



SPECIAL USE REPORT

▶ **FILE #:** 1-A-22-SU

AGENDA ITEM #: 32

AGENDA DATE: 1/13/2022

▶ **APPLICANT:** DESI VARSEL
OWNER(S): Jamie Tipton / KB Partners

TAX ID NUMBER: 154 09807 (PART OF) [View map on KGIS](#)

JURISDICTION: City Council District 2

STREET ADDRESS: 2040 Town Center Blvd.

▶ **LOCATION:** East side of Town Center Boulevard, southeast side of Boardwalk Boulevard, west of I-140

▶ **APPX. SIZE OF TRACT:** 1600 sqft

SECTOR PLAN: Southwest County

GROWTH POLICY PLAN: N/A

ACCESSIBILITY: Access is via Town Center Blvd., a median separated local street with 4 travel lanes within a right-of way that varies in width from 100ft to 120ft.

UTILITIES: Water Source: First Knox Utility District

Sewer Source: First Knox Utility District

WATERSHED: Tennessee River

▶ **ZONING:** C-R-2 (Regional Commercial) (c)

▶ **EXISTING LAND USE:** CO (Commercial)

▶ **PROPOSED USE:** Additional signage

HISTORY OF ZONING: The property was rezoned from TC-1 to PC-1 in 2010 (10-G-10-RZ).

SURROUNDING LAND USE AND ZONING: North: Retail -- C-R-2 (Regional Commercial) (C)

South: Retail -- C-R-2 (Regional Commercial) (C)

East: Retail -- C-R-2 (Regional Commercial) (C)

West: Vacant land -- C-R-2 (Regional Commercial) (C)

NEIGHBORHOOD CONTEXT: The site is located within the Northshore Town Center development. Other uses in the area include Target, Publix, restaurants, and business and professional offices.

STAFF RECOMMENDATION:

▶ **Approve the request to amend the previously approved master sign plan to allow additional signs on the rear of the retail building and modify the sign location on the side of the building, subject to 3 conditions.**

1. The wall sign on the rear (Town Center Boulevard) elevation shall have a maximum area of 42 sqft and be in a location consistent with the attached signage plan (see Exhibit A).
2. Meeting all applicable requirements of the approved master sign plan (3-C-11-UR).

3. Meeting all other applicable requirements of the City of Knoxville Zoning Ordinance.

With conditions noted above, this request meets the former PC-1 (Planned Commercial) zone requirements, the previously approved master sign plan, and the other criteria for approval of a special use for modifications to previously approved planned districts per Article 1.4.G.

COMMENTS:

This proposal is for an additional sign on the rear of the building, facing Town Center Blvd, where signs had not been located before for the corner commercial spaces. The applicant is also requesting a new location for the sign on the side of the building.

BUILDING SIGNAGE PLAN

The approved master sign plan for Northshore Town Center did not include wall signage details for the subject retail building and the associated retail building to the north. However, in the case file there is a building signage plan that provides sign size and location for all of the tenant spaces (see Exhibit A). It is unknown if this signage plan was provided as part of the original master sign plan submittal or provided after the Planning Commission approval as additional information during permitting. The current signage on the two retail buildings is consistent with the plan (Exhibit A), except that none of the corner tenant spaces have a sign that faces Town Center Boulevard. If this request is approved, EasyVet will be the first tenant to have three (3) wall signs, and this building signage plan will become recognized by staff as the official master sign plan for these two retail buildings.

REAR ELEVATION

The applicant is requesting a 59.01 sqft wall sign on the rear elevation that is the same size as the sign on the front elevation of the building. The building signage plan referenced above allows a maximum sign area of 42 sqft for this tenant space. The staff recommendation is to approve a maximum sign area of 42 sqft for this tenant space, consistent with the building signage plan.

SIDE ELEVATION

The applicant obtained sign permits for the two existing EasyVet signs on the building to replace the signage of the previous tenant. The sign on the side elevation was supposed to be located on the west side of this elevation (closer to Town Center Blvd); however, it was installed on the east side of the elevation (closer to the parking lot). This request is to modify the location of the side elevation sign to where it was installed.

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 MU-CC (Community Mixed-Use Center), which recommends a mix of residential, office, and commercial uses.
- b. The request is consistent with the plan recommendations.

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

- a. The PC-1 (Retail and Office Park) zone is established to provide for the unified development of uses ranging from retail stores and services such as are found in neighborhood shopping centers and community shopping centers to businesses and professional offices. In the interest of promoting orderly design and development, the district regulations emphasize rational placement of activities, traffic and pedestrian circulation, access and parking, loading, landscaping, and the mitigation of adverse offsite impacts.
- b. The proposed modifications to the master sign plan are consistent with the signage standards of the former PC-1 zone.

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 proposed signage is compatible with the character of 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 proposed signage 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.

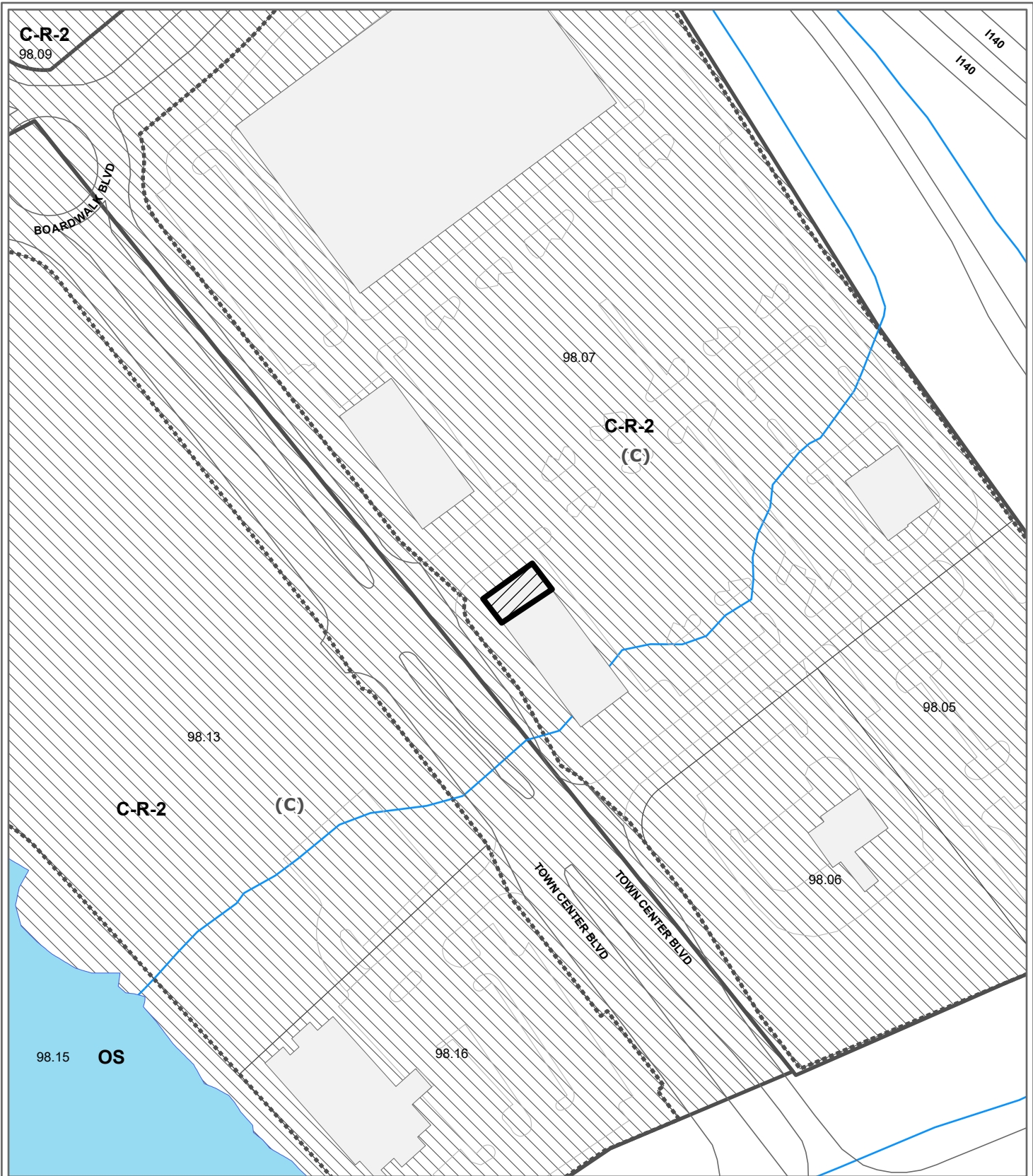
6) THE NATURE OF DEVELOPMENT IN THE SURROUNDING AREA IS NOT SUCH AS TO POSE A POTENTIAL HAZARD TO THE PROPOSED USE OR TO CREATE AN UNDESIRABLE ENVIRONMENT FOR THE PROPOSED USE.

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.

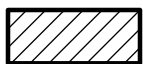
ESTIMATED STUDENT YIELD: Not applicable.

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.



**1-A-22-SU
SPECIAL USE**

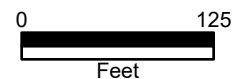
Petitioner: Varsel, Desi



Additional Signage, Rear Façade 59.01 sq. ft. in C-R-2 (Regional Commercial) (c)

Map No: 154

Jurisdiction: City



Original Print Date: 12/17/2021 Revised:
Knoxville - Knox County Planning Commission * City / County Building * Knoxville, TN 37902

SIDE ELEVATION

EASYVET

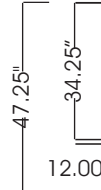
2040 Town Center Blvd
Knoxville, TN 37922

UL Underwriters Laboratories Inc. •
UL File #E225670

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Sq. Ft. Signage: 42.00
Signage Allowance: 60.00 Sq. Ft. Aggregate
(1 Sq. Ft. per 10 Sq. Ft. of Building floor area (600 Sq. Ft.))



42.00 Sq. Ft.
QTY: 1

SPECIFICATIONS

ILLUMINATED CHANNEL LETTERS

Quantity:

See above

Size:

As in drawing

Trim:

1"

Trim Color:

Red, White and Blue to Match Faces

Return Color:

Red, White and Blue to Match Faces

Face Color:

Printed Vinyl (All Colors)

Red, White and Blue

Face:

1/8" Acrylic

Letter Interior:

Gloss White

Illumination:

LED

Mounting:

Studded Letters

INITIAL LAYOUT:

July 09, 2021

REVISIONS:

I	082021
II	082621
III	110421
IV	121621
V	-
VI	-

IMPOSED IMAGERY

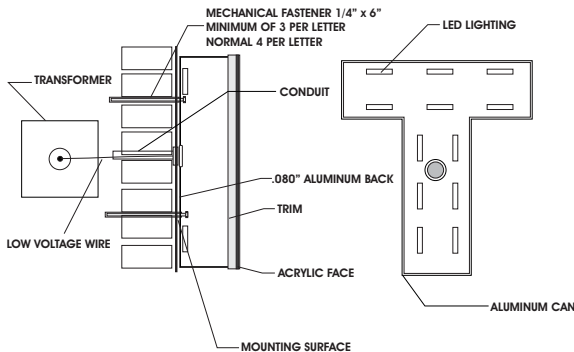


60' WIDE

20' TALL



DETAIL



NOTES:

- IF ELECTRICAL LINE/J-BOX IS WITHIN 6' OF ELECTRICAL, CONNECTION TO BE HANDLED BY INSTALLER. IF NOT ELECTRICAL HANDLED BY OWNER/GC
- IF ROOF PENETRATIONS ARE NECESSARY, THEY ARE TO BE SEALED BY A ROOFER. THIS IS HANDLED BY THE GC/OWNER
- REMOVAL AND DISPOSAL OF EXISTING WALL SIGNS HANDLED BY GC/OWNER

1-A-22-SU
12/20/2021

Owner/Landlord Approval _____

SIGNS UNLIMITED
communicate your identity

6801 Mount Hermon Church Rd, Ste C, Durham, NC 27705 • (P) 919-552-8689 • (F) 919-557-1322

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REAR ELEVATION

EASYVET

2040 Town Center Blvd
Knoxville, TN 37922

INITIAL LAYOUT:

May 12, 2021

REVISIONS:

- I 05/20/2021
- II 06/15/2021
- III 08/20/21
- IV 08/26/21
- V
- VI

Sq. Ft. Signage: 59.01

Signage Allowance: 60.00 Sq. Ft. Aggregate
(1 Sq. Ft. per 10 Sq. Ft. of Building floor area (600 Sq. Ft.))



151.75"
59.01 Sq. Ft.
QTY: 1

OPTION A (59 sqft)

SPECIFICATIONS ILLUMINATED CHANNEL LETTERS

Quantity:

See above

Size:

As in drawing

Trim:

1"

Trim Color:

Red, White and Blue to Match Faces

Return Color:

Red, White and Blue to Match Faces

Face Color:

Printed Vinyl (All Colors)
Red, White and Blue

Face:

1/8" Acrylic

Letter Interior:

Gloss White

Illumination:

LED

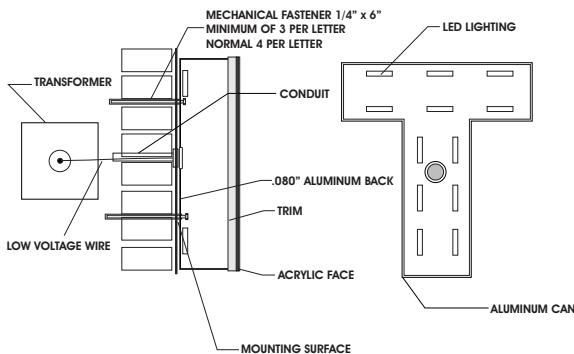
Mounting:

Studded Letters

IMPOSED IMAGERY



DETAIL



NOTES:

- IF ELECTRICAL LINE/J-BOX IS WITHIN 6' OF ELECTRICAL, CONNECTION TO BE HANDLED BY INSTALLER. IF NOT ELECTRICAL HANDLED BY OWNER/GC
- IF ROOF PENETRATIONS ARE NECESSARY, THEY ARE TO BE SEALED BY A ROOFER. THIS IS HANDLED BY THE GC/OWNER
- REMOVAL AND DISPOSAL OF EXISTING WALL SIGNS HANDLED BY GC/OWNER

1-A-22-SU
12/20/2021

Owner/Landlord Approval _____

REAR ELEVATION

EASYVET

2040 Town Center Blvd
Knoxville, TN 37922



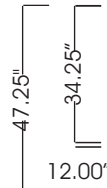
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UL File #E225670

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Sq. Ft. Signage: 42.00

Signage Allowance: 60.00 Sq. Ft. Aggregate
(1 Sq. Ft. per 10 Sq. Ft. of Building floor area (600 Sq. Ft.))



PROOF: ALTERNATIVE

126.00"

easyvet

affordable veterinarian

128.00"

42.00 Sq. Ft.
QTY: 1

SPECIFICATIONS

ILLUMINATED CHANNEL LETTERS

Quantity:

See above

Size:

As in drawing

Trim:

1"

Trim Color:

Red, White and Blue to Match Faces

Return Color:

Red, White and Blue to Match Faces

Face Color:

Printed Vinyl (All Colors)
Red, White and Blue

Face:

1/8" Acrylic

Letter Interior:

Gloss White

Illumination:

LED

Mounting:

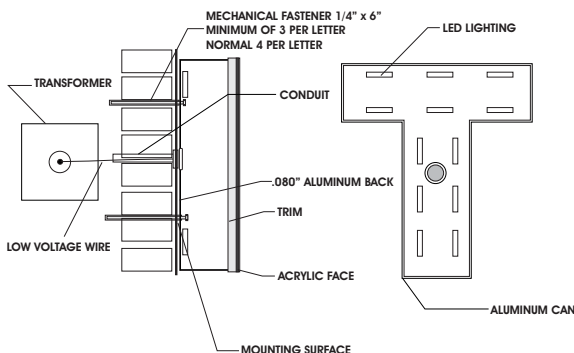
Studded Letters

OPTION B (42 sqft)

IMPOSED IMAGERY



DETAIL



NOTES:

- IF ELECTRICAL LINE/J-BOX IS WITHIN 6' OF ELECTRICAL, CONNECTION TO BE HANDLED BY INSTALLER. IF NOT ELECTRICAL HANDLED BY OWNER/GC
- IF ROOF PENETRATIONS ARE NECESSARY, THEY ARE TO BE SEALED BY A ROOFER. THIS IS HANDLED BY THE GC/OWNER
- REMOVAL AND DISPOSAL OF EXISTING WALL SIGNS HANDLED BY GC/OWNER

1-A-22-SU
12/20/2021

Owner/Landlord Approval _____

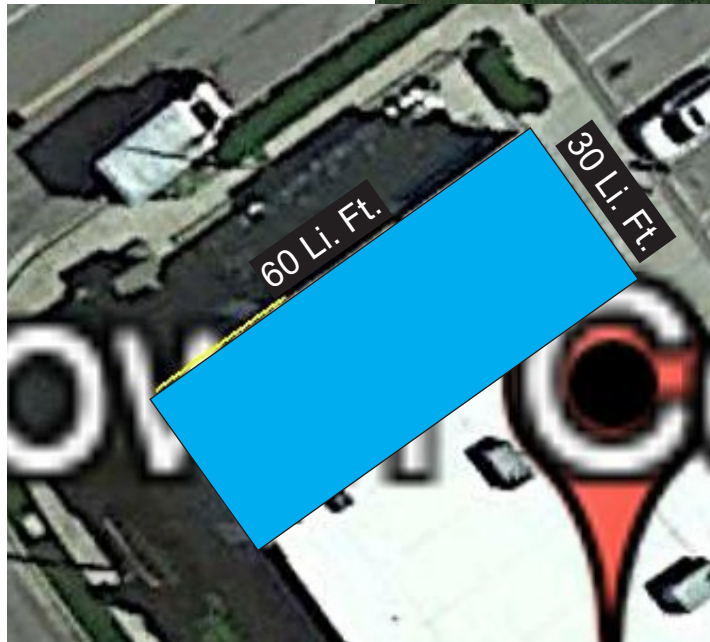
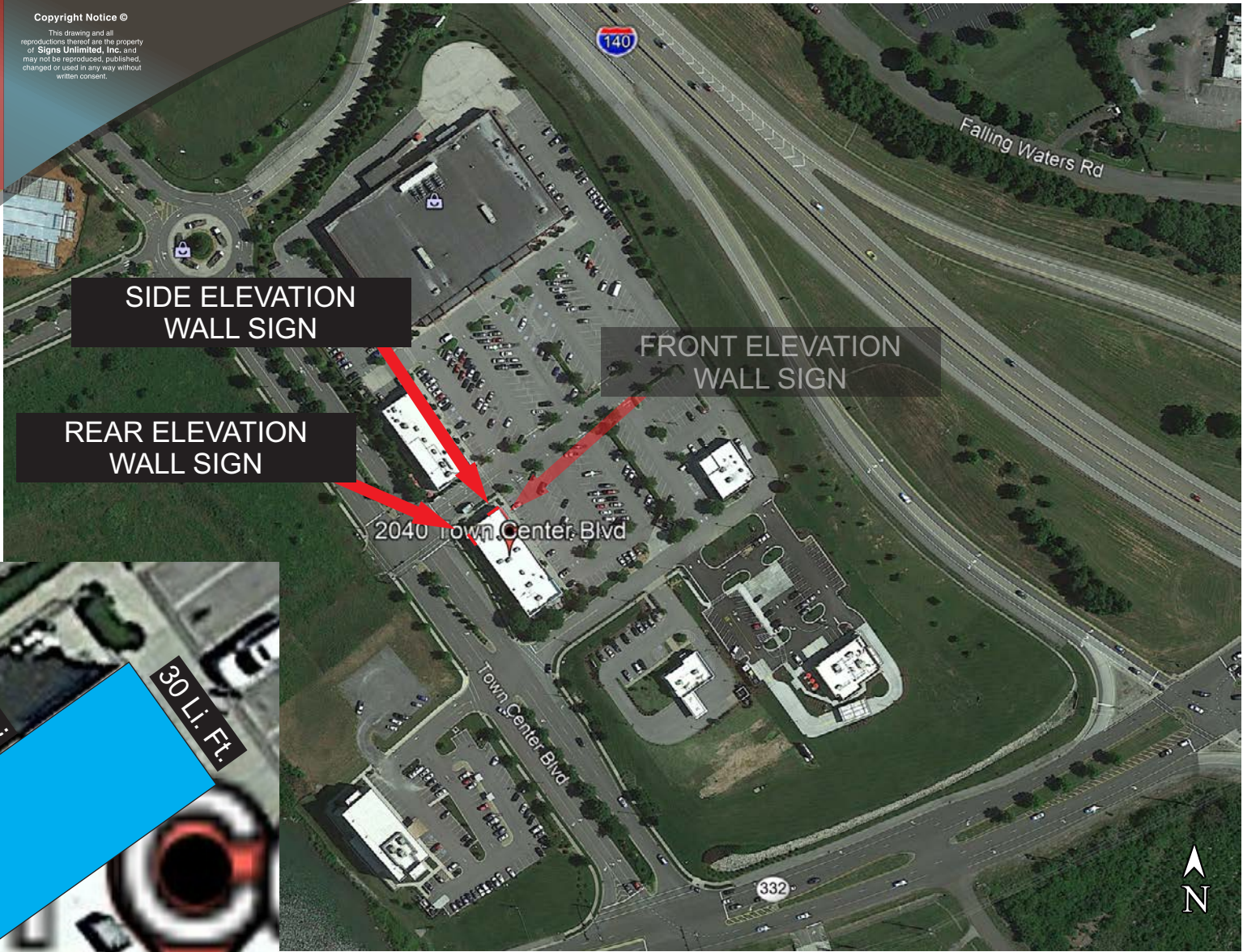


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SITE PLAN
EASYVET
2040 Town Center Blvd
Knoxville, TN 37922

INITIAL LAYOUT: July 09, 2021
REVISIONS:
I 110421
II
III
IV
V



FLOOR AREA = 1800 Sq. Ft.

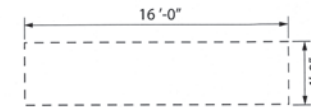
1-A-22-SU
12/20/2021

Owner/Landlord Approval _____

EXHIBIT A



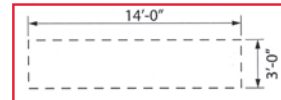
FRONT ELEVATION (FACING PELLISSIPPI PKWY)



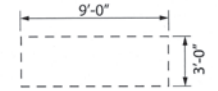
SIGN NO. 1 - 64 S.F. (X2)



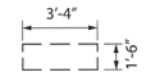
SIGN NO. 2 - 59 S.F. (X5)



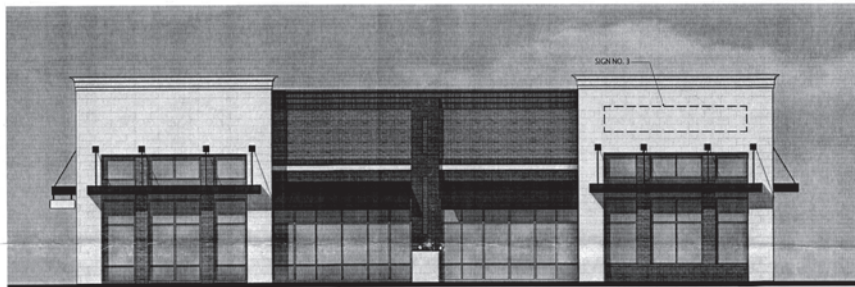
SIGN NO. 3 - 42 S.F. (X4)



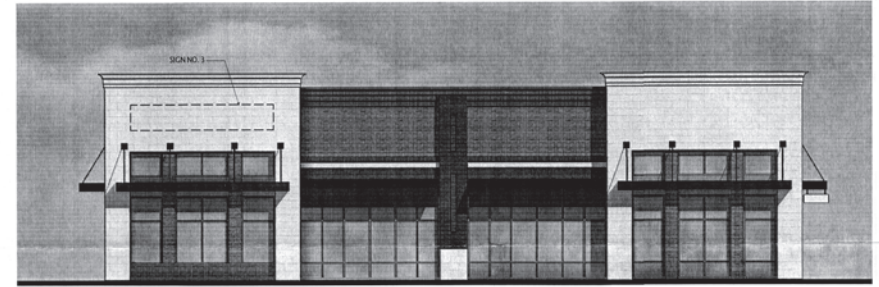
SIGN NO. 4 - 28 S.F. (X5)



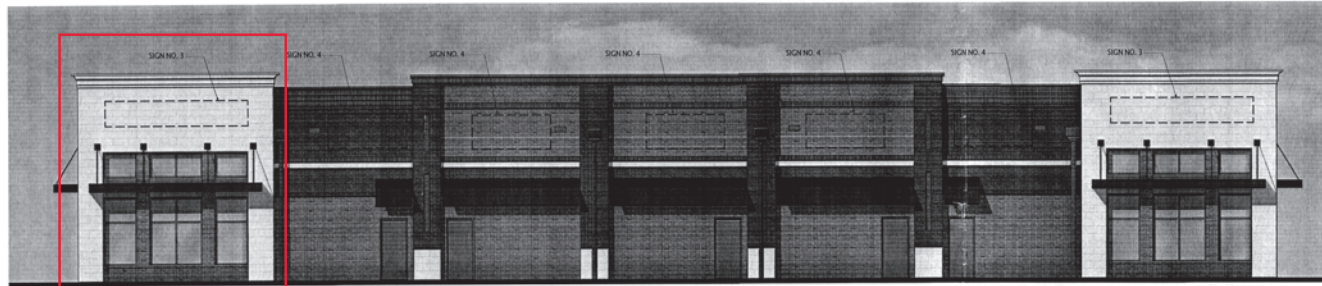
MARQUEE SIGN - 5 S.F. (X6)



RIGHT ELEVATION (FACING SLIP RAMP)



LEFT ELEVATION (FACING NORTHSHORE DRIVE)



REAR ELEVATION (FACING TOWN CENTER BLVD)

BUILDING FACE	SIGN AREA
FRONT	453 S.F.
REAR	224 S.F.
RIGHT SIDE	42 S.F.
LEFT SIDE	42 S.F.
TOTAL SIGN AREA	761 S.F.

BUILDING AREA	≤8,400 S.F.
SIGN AREA ALLOWED	840 S.F.

TYPICAL SHOPS BUILDING - NEIGHBORHOOD CENTER

1-A-22-SU



NORTHSHORE
KNOXVILLE - TENNESSEE
TOWN CENTER

NORTHSHORE MARKET INVESTORS LLC

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



Requested Sign Location on Side of Building

Location sign was installed.

Location sign was supposed to be installed



Proposed location of new additional wall sign



Signs on the Rear Elevation of the Adjacent Retail Building





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

Desi Varsel

Contractor

Applicant Name

Affiliation

11/16/2021

11/13/2022

Date Filed

Meeting Date (if applicable)

File Number(s)

1-A-22-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

Desi Varsel

Signs Unlimited, Inc

Name

Company

6801-C Mt Hermon Church Rd

Durham

NC

27705

Address

City

State

ZIP

919 552 8689

desi@signsunlimitedusa.com

Phone

Email

CURRENT PROPERTY INFO

Jamie Tipton

KB Partners

629 202 7850

Owner Name (if different)

Owner Address

Owner Phone

2040 Town Center Blvd

154 09807

(part of)

Property Address

Parcel ID

Sewer Provider

Water Provider

Septic (Y/N)

STAFF USE ONLY

East side Town Center Blvd, SE/S Boardwalk Blvd west of I-140 59.01sgft

General Location

Tract Size

City County

District = 2nd

Zoning District C-R-2 (C)

Existing Land Use CO

Southwest County

sector Plan Land Use Classification MU-CC

Growth Policy Plan Designation 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)

S21-0397

Home Occupation (specify) _____

Other (specify) Additional Signage, Rear Facade 59.01 sq ft

SUBDIVISION REQUEST

Related Rezoning File Number

Proposed Subdivision Name _____

Combine Parcels
 Divide Parcel
 _____ 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 450.00	
Fee 2	
Fee 3	
	#450.00

AUTHORIZATION

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

Desi Varsel

Digitally signed by Desi Varsel
DN: ou=Desi Varsel, o=Signs Unlimited, Inc, ou=Permit Technician,
email=desi@signsunlimitedusa.com, c=US
Date: 2021.11.22 13:44:47 -0500

Desi Varsel

11/16/2021

Applicant Signature

Please Print

Date

919 552 8689

desi@signsunlimitedusa.com

Phone Number

Email

Sherry Mechienzi

SHERRY MECHIENZI

11/17/2021

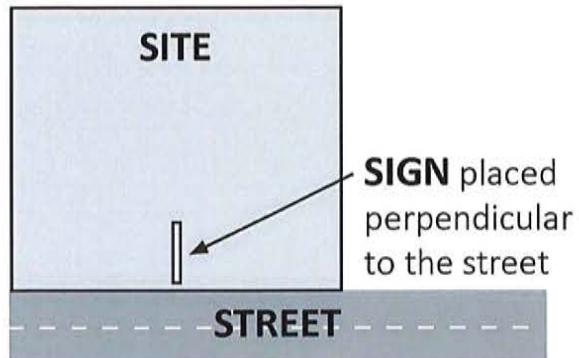
Staff Signature

Please Print

Date

sum

The Administrative Rules and Procedures of the Knoxville-Knox County Planning Commission require a sign to be posted on the property for each application subject to consideration by the Planning Commission, including the following applications: rezoning, plan amendment, concept plan, use on review/special use, planned development, right-of-way closure, and name change.



The required public notice sign(s) will be provided by Planning to the applicant when an application is submitted. If an application is submitted electronically, Planning staff will post the required sign. If a replacement sign(s) is needed, the applicant is responsible for picking up the new sign(s) from Planning and will be charged \$10 for each replacement.

LOCATION AND VISIBILITY

The sign must be posted on the nearest adjacent/frontage street and in a location clearly visible to vehicles traveling in either direction. If the property has more than one street frontage, 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 **not less than 12 days prior to 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 not less than 12 days prior to the next Planning Commission meeting. The applicant is responsible for removing the sign after the application has been acted upon by the Planning Commission.

The individual below is responsible for posting and removing the sign(s) provided consistent with the above guidelines and between the dates of:

Dec 29, 2021 and Jan 14, 2021
 (applicant or staff to post sign) (applicant to remove sign)

Applicant Name: Desi Varsel

Date: 11/17/2021

File Number: 1-A-22-SU

- Sign posted by Staff
- Sign posted by Applicant