 (Retail and Office Park) District. The remainder of the property that is controlled by this applicant is zoned TC-1 (Town Center) District. MPC is not considering any plans for that portion of the site at this time. In addition to the development plan, this use on review request will address the proposed master sign plan. The applicant has also submitted a concept subdivision plan (3-SB-11-C) for consideration by MPC. The applicants have submitted the concept subdivision plan for a 64.38 acre site. The plan is to divide the property into 8 lots. Lots 1-6 are zoned PC-1 (Retail and Office Park) District. Lots 7 and 8 are zone TC-1 (Town Center) District. Due to the size of the project, a traffic impact study was prepared which addresses the traffic issues typically associated with this type of development.

The site has been the subject of MPC review in the past. An overall conceptual plan was approved in 2005 for this site at the time it was being considered for TC-1 (Town Center) zoning. At that time the project was proposed to be a large scale mixed use development consisting of retail, office and mixed residential uses. To date, with the exception of some residential development, the project has not moved forward. The site has now had a change in ownership. The new owners have gotten part of the site rezoned to PC-1 (Retail and Office Park) District. It is their intention to continue the mixed use concept for the property, but with larger retail anchors than could be permitted under the previous zoning.

The master sign plan calls for three development directory signs and a series of way-finding signs. Additionally, the plans depict the general size and location of the proposed building mounted signs.

This is the first phase of what will be a large scale mixed use development. Upon completion the total project will contain retail, office and residential uses. It is the intent of the developers to keep the town center feel for this project. They are including a pedestrian system that will connect the entire project together. Phase 2 of the project will cluster development around the lake with uses that are smaller in scale and pedestrian friendly. The large retailers that are depicted in this request are to serve as traffic generators that will make the smaller shop development successful.

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

1. All public utilities are available to serve the site.
2. The traffic impact study calls for a number of road improvements that will be needed as this project moves forward.
3. The proposed development will be compatible with the scale and intensity of the surrounding development and zoning pattern.

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

1. With the recommended conditions, the proposal meets all requirements of the PC-1 zoning district, as well as all other criteria for approval of a use on review.
2. The proposed commercial development 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.

CONFORMITY OF THE PROPOSAL TO ADOPTED PLANS

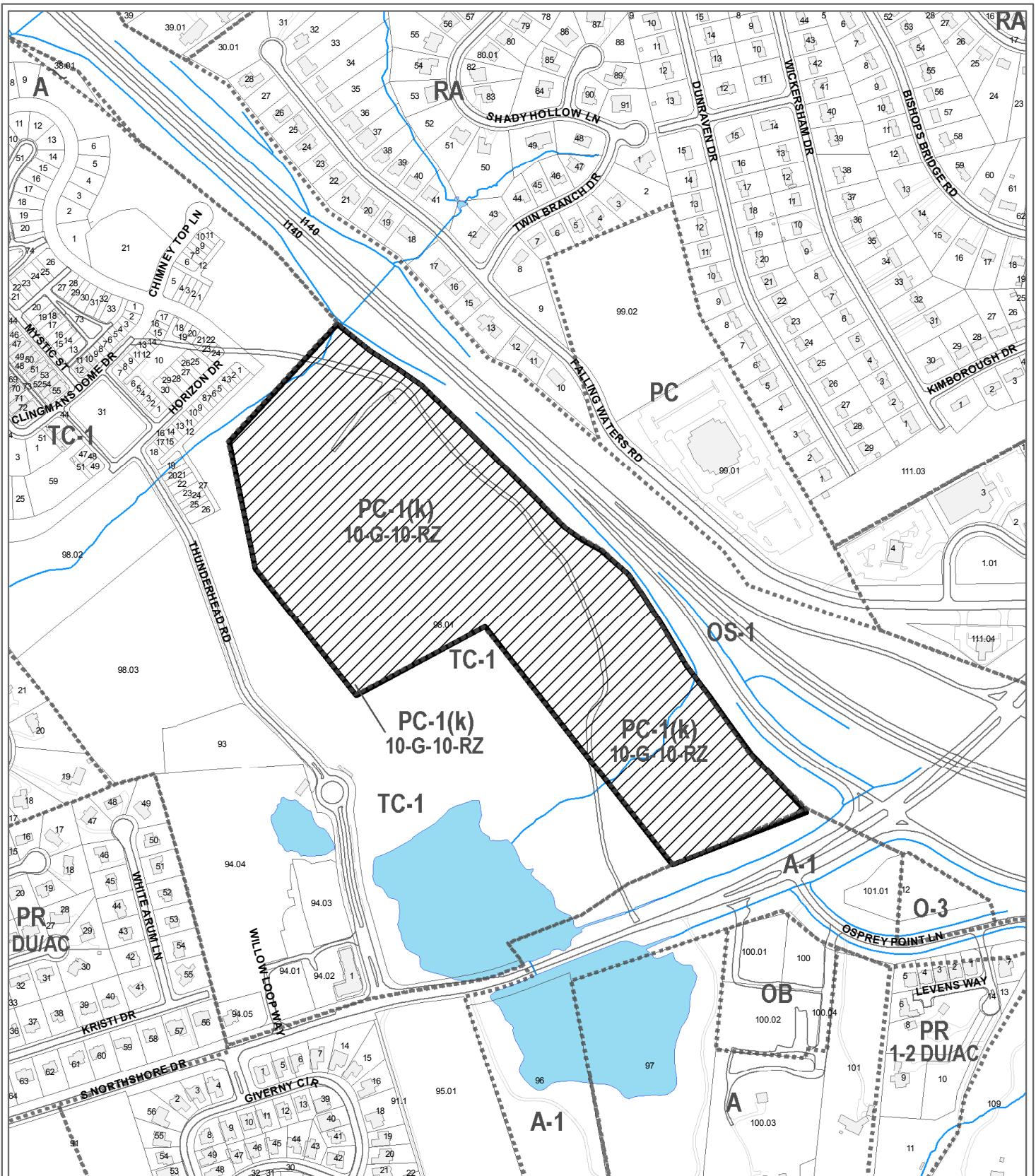
1. The Southwest County Sector Plan proposes mixed use for the site, while the City of Knoxville One Year Plan proposes general commercial and mixed use. The proposed facility is consistent with both plans.

ESTIMATED TRAFFIC IMPACT 11102 (average daily vehicle trips)

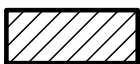
Average Daily Vehicle Trips are computed using national average trip rates reported in the latest edition of "Trip Generation," published by the Institute of Transportation Engineers. Average Daily Vehicle Trips represent the total number of trips that a particular land use can be expected to generate during a 24-hour day (Monday through Friday), with a "trip" counted each time a vehicle enters or exits a proposed development.

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.



**3-C-11-UR
USE ON REVIEW**

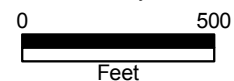


Commercial development in PC-1 (k) (Retail and Office Park)

Petitioner: Northshore Market Investors, LLC

Map No: 154

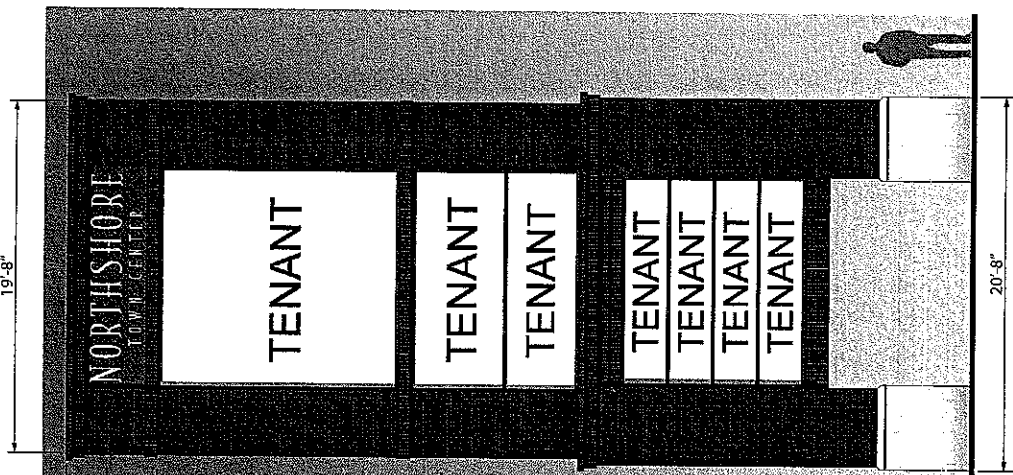
Jurisdiction: City



Original Print Date: 2/23/2011
Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

3-C-11-UR

19'-8"

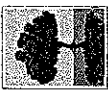


20'-8"

A

Development Directory Sign #1
(PC-1 Zone) - 400 sf

NORTHSHORE MARKET INVESTORS LLC
 6312 KINGSTON PIKE, SUITE E
 KNOXVILLE, TN 37919
 PHONE: (865) 588-5171



28'-0"

B

Development Directory Sign #2
(PC-1 Zone) - 215 sf

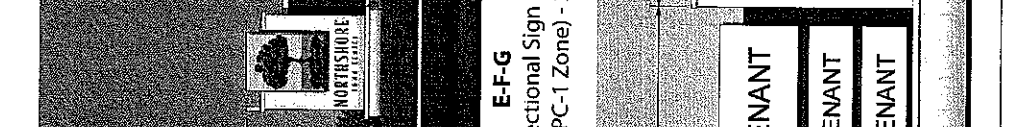
NORTHSHORE
 KNOXVILLE - TENNESSEE
 TOWN CENTER



20'-0"

C

Development Directory Sign #3
(TC-1 Zone) - 90 sf



11'-4"

D-H-I-J-K

Ground/Monument Sign
(PC-1 Zone) - 110 sf



12'-4"

M

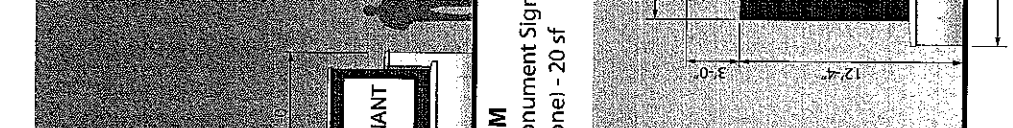
Ground/Monument Sign
(TC-1 Zone) - 20 sf



21'-8"

E-F-G

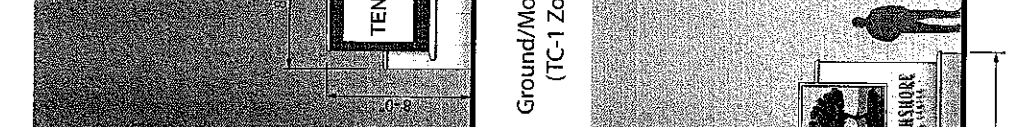
Project Directional Sign #1 #2 #3
(TC-1 & PC-1 Zone) - 30 sf



8'-0"

N

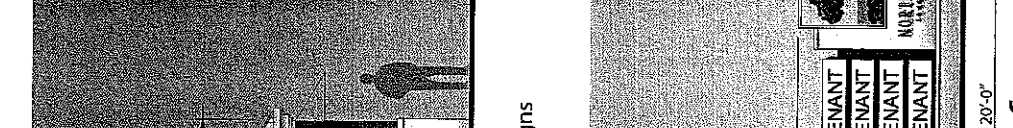
Future Project Directional Signs



8'-0"

M

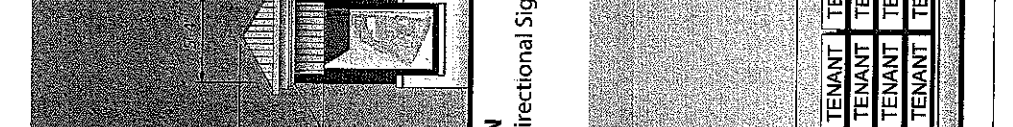
Ground/Monument Sign
(TC-1 Zone) - 20 sf



21'-8"

E-F-G

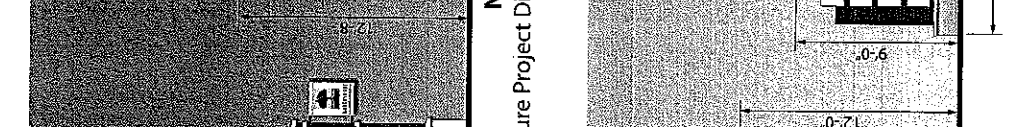
Project Directional Sign #1 #2 #3
(TC-1 & PC-1 Zone) - 30 sf



21'-8"

E-F-G

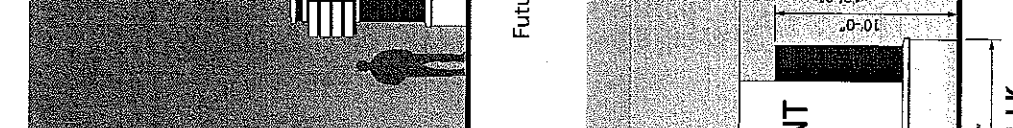
Project Directional Sign #1 #2 #3
(TC-1 & PC-1 Zone) - 30 sf



21'-8"

E-F-G

Project Directional Sign #1 #2 #3
(TC-1 & PC-1 Zone) - 30 sf



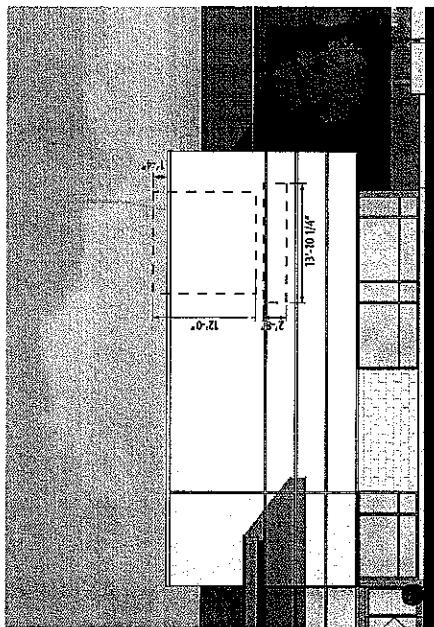
21'-8"

E-F-G

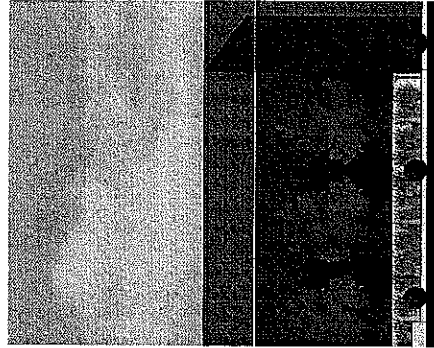
Project Directional Sign #1 #2 #3
(TC-1 & PC-1 Zone) - 30 sf



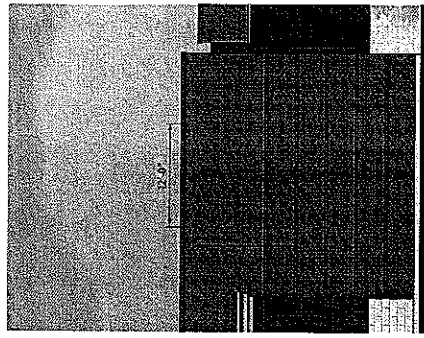
3-C-11-UR



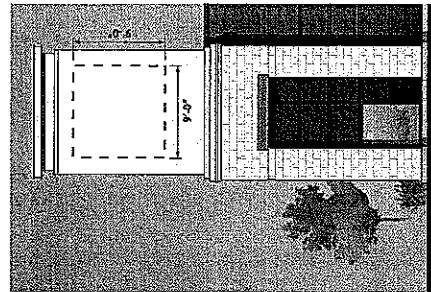
BUILDING IDENTIFICATION SIGN - 181 SQ. FT.
SIGN AREA: 17'-0" FT.
144 SQ. FT.
TOTAL: 12'-0" x 12'-0"
144 SQ. FT.



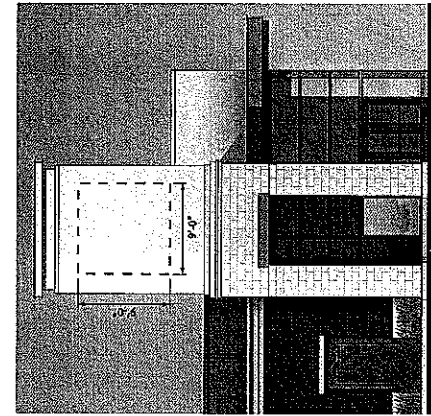
BUILDING IDENTIFICATION SIGN #2 - 35 SQ. FT.
SIGN AREA: 2'-8" x 17'-6"
35 SQ. FT.



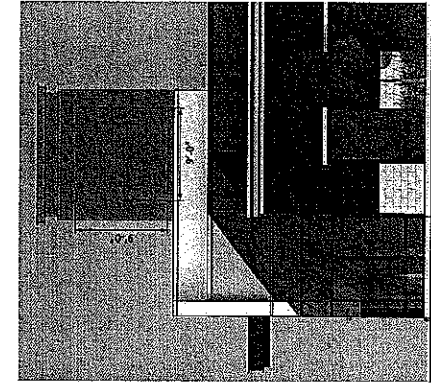
BUILDING IDENTIFICATION SIGN #3 - 144 SQ. FT.
SIGN AREA: 12'-0" x 12'-0"
144 SQ. FT.



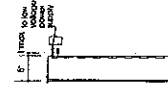
TOWER IDENTIFICATION SIGN No. 1 - 81 SQ. FT.
SIGN AREA: 9'-0" x 9'-0"
81 SQ. FT.



TOWER IDENTIFICATION SIGN No. 2 - 81 SQ. FT.
SIGN AREA: 9'-0" x 9'-0"
81 SQ. FT.



TOWER IDENTIFICATION BULLSEYE SIGN No. 2 - 81 SQ. FT.
SIGN AREA: 9'-0" x 9'-0"
81 SQ. FT.



LETTER DETAIL

CONSTRUCTION :
ALUMINUM RETURNS & BACKS
FLAT 3/16" THICK ACRYLIC FACES
TRIM CAP-RETAINERS

ILLUMINATION :

NOTE : Power supply is located inside above.

ELECTRICAL : 120V

SIGNAGE DETAILS

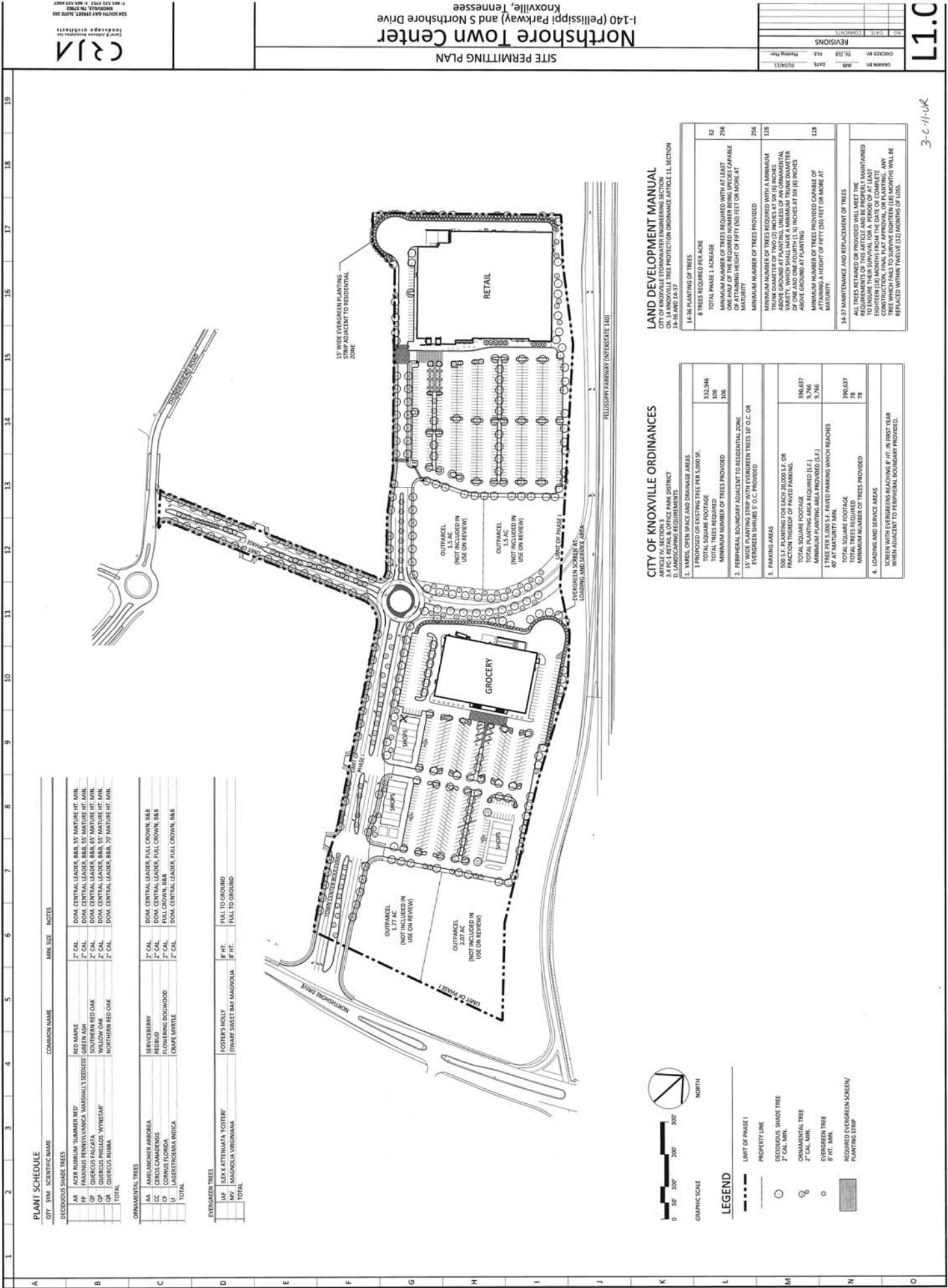


NORTHSHORE
KNOXVILLE TENNESSEE
TOWN CENTER

NORTHSHORE MARKET INVESTORS LLC



6312 KINGSTON PIKE, SUITE E
KNOXVILLE, TN 37919
PHONE: (865) 588-5171



PLANT SCHEDULE

CITY SYM.	SCIENTIFIC NAME	COMMON NAME	MIN. SIZE	NOTES
DECIDUOUS SHADE TREES				
AS	ACER RUBRA	'SHUMER BEE'	2" CAL.	
FR	FRAXINUS PRINOSVANICA	MARSHALL'S SEEDLESS	2" CAL.	
OF	QUERCUS FALCATA	SOUTHERN RED OAK	2" CAL.	
OP	QUERCUS PHellos WYNGSTAR	WILLOW OAK	2" CAL.	
OR	QUERCUS RUBRA	NORTHERN RED OAK	2" CAL.	
	TOTAL			
ORNAMENTAL TREES				
AS	ACER RUBRA	ASH	2" CAL.	
CC	CORNUS FLORIDA	FLOWERING DOGWOOD	2" CAL.	
CF	CORNUS FLORIDA	FLOWERING DOGWOOD	2" CAL.	
U	LAGERSTROMIA INDICA	CHAPE MYRTLE	2" CAL.	
	TOTAL			
EVERGREEN TREES				
IF	ILIXIS ATTENUATA 'TOSTER'	FOXTAIL HOLLY	8" HT.	FULL TO GROUND
MA	MAGNOLIA VIRGINIANA	DWARF SWEET BAY MAGNOLIA	8" HT.	FULL TO GROUND
	TOTAL			

LAND DEVELOPMENT MANUAL
CITY OF KNOXVILLE STORMWATER ENGINEERING SECTION
CITY OF KNOXVILLE TREE PROTECTION ORDINANCE ARTICLE 11, SECTION 14-36 AND 14-37

14-36 PLANTING OF TREES	14-37 MAINTENANCE AND REPLACEMENT OF TREES
32 TOTAL SQUARE FOOTAGE	128 MINIMUM NUMBER OF TREES PROVIDED
256 MINIMUM NUMBER OF TREES PROVIDED	128 MINIMUM NUMBER OF TREES PROVIDED
256 MINIMUM NUMBER OF TREES PROVIDED	128 MINIMUM NUMBER OF TREES PROVIDED
128 MINIMUM NUMBER OF TREES PROVIDED	128 MINIMUM NUMBER OF TREES PROVIDED

CITY OF KNOXVILLE ORDINANCES
ARTICLE IV, SECTION 3
CITY OF KNOXVILLE PARK DISTRICT
D. LANDSCAPING REQUIREMENTS

1. WARDS, OPEN SPACE AND DRAINAGE AREAS	2. PERIPHERAL BOUNDARY ADJACENT TO RESIDENTIAL ZONE	3. PARKING AREAS	4. LOADING AND SERVICE AREAS
1. PROPOSED OR EXISTING TREE PER 5,000 SF. TOTAL SQUARE FOOTAGE: 532,946 TOTAL TREES REQUIRED: 106 MINIMUM NUMBER OF TREES PROVIDED: 106	15' WIDE PLANTING STRIP WITH EVERGREEN TREES 17' O.C. OR EVERGREEN SHRUBS 5' O.C. PROVIDED	100 S.F. PLANTING FOR EACH 20,000 S.F. OR FRACTION THEREOF OF PAVED PARKING. TOTAL SQUARE FOOTAGE: 390,637 TOTAL PLANTING AREA REQUIRED (S.F.): 9,766 MINIMUM PLANTING AREA PROVIDED (S.F.): 9,766	TOTAL SQUARE FOOTAGE: 390,637 TOTAL TREES REQUIRED: 78 MINIMUM NUMBER OF TREES PROVIDED: 78

REVISIONS

NO.	DATE	COMMENTS
CHECKED BY:	9/1/08	FILED
DRAWN BY:	02/24/11	PLANNING THIS

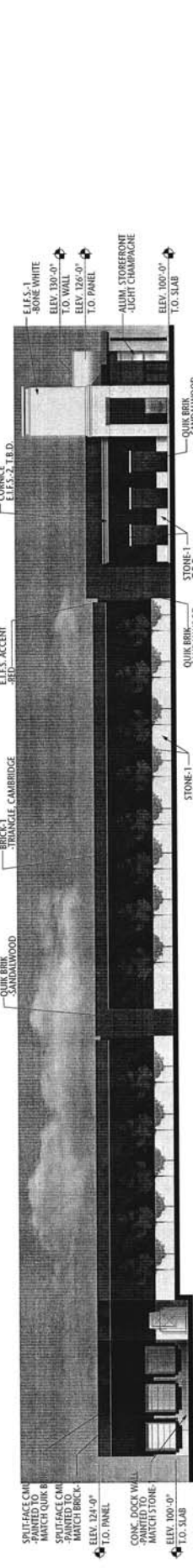
L1.0
3-c-11-0K



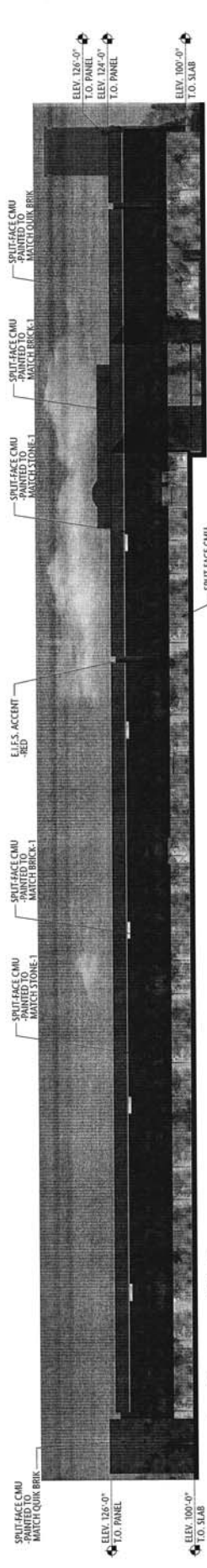
SITE PERMITTING PLAN
Northshore Town Center
1-140 (Pelissippi Parkway) and 5 Northshore Drive
Knoxville, Tennessee



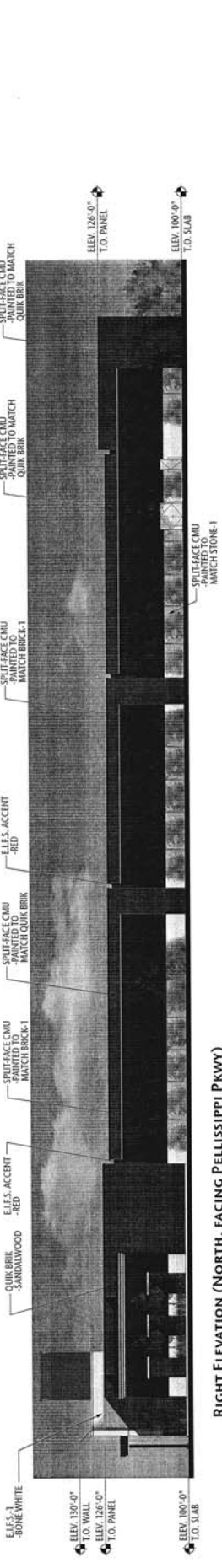
FRONT ELEVATION (EAST, FACING NORTHSORE BLVD)



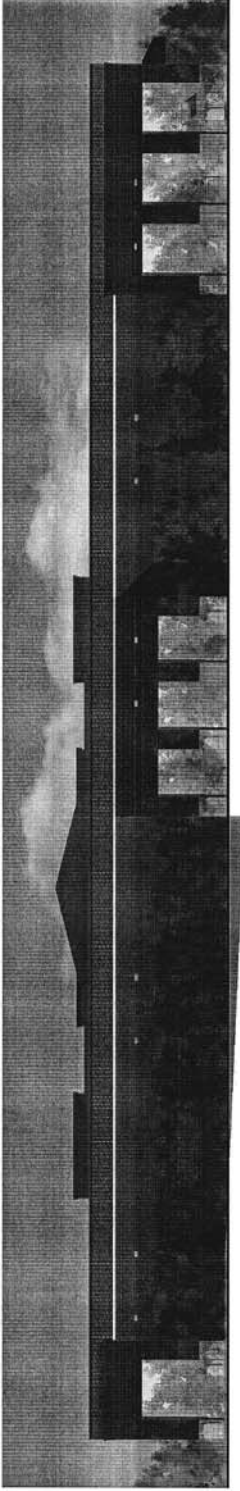
LEFT ELEVATION (SOUTH, FACING THUNDERHEAD RD)



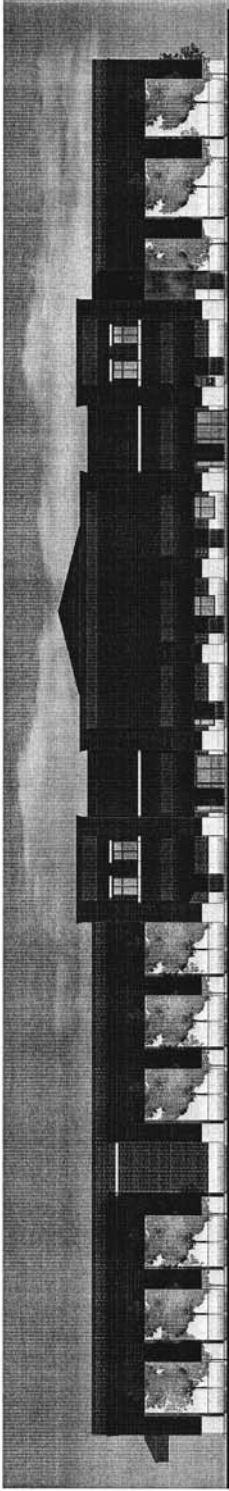
REAR ELEVATION (WEST)



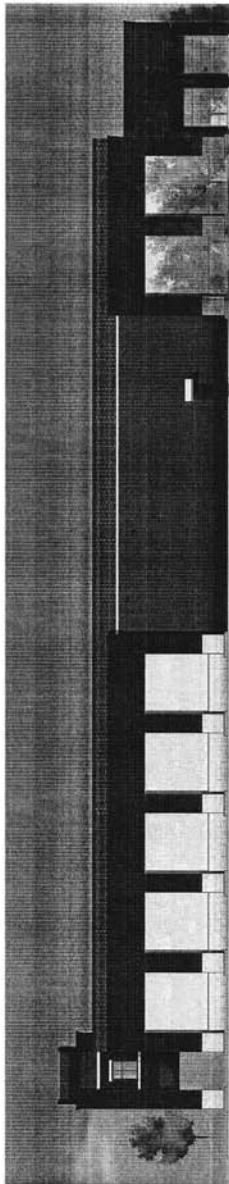
RIGHT ELEVATION (NORTH, FACING PELLISSIPPI PKWY)



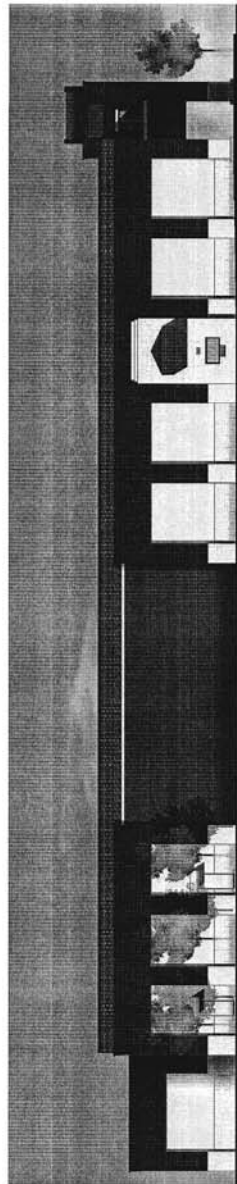
REAR ELEVATION (NORTH, FACING SLIP RAMP)



FRONT ELEVATION (SOUTH, FACING NORTHSHORE BLVD)



RIGHT ELEVATION (EAST, FACING PELLISSIPPI PKWY)



LEFT ELEVATION (WEST, FACING TOWN CENTER BLVD)

3-c-11-UR

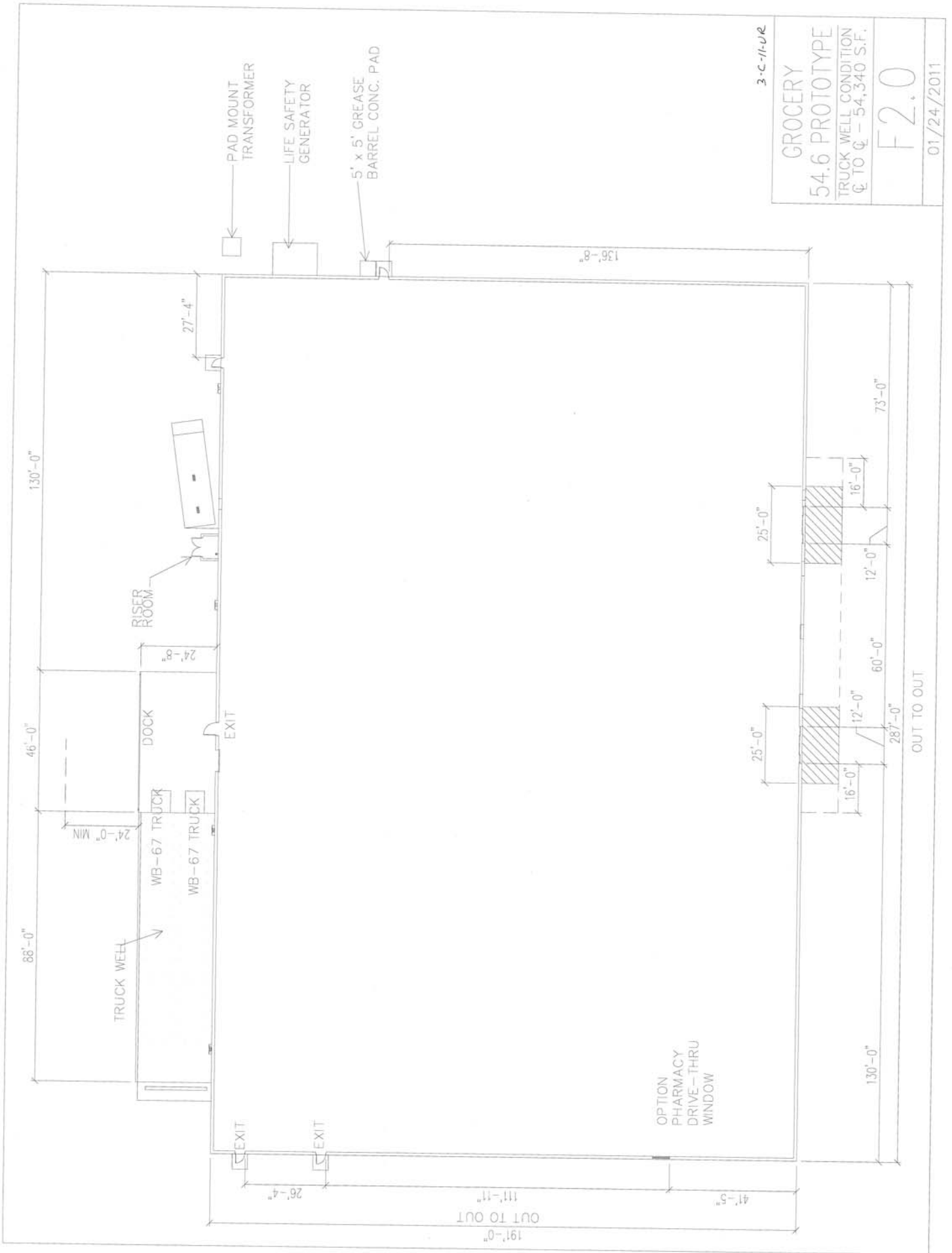
ARCH. PA NOTE: DASHED OUTLINE OF BLDG BASED ON DIMENSIONS & BUILDING FOOTPRINT ON 11/28/09. IN CASE OF OTHER CONSTRUCTION USED.

FOR THE RECORD, THE BUILDING SHALL BE CONSIDERED AS A 100% COMPLETE BUILDING.

PRELIMINARY

METAL ENTRY HALL

DATE: 11/28/09	BY: [Signature]
PROJECT: P09 400 VITA VILLAGE	SHEET: 11 OF 12
DESCRIPTION: BUILDING SITE CRITERIA	
SCALE: AS SHOWN	
DATE: 11/28/09	BY: [Signature]
PROJECT: P09 400 VITA VILLAGE	SHEET: 11 OF 12
DESCRIPTION: BUILDING SITE CRITERIA	
SCALE: AS SHOWN	



**Northshore Town Center
Unified Development Master Sign Submittal**
Phase Two - PC-1 and TC-1 zoning

- A. Development Directory Sign #1 (Pellissippi Parkway Frontage):**
Pylon, 400 ft of signage x 50' height above adjacent elevation of Pellissippi travel pylon. Note: this sign location is within 200' of an intersection of a scenic highway. Signage shall be restricted to the following: (1) Signage shall be restricted to one sign per lot. (2) One pylon with no EMC proposed in lieu of multiple pylons on each lot.
- B. Development Directory Sign #2 (Northshore Drive Frontage):**
One pylon with no EMC proposed (Lots smaller than 6 acres). One of two allowed ground signs on Lot B1.
- C. Development Directory Sign #3 (Thunderhead Road Frontage):**
100 ft (per TC-1 zoning). Restricted by this submittal to 6' of signage max. No sign shall be placed on the right-of-way or on the right-of-way within 3' of property line. Individual tenant panels are to be included on the sign as allowed by utilizing Thunderhead Road frontage.
- D. Ground / Monument Sign:**
Ground / Monument sign of max. 4' x 200' ft as proposed. This sign is one of two allowed ground signs on Lot A.
- E. Project Directional Sign #1:**
36 ft, 6' height max. Landscape feature w/ sign panel/Northshore icon. This sign is one of two allowed signs on Lot R.
- F. Project Directional Sign #2:**
36 ft, 6' height max. Landscape Feature w/ sign panel/Northshore icon. One of two signs allowed on Lot C1.
- G. Project Directional Sign #3:**
30 ft, 6' height max restricted by this submittal. Landscape feature w/ sign panel/icon. Lot D (TC-1). To be constructed in Phase One.
- H. I, J, K, L, Ground / Monument Signs (sign D, similar):**
275' of max allowed / <100' ft as proposed. See exhibit for general design guidelines and actual proposed signage area. This sign will advertise either a single tenant or multiple tenants located on the parcel where the sign is located.
- M. Ground / Monument Sign:**
30' ft max. (TC-1). Counts as second allowed ground sign on Lot C1.
- N. Future Project Directional Signs:**
Kiosks and way finding signs are anticipated in Phases Three and Four primarily

OWNER INFORMATION NORTHSHORE MARKET INVESTORS 6112 KINGSTON PARK, SUITE 100 KNOXVILLE, TN 37919 PH: (865) 588-5171 WWW.NORTHSHORE.COM	ARCHITECT MJM MJM ARCHITECTS 12331 HUNTERS BLVD NASHVILLE, TN 37201 615.244.8170 www.mjmarch.com	CONSULTANT
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LOCATION INTERSECTION OF I-440 (PELLISSIPPI PARKWAY) AND NORTHSHORE BOULEVARD NORTHSHORE TOWN CENTER	DATE SITE PLAN 01/24/2011	REVISIONS	SHEET S-1.0 1" = 100' REVISED! 3-7-11
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