



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

▶ **FILE #:** 4-B-18-UR

AGENDA ITEM #: 62

AGENDA DATE: 4/12/2018

▶ **APPLICANT:** SIMON PROPERTY GROUP

OWNER(S): West Town Mall, LLC

TAX ID NUMBER: 120 K A 001, 00101, 00103, 00104, 00105, 00106, 010 & 013 [View map on KGIS](#)

JURISDICTION: City Council District 2

STREET ADDRESS: 7600 Kingston Pike

▶ **LOCATION:** South side of Kingston Pike, west side of Morrell Rd., north side of Gleason Dr., and east side of Montvue Rd.

▶ **APPX. SIZE OF TRACT:** 95.34 acres

SECTOR PLAN: West City

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

ACCESSIBILITY: Access is via Morrell Rd., Gleason Dr. and Montvue Rd., all being minor arterial streets with a five lane street section within an 88' right-of-way.

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

WATERSHED: Fourth Creek

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

▶ **EXISTING LAND USE:** West Town Mall

▶ **PROPOSED USE:** Sign Master Plan for the Mall

HISTORY OF ZONING: None noted

SURROUNDING LAND USE AND ZONING:
North: Mixed commercial - C-3 (General Commercial) & C-5 (Tourist Commercial)
South: Residences and offices - R-1 (Low Density Residential), R-1A (Low Density Residential); O-1 (Office, Medical, and Related Services) & O-3 (Office Park)
East: Mixed commercial - C-4 (Highway and Arterial Commercial) & PC-1 (Retail and Office Park)
West: Mixed commercial and residences - C-4 (Highway and Arterial Commercial) & R-1 (Low Density Residential), O-3 (Office Park) & O-1 (Office, Medical, and Related Services)

NEIGHBORHOOD CONTEXT: The West Town Mall site is a major commercial node along Kingston Pike. The mall adjoins residential development to the south and west.

STAFF RECOMMENDATION:

▶ **APPROVE the Sign Master Plan for the West Town Mall subject to 6 conditions.**

1. Any request for a development directory sign for the site must be reviewed by the Planning Commission

through the use on review process.

2. Obtain approval from the City of Knoxville's Building Official of the proposed digital display (parking deck availability) in the ST-1 Incidental Internal Wayfinding Signage, or eliminate the digital display.
3. Any minor revision to the approved Sign Master Plan, or requests for additional signage consistent with the approved sign system and adopted sign regulations, is subject to approval by the City of Knoxville's Plans Review & Inspections Division and Planning Commission Staff.
4. Meeting all applicable requirements of the City of Knoxville's Plans Review & Inspections Division.
5. Meeting all applicable requirements of the Knoxville Zoning Ordinance.
6. Meeting all applicable requirements of the Knoxville Department of Engineering.

With the conditions noted, the Sign Master Plan meets the requirements for approval of a Use-on-Review in the SC-3 district.

COMMENTS:

The applicant has submitted a new Sign Master Plan for the West Town Mall as a part of their current renovation plans for the mall. The proposed signage will replace the existing exterior signs at the mall. The proposed sign system includes:

1. The main identification sign located along the Kingston Pike street frontage (existing sign to be retrofitted);
2. Six detached monument identification signs with one located at each of the entrances on Morrell Rd., Gleason Dr. and Montvue Rd.;
3. Nine incidental wayfinding directional signs within the mall site to direct traffic around the mall; and
4. Five attached building signs located at the entrances to the mall including the parking deck.

The seven detached identification signs and the five attached building signs will be illuminated signs. The incidental wayfinding directional signs will have a reflective coating and will not be illuminated.

The applicant has identified a future development directory sign to be located at the southwest corner of the intersection of Kingston Pike and Morrell Rd. That sign is not being approved by this application and will require a separate use on review approval.

To help encourage visitors to the mall to utilize the parking deck located on the west side of the mall, the applicant is requesting approval of the use of a digital display in the incidental wayfinding signs on the east side of the mall. The digital display will identify the number of spaces available within the parking deck. The proposed use of the digital display is still under review by the City of Knoxville.

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

1. The proposed sign master plan, including the proposed wayfinding signs, should help to direct traffic around and through the mall site.
2. The proposed sign system should not negatively affect the character of the surrounding neighborhoods.

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

1. With the recommended conditions, the proposed sign system is consistent with requirements of the SC-3 zoning district, the adopted sign regulations, as well as other 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 MPC PLANS

1. The Knoxville One Year Plan and the West City Sector Plan propose mixed use - regional commercial uses for this site.
2. The site is located within the Urban Growth Area on the Knoxville-Knox County-Farragut Growth Policy Plan map.

ESTIMATED TRAFFIC IMPACT: Not required.

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-B-18-UR
USE ON REVIEW**

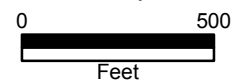


Sign Master Plan for the Mall in SC-3 (Regional Shopping Center)

Petitioner: Simon Property Group

Map No: 120

Jurisdiction: City



Original Print Date: 3/20/2018
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902



Integrated Sign & Graphic
5801 Kingpost Ct.
Lexington, KY 40509
859.268.2800


WEST TOWN MALL
A SIMON MALL

Exterior Signage Design Drawings
February 22, 2018
Revised March 29, 2018

4-B-18-UR
Revised: 4/4/2018



ARCHITECTS PA

2173 Hawkins St. suite B
Charlotte, NC 28203
704.333.5931

M:\2018\West Town Mall\017950-02 Development\Shop Drawings\PDF\West Town Mall Exterior Design Drawings



EXTERIOR SITE SIGNAGE

- (A-1) PROJECT DIRECTIONAL - SINGLE SIDED - Replaces Existing
- (A-2) PROJECT DIRECTIONAL - DOUBLE SIDED - Replaces Existing
- (C) MONUMENT 6 - RESTAURANTS - Future Sign
- (D) MONUMENT 7 - KINGSTON PIKE - Retrofit Existing

EXTERIOR BUILDING SIGNAGE

- (E) ENTRANCE 1 ID - Replaces Existing
- (F) ENTRANCE 2 ID - Replaces Existing
- (G) ENTRANCE 4 ID - Replaces Existing
- (H) ENTRANCE 5 ID - Replaces Existing

EXTERIOR WAYFINDING SIGNAGE

- (I) - HORIZONTAL WITH PARKING COUNT - Replaces Existing
- (J) #3B - HORIZONTAL - Replaces Existing
- (K) #4 - VERTICAL - New
- (L) PARKING DECK SIGN - New

COLORS / MATERIALS

- | | |
|---|---|
| <p>V1
3M 3635-91
DAY/NIGHT VINYL</p> <p>V2
ORACAL 8500-53
LIGHT BLUE
TRANSLUCENT</p> <p>V3
ORACAL 8500-10
WHITE
TRANSLUCENT</p> <p>V4
ORACAL 951-70
OPAQUE BLACK</p> <p>M1
PRODEMA
PRODEX - NUX
COMPOSITE WOOD
PANEL</p> | <p>P1
Paint to match
Simon White
MP32071
White Wonder Satin</p> <p>P2
Paint to match
Simon Black
MP26309
Wells Fargo Black</p> <p>P3
Paint to match
CRYSTAL FINISHING
SYSTEMS - CFT13593
DARK GRAY</p> <p>P4
Paint to match
CRYSTAL FINISHING
SYSTEMS - CFV7386
SPARKLY SILVER</p> |
|---|---|



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Property Owner

Simon Property Group

Name of Project

West Town Mall

Project Address

**7600 Kingston Pike,
Knoxville, TN 37919**

ISG Project Number

017953

Original Drawing Date

02.16.18

Last Revision Date

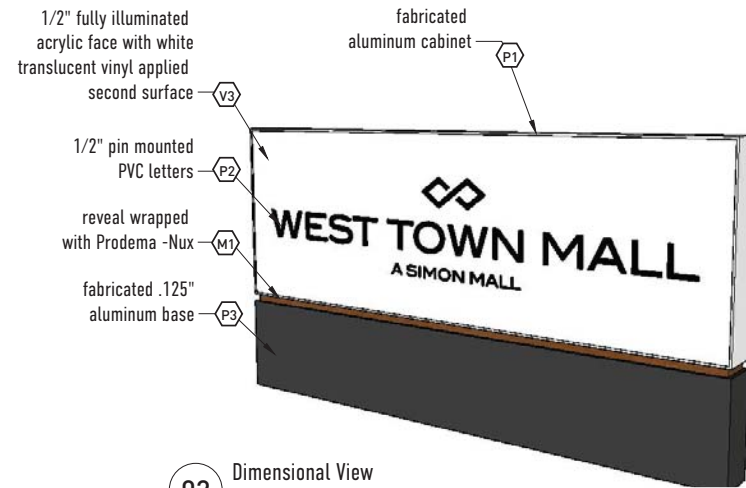
02.22.18

Drawing Title

Site Map



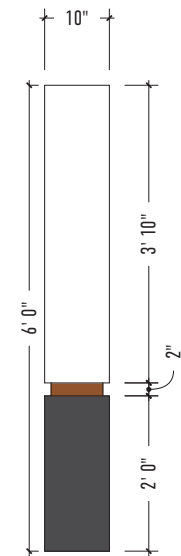
01 Existing Conditions
Scale: N.T.S.



02 Dimensional View
Scale: N.T.S.



03 Front Elevation
Scale: 5/8" = 1'-0"



04 Side Elevation
Scale: 5/8" = 1'-0"



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Property Owner
Simon Property Group

Name of Project
West Town Mall

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017953

Original Drawing Date
02.16.18

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02.22.18

Drawing Title

**ST-A-1 Project
Directional
Single Sided**

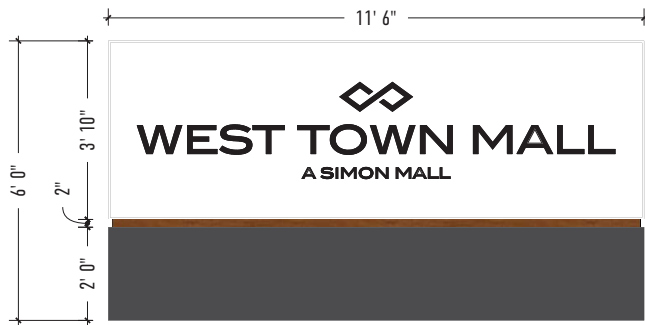
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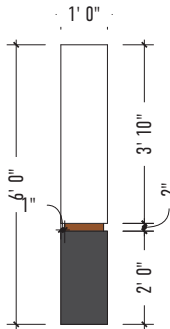
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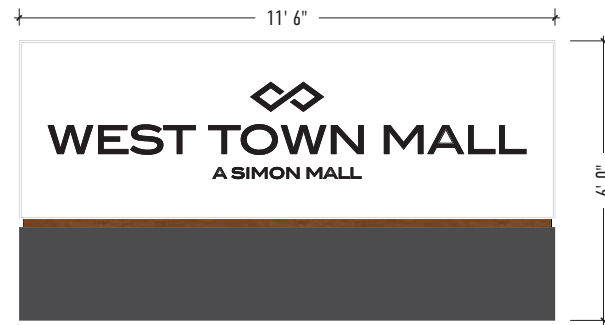
02 Dimensional View
Scale: N.T.S.



03 Front Elevation
Scale: 3/8" = 1'-0"



04 Side Elevation
Scale: 5/8" = 1'-0"



05 Rear Elevation
Scale: 3/8" = 1'-0"



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Property Owner

Simon Property Group

Name of Project

West Town Mall

Project Address

**7600 Kingston Pike,
Knoxville, TN 37919**

ISG Project Number

017953

Original Drawing Date

02.16.18

Last Revision Date

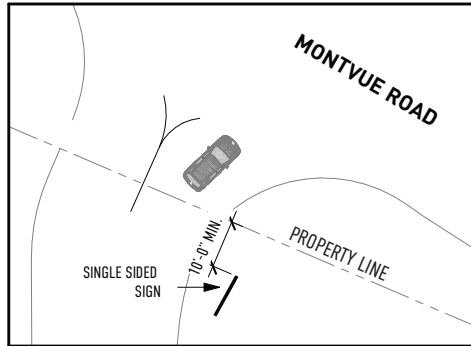
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Drawing Title

**ST-A-2 Project
Directional Double
Sided**

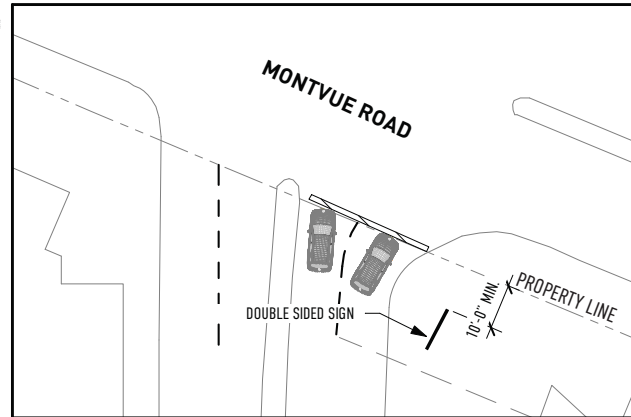
Existing Sign Replacement

Page 3



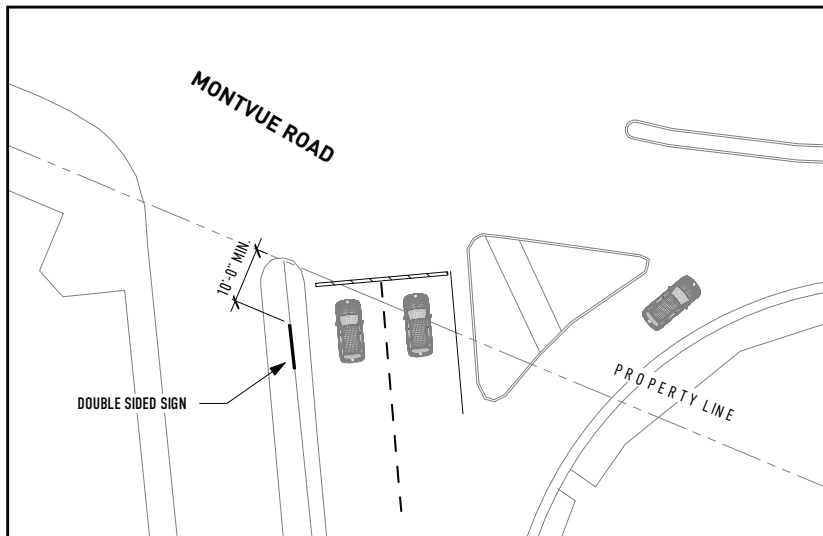
VERIFY EXISTING SIGN LOCATION.
 LOCATE SIGN MIN. 10'-0" FROM PROPERTY LINE
 LOCATE SIGN IS APPROX. SAME LOCATION AS
 EXISTING SIGN

01 MONTVUE 004
 SCALE: 1"=30'



VERIFY EXISTING SIGN LOCATION.
 LOCATE EDGE OF SIGN MIN. 10'-0" FROM PROPERTY LINE
 POSITION NEW SIGN TO MATCH EXISTING SIGN LOCATION

02 MONTVUE 005
 SCALE: 1"=30'



VERIFY EXISTING SIGN LOCATION.
 LOCATE EDGE OF SIGN MIN. 10'-0" FROM PROPERTY LINE
 POSITION NEW SIGN TO MATCH EXISTING SIGN LOCATION

03 MONTVUE 006
 SCALE: 1"=30'



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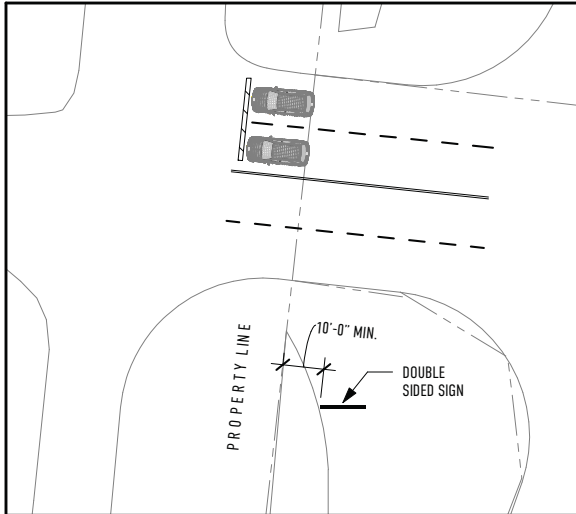
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Last Revision Date

02.29.18

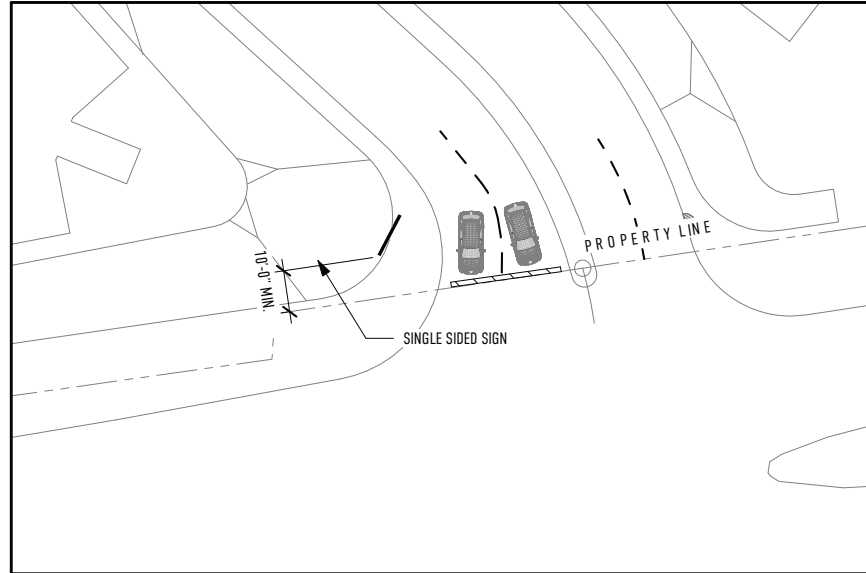
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**Project
 Directional
 Site Map**



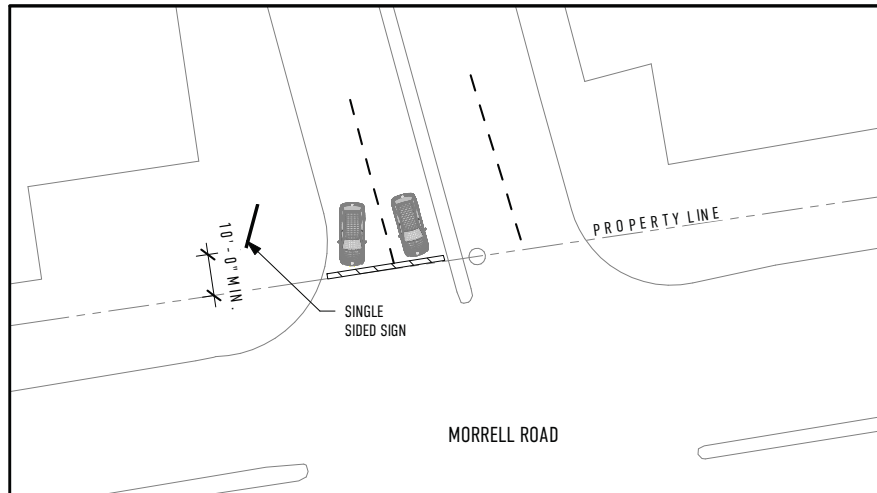
VERIFY EXISTING SIGN LOCATION.
 LOCATE EDGE OF SIGN MIN. 10'-0" FROM PROPERTY LINE
 POSITION NEW SIGN TO MATCH EXISTING SIGN LOCATION

01 GLEASON 003
 SCALE: 1"=30'



VERIFY EXISTING SIGN LOCATION.
 LOCATE EDGE OF SIGN MIN. 10'-0" FROM PROPERTY LINE
 POSITION NEW SIGN TO MATCH EXISTING SIGN LOCATION

02 MORRELL 01
 SCALE: 1"=30'



VERIFY EXISTING SIGN LOCATION.
 LOCATE EDGE OF SIGN MIN. 10'
 POSITION NEW SIGN TO MATCH EXISTING SIGN LOCATION

03 MORRELL 02
 SCALE: 1"=30'



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Property Owner
Simon Property Group

Name of Project
West Town Mall

Project Address
**7600 Kingston Pike,
 Knoxville, TN 37919**

ISG Project Number
017953

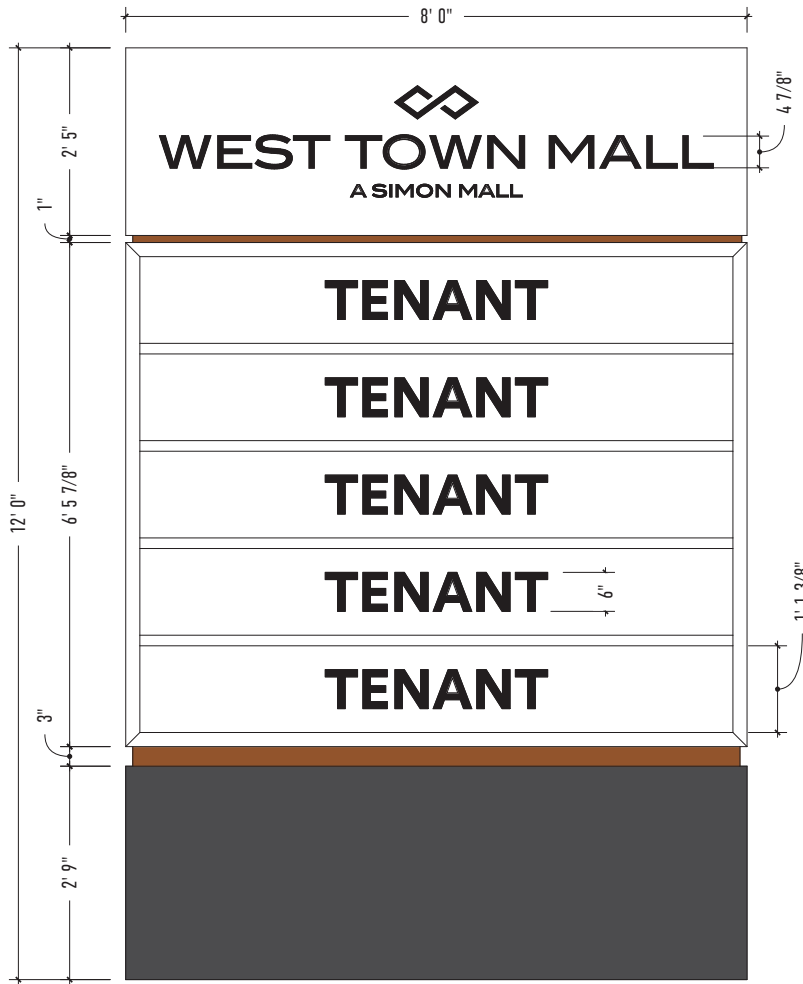
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02.16.18

Last Revision Date
02.29.18

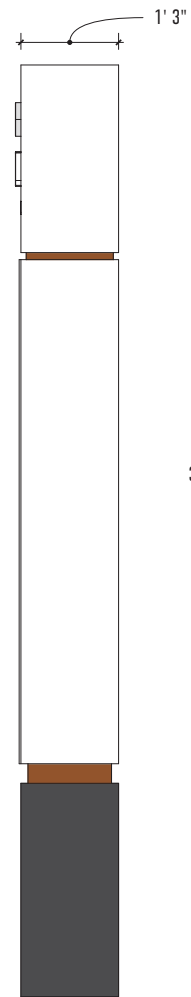
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**Project
 Directional
 Site Map**

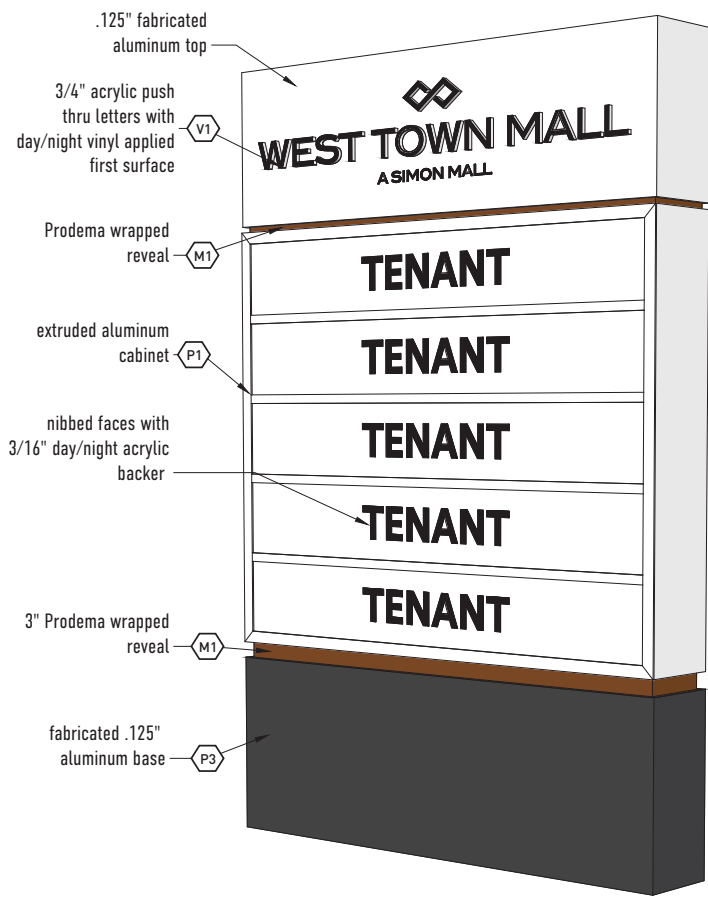
A:\2018\West Town Mall\017953\02_Development\Shop Drawings\PDF\West Town Mall Exterior Design Drawings



01 Front Elevation
Scale: 5/8" = 1'-0"



02 Right Elevation
Scale: 5/8" = 1'-0"



03 Dimensional View
Scale: N.T.S.



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ISG Project Number
017953

Original Drawing Date
02.16.18

Last Revision Date
02.22.18

Drawing Title
**ST-C Development
Directory**

M:\2018\West Town Mall\017953\02 Development\Shop Drawings\PDF\West Town Mall Exterior Design Drawings

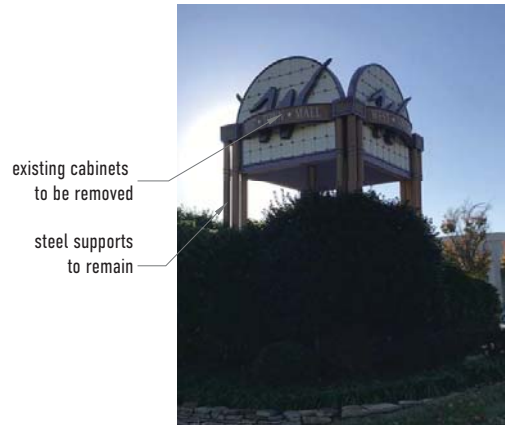


01 Front Elevation
Scale: 3/8" = 1'-0"

- fabricated aluminum cap (P3)
- Prodema wrapped accent (M1)
- .125" aluminum cabinet (P1)
- 1" push thru copy with day/night vinyl applied first surface (V1)
- Prodema wrapped accent (M1)
- fabricated aluminum trim (P4)
- .125" aluminum pole cladding (P3)
- existing base to be painted to match dark gray (P3)



02 Dimensional View
Scale: N.T.S.



03 Existing Conditions
Scale: N.T.S.

Existing Sign Retrofit



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Name of Project
West Town Mall

Project Address
**7600 Kingston Pike,
Knoxville, TN 37919**

ISG Project Number
017953

Original Drawing Date
02.16.18

Last Revision Date
02.22.18

Drawing Title
ST-D Retrofit Pylon Sign



01 North Elevation
Scale: 1/8" = 1'-0"



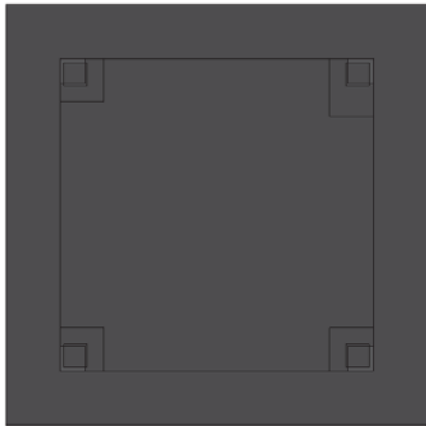
02 East Elevation
Scale: 1/8" = 1'-0"



03 South Elevation
Scale: 1/8" = 1'-0"



04 West Elevation
Scale: 1/8" = 1'-0"



05 Plan Elevation
Scale: 3/16" = 1'-0"



Kingston Pike



06 Existing Conditions
Scale: N.T.S.

Existing Sign Retrofit



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Property Owner

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Name of Project

West Town Mall

Project Address

7600 Kingston Pike,
Knoxville, TN 37919

ISG Project Number

017953

Original Drawing Date

02.16.18

Last Revision Date

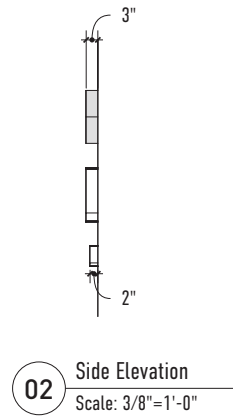
02.22.18

Drawing Title

ST-D Retrofit Pylon
Sign



01 Front Elevation
Scale: 3/8"=1'-0"



02 Side Elevation
Scale: 3/8"=1'-0"



03 Dimensional View
Scale: N.T.S.



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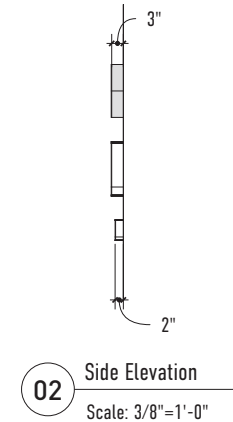
Drawing Title
ST-E Entrance 1 ID

M:\2018\West Town Mall\017953\02 Development\Shop Drawings\PDF\West Town Mall Exterior Design Drawings

M:\2018\West Town Mall\017953\02 Development\Shop Drawings\PDF\West Town Mall Exterior Design Drawings



01 Front Elevation
Scale: 3/8"=1'-0"



03 Dimensional View
Scale: N.T.S.

Building Mounted Sign



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Simon Property Group

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West Town Mall

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ISG Project Number
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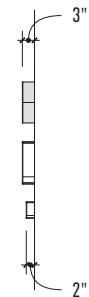
Original Drawing Date
02.16.18

Last Revision Date
02.22.18

Drawing Title
ST-F Entrance 2 ID



01 Front Elevation
Scale: 3/8"=1'-0"



02 Side Elevation
Scale: 3/8"=1'-0"



03 Dimensional View
Scale: N.T.S.



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Drawing Title

ST-G Entrance 4 ID

Building Mounted Sign

Page 11



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017953

Original Drawing Date

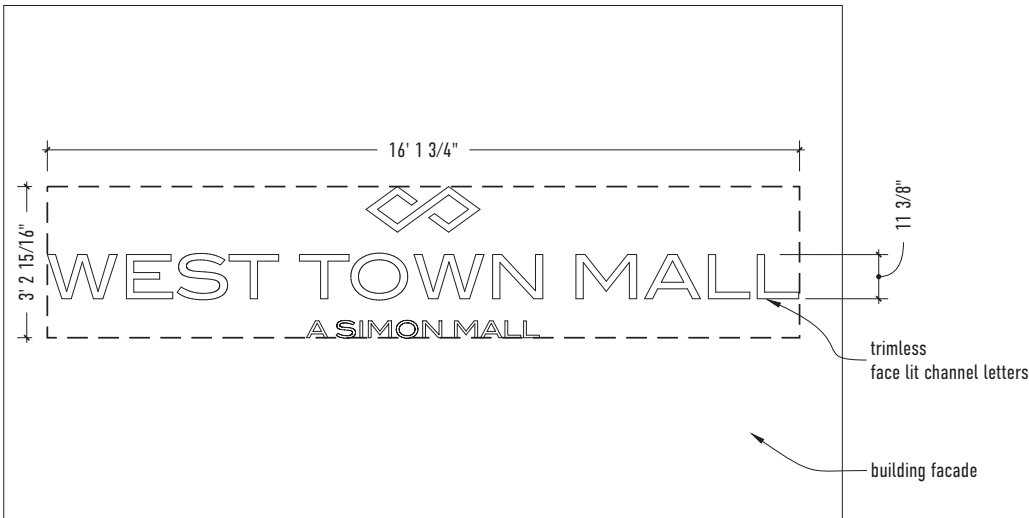
02.16.18

Last Revision Date

02.22.18

Drawing Title

ST-H Entrance 5 ID



01 Front Elevation
 Scale: 3/8"=1'-0"



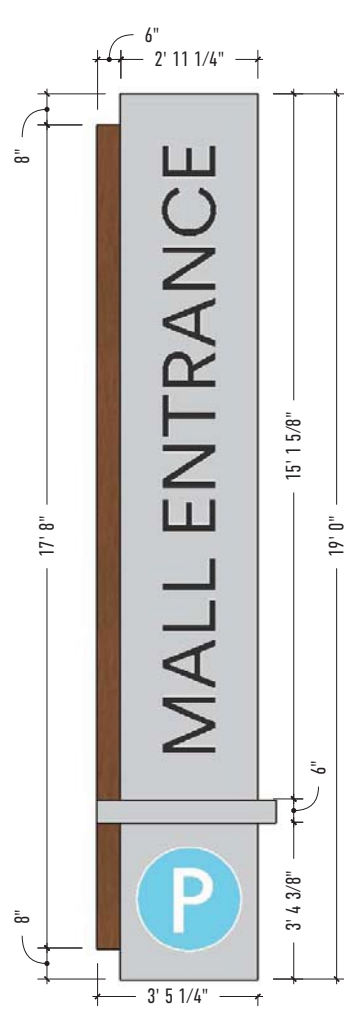
02 Side Elevation
 Scale: 3/8"=1'-0"



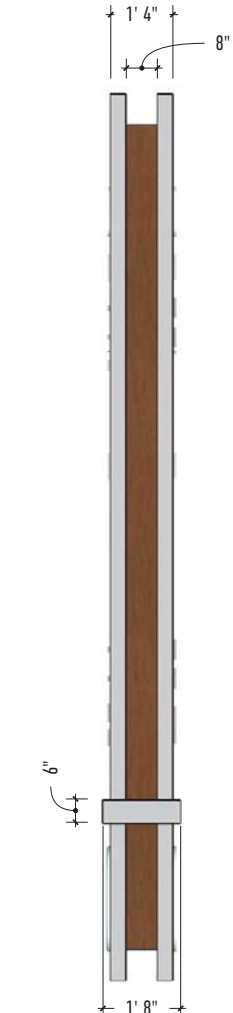
03 Dimensional View
 Scale: N.T.S.

Building Mounted Sign

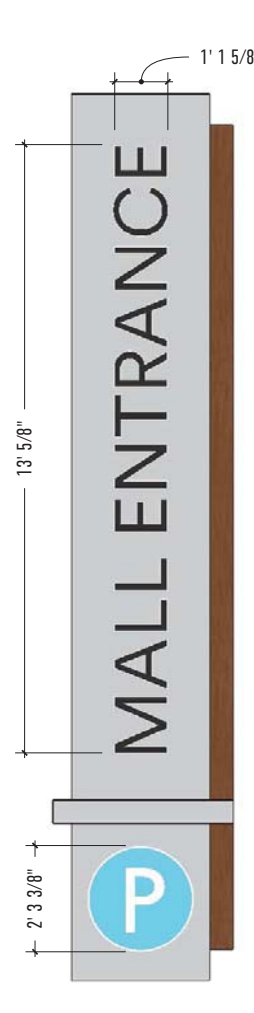
Page 12



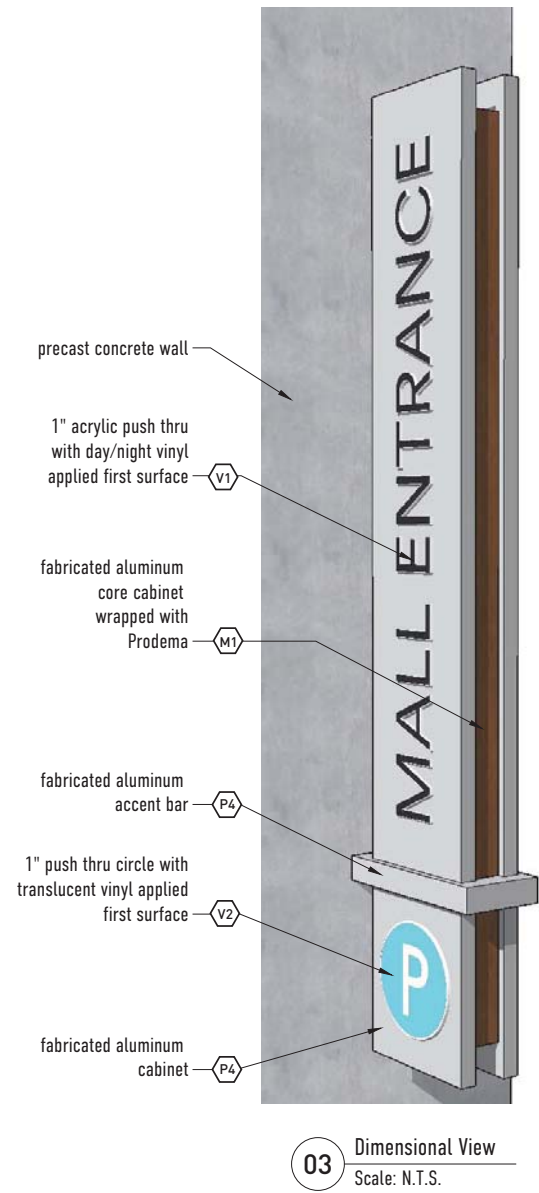
01 Front Elevation
Scale: 3/8" = 1'-0"



02 Side Elevation
Scale: 3/8" = 1'-0"




03 Back Elevation
Scale: 3/8" = 1'-0"



03 Dimensional View
Scale: N.T.S.

**New Sign Location
-Building Mounted**



INTEGRATED SIGN & GRAPHIC, INC.
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Lexington, KY 40509
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Office 859.263.2800
Online integratedsign.com

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Property Owner
Simon Property Group

Name of Project
West Town Mall

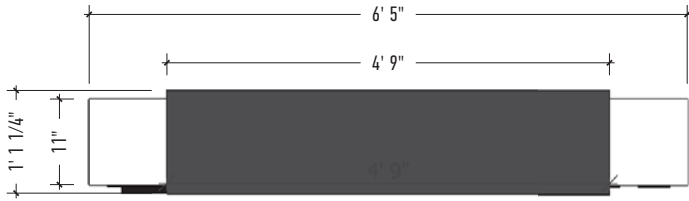
Project Address
**7600 Kingston Pike,
Knoxville, TN 37919**

ISG Project Number
017953

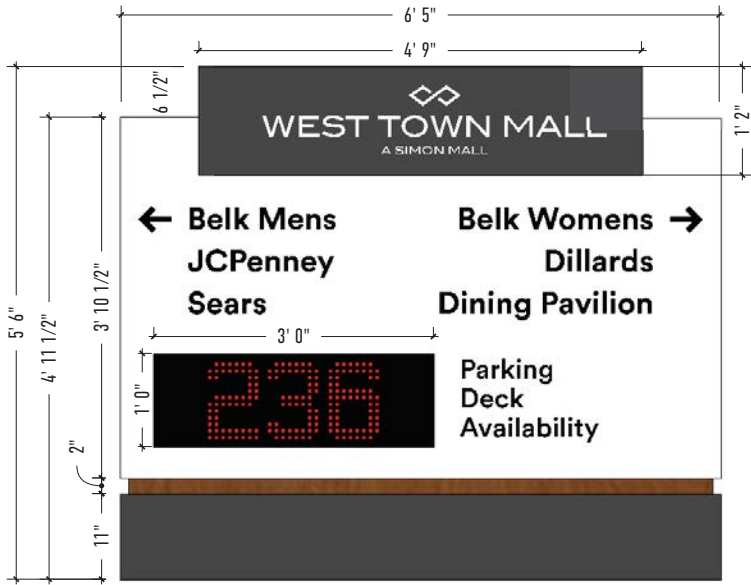
Original Drawing Date
02.16.18

Last Revision Date
02.22.18

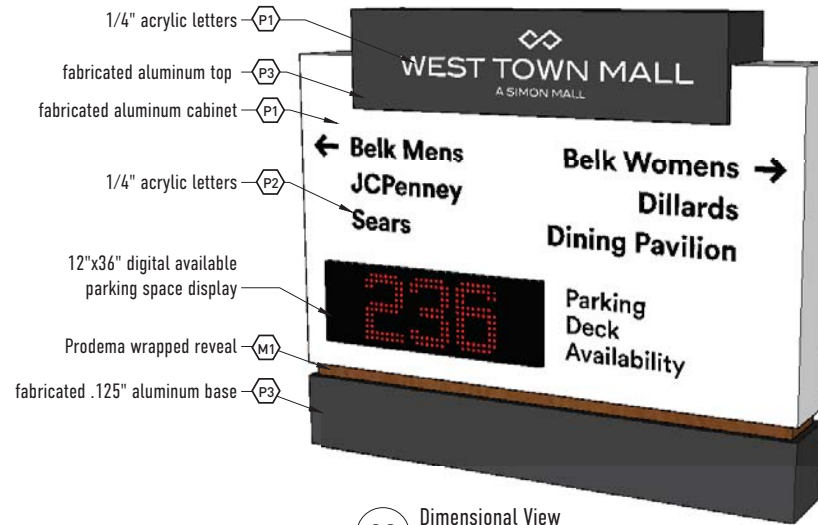
Drawing Title
ST-L Parking Deck Sign



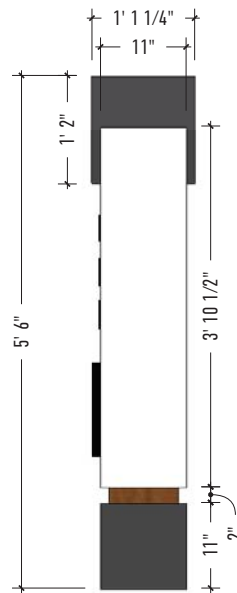
01 Top Elevation
Scale: 3/4" = 1'-0"



03 Front Elevation
Scale: 3/4" = 1'-0"



02 Dimensional View
Scale: N.T.S.



04 Side Elevation
Scale: 3/4" = 1'-0"



05 Existing Conditions
Scale: N.T.S.



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Property Owner
Simon Property Group

Name of Project
West Town Mall

Project Address
7600 Kingston Pike,
Knoxville, TN 37919

ISG Project Number
017953

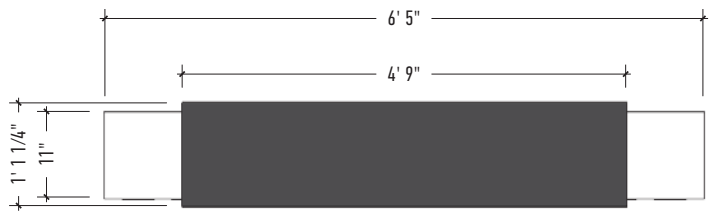
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02.16.18

Last Revision Date
02.22.18

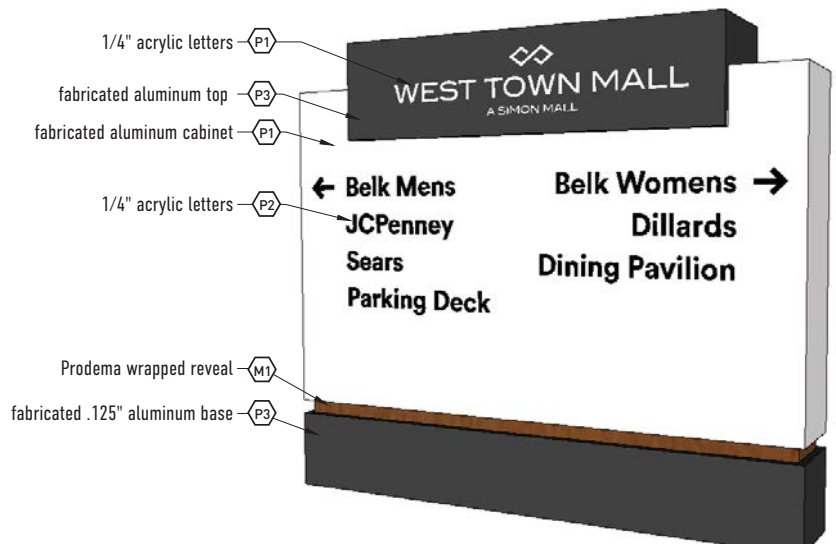
Drawing Title

ST-1 Incidental
Internal Wayfinding
Signage

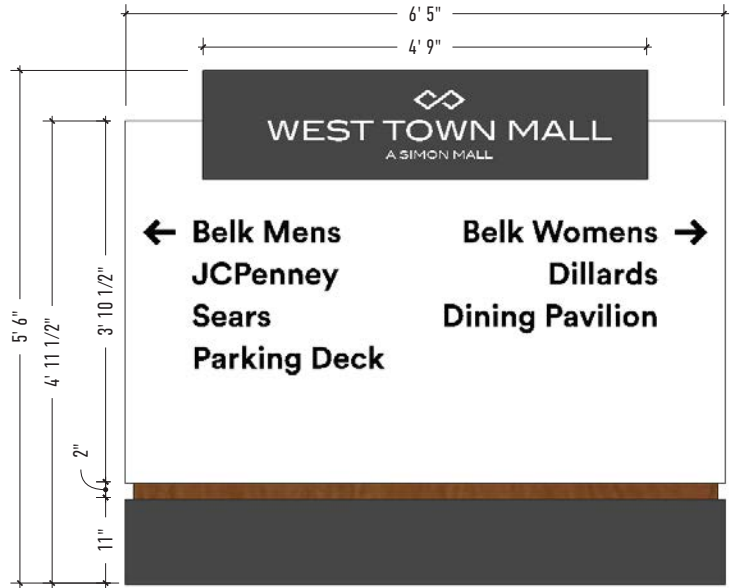
Existing Sign Replacement



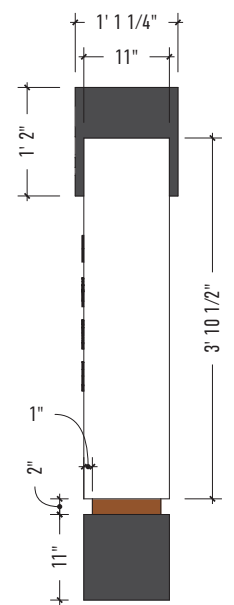
01 Top Elevation
Scale: 3/4" = 1'-0"



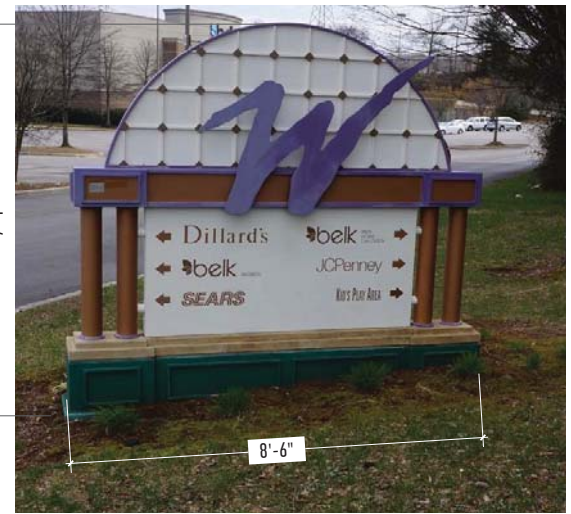
02 Dimensional View
Scale: N.T.S.



03 Front Elevation
Scale: 3/4" = 1'-0"



04 Side Elevation
Scale: 3/4" = 1'-0"



05 Existing Conditions
Scale: N.T.S.



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Property Owner
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Name of Project
West Town Mall

Project Address
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Knoxville, TN 37919**

ISG Project Number
017953

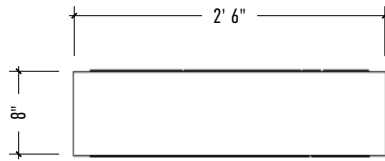
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02.16.18

Last Revision Date
02.22.18

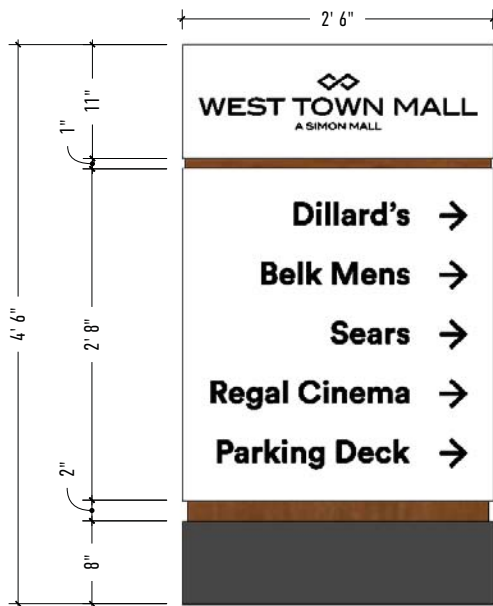
Drawing Title

**ST- J Incidental
Internal Wayfinding
Signage**

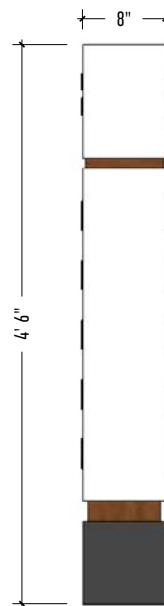
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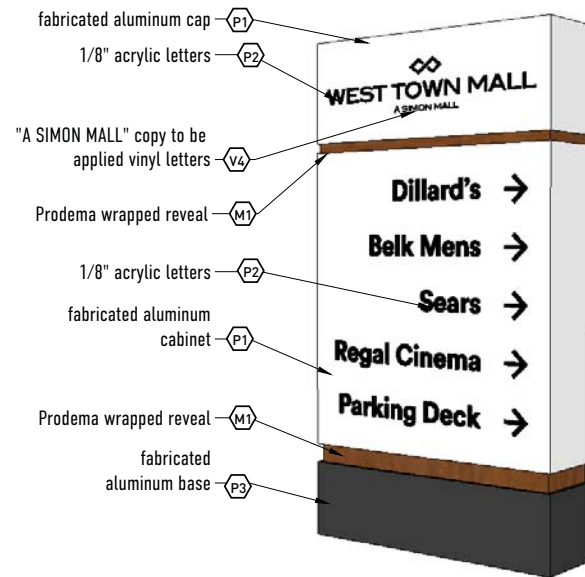
01 Top Elevation
Scale: 1" = 1'-0"



02 Front Elevation
Scale: 1" = 1'-0"



03 Side Elevation
Scale: 1" = 1'-0"



04 Dimensional View
Scale: N.T.S.



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Property Owner

Simon Property Group

Name of Project

West Town Mall

Project Address

**7600 Kingston Pike,
Knoxville, TN 37919**

ISG Project Number

017953

Original Drawing Date

02.16.18

Last Revision Date

03.29.18

Drawing Title

**ST-K Site
Wayfinding**

New Sign Locations

Page 16

Use on Review Development Plan

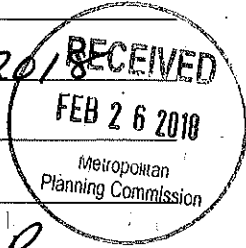
Name of Applicant: SIMON PROPERTY GROUP

Date Filed: 2-26-18 Meeting Date: April 12, 2018

Application Accepted by: Thomas Buchler

Fee Amount: File Number: Development Plan

Fee Amount: \$1500.00 File Number: Use on Review 4-B-18-UR



PROPERTY INFORMATION

Address: 7600 KINGSTON PIKE

General Location: WEST TOWN MALL S side of Kingston Pike, W side Mornell Rd, N side Gleason Dr, E side Montvue Rd

Tract Size: 95.34 ac. No. of Units: N/A

Zoning District: SC-3

Existing Land Use: Mall

Planning Sector: West City

Sector Plan Proposed Land Use Classification: MU-RC

Growth Policy Plan Designation: Urban

Census Tract: 44.03

Traffic Zone: 160

Parcel ID Number(s): 00104, 00105, 00106, 010+013

Jurisdiction: [X] City Council 2 District [] County Commission District

PROPERTY OWNER/OPTION HOLDER

PLEASE PRINT

Name: BRIAN NELSON

Company: WEST TOWN MALL LLC

Address: 7600 KINGSTON PIKE

City: KNOXVILLE State: TN Zip: 37919

Telephone: 317-263-7108

Fax:

E-mail: BNELSON@SIMON.COM

APPLICATION CORRESPONDENCE

All correspondence relating to this application should be sent to:

PLEASE PRINT

Name: KRISTIN MULKEY

Company: BHM ARCHITECTS

Address: 2173 HAWKINS

City: CHARLOTTE State: NC Zip: 28203

Telephone: 704-281-6427

Fax:

E-mail: KRISTINE@BHMARC.COM

APPROVAL REQUESTED

[X] Development Plan: Residential [X] Non-Residential [] Home Occupation (Specify Occupation)

[X] Other (Be Specific)

SIGNAGE REVIEW

Sign Master Plan

APPLICATION AUTHORIZATION

I hereby certify that I am the authorized applicant, representing ALL property owners involved in this request or holders of option on same, whose signatures are included on the back of this form.

Signature: [Signature]

PLEASE PRINT

Name: BRIAN NELSON

Company: West Town Mall LLC

Address: 7600 Kingston Pike

City: Knoxville State: TN Zip: 37919

Telephone: 317 263 7108

E-mail: bnelson@simon.com

SIGNATURES OF ALL PROPERTY OWNERS INVOLVED OR HOLDERS OF OPTION ON SAME MUST BE LISTED BELOW:

Please Sign in Black Ink:

(If more space is required attach additional sheet.)

Name Address City State Zip Owner Option

West Town Mall LLC PO Box 6120 Indianapolis IN ✓

JC Penney Properties Inc. PO Box 10001 Dallas TX 46206 ✓

Dillard TN Operating Limited Partnership 4501 N Beach Fort Worth TX 76137 ✓

Lined area for additional property owners and options.