

SPECIAL USE REPORT

► **FILE #:** 2-A-22-SU

AGENDA ITEM #: 27

AGENDA DATE: 2/10/2022

► **APPLICANT:** RANDOLPH ARCHITECTURE

OWNER(S): Nick Patel Lovell Pointe LLC

TAX ID NUMBER: 131 05701 -05705

[View map on KGIS](#)

JURISDICTION: City Council District 2

STREET ADDRESS: 364 Lovell Rd. (380, 0, 356, & 326 Lovell Rd.)

► **LOCATION:** East side of Lovell Rd., south of I-40 / 75

► **APPX. SIZE OF TRACT:** 9.11 acres

SECTOR PLAN: Southwest County

GROWTH POLICY PLAN: N/A

ACCESSIBILITY: Access is via Lovell Road, a minor arterial street with 58ft of pavement width within 85-100 ft of right-of-way.

UTILITIES: Water Source: First Knox Utility District

Sewer Source: First Knox Utility District

WATERSHED: Turkey Creek

► **ZONING:** C-H-2 (Highway Commercial)

► **EXISTING LAND USE:** Retail, hotels, vacant land

► **PROPOSED USE:** Master Sign Plan

HISTORY OF ZONING: None noted

SURROUNDING LAND USE AND ZONING: North: I-40 / I-75 -- No zoning

South: Gas station -- C-H-2 (Highway Commercial)

East: Office -- OP (Office Park)

West: Gas station, park -- CA (General Business), NA (Natural Areas)

NEIGHBORHOOD CONTEXT: This unified development is located on the Lovell Road commercial corridor, south of I-40/I-75. Parkside Drive and the Turkey Creek shopping center are to the south and west.

STAFF RECOMMENDATION:

► **Approve the master sign plan for unified developments, as proposed, subject to 1 condition.**

1. Meeting all applicable requirements of the City of Knoxville Zoning Ordinance, including but not limited to Article 13 (Signs).

With the conditions noted, the proposal meets the requirements for approval in the C-H-2 zoning district, master sign plans for unified developments (Article 13.7), and the criteria for approval of a special use.

COMMENTS:

This master sign plan is for a development directory sign along the Lovell Road frontage and a directional sign for the Aloft Hotel located at the end of the entrance driveway, behind the outparcel lots that front on Lovell Road. The signs listed as existing in the sign package are not part of the master sign plan application.

The development directory sign is located to the right (south) of the Lovell Road entrance and is the counts as one of the permitted detached signs for the lot where it is located. The lot is further than 500 feet from the interstate interchange and Lovell Road is not a federally designated highway, so the maximum sign height is 10 ft and the maximum sign area is 100 sqft. The proposed sign is 10 ft tall and has approximately 20.25 sqft of sign area.

The Aloft Hotel directional sign is being reviewed along with this application but it could be approved by the Building Official as an incidental sign on large sites. The maximum height allowed is 6 ft and the maximum sign area is 16 sqft. Incidental signs are exempt from the maximum sign area allowed and do not count as one of the allowed detached signs for the lot.

STANDARDS FOR EVALUATING A SPECIAL USE (ARTICLE 16.2.F.2.)

1) THE USE IS CONSISTENT WITH ADOPTED PLANS AND POLICIES, INCLUDING THE GENERAL PLAN AND THE ONE-YEAR PLAN.

a. The One Year Plan and Southwest County Sector Plan designations for this site are GC (General Commercial), which allows a wide range of retail and service-oriented uses.

2) THE USE IS IN HARMONY WITH THE GENERAL PURPOSE AND INTENT OF THIS ZONING CODE.

a. For the purpose of providing flexibility and incentives for coordinated, well designed sign systems for shopping centers, commercial subdivisions, office parks, institutional district developments, and other large scale commercial and mixed-use developments, a master signage plan is required for certain signs identified within this section. A master sign plan will promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community's expressed desire for quality development consistent with the property's land use designation.

c. This property is located in a heavily traveled corridor, being located between the interstate and the Turkey Creek shopping center. The proposed master sign plan will reduce signage clutter and locate the entrance driveway to the hotels which may not be evident to travelers that are not familiar with this area.

3) THE USE IS COMPATIBLE WITH THE CHARACTER OF THE NEIGHBORHOOD WHERE IT IS PROPOSED, AND WITH THE SIZE AND LOCATION OF BUILDINGS IN THE VICINITY.

a. The size and design of the sign is compatible with the area. The sign is smaller than many in the area.

4) THE USE WILL NOT SIGNIFICANTLY INJURE THE VALUE OF ADJACENT PROPERTY OR BY NOISE, LIGHTS, FUMES, ODORS, VIBRATION, TRAFFIC, CONGESTION, OR OTHER IMPACTS DETRACT FROM THE IMMEDIATE ENVIRONMENT.

a. The development directory sign and directional sign will not significantly injure the value of adjacent property or detract from the immediate environment.

5) THE USE IS NOT OF A NATURE OR SO LOCATED AS TO DRAW SUBSTANTIAL ADDITIONAL TRAFFIC THROUGH RESIDENTIAL STREETS.

a. The proposal will not draw additional traffic through residential streets because it is located along a commercial corridor.

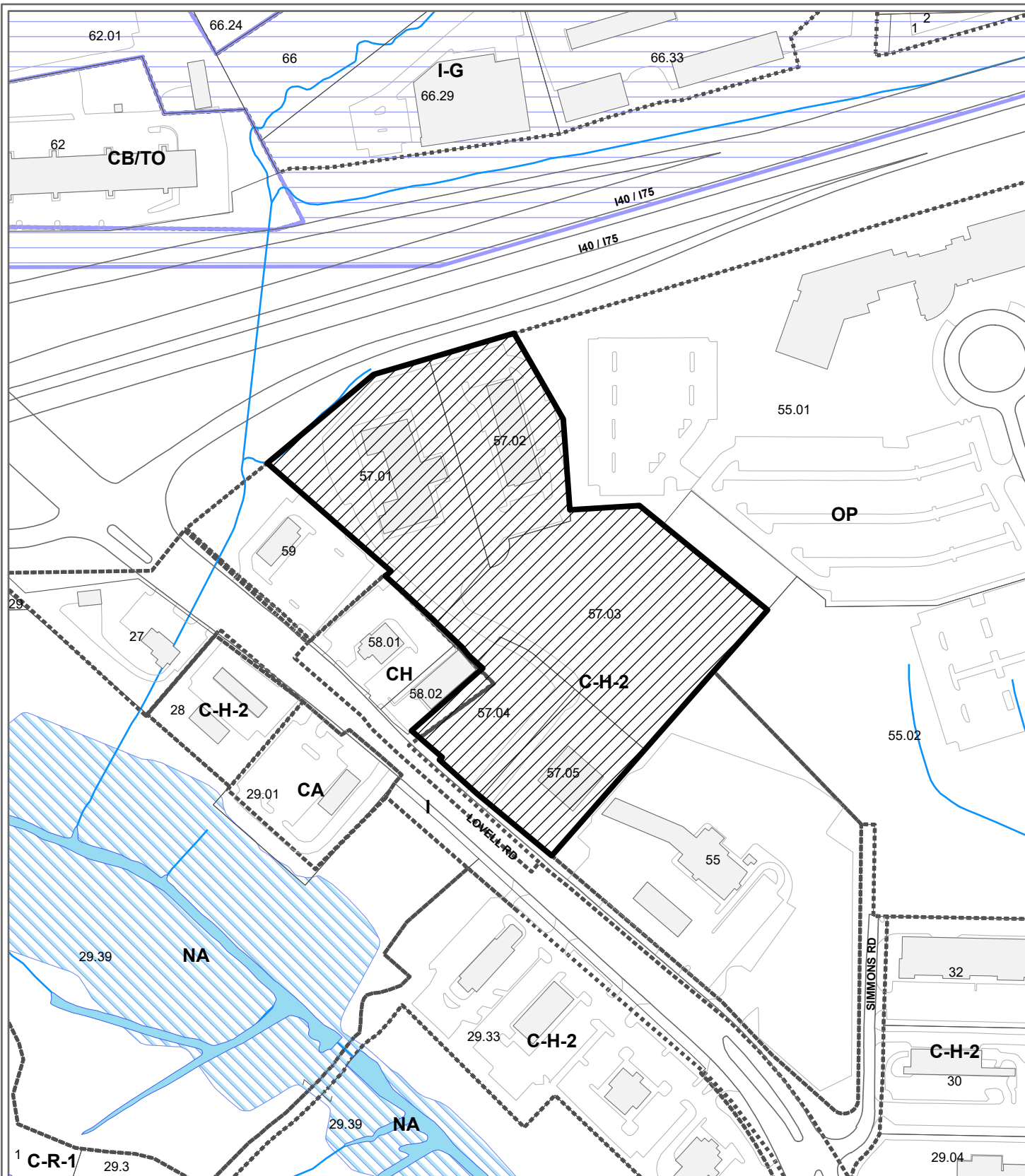
6) THE NATURE OF DEVELOPMENT IN THE SURROUNDING AREA IS NOT SUCH AS TO POSE A POTENTIAL HAZARD TO THE PROPOSED USE OR TO CREATE AN UNDESIRABLE ENVIRONMENT FOR THE PROPOSED USE.

a. There are no known uses immediately surrounding the subject site that poses a potential hazard or undesirable environment for the proposed use.

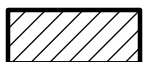
ESTIMATED TRAFFIC IMPACT: Not required.

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.



**2-A-22-SU
SPECIAL USE**



Master Sign Plan in CH (Highway Commercial) (C-H-2)

Original Print Date: 1/11/2022
 Knoxville - Knox County Planning Commission * City / County Building * Knoxville, TN 37902

Revised:

Petitioner: Randolph Architecture

Map No: 131

Jurisdiction: City

0 250
 Feet



ALOFT HOTEL

SIGNAGE

364 LOVELL ROAD
KNOXVILLE, TN 37922

RANDOLPH ARCHITECTURE

randolph
architecture
9724 kingston pike
suite 305 B
knoxville, tn 37922
v: 865.357.3750
f: 865.357.3746



PERMIT
SET

2017_01

PROJECT INFORMATION

PROJECT NAME:
ALOFT HOTEL

PROJECT AND PROPERTY OWNER:
NICK PATEL
TURKEY CREEK HOSPITALITY
6324 PAPERMILL DRIVE
KNOXVILLE, TN 37919
(865) 405-6425

PROJECT LOCATION:
364 LOVELL ROAD
KNOXVILLE, TN 37922

PROJECT CONTACT PERSON:
MARK RANDOLPH, AIA
RANDOLPH ARCHITECTURE
550 W. MAIN STREET
SUITE 725
KNOXVILLE, TN 37902
PHONE (865) 357-3750
FAX (865) 357-3746

VICINITY MAP



LIST OF DRAWINGS

CVR	COVERSHEET	REVISION #
SURVEY		
EXBT	ENLARGED SITE PLAN	
ARCHITECTURAL		
C1.01	SITE PLAN	
FOR INFORMATION PURPOSES		
1	SIGNAGE SITE PLAN	
2	EXISTING SIGN NO. 1 ELEVATIONS	
3	EXISTING SIGN NO. 2, 3 & 4 ELEVATIONS	
4	EXISTING SIGN NO. 1 & 5 SECTION	
5	EXISTING SIGN NO. 2 ELEVATIONS AND DETAILS	
6	EXISTING SIGN NO. 3 ELEVATIONS	
7	EXISTING SIGN NO. 3 SECTIONS AND DETAILS	
8	EXISTING SIGN NO. 4 ELEVATIONS	
9	EXISTING SIGN NO. 4 SECTION	
10	PROPOSED NEW SIGN NO. 6 ELEVATION	
11	PROPOSED NEW SIGN NO. 6 SECTION AND ELEVATION	
12	PROPOSED NEW SIGN NO. 7 ELEVATIONS	
13	PROPOSED NEW SIGN NO. 8 ELEVATIONS	

ALOFT HOTEL SIGNAGE
364 LOVELL ROAD
KNOXVILLE, TENNESSEE 37922

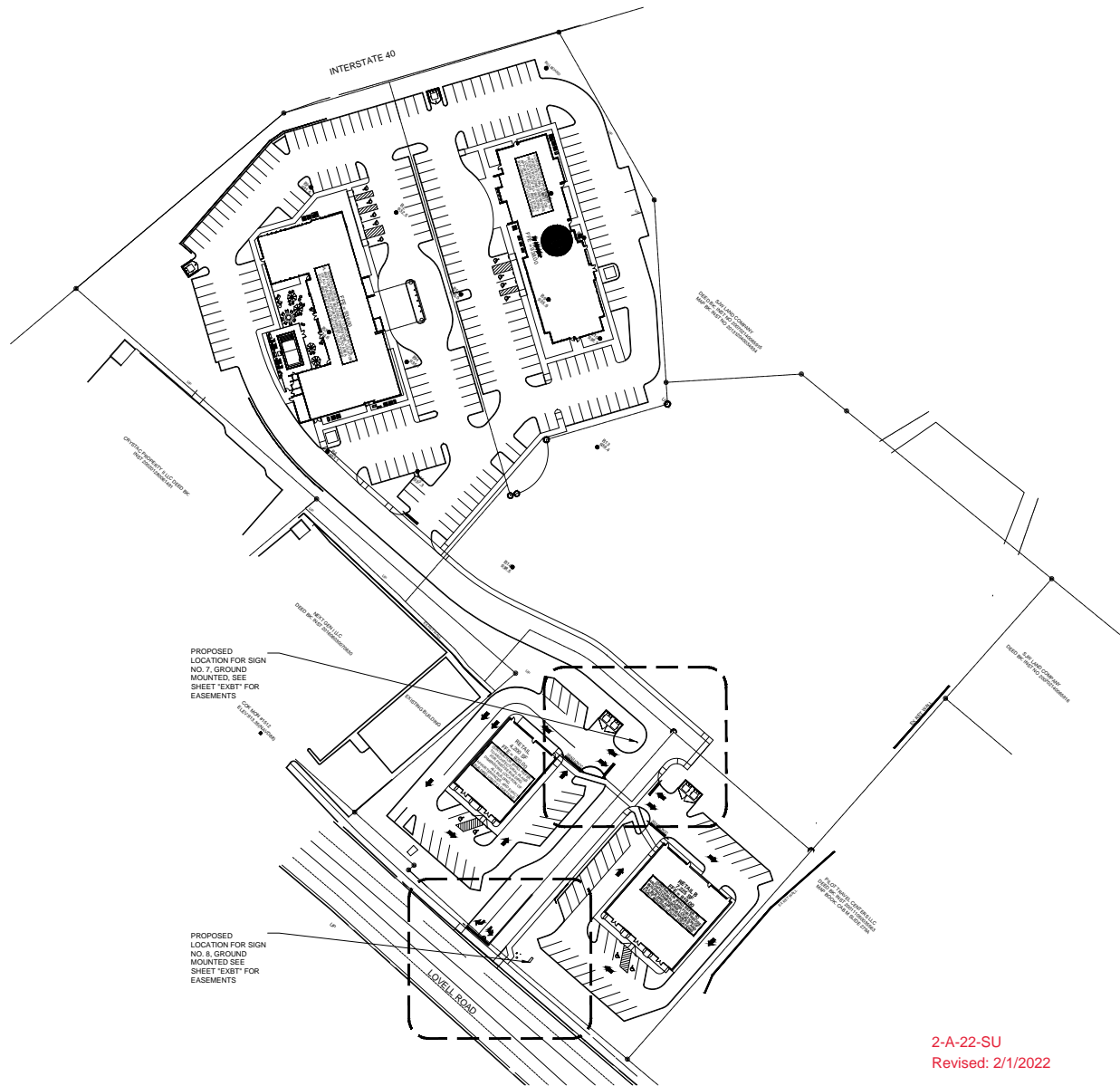
Issue Date 12-03-2021

Drawn HGB
Checked RMR

Revisions

2-A-22-SU
Revised: 2/1/2022

CVR
coversheet



SIGNAGE PLAN

SCALE: 50' = 1" = 0"

1



randolph
architecture

9724 kingston pike
suite 305 B
knoxville, tn 37922
v: 865.357.3750
f: 865.357.3746



PERMIT
SET

2017_01

ALOFT HOTEL SIGNAGE
364 LOVELL ROAD
KNOXVILLE, TENNESSEE 37922

Issue Date 12-03-2021

Drawn HGB
Checked RMR

Revisions

c1.01
signage plan

SITE PLAN

SIGNAGE SPECIFICATIONS

PROPOSED

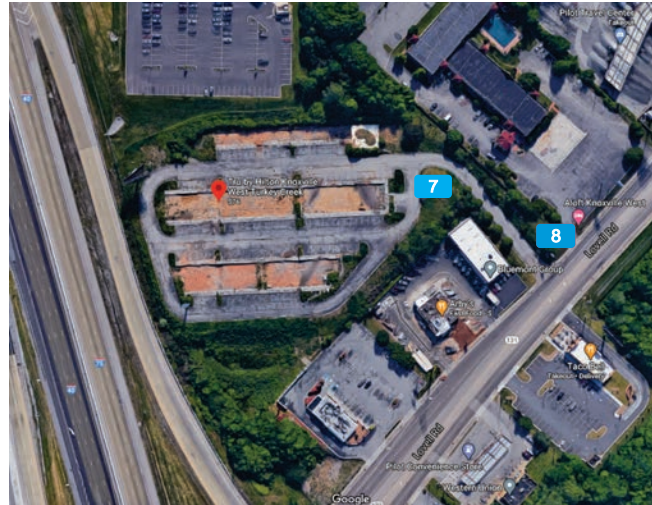
- 7 Sign Type B1 - Ground ID/Directional - Front Elevation** 4.17 SQ. FT
- 8 MULTI TENANT MONOLITH**

EXISTING

- 1 ILLUM. CHANNEL LETTERS**
Manufacture and Install (1) set of Channel Letters **163.00 SF**
- 2 CANOPY SIGN**
Manufacture and Install (1) Canopy Sign **174.00 SF**
- 3 WXYZ BAR SIGN**
Manufacture and Install (1) Bar Sign **29.15 SF**
- 4 ILLUM. CHANNEL LETTERS**
Manufacture and Install (1) set of Channel Letters **163.00 SF**
- 5 ILLUM. CHANNEL LETTERS**
Manufacture and Install (1) set of Channel Letters **163.00 SF**
- 6 ILLUM. CHANNEL LETTERS**
Manufacture and Install (1) set of Channel Letters **163.00 SF**

SIGN ORDINANCE:
ALLOWANCE OF 10% OF THE PRIMARY AREA
OF THE FRONT ELEVATION

2-A-22-SU
Revised: 2/1/2022



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DATE:

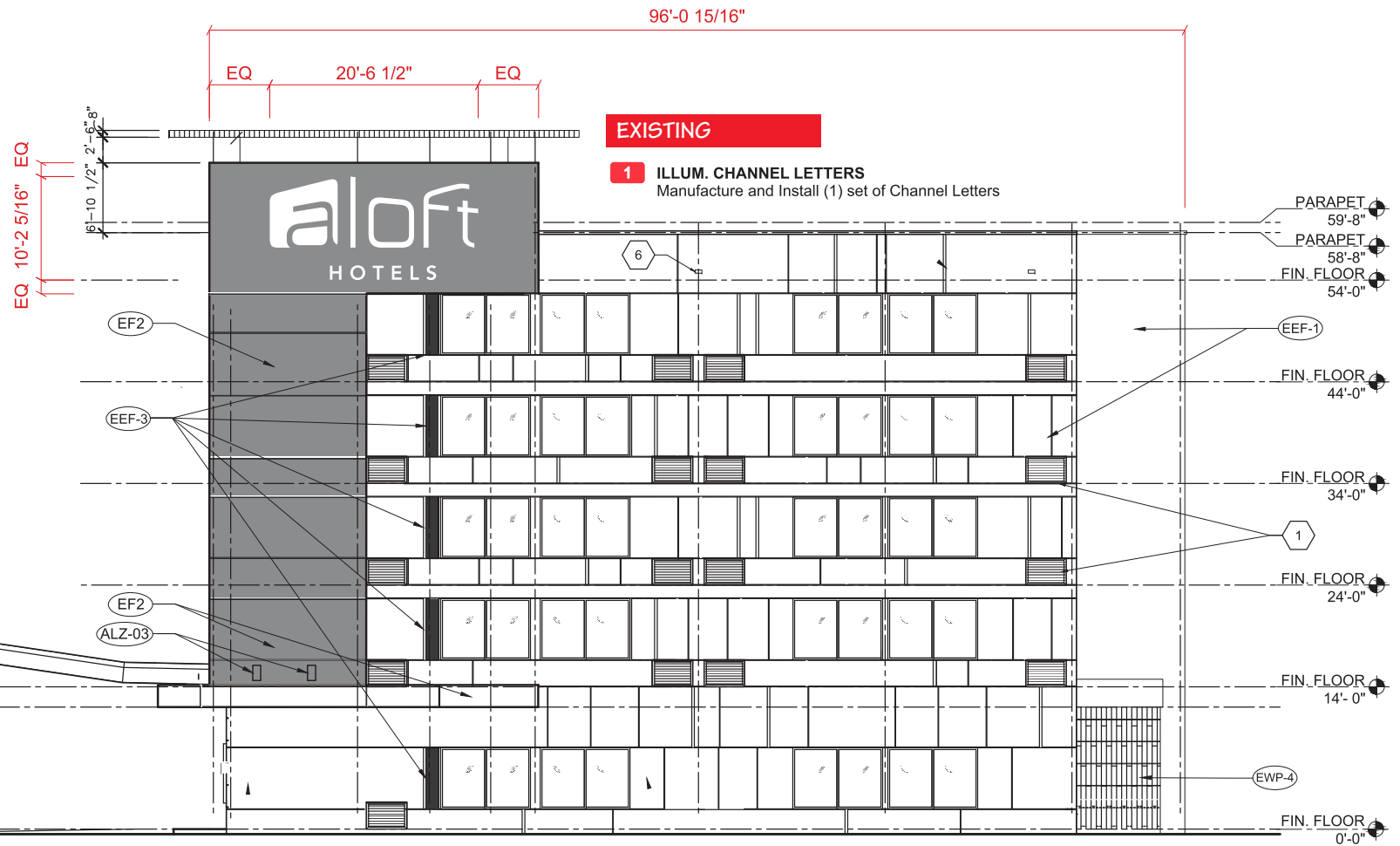
DATE	BY
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Rev. #2 09-18-19	AAAJ
Rev. #3 02-10-20	AAAJ

DATE	BY
Rev. #4 09-22-20	AAAJ
Rev. #5 09-30-20	AAAJ
Rev. #6 10-07-20	AAAJ

ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

DRAWING NO:
D-ORDER #097355.13

ARTIST: AAAJ DATE: 04-17-19
SHEET: 1 OF 13



NORTH ELEVATION @ ILLUMINATED CHANNEL LETTERS

Scale: 3/32" = 1'-0"

2-A-22-SU
Revised: 2/1/2022



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DATE:

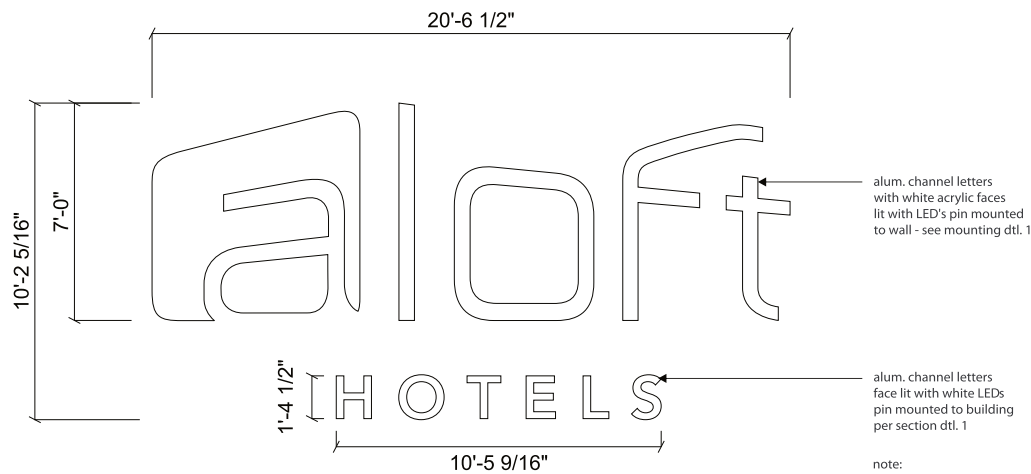
DATE BY
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Rev. #2 09-18-19 AAAJ
Rev. #3 02-10-20 AAAJ

DATE BY
Rev. #4 09-22-20 AAAJ
Rev. #5 09-30-20 AAAJ
Rev. #6 10-07-20 AAAJ

ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

DRAWING NO:
D-ORDER #097355.14

ARTIST: AAAJ DATE: 02-01-22
SHEET: 2 OF 13



EXISTING

- 1 ILLUM. CHANNEL LETTERS**
Manufacture and Install (1) set of Channel Letters

163.00 SF

EXISTING

- 5 ILLUM. CHANNEL LETTERS**
Manufacture and Install (1) set of Channel Letters

163.00 SF

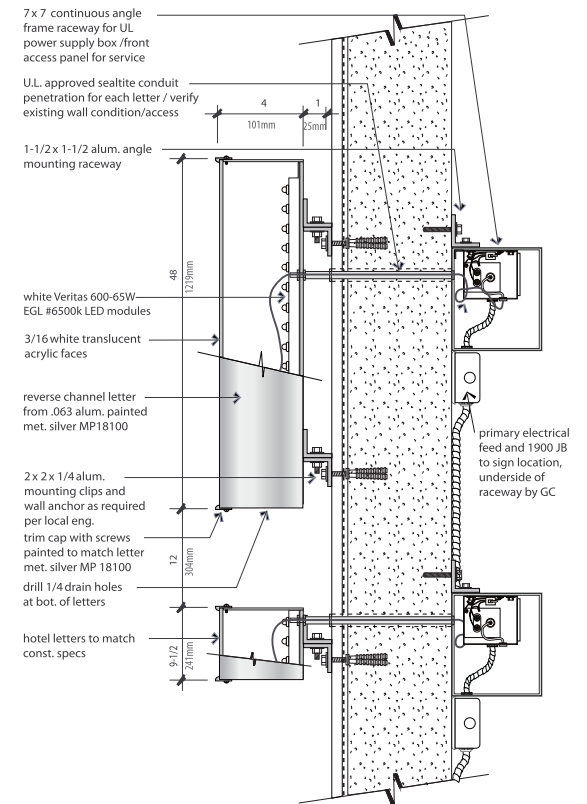
note:
HOTEL letters are not centered to ALOFT letters using standard mounting pattern will ensure proper alignment

GC to provide adequate blocking within or behind wall if required to support sign mounting.

proposed sign area
aloft 143.79 SF

proposed sign area
hotels 15.13 SF

NOTE:
All signage sizes, subject to local zoning requirements for the property and possible field conditions affecting locations



Sign Type A1.2 - Section 1
Building Sign - End View

2-A-22-SU
Revised: 2/1/2022



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DATE BY
Rev. #4 09-22-20 AAAJ
Rev. #5 09-30-20 AAAJ
Rev. #6 10-07-20 AAAJ

ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

DRAWING NO:
D-ORDER #097355.14

ARTIST: AAAJ DATE: 02-01-22
SHEET: **4** OF **13**

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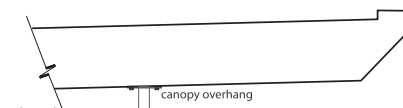


NOTE:
All signage sizes, subject to local zoning requirements for the property and possible field conditions affecting locations

canopy structure steel tubing frame system for sign support by GC - see arch./eng. dwgs. for details

8-0x 24 deep reverse channel letters welded freestanding on structural tubing with welded plates secured to base footing-typ. all paint fin. MP18100 silvergray met.

18 reverse channel alum. letters with closed backs pin mounted to concrete base using 1/4 threaded pins; paint MP18100s silvergray met.

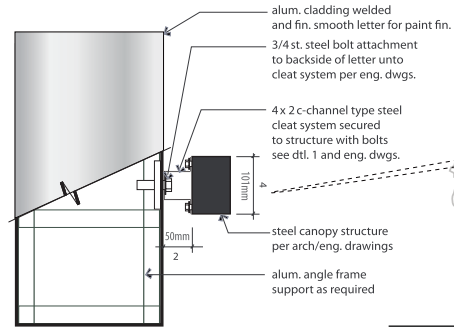


Sign Type A3 - Monument ID - Front Elevation

qty: 1 required

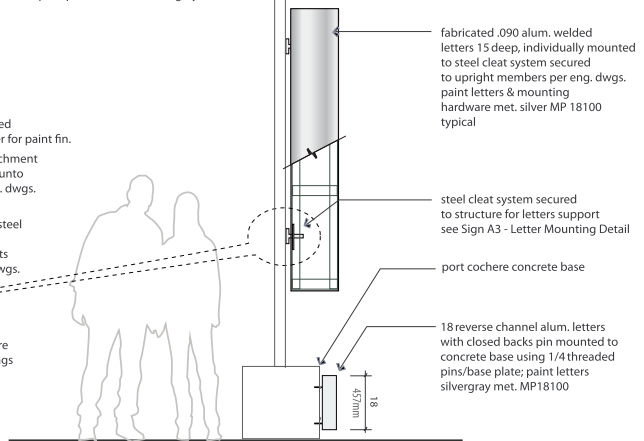
Scale: 3/16" = 1'-0"

proposed combined sign area 174 sf




Sign A3 - Letter Mounting Dtl. - Plan View

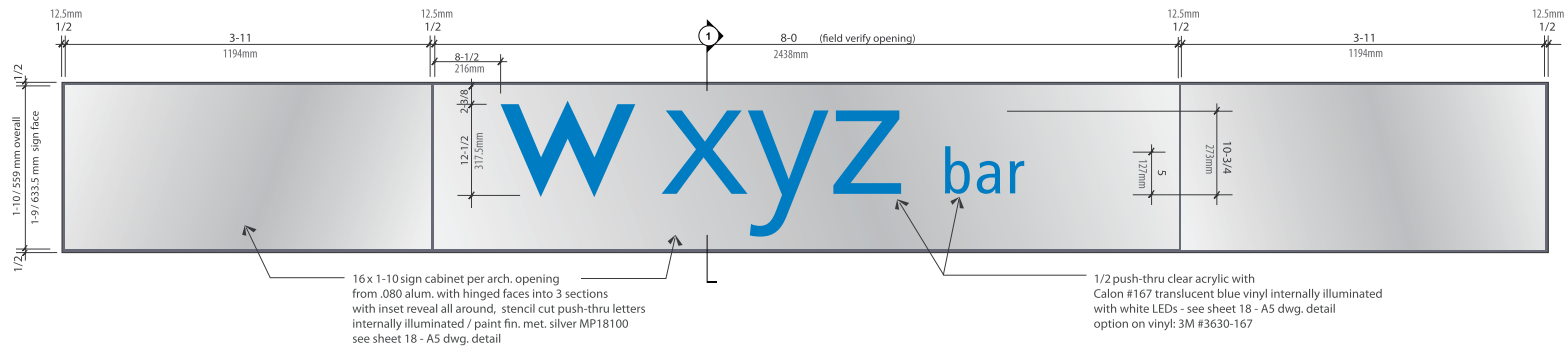
typical for each letter



Sign Type A3 - Section 1 End View

2-A-22-SU
Revised: 2/1/2022

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		DATE: _____	<div>Rev. #2 09-18-19 AAAJ</div>		<div>Rev. #5 09-30-20 AAAJ</div>			ARTIST: AAAJ DATE: 02-01-22
			<div>Rev. #3 02-10-20 AAAJ</div>		<div>Rev. #6 10-07-20 AAAJ</div>			SHEET: OF 13



NOTE: SEE SPECIFICATIONS ON NEXT PAGE

Type A5 - Wxyz Sign - Front Elevation Detail

Scale 3/4" = 1'-0" 29.15 SQ. FT.

EXISTING

3 WXYZ BAR SIGN

Manufacture and Install (1) Bar Sign

29.15 SF

2-A-22-SU

Revised: 2/1/2022



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Rev. #3 02-10-20 AAAJ

DATE BY

Rev. #4 09-22-20 AAAJ

Rev. #5 09-30-20 AAAJ

Rev. #6 10-07-20 AAAJ

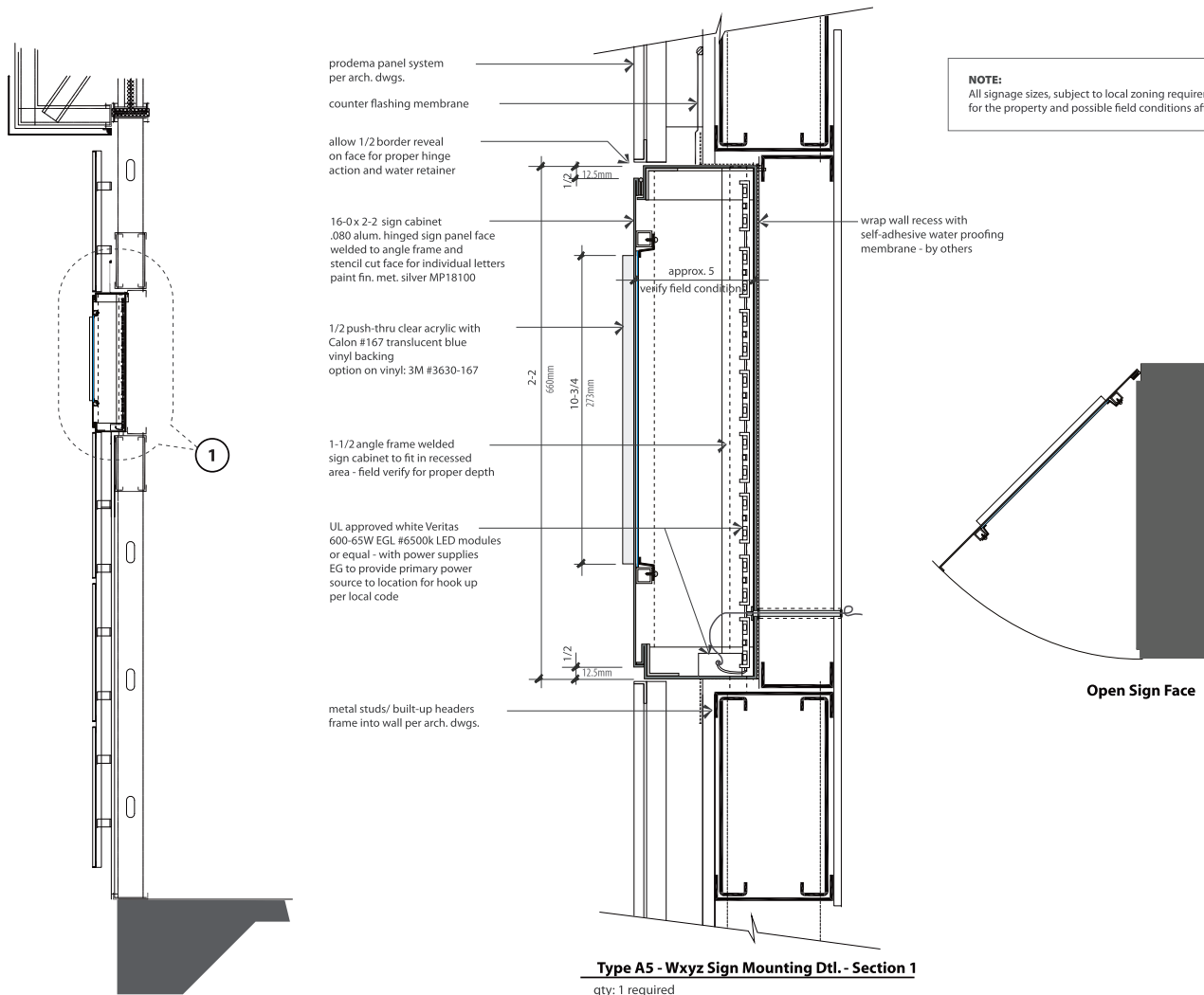
ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

DRAWING NO:

D-ORDER #097355.14

ARTIST: AAAJ DATE: 02-01-22

SHEET: 6 OF 13



Type A5 - Wxyz Sign Mounting Dtl. - Section 1

qty: 1 required

2-A-22-SU

Revised: 2/1/2022

Wxyz Sign at Wall Opening - Section



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DATE BY

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Rev. #5 09-30-20 AAAJ

Rev. #6 10-07-20 AAAJ

**ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN**

DRAWING NO:

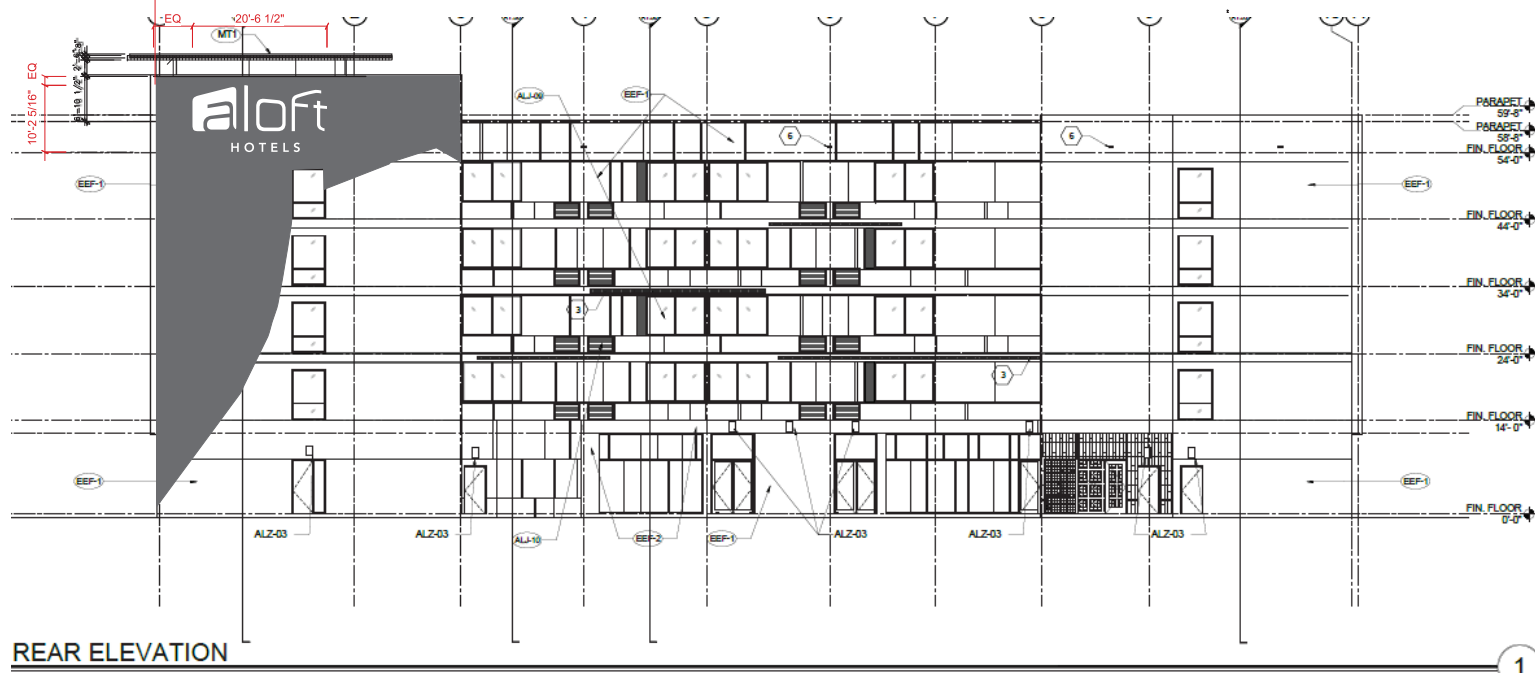
D-ORDER #097355.14

ARTIST: AAAJ DATE: 02-01-22

SHEET: 7 OF 13

4 ILLUM. CHANNEL LETTERS
Manufacture and Install (1) set of Channel Letters

181'-0 5/16"



2-A-22-SU
Revised: 2/1/2022



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DATE:

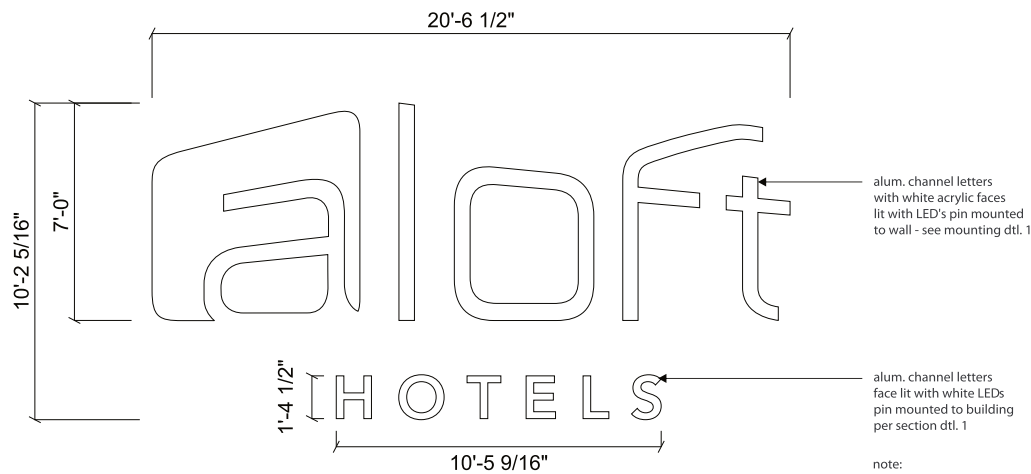
	DATE	BY
Rev. #1	<u>04-24-19</u>	<u>AAAJ</u>
Rev. #2	<u>09-18-19</u>	<u>AAAJ</u>
Rev. #3	<u>02-10-20</u>	<u>AAAJ</u>

	DATE	BY
Rev. #4	09-22-20	AAAJ
Rev. #5	09-30-20	AAAJ
Rev. #6	10-07-20	AAAJ

ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

DRAWING NO:
D-ORDER#097355.14

ARTIST: AAAJ	DATE: 02-01-22
SHEET: 8	OF 13



Sign Type A1.2 - Building Sign - Elevation

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

EXISTING

4

ILLUM. CHANNEL LETTERS

Manufacture and Install (1) set of Channel Letters

163.00 SF

alum. channel letters
with white acrylic faces
lit with LED's pin mounted to
wall - see mounting dtl. 1

alum. channel letters
face lit with white LEDs
pin mounted to building
per section dtl. 1

note:
HOTEL letters are not
centered to ALOFT letters
using standard mounting
pattern will ensure
proper alignment

GC to provide adequate
blocking within or behind
wall if required to support
sign mounting.

proposed sign area
aloft

143.79 SF

proposed sign area
hotels

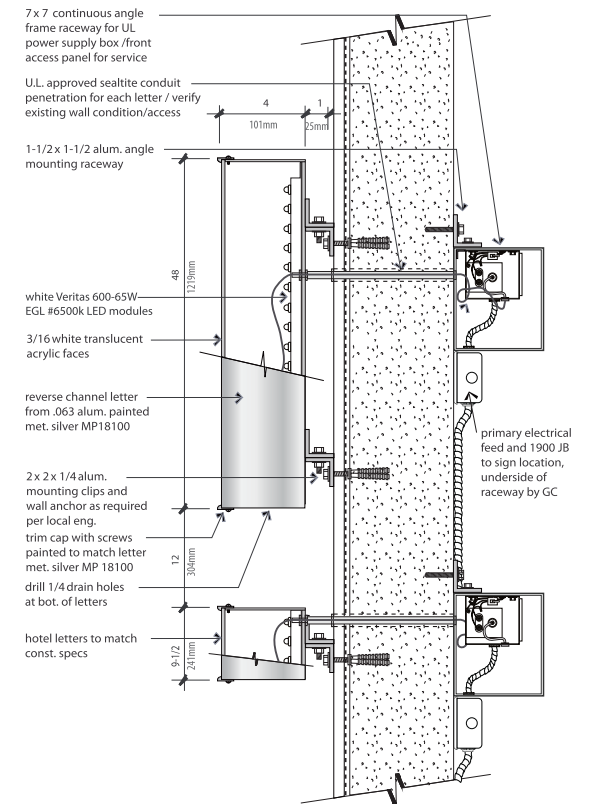
15.13 SF

total sign area proposed

162.93 SF

NOTE:

All signage sizes, subject to local zoning requirements
for the property and possible field conditions affecting locations



**Sign Type A1.2 - Section 1
Building Sign - End View**

2-A-22-SU

Revised: 2/1/2022



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DATE

BY

Rev. #4 09-22-20 AAAJ

Rev. #5 09-30-20 AAAJ

Rev. #6 10-07-20 AAAJ

**ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN**

DRAWING NO:

D-ORDER #097355.14

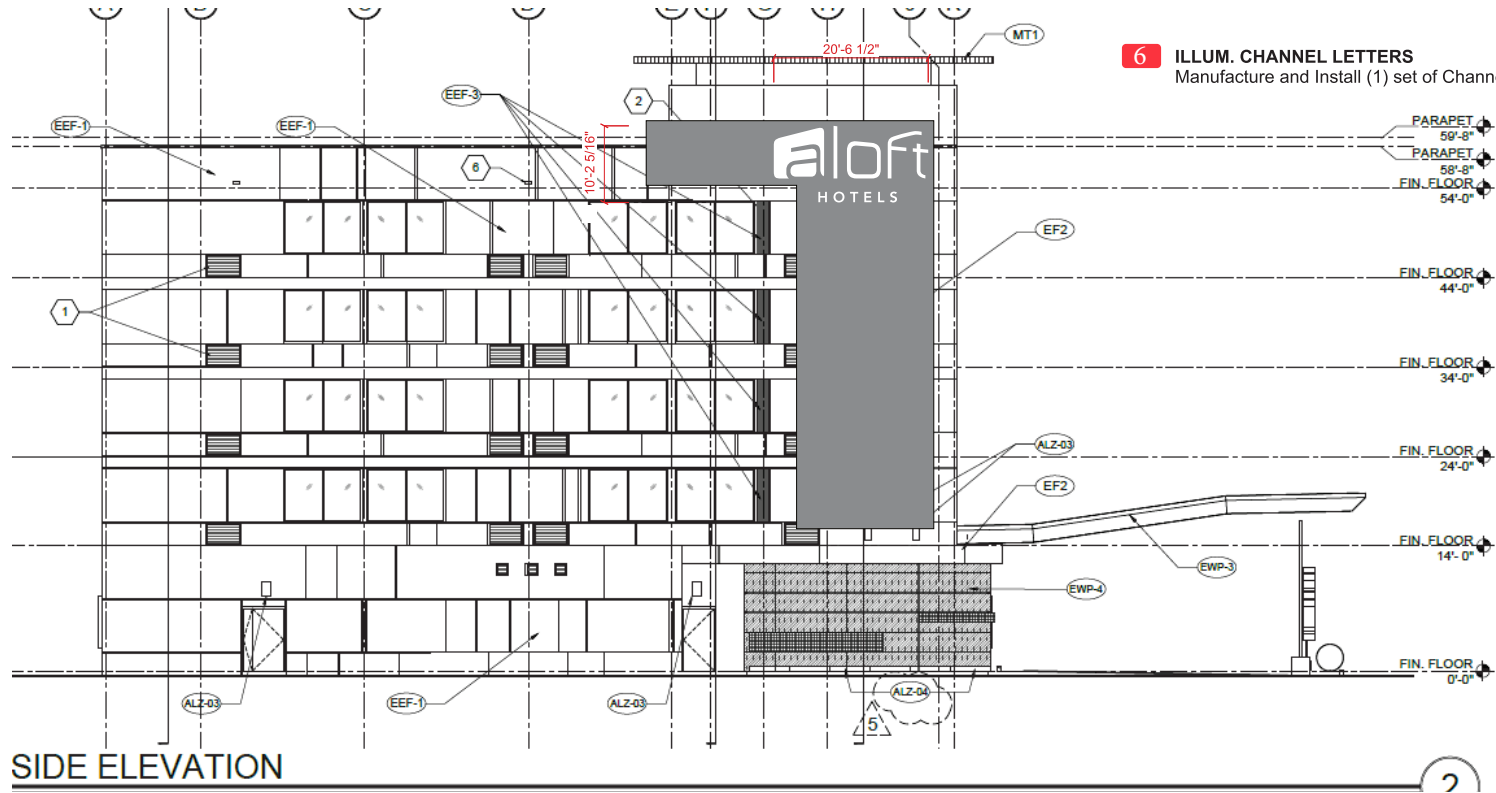
ARTIST: **AAAJ** DATE: **02-01-22**

SHEET: **9** OF **13**

THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND
CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT

EXISTING

- 6 ILLUM. CHANNEL LETTERS
Manufacture and Install (1) set of Channel Letters 163.00 SF



SIDE ELEVATION

2-A-22-SU
Revised: 2/1/2022



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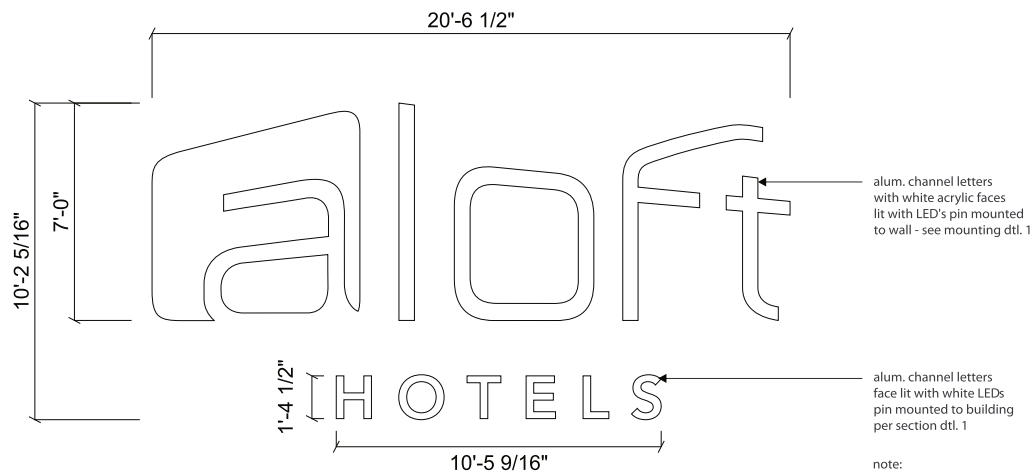
DATE:

DATE	BY	DATE	BY
Rev. #1 04-24-19	AAAJ	Rev. #4 09-22-20	AAAJ
Rev. #2 09-18-19	AAAJ	Rev. #5 09-30-20	AAAJ
Rev. #3 02-10-20	AAAJ	Rev. #6 10-07-20	AAAJ

ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

DRAWING NO:
D-ORDER #097355.13

ARTIST: AAAJ DATE: 04-17-19
SHEET: 10 OF 13



EXISTING

6 ILLUM. CHANNEL LETTERS
Manufacture and Install (1) set of Channel Letters **163.00 SF**

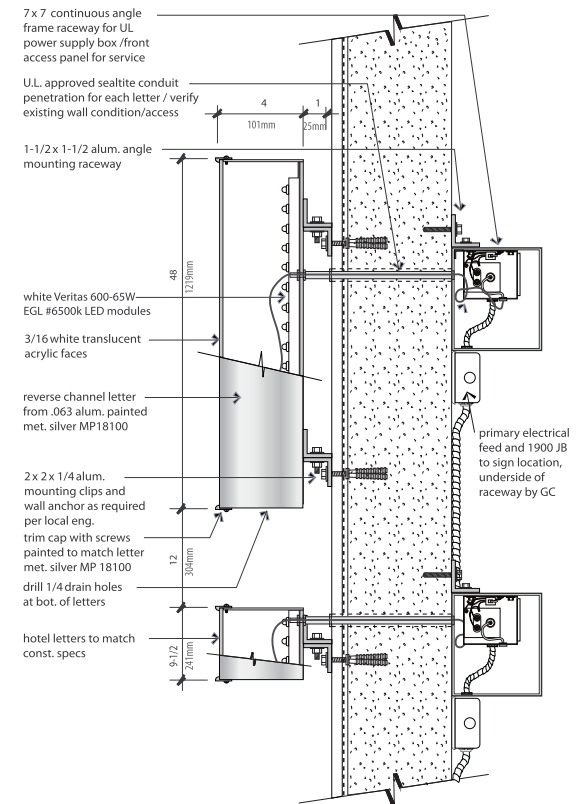
note:
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GC to provide adequate blocking within or behind wall if required to support sign mounting.

proposed sign area
aloft 143.79 SF

proposed sign area
hotels 15.13 SF

NOTE:
All signage sizes, subject to local zoning requirements for the property and possible field conditions affecting locations



Sign Type A1.2 - Section 1
Building Sign - End View

2-A-22-SU
Revised: 2/1/2022



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CUSTOMER APPROVAL:

DATE:

DATE BY
Rev. #1 04-24-19 AAAJ
Rev. #2 09-18-19 AAAJ
Rev. #3 02-10-20 AAAJ

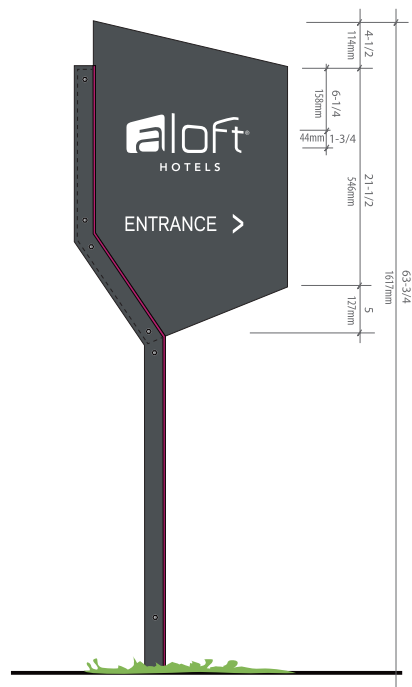
DATE BY
Rev. #4 09-22-20 AAAJ
Rev. #5 09-30-20 AAAJ
Rev. #6 10-07-20 AAAJ

ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN

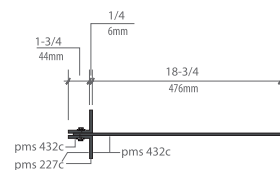
DRAWING NO:
D-ORDER #097355.13

ARTIST: AAAJ DATE: 04-17-19
SHEET: 11 OF 13

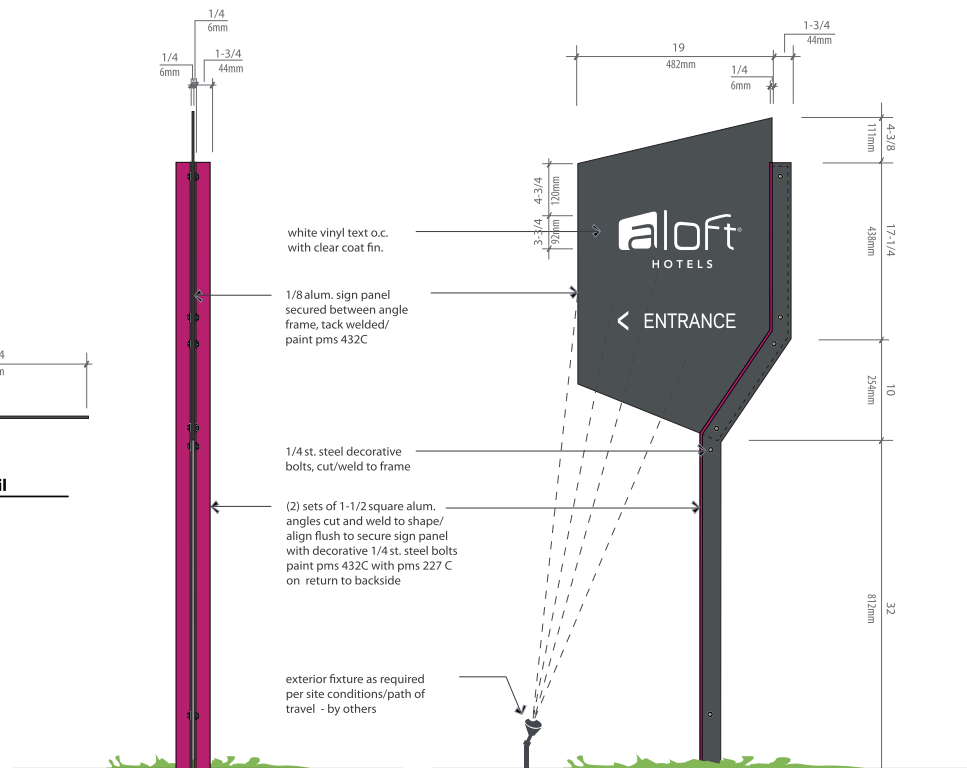
THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT



Backside Elevation



Plan View Detail



End View Detail

PROPOSED

7 Sign Type B1 - Ground ID/Directional - Front Elevation

SCALE: 3/4" = 1'-0"

4.17 SQ. FT.

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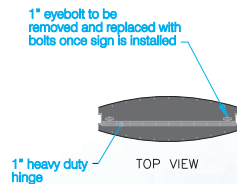
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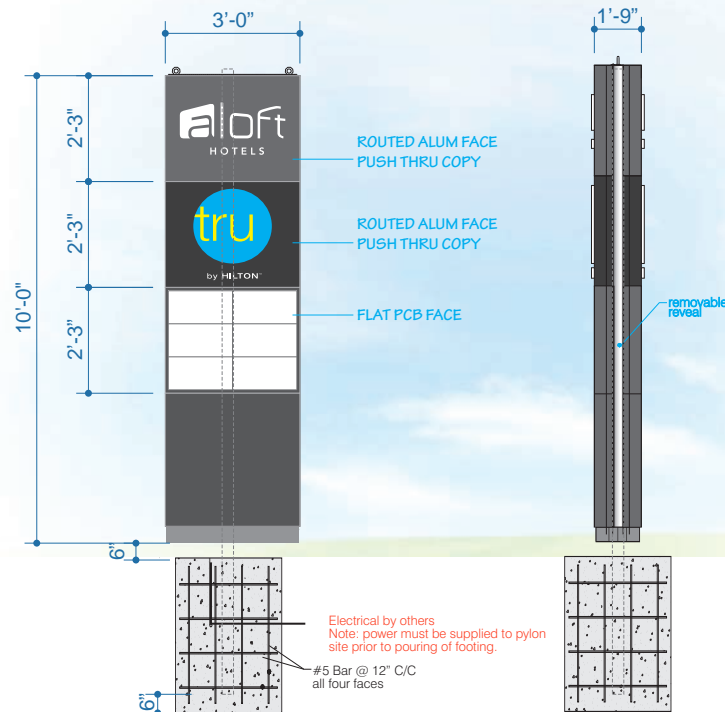
**ALOFT HOTEL
LOVELL POINTE/LOVELL ROAD
KNOXVILLE, TN**

**DRAWING NO:
D-ORDER #097355.14**

ARTIST: AAAJ DATE: 02-01-22
SHEET: **12** OF **13**



Total Amps: 2.80
 Number of Circuits: 1-20 amp
 Volts: 120
 Estimated Crated Weight: 1,760.20 lbs



PROPOSED

8 MULTI TENANT MONOLITH

2-A-22-SU

Revised: 2/1/2022



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Rev.	DATE	BY
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Rev. #6	10-07-20	AAAJ

**ALOFT HOTEL
 LOVELL POINTE/LOVELL ROAD
 KNOXVILLE, TN**

**DRAWING NO:
 D-ORDER #097355.14**

ARTIST: AAAJ DATE: 02-01-22
 SHEET: 13 OF 13

13.7 - MASTER SIGN PLANS FOR UNIFIED DEVELOPMENTS

A. Purpose

For the purpose of providing flexibility and incentives for coordinated, well designed sign systems for shopping centers, commercial subdivisions, office parks, institutional district developments, and other large scale commercial and mixed-use developments, a master signage plan is required for certain signs identified within this section. A master sign plan will promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community's expressed desire for quality development consistent with the property's land use designation.

B. Application Requirements

Master sign plans required pursuant to other provisions of this Code must be submitted for review and consideration by the Knoxville-Knox County Planning Commission as a special use, and include the following information in the application package:

1. Master sign plan application and a consent form signed by all the property owner(s), or owners' representatives, for the unified development under consideration.
2. A site plan showing the location and dimensions of all property lines, rights-of-way, easements, improvements (buildings, driveways, street access points, etc.) within the unified development, the location of all existing and proposed signs, required signs setbacks, and if required pursuant to other provisions of this Code, building elevations showing all building signs.
3. Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans.
4. Computation of the maximum total sign area, the maximum area for individual sign, the height of sign and the number of freestanding signs allowed on the lots included in the unified development under consideration. The applicant shall also submit written information indicating all modifications to existing signs.
5. A copy of any sign restrictions proposed or implemented for the unified development.
6. Documentation including an accurate site plan for the development must be provided showing that the development was approved as a shopping center, commercial subdivision, office park, institutional district developments, or mixed-use development. The development may be located on both sides of a street or streets if it is determined by the Knoxville-Knox County Planning Commission that it functions as a unified development.
7. The minimum size of a development eligible for consideration as a unified development is 25,000 square feet of gross floor area and must contain three or more businesses or tenants or be located in the Institutional district with a minimum 25,000 square feet of gross floor area.
8. For the purposes of approving a master sign plan, the Knoxville-Knox County Planning Commission will determine the boundaries of the unified development based on the application and evidence submitted in support of the application.
9. The approved signs must be located on property within the area defined by the Knoxville-Knox County Planning Commission as the unified development.

C. Administrative Procedures

Master sign plans are reviewed by the Knoxville-Knox County Planning Commission as a special use. A master sign plan may also be included as part of a development plan or special use application for a shopping center, commercial subdivision, office park, institutional district developments, or similar development. The Knoxville-Knox County Planning Commission may approve, modify, or deny the request. All applications for sign permits in an area with an approved master sign plan must be in conformance with the plan. Since approval of master sign plan is a privilege and not a right, variances from the sign standards of this article will not be granted for development directory signs or project directional signs. When a master sign plan has been approved, variances will not be granted for any signs on a lot covered by the master sign plan. The action of the Knoxville-Knox County Planning Commission may be appealed as provided in this Code.

D. Sign Regulation Modification for Healthcare Facilities with an On-Site Emergency Room

A master sign plan may modify the sign regulations in any district for healthcare facilities with an on-site emergency room as outlined below to allow for creative responses to site-specific conditions.

1. Sign area;
2. Sign height;
3. Sign location and setbacks;
4. Number of signs;
5. Illumination permissions;
6. Additional sign types being utilized per item E and F below.

E. Development Directory Sign

To encourage coordinated, well designed sign systems that allow sufficient identification of businesses within unified developments in a manner which promotes traffic safety and avoids visual blight, development directory signs may be approved by the Knoxville-Knox County Planning Commission as a part of a master sign plan subject to meeting the following:

1. The development directory sign must meet the requirements of Section 13.9 of these regulations for a detached sign in a commercial or industrial district.
2. The development directory sign will count as one of the detached signs permitted pursuant to these regulations for the lot on which the sign will be located. If the maximum number of business ground or monument signs and/or the maximum surface area is already met or exceeded on a lot proposed for a development directory sign, the number of signs and/or surface area must be reduced so that the addition of the development directory sign would put the signs on the lot in conformance with the maximum limitations.
3. Only the name and/or logo for the unified development and the names and/or logos of individual establishments within the unified development are permitted on the sign face(s). The name of the unified development must be located at the top of the sign and designed to stand out from the listing of tenants within the unified development.
4. Only one development directory sign is allowed per street frontage (per side of the street) for the unified development. Interstate frontage is considered a street frontage.

5. Approved development directory signs cannot be converted to any other type of off-premise sign.

F. Project Directional Sign

To promote the safe and efficient flow of traffic, project directional signs may be approved by the Knoxville-Knox County Planning Commission as a part of a master sign plan to direct traffic from a collector or arterial street (as designated in the "Major Road Plan for Knoxville—Knox County, Tennessee") to businesses located on the same or lower classification streets within the same unified development, subject to meeting the following:

1. The project directional sign must be located at the intersection of the lower classification street with the collector or arterial street and oriented toward the traffic flow on the collector or arterial street.
2. The project directional sign must be located out of the right-of-way and must comply with setback, sight distance, and sight triangle requirements for the lot on which it is located.
3. A project directional sign cannot be located closer than 500 linear feet to any other project directional sign on the same side of the collector or arterial street. Only one project directional sign is permitted per intersection on the same side of the collector or arterial street.
4. The project directional sign may be approved in addition to any ground or monument signs that are allowed on a specific lot.
5. Only the name and/or logo for the unified development, name and or logo of individual establishments within the unified development, and a directional arrow are permitted on the sign face(s).
6. The project directional sign cannot exceed six feet in height and a maximum surface area of 36 square feet.
7. Approved project directional signs cannot be converted to any other type of sign.

G. Administrative Changes

After approval of a master sign plan by the Knoxville-Knox County Planning Commission, the Knoxville-Knox County Planning Commission Executive Director may approve a change to the signage plan administratively in instances of an increase in the size of any sign by up to 10%; provided this does not exceed the maximum sizes permitted by these regulations.

(Ord. No. O-87-2021, § 1, 6-29-21)



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

Applicant Name Randolph Architecture

Affiliation Architect

Date Filed 12/23/2021

Meeting Date (if applicable) 2/10/2022

File Number(s)

2-A-22-SU

CORRESPONDENCE

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

- ☐ Applicant ☐ Property Owner ☐ Option Holder ☐ Project Surveyor ☐ Engineer ☒ Architect/Landscape Architect

Name Mark Randolph

Company Randolph Architecture

Address 550 W. Main Street Suite 725 City Knoxville State Tn. ZIP 37902

Phone 865.357.3750

Email mrandolph@randolphar.com

CURRENT PROPERTY INFO

Property Owner Name (if different) Mr. Nick Patel.

Property Owner Address SEE ATTACHED

Property Owner Phone 865.405.6425

Property Address 364 Lovell Road

Parcel ID 131 05701, 131 05702, 131 05703, 131 05704, 131 05705

Sewer Provider First Utility

Water Provider First Utility

Septic (Y/N) No

STAFF USE ONLY

General Location East side of Lovell Rd., south of I-40/75

Tract Size 9.11 acres

☒ City ☐ County 2nd
District

C-H-2
Zoning District

Hotel, commercial, vacant land
Existing Land Use

Planning Sector SW County

GC
Sector Plan Land Use Classification

N/A
Growth Policy Plan Designation

DEVELOPMENT REQUEST

<input checked="" type="checkbox"/> Development Plan <input type="checkbox"/> Residential Home Occupation (specify) _____ Other (specify) <u>MASTER SIGN PLAN</u>	<input checked="" type="checkbox"/> Use on Review / Special Use <input checked="" type="checkbox"/> Non-Residential <input type="checkbox"/> Hillside Protection COA	Related City Permit Number(s)
--	--	---


SUBDIVISION REQUEST

Proposed Subdivision Name Unit / Phase Number _____ <input type="checkbox"/> Other (specify) _____ <input type="checkbox"/> Attachments / Additional Requirements	<input type="checkbox"/> Combine Parcels <input type="checkbox"/> Divide Parcel Total Number of Lots Created _____	Related Rezoning File Number
--	--	--

ZONING REQUEST

<input type="checkbox"/> Zoning Change Proposed Zoning _____ <input type="checkbox"/> Plan Amendment Change Proposed Plan Designation(s) _____ Proposed Density (units/acre) _____ <input type="checkbox"/> Other (specify) _____	Pending Plat File Number Previous Rezoning Requests _____
--	--

STAFF USE ONLY

PLAT TYPE <input type="checkbox"/> Staff Review <input type="checkbox"/> Planning Commission	Fee 1 <u>0401</u>	Total <u>\$1,500</u> 
ATTACHMENTS <input checked="" type="checkbox"/> Property Owners / Option Holders <input type="checkbox"/> Variance Request	Fee 2	
ADDITIONAL REQUIREMENTS <input type="checkbox"/> Design Plan Certification (Final Plat) <input type="checkbox"/> Use on Review / Special Use (Concept Plan) <input type="checkbox"/> Traffic Impact Study <input type="checkbox"/> COA Checklist (Hillside Protection)	Fee 3	


Applicant Signature

R. Mark Randolph
Please Print

12/22/21
Date

865-357-3750
Phone Number

mrandolph@randolphar.com
Email

N. Patel
Property Owner Signature

Nick Patel
Please Print

12/22/21
Date

MR 12/23/21

sum 12/28/21