



# SPECIAL USE REPORT

▶ **FILE #:** 4-B-21-SU

**AGENDA ITEM #:** 39

**AGENDA DATE:** 4/8/2021

▶ **APPLICANT:** EAST TENNESSEE CHILDREN'S HOSPITAL

**OWNER(S):** East Tenn Children's Hospital Assoc., Inc.

**TAX ID NUMBER:** 108 C B 021 & 028 , 108CC015 & 019, 094NJ001 [View map on KGIS](#)

**JURISDICTION:** City Council District 1

**STREET ADDRESS:** 2018 Clinch Ave. (617 & 710 S Twenty First St., and 1915 & 2100 White Ave.)

▶ **LOCATION:** **se/s Clinch Ave., se/s 21st St., nw/s of White Ave.**

▶ **APPX. SIZE OF TRACT:** 1.77 acres

**SECTOR PLAN:** Central City

**GROWTH POLICY PLAN:** N/A

**ACCESSIBILITY:** Access is via Clinch Ave., White Ave., Twentieth St., Twenty-First St., and Twenty-Second St.

**UTILITIES:** Water Source: Knoxville Utilities Board

Sewer Source: Knoxville Utilities Board

**WATERSHED:** Third Creek

▶ **ZONING:** **INST (Institutional)**

▶ **EXISTING LAND USE:** **P-QP (Public-Quasi Public)**

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

**HISTORY OF ZONING:**

**SURROUNDING LAND USE AND ZONING:** North: Hospital - INST (Institutional)

South: Mixed commercial - CU-2 (Cumberland Avenue)

East: Hospital - INST (Institutional)

West: Medical office, Residences - O (Office) & RN-5 (General Residential Neighborhood)

**NEIGHBORHOOD CONTEXT:** East Tennessee Children's Hospital is located in western portion of the Fort Sanders neighborhood and is adjacent to the Fort Sanders Hospital. The Cumberland Avenue commercial corridor is the south.

## STAFF RECOMMENDATION:

▶ **WITHDRAW the application as requested by the applicant.**

The applicant is requesting withdrawal because the signs requested as part of the master sign plan cannot be approved as part of that process.

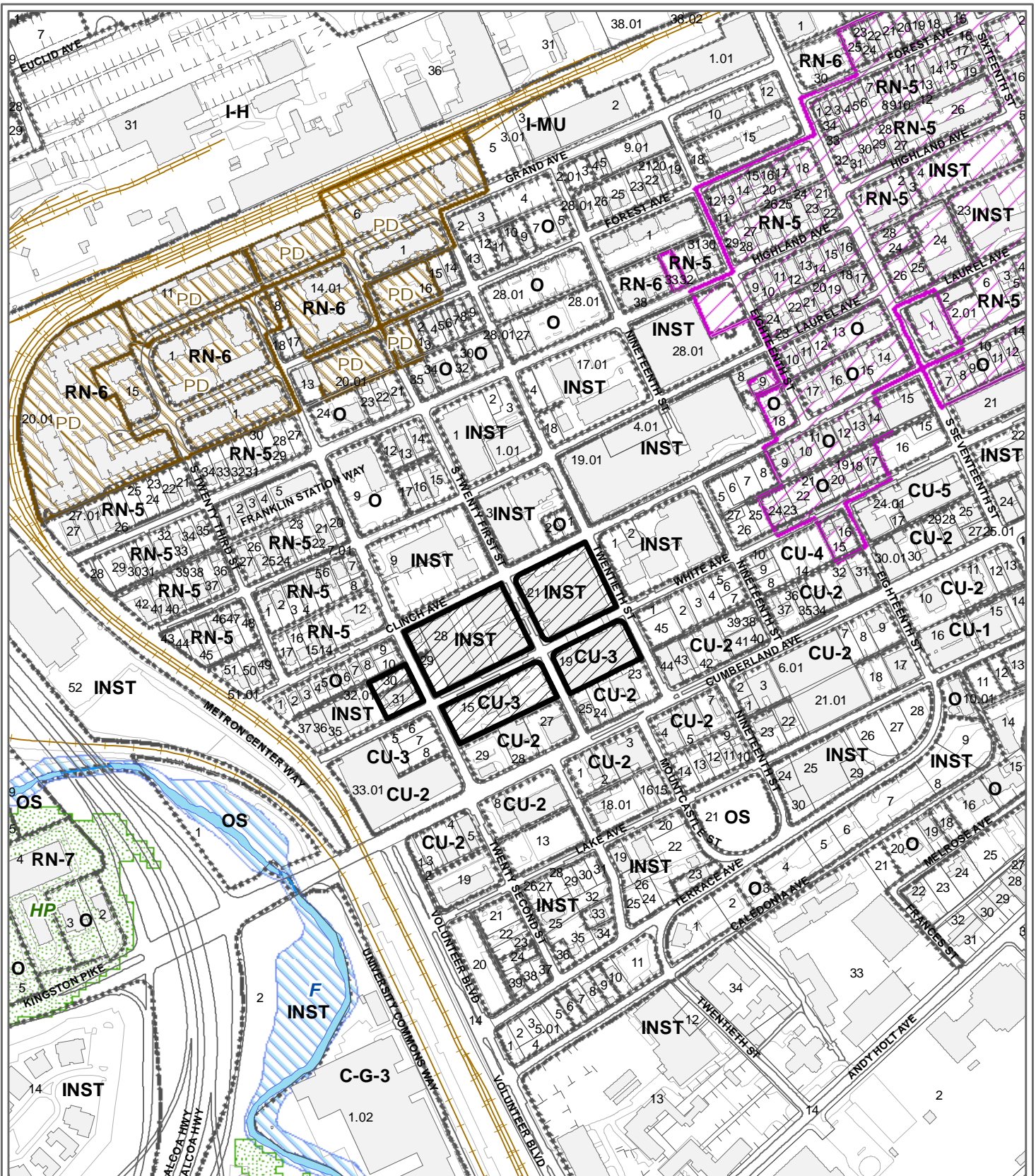
## COMMENTS:

The proposed master sign plan includes wayfinding signage around the East Tennessee Children's Hospital campus and building wall signage.

ESTIMATED TRAFFIC IMPACT: Not required.

ESTIMATED STUDENT YIELD: Not applicable.

The Planning Commission'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 a Planning Commission decision in the City.



**4-B-21-SU  
SPECIAL USE**



Master Sign Plan in INST (Institutional)

Original Print Date: 3/10/2021

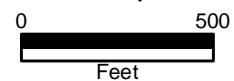
Revised:

Knoxville - Knox County Planning Commission \* City / County Building \* Knoxville, TN 37902

Petitioner: East Tennessee Children's Hospital

Map No: 108

Jurisdiction: City





**CAMPUS EXTERIOR SIGNAGE PLAN**

EXTERIOR SIGNAGE, OUTLYING WAYFINDING & IDENTIFICATION LOCATIONS  
SIGN LOCATION PLANS

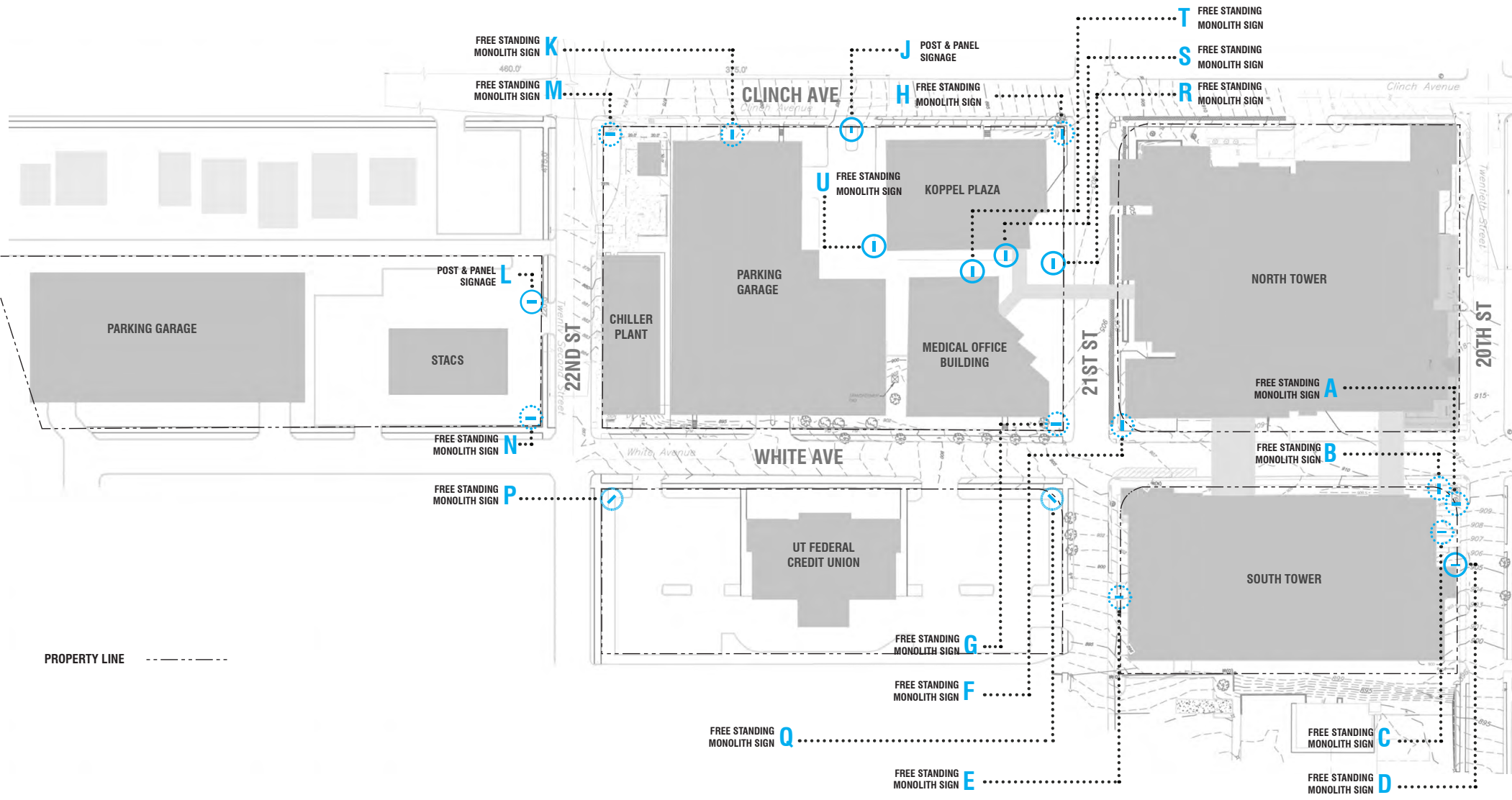
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ELEVATION

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17-02-2021  
**3** ETCH MASTER PLAN FLOOR MOUNTED SIGNAGE  
 ETCH CAMPUS EXTERIOR SIGNAGE GRAPHICS  
 EAST TENNESSEE CHILDREN'S HOSPITAL

FREE STANDING, INTERNALLY ILLUMINATED MONOLITH SIGN

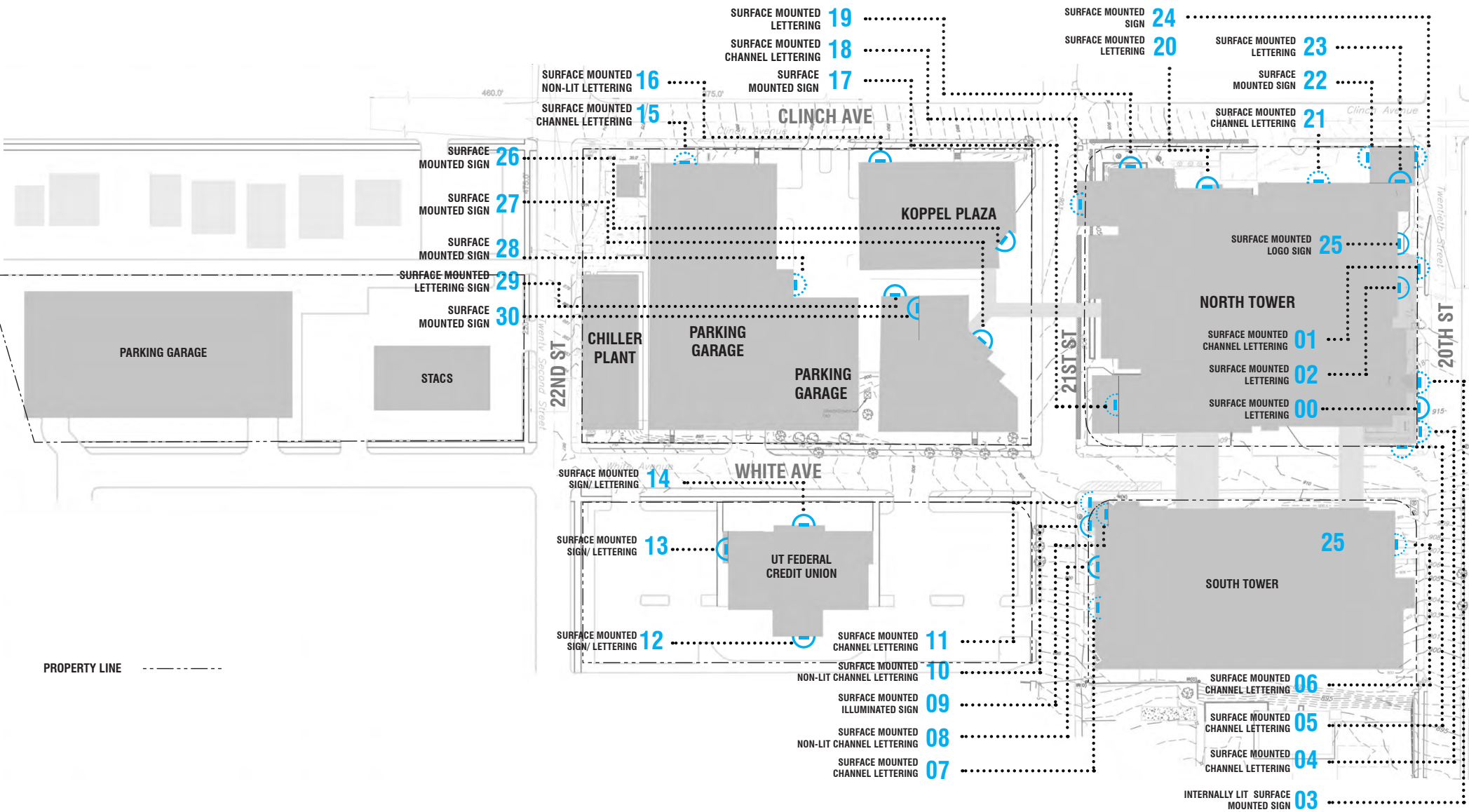
FREE STANDING, NON-LIT MONOLITH SIGN

FREE STANDING, FLOOR LIT MONOLITH SIGN

**A** SIGN LOCATION



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17.02.2021 **4** ETCH MASTER PLAN BUILDING MOUNTED SIGNAGE  
 ETCH CAMPUS EXTERIOR SIGNAGE GRAPHICS  
 EAST TENNESSEE CHILDREN'S HOSPITAL

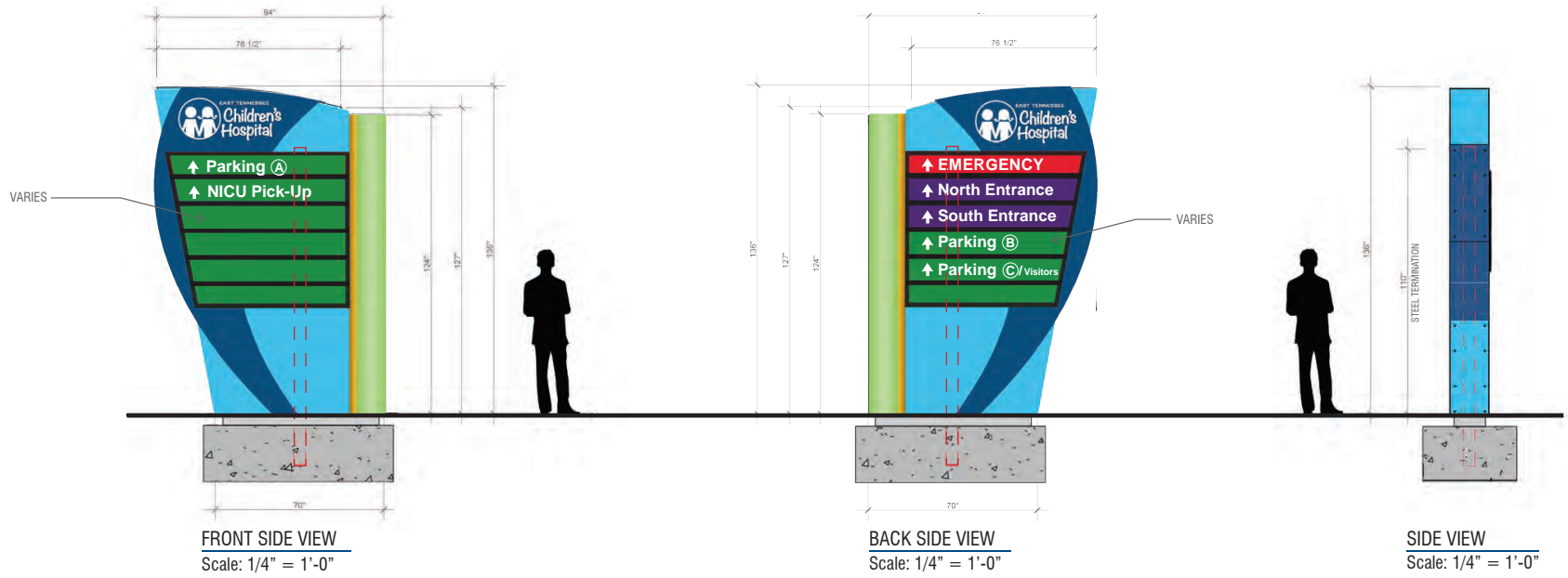
 SURFACE MOUNTED INTERNALLY LIT SIGN/CHANNEL LETTERING

 SURFACE MOUNTED NON-LIT SIGN/CHANNEL LETTERING

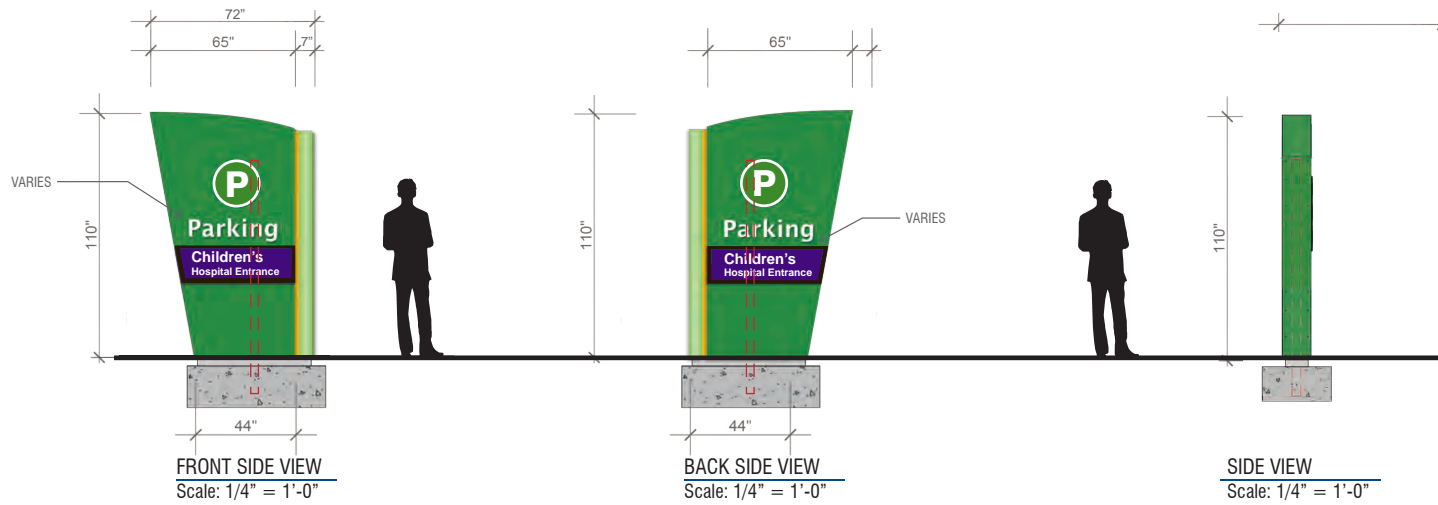
**01** LOCATION OF SURFACE MOUNTED SIGN/LETTERING



**SIGN TYPE A**  
INTERNALLY ILLUMINATED  
MONOLITH SIGN  
136" x 94"

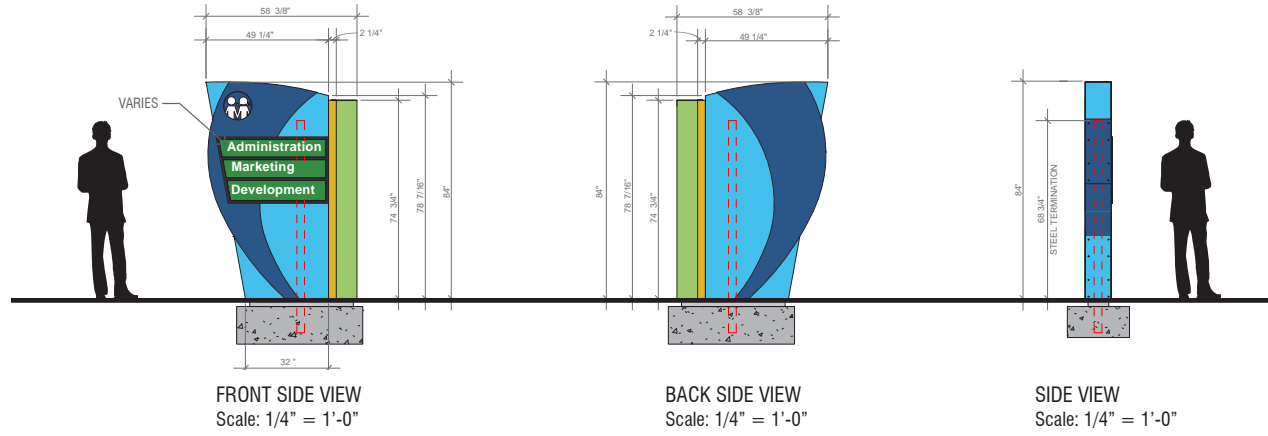


**SIGN TYPE B**  
INTERNALLY ILLUMINATED  
MONOLITH SIGN  
110 x 65"

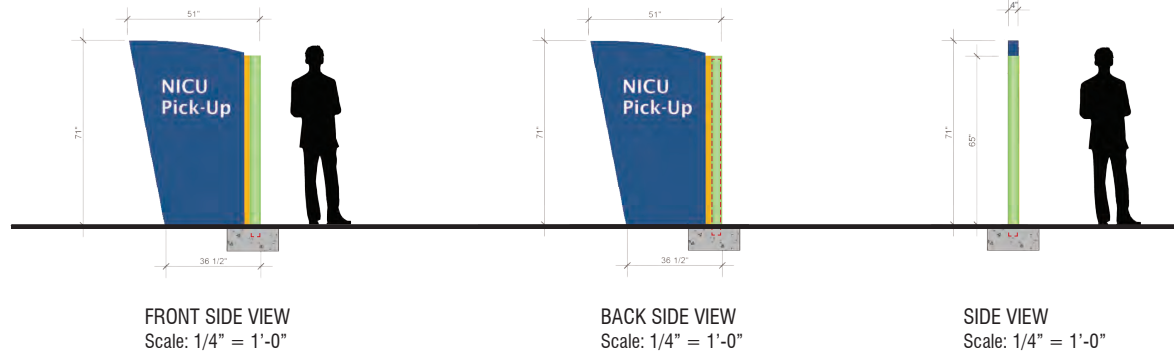




**SIGN TYPE C:**  
INTERNALLY ILLUMINATED  
MONOLITH SIGN  
84" x 58"



**SIGN TYPE D**  
DOUBLE SIDED POST & PANEL  
NON ILLUMINATED SIGN  
71" x 51"





Side 1



Side 2

**LOCATION A**  
TWO SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
TYPE A



Side 1



Side 2

**LOCATION B**  
TWO SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
TYPE A



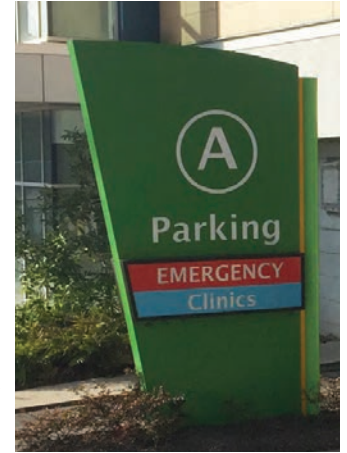


Side 1

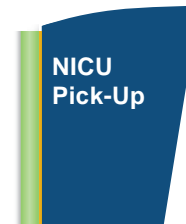


Side 2

**LOCATION C**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
TYPE B



Side 1



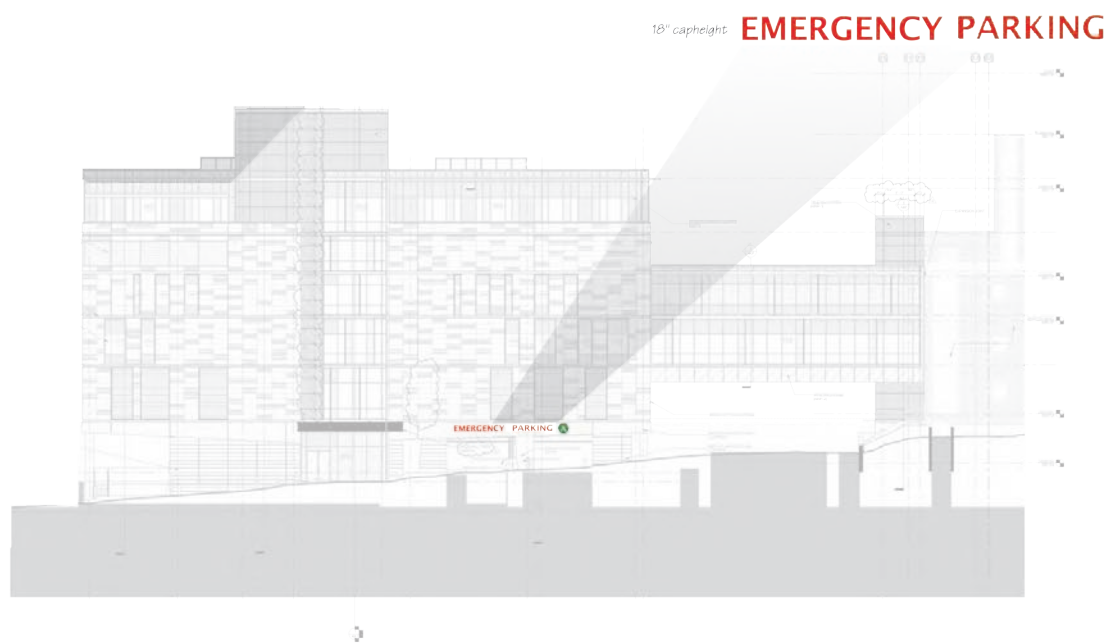
Side 2

**LOCATION D**  
DOUBLE SIDED, NON-ILLUMINATED  
MONOLITH SIGN  
TYPE D



18" Capheight **EMERGENCY PARKING** **A** 32" Diameter

**LOCATION 06**  
SURFACE MOUNTED  
INTERNALLY ILLUMINATED  
CHANNEL LETTERING



Scale: 1/4" = 1'-0"  
 0 1 2 4 8

**TOTAL < 1% OF PRIMARY  
 BUILDING ELEVATION**

BUILDING ELEVATION - EAST

**LOCATION 09**

INTERNALLY ILLUMINATED SURFACE MOUNTED SIGN

Scale: 1/4" = 1'-0"



120" Dia.



**LOCATION 08**

NON-LIT, SURFACE MOUNTED  
CHANNEL LETTERING

**DISCOVERY**

25" Capheight

**LOCATION 07**

INTERNALLY ILLUMINATED, SURFACE  
MOUNTED CHANNEL LETTERING

18" Capheight **PARKING B** 32" Dia.

**LOCATION 11**

INTERNALLY ILLUMINATED, SURFACE  
MOUNTED CHANNEL LETTERING

18" Capheight **SOUTH ENTRANCE**

**LOCATION 10**

NON-LIT, SURFACE MOUNTED  
CHANNEL LETTERING

**700**

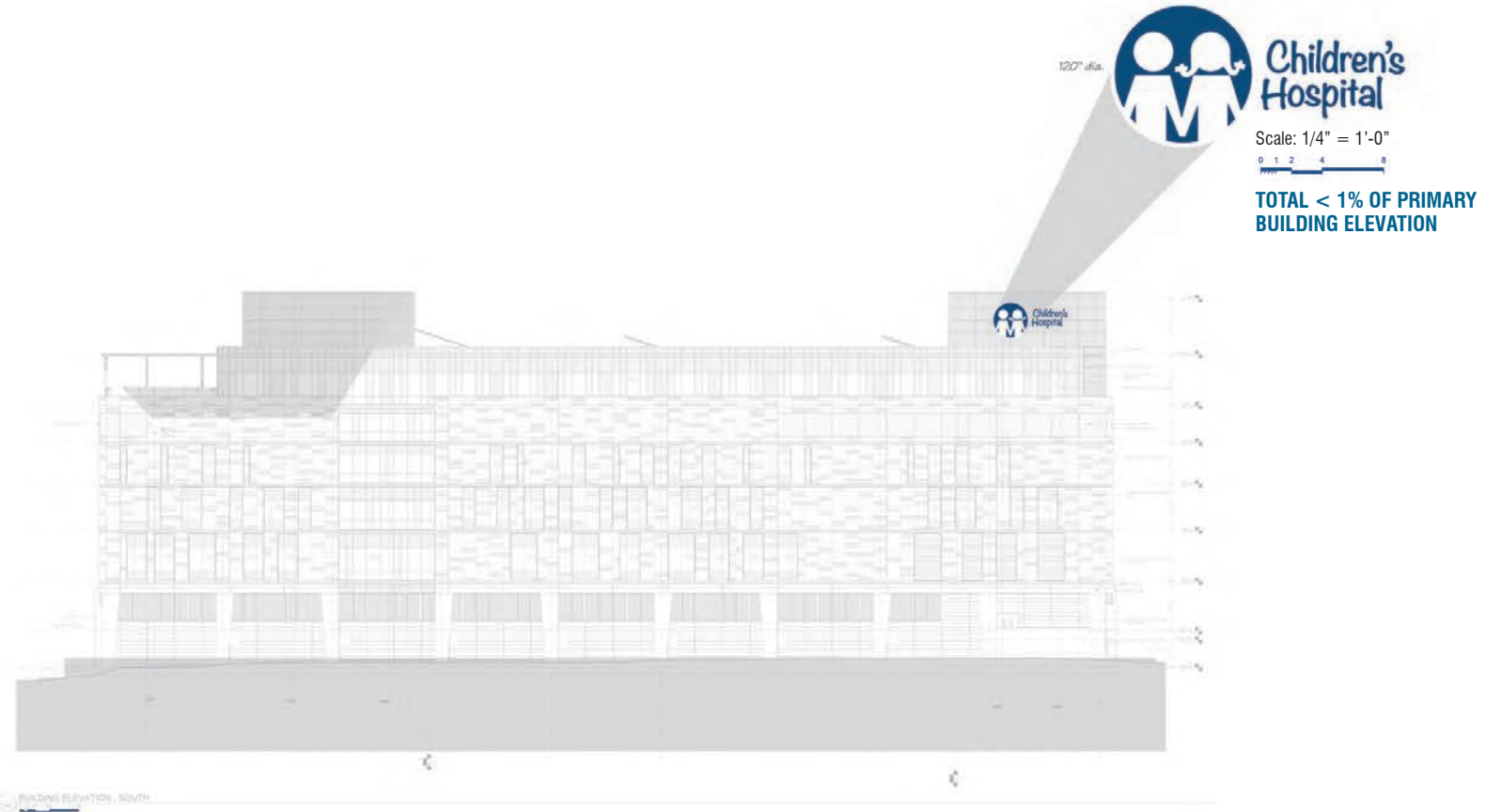
**TOTAL = 1.8% OF PRIMARY  
BUILDING ELEVATION**



17.02.2021 **10** SOUTH TOWER WEST ELEVATION  
ETCH CAMPUS EXTERIOR SIGNAGE GRAPHICS  
EAST TENNESSEE CHILDREN'S HOSPITAL



**bma** BARBERMcMURRY  
architects since 1915  
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**LOCATION 09**  
INTERNALLY ILLUMINATED SURFACE MOUNTED SIGN



**SOUTH ENTRANCE** 18" Capheight

**700** 15" Capheight

**LOCATION 11**  
SURFACE MOUNTED, INTERNALLY ILLUMINATED, CHANNEL LETTERING

**LOCATION 10**  
SURFACE MOUNTED, NON-LIT CHANNEL LETTERING



32" Diameter  
**PARKING B**  
18" Capheight

**LOCATION 07**  
INTERNALLY ILLUMINATED, SURFACE MOUNTED CHANNEL LETTERING



Side 1



Side 2

**LOCATION E**  
DOUBLE SIDED, INTERNALLY ILLUMINATED MONOLITH SIGN  
TYPE B



Side 1



Side 2

**LOCATION F**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
TYPE A

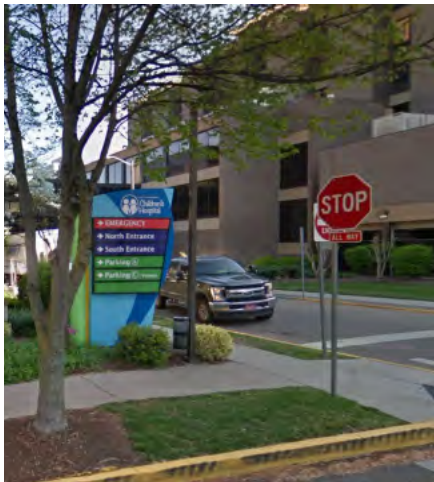


Side 1



Side 2

**LOCATION H**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
TYPE A

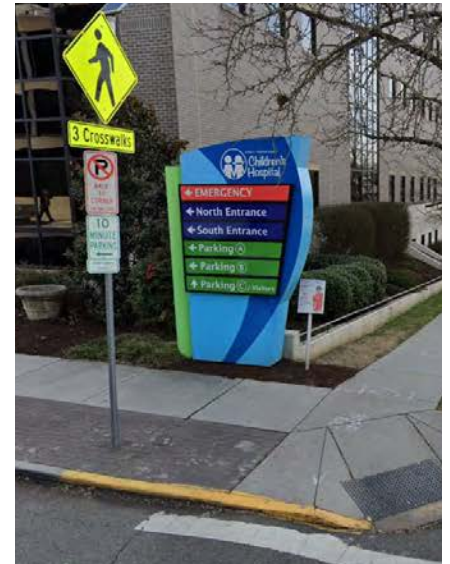


Side 1



Side 2

**LOCATION G**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
TYPE A





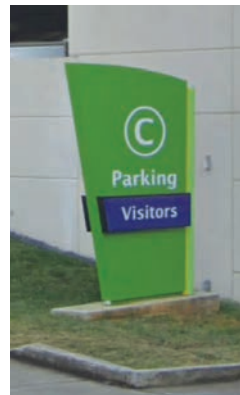


**LOCATION J**  
DOUBLE SIDED, NON-ILLUMINATED  
POST & PANEL SIGN  
36" x 22 1/2" PANEL



32" Diameter  
**PARKING C / VISITORS**  
18" Capheight

**LOCATION 15**  
FACE LIT, SURFACE  
MOUNTED CHANNEL LETTERING



Side 1



Side 2

**LOCATION K**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
**TYPE B**



**LOCATION L**  
DOUBLE SIDED, NON-ILLUMINATED  
POST & PANEL SIGN  
36" x 22 1/2" PANEL



**LOCATION M**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
**TYPE A**



Side 1



Side 2



**LOCATION N**  
DOUBLE SIDED, INTERNALLY  
ILLUMINATED MONOLITH SIGN  
**TYPE A**



Side 1



Side 2



**LOCATION 14**  
SURFACE MOUNTED, NON-LIT  
LETTERING & SIGN

**LOCATION 12**  
SURFACE MOUNTED, NON-LIT  
LETTERING & SIGN



**LOCATION Q**  
DOUBLE SIDED INTERNALLY  
ILLUMINATED MONOLITH SIGN  
**TYPE C**



**LOCATION P**  
ONE SIDED, FLOOR-LIT  
MONOLITH SIGN



**LOCATION 13**  
SURFACE MOUNTED, NON-LIT  
LETTERING & SIGN





TOTAL < 2% OF PRIMARY  
BUILDING ELEVATION

18" Capheight **EMERGENCY**

**LOCATION 01**  
SURFACE MOUNTED  
INTERNALLY LIT  
CHANNEL LETTERING

**LOCATION 25**  
SURFACE MOUNTED  
INTERNALLY LIT LOGO

**LOCATION 23**  
SURFACE MOUNTED  
NON-LIT LETTERING

**LOCATION 24**  
SURFACE MOUNTED  
INTERNALLY LIT SIGN



**LOCATION 24**  
SURFACE MOUNTED  
INTERNALLY ILLUMINATED SIGN  
TYPE D / MODIFIED



**LOCATION 21**  
SURFACE MOUNTED INTERNALLY  
ILLUMINATED CHANNEL LETTERING



**LOCATION 22**  
SURFACE MOUNTED  
INTERNALLY ILLUMINATED SIGN  
TYPE D / MODIFIED



**LOCATION 20**  
SURFACE MOUNTED  
NON-LIT LETTERING



**LOCATION 16**  
SURFACE MOUNTED  
NON-LIT LETTERING



**LOCATION 17**  
SURFACE MOUNTED  
LOGO SIGN

15" **NORTH ENTRANCE**



**LOCATION 18**  
SURFACE MOUNTED INTERNALLY  
ILLUMINATED CHANNEL LETTERS  
FRONT SIDE VIEW  
Scale: 3/8" = 1'-0"



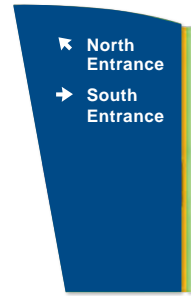
**LOCATION 19**  
SURFACE MOUNTED  
NON-LIT LETTERING



**LOCATION R**  
DOUBLE SIDED, NON-LIT  
MONOLITH SIGN  
TYPE D



Side 1



Side 2

**LOCATION S**  
DOUBLE SIDED, NON-LIT  
MONOLITH SIGN  
TYPE C



**LOCATION U**  
DOUBLE SIDED, NON-LIT  
MONOLITH SIGN  
TYPE D

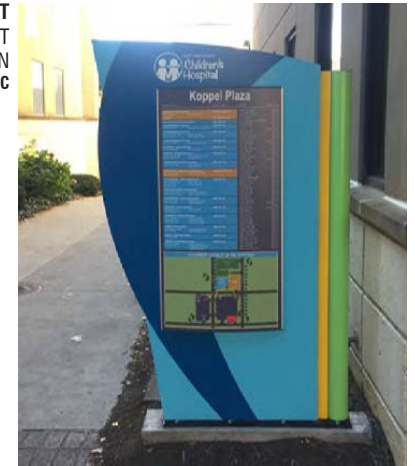


Side 1



Side 2

**LOCATION T**  
DOUBLE SIDED, NON-LIT  
MONOLITH SIGN  
TYPE C







**Koppel Plaza**

**LOCATION 26**  
SURFACE MOUNTED,  
NON-LIT CABINET  
24" x 156"



**Medical Office Building**

**LOCATION 27**  
SURFACE MOUNTED,  
NON-LIT CABINET  
24" x 156"

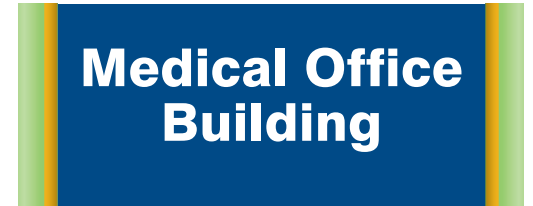
**Parking © / Visitors**

**LOCATION 28**  
SURFACE MOUNTED,  
INTERNALLY ILLUMINATED CABINET  
18" x 156"





**LOCATION 29**  
SURFACE MOUNTED LETTERING SIGN:  
**CHILDREN'S HOSPITAL**  
**MEDICAL OFFICE BUILDING**



**LOCATION 30**  
SURFACE MOUNTED  
NON-LIT CABINET



# Development Request

## DEVELOPMENT

- Development Plan
- Planned Development
- Use on Review / Special Use
- Hillside Protection COA

## SUBDIVISION

- Concept Plan
- Final Plat

## ZONING

- Plan Amendment
  - SP
  - OYP
- Rezoning

East Tennessee Children's Hospital

Applicant Name

02/17/2021

Date Filed

Affiliation

04/08/2021

Meeting Date (if applicable)

File Number(s)

4-B-21-SU

### CORRESPONDENCE

All correspondence related to this application should be directed to the approved contact listed below.

- Applicant
- Owner
- Option Holder
- Project Surveyor
- Engineer
- Architect/Landscape Architect

Terry Hall

East Tennessee Children's Hospital

Name

2018 Clinch Ave.

Address

865-541-8815

Phone

Company

Knoxville

City

TN

State

37916

ZIP

tlhall@etch.com

Email

### CURRENT PROPERTY INFO

East Tennessee Children's Hospital

2018 Clinch Ave

865-541-8000

Owner Name (if different)

2018 Clinch Ave

Owner Address

Owner Phone

Property Address

KUB

Sewer Provider

Parcel ID

KUB

Water Provider

N

Septic (Y/N)

### STAFF USE ONLY

sw/s Clinch Ave., se/s 21st, nw/s of White Ave.

1.77 acres

General Location

Tract Size

City  County

1st

District

Inst

Zoning District

P-QP (Hospital)

Existing Land Use

Central City

MU-SD, Mu-CC22

N/A

Planning Sector

Sector Plan Land Use Classification

Growth Policy Plan Designation

## DEVELOPMENT REQUEST

- Development Plan   
  Use on Review / Special Use   
  Hillside Protection COA  
 Residential   
  Non-Residential

Related City Permit Number(s)

Home Occupation (specify) \_\_\_\_\_

Other (specify) Master Sign Plan Application

## SUBDIVISION REQUEST

Related Rezoning File Number

Proposed Subdivision Name \_\_\_\_\_

Combine Parcels   
  Divide Parcel  
 Unit / Phase Number \_\_\_\_\_

Total Number of Lots Created \_\_\_\_\_

Other (specify) \_\_\_\_\_

Attachments / Additional Requirements

## ZONING REQUEST

Pending Plat File Number

Zoning Change  
 Proposed Zoning \_\_\_\_\_

Plan Amendment Change  
 Proposed Plan Designation(s) \_\_\_\_\_

Proposed Density (units/acre) \_\_\_\_\_

Previous Rezoning Requests \_\_\_\_\_

Other (specify) \_\_\_\_\_

## STAFF USE ONLY

### PLAT TYPE

- Staff Review   
  Planning Commission

### ATTACHMENTS

- Property Owners / Option Holders   
  Variance Request

### ADDITIONAL REQUIREMENTS

- Design Plan Certification (*Final Plat*)  
 Use on Review / Special Use (*Concept Plan*)  
 Traffic Impact Study  
 COA Checklist (*Hillside Protection*)

Fee 1	Total
0401   1500.00	<b>\$1500</b>
Fee 2	
Fee 3   1500	

## AUTHORIZATION

By signing below, I certify I am the property owner, applicant or the owners authorized representative.

**Terry Hall**  
Digitally signed by Terry Hall  
 DN: c=US, E=thall@etch.com, O=East Tennessee  
 Children's Hospital, CN=Terry Hall  
 Date: 2021.02.17 11:37:46-0500'

East Tennessee Children's Hospital

02/17/2021

Applicant Signature

Please Print

Date

865-541-8815

tlhall@etch.com

Phone Number

Email

**Terry Hall**  
Digitally signed by Terry Hall  
 DN: c=US, E=thall@etch.com, O=East Tennessee  
 Children's Hospital, CN=Terry Hall  
 Date: 2021.02.17 11:37:46-0500'

Terry Hall

02/17/2021

Staff Signature

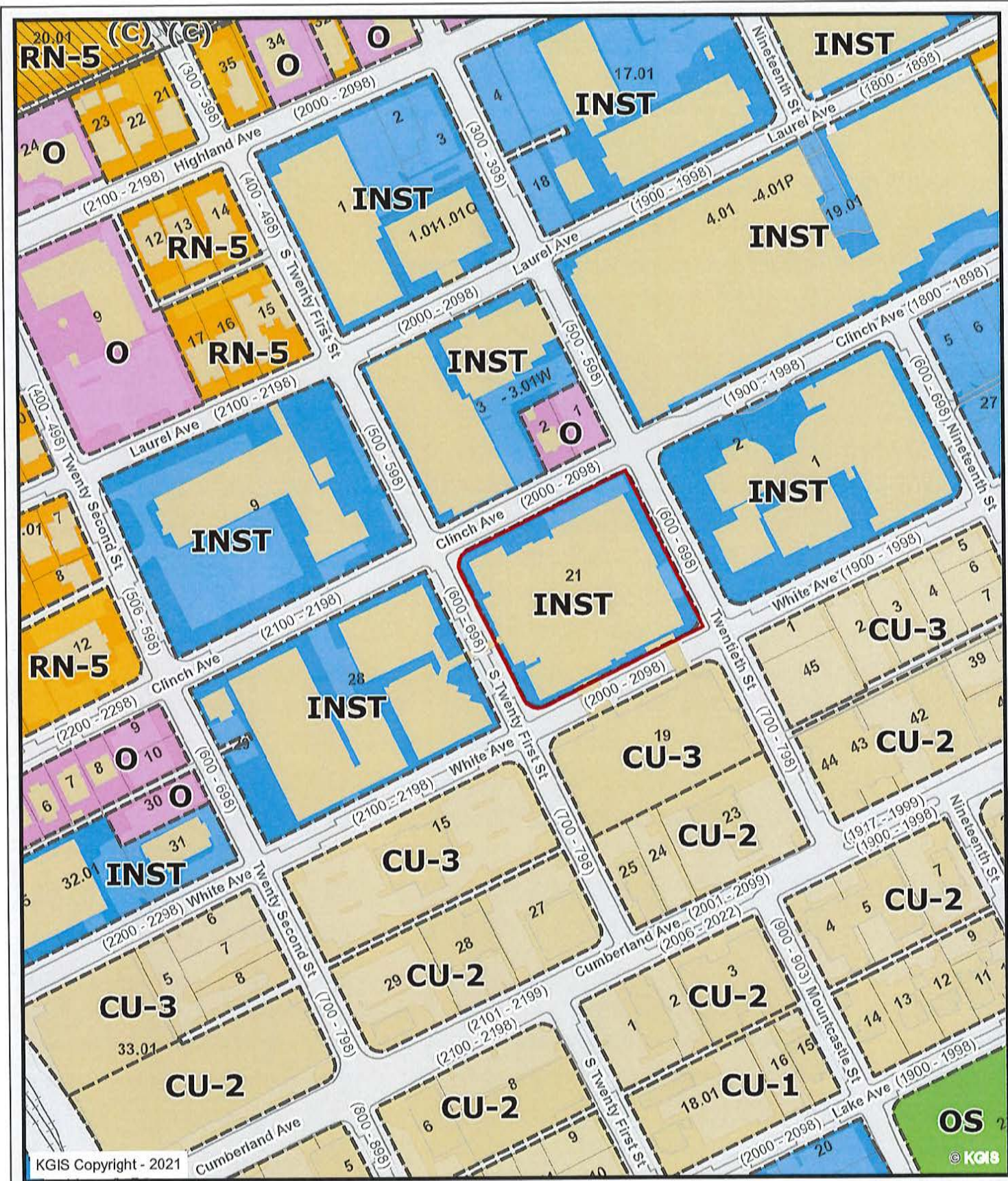
Please Print

Date

*Sherry Muchienzi*

SHERRY MUCHIENZI

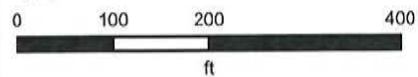
2/19/2021



2018 Clinch Ave.



Printed: 2/19/2021 at 11:40:41 AM



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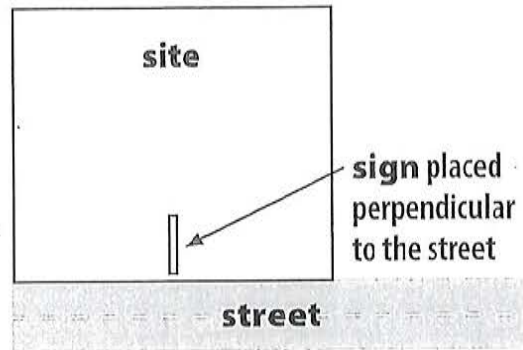
## REQUIRED SIGN POSTING AGREEMENT

For all rezoning, plan amendment, concept plan, use on review, right-of-way closure, and street name change applications, a sign must be posted on the subject property, consistent with the adopted Administrative Rules and Procedures.

At the time of application, staff will provide a sign(s) to post on the property as part of the application process. If the sign(s) go missing for any reason and need to be replaced, then the applicant will be responsible for picking up a new sign(s) from the Planning offices. The applicant will be charged a fee of \$10 for each replacement sign.

### LOCATION AND VISIBILITY

The sign must be posted in a location that is clearly visible from vehicles traveling in either direction on the nearest adjacent/frontage street. If the property has more than one street frontage, then the sign should be placed along the street that carries more traffic. Planning staff may recommend a preferred location for the sign to be posted at the time of application.



### TIMING

The sign(s) must be posted 15 days before the scheduled Planning Commission public hearing and must remain in place until the day after the meeting. In the case of a postponement, the sign can either remain in place or be removed and reposted 15 days before the next Planning Commission meeting.

I hereby agree to post and remove the sign(s) provided on the subject property consistent with the above guidelines and between the dates of:

March 24th (Wed) and April 9th (Fri)  
(15 days before the Planning Commission meeting)      (the day after the Planning Commission meeting)

Signature: Terry Hall

Printed Name: Terry Hall

Phone: 865-541-8815 Email: tlhall@etch.com

Date: 2/19/2021

File Number: 4-B-21-SU