



# SPECIAL USE REPORT

► **FILE #:** 2-B-25-SU

**AGENDA ITEM #:** 36

**AGENDA DATE:** 2/13/2025

► **APPLICANT:** KNOXVILLE MULTI-USE STADIUM DEVELOPMENT

OWNER(S): Boyd Property Development Third Base Residential Owner LP

TAX ID NUMBER: 95 H B 002, 095 HB 00201 - 00206

[View map on KGIS](#)

JURISDICTION: City Council District 6

STREET ADDRESS: 500 E JACKSON AVE (122 STADIUM WAY; 443 WILLOW AVE; 0, 215, 311 FLORIDA ST)

► **LOCATION:** South side of E Jackson Ave, west side of Florida St, northeast side of Stadium Way

► **APPX. SIZE OF TRACT:** 13.277 acres

SECTOR PLAN: Central City

GROWTH POLICY PLAN: N/A (Within City Limits)

ACCESSIBILITY: Access would be via E Jackson Avenue (local street), Florida Street (local street), Willow Avenue (minor collector), Stadium Way / Ballpark Way (private street), and a private drive connected to Florida Street, which are all under construction. E Jackson Avenue has a right-of-way width that varies from 36 to 42 ft, Florida Street has a right-of-way width that varies from 40 to 44 ft, Willow Avenue has a right-of-way width that varies from 46 to 68 ft.

UTILITIES: Water Source: Knoxville Utilities Board

Sewer Source: Knoxville Utilities Board

FIRE DISTRICT: Knoxville Fire Department

WATERSHED: First Creek

► **ZONING:** I-MU (Industrial Mixed-Use), HP (Hillside Protection Overlay), F (Floodplain Overlay), PD (Planned Development)

► **EXISTING LAND USE:** Agriculture/Forestry/Vacant Land (Under Construction)

► **PROPOSED USE:** Master Sign Plan for Knoxville Multi-Use Stadium Development

HISTORY OF ZONING: Partial rezoning of case site from I-2 (Restricted Manufacturing and Warehousing) to I-3 (General Industrial) in 1996 (7-C-96-RZ); Partial rezoning of case site from I-2 (Restricted Manufacturing and Warehousing) to I-3 (General Industrial) in 1999 (12-B-99-RZ), the PD was approved in 2021 (11-A-21-PD).

SURROUNDING LAND USE AND ZONING:

North: Wholesale, agriculture/forestry/vacant land - I-MU (Industrial Mixed-Use), PD (Planned Development)

South: Public/quasi public land, agriculture/forestry/vacant land - I-MU (Industrial Mixed-Use), PD (Planned Development), C-G-2 (General Commercial), RN-6 (Multi-Family Residential)

East: Commercial, wholesale, office - I-MU (Industrial Mixed-Use), PD (Planned Development), RN-6 (Multi-Family Residential)

West: S Hall of Fame Drive and James White Parkway rights-of-way - ROW (Right of Way)

NEIGHBORHOOD CONTEXT: The parcels comprising the project area are located east of the Old City across from the James White Parkway and S Hall of Fame Drive viaducts and abut First Creek to the south. This area is characterized by mixed, densely developed land uses ranging from industrial and wholesale uses to commercial and multifamily residential developments.

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**STAFF RECOMMENDATION:**

► **Approve the master sign plan for the Knoxville Multi-Use Stadium Development as submitted, subject to 3 conditions.**

- 1) Meeting all applicable requirements of the City of Knoxville Zoning Ordinance.
- 2) Meeting all applicable requirements of the City of Knoxville Engineering Department.
- 3) Meeting all applicable requirements of the City of Knoxville Plans Review and Inspections Department.

**COMMENTS:**

This request is for a master sign plan, permitted by special use per Article 13.7 (Master Sign Plans for Unified Developments) of the City of Knoxville Zoning Ordinance. The purpose of this master sign plan is request approval of a signage package for the Knoxville Multi-Use Stadium Development. The package includes street-facing signs, including wall mounted, projecting, canopy, awning, and banner signage, and sidewalk signs. The stadium and surrounding buildings were approved as a Planned Development (11-A-21-PD, 10-A-22-PD) and the approval required submittal of a master sign plan.

Other than sidewalk signs, no detached signage is included in this plan. Signs necessary to promote health, safety, and welfare, and directional signs erected on public property with permission from the City are exempt from the signage ordinance (Article 13.3.D). Signs installed by the City that bear no commercial message are also exempt (Article 13.3.C).

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

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

- a. The signage plan is consistent with the General Plan's Development Policy 4.4 that encourages to use landscaping, signage, and architecture to identify significant entrances to communities, neighborhoods, and business districts.
- b. The proposed use is also consistent with the General Plan's Development Policy 1.6, which recommends capitalizing on tourism opportunities, including University of Tennessee sports teams and proximity to the Smoky Mountains. The mixed use stadium will be home to local baseball and soccer teams and its downtown location is expected to draw tourists staying in Knoxville. Signage will help capitalize on this development by identifying the different areas of the site, which will make it easier to understand and navigate.
- c. The One Year Plan and Central City Sector Plan's MU-SD MU-CC3 (Mixed Use Special District, Magnolia Avenue Corridor Plan) classification refers to the Magnolia Avenue Corridor Plan (2009). The plan encourages a mix of developments and has no conflicts with the proposed special use.

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

- a. The development is located on parcels that are zoned I-MU (Industrial Mixed-Use). However, the Planned Development (11-A-21-PD, p. 23 of the approved project summary) stipulates that signs for this development are not subject to the minimum size, number, location, and illuminance requirements listed in Article 13 (Signs) of the zoning ordinance. The Planning Commission will review the master sign plan for appropriateness with the proposed development and land use designation.
- b. Most of the proposed signs conform to the dimensional requirements of Article 13. The differences are compared in Exhibit B. These minor exceptions are appropriate for the unique nature and scale of this development compared to other uses in the I-MU district.
- c. Two banner signs are proposed for the Delaney building that are not included in Article 13, but are allowed for this development by the Planned Development (p. 22 of the approved project summary). The proposed banner signs will not be illuminated.

**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 signage is appropriate for the scale of the building and the specific street frontages on which they occur and are compatible with this commercial/warehousing area. Three sides of the site face commercial development or the S Hall of Fame and James White Parkway viaducts.

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. No adverse effects are anticipated with the proposed master sign plan. While the master sign plan is not subject to the illumination standards of the zoning ordinance (Article 13.5.C), the proposed illuminations are well below the maximum allowance. Signs in nonresidential districts allows internally illuminated signs up to 200 footcandles (Article 13.5.C.1.b). The proposed signs that are internally illuminated will have a maximum illuminance of 1 footcandle. No illuminated signs are directed towards any residential development.

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

A. Additional traffic will not be drawn through residential streets because the project is bordered by nonresidential streets and is just off of S. Hall of Fame Drive, a minor arterial, and Willow Avenue, a minor collector.

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. The uses immediately surrounding the subject property will not pose a potential hazard or undesirable environment.

ESTIMATED TRAFFIC IMPACT: 0 (average daily vehicle trips)

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

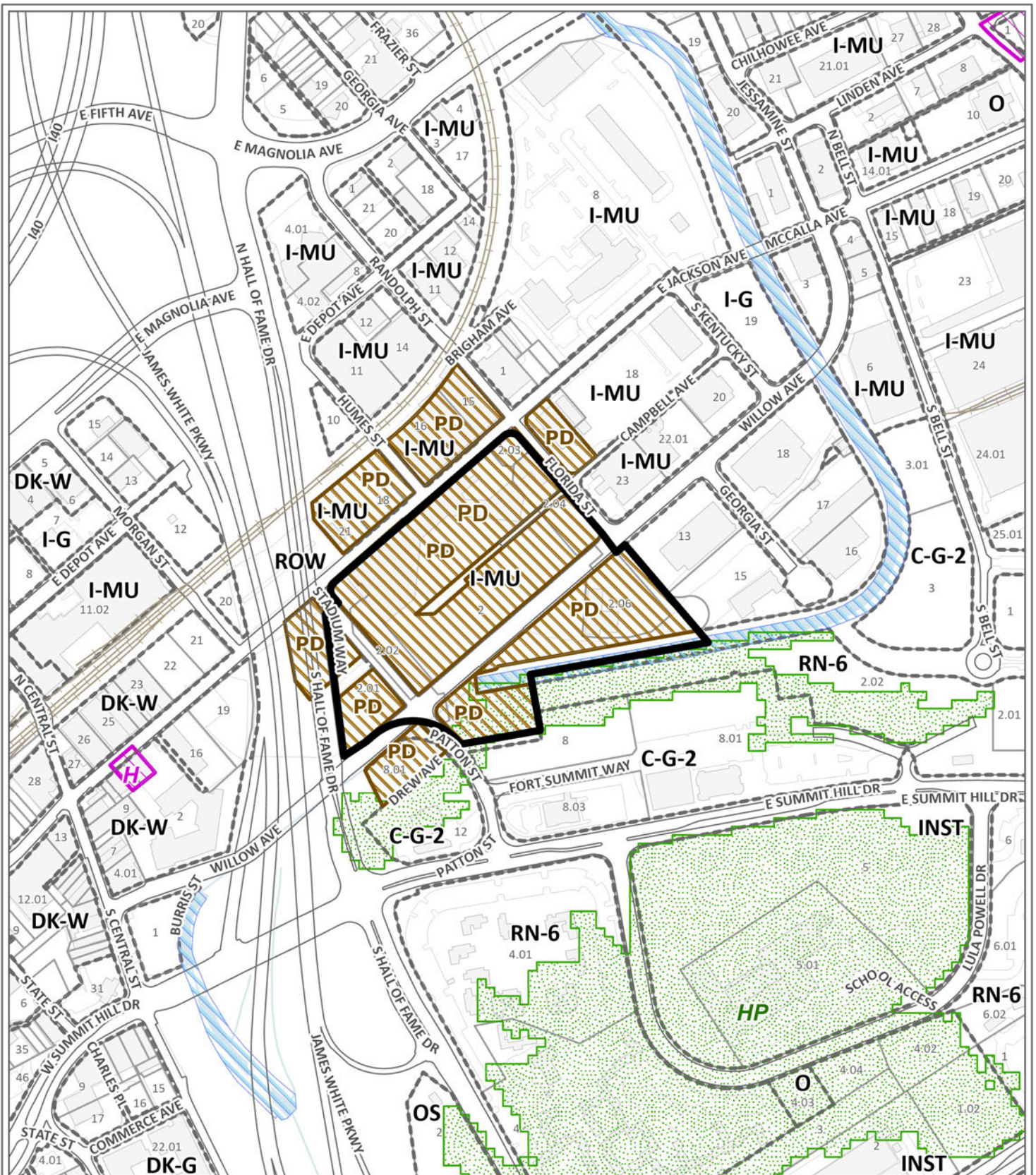
ESTIMATED STUDENT YIELD: Not applicable.

Schools affected by this proposal: Green Magnet Academy, Vine Middle Magnet, and Austin East High.

- Potential new school population is estimated using locally-derived data on public school student yield generated by new housing.
- Students are assigned to schools based on current attendance zones as determined by Knox County Schools. Students may request transfers to different zones, and zone boundaries are subject to change.
- Estimates presume full build-out of the proposed development. Build-out is subject to market forces, and timing varies widely from proposal to proposal.
- Student yields from new development do not reflect a net addition of children in schools. Additions occur incrementally over the build-out period. New students may replace current population that ages through the system or moves from the attendance zone.

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.





## SPECIAL USE

2-B-25-SU

Petitioner: Knoxville Multi-Use Stadium Development



Master Sign Plan for Knoxville Multi-Use Stadium Development in I-MU (Industrial Mixed-Use), HP (Hillside Protection Overlay), F (Floodplain Overlay), PD (Planned Development)

Original Print Date: 1/10/2025

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

Map No: 95

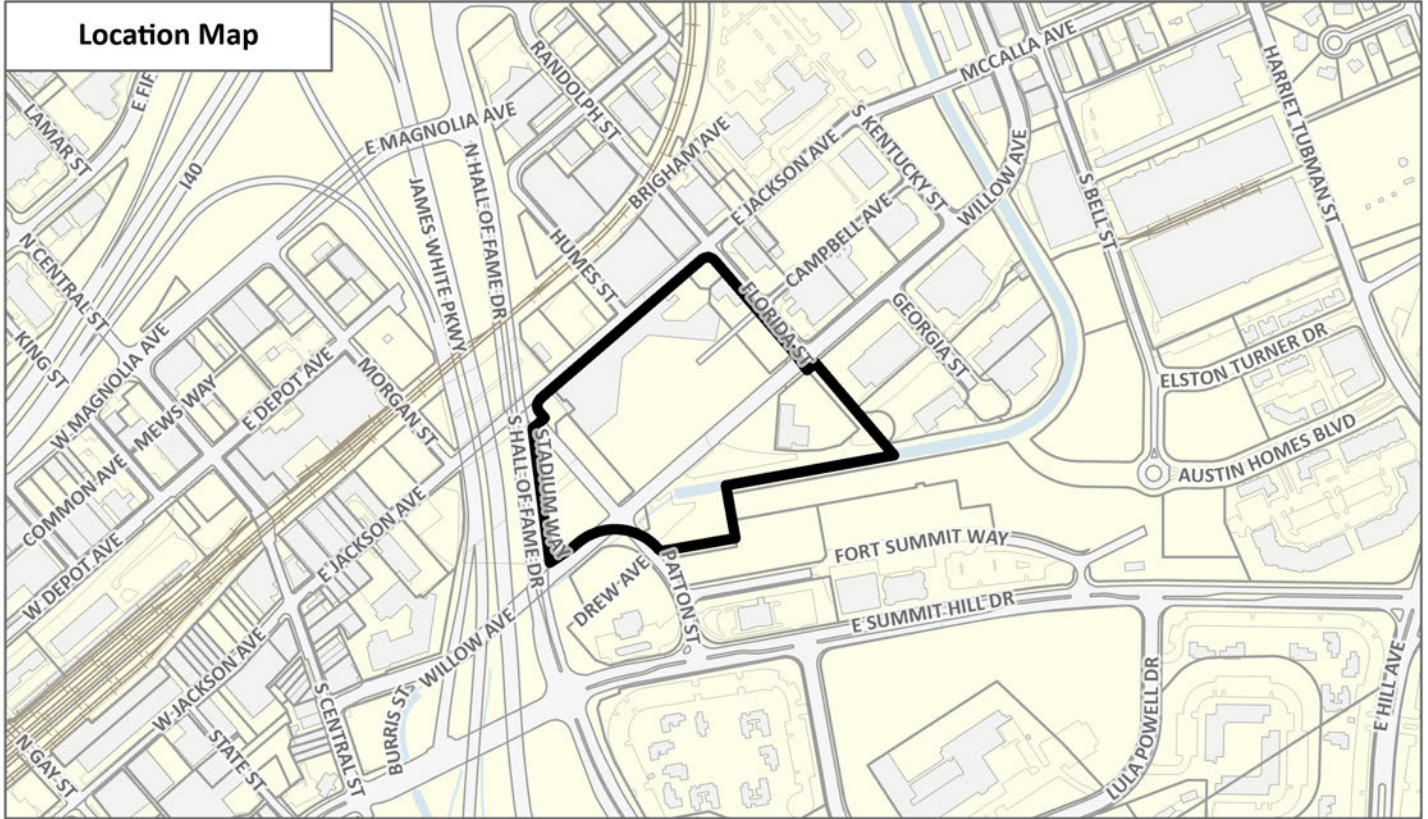
Jurisdiction: City



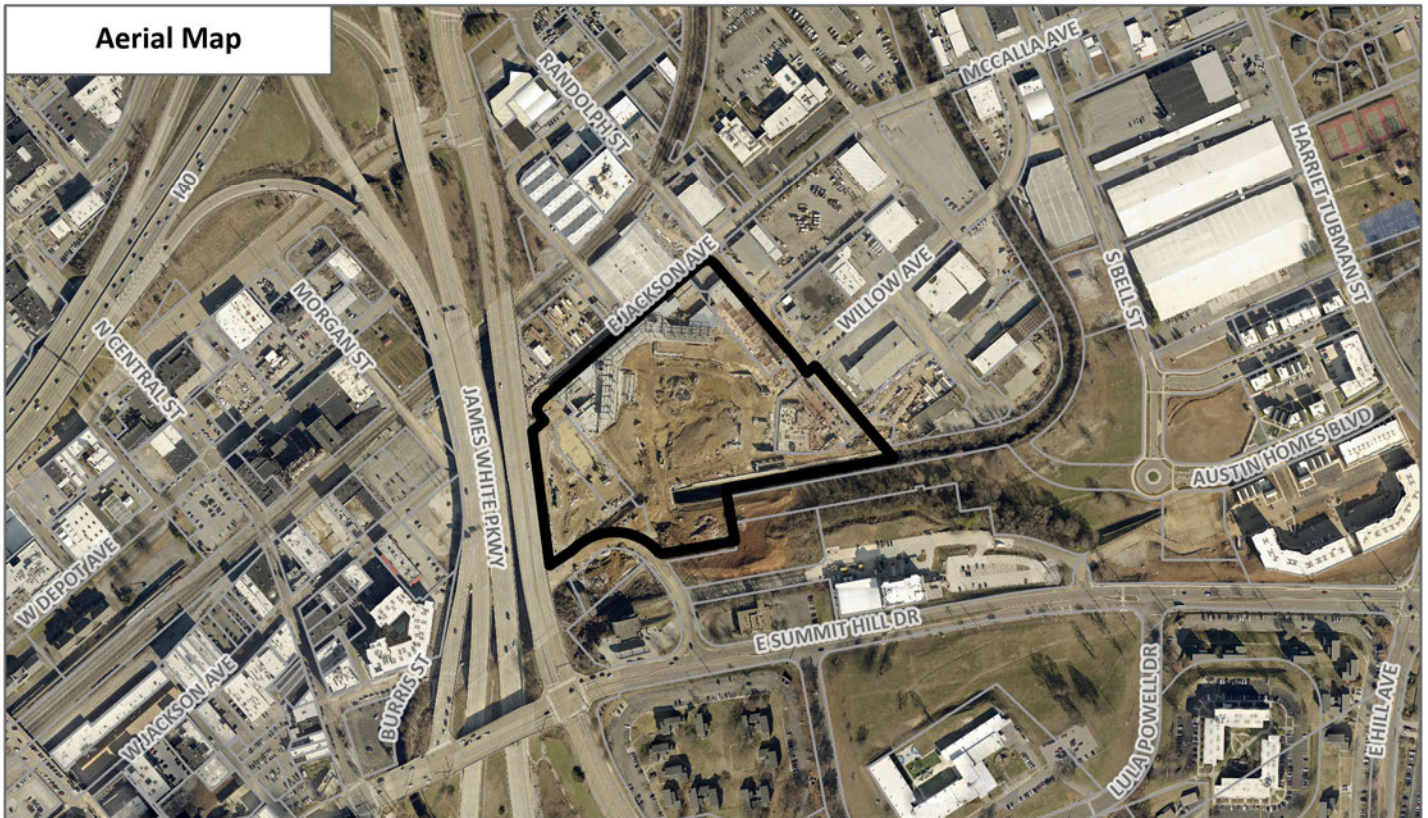


## Exhibit A. Contextual Images

Location Map



Aerial Map

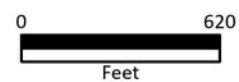


CONTEXTUAL MAPS 1

2-B-25-SU

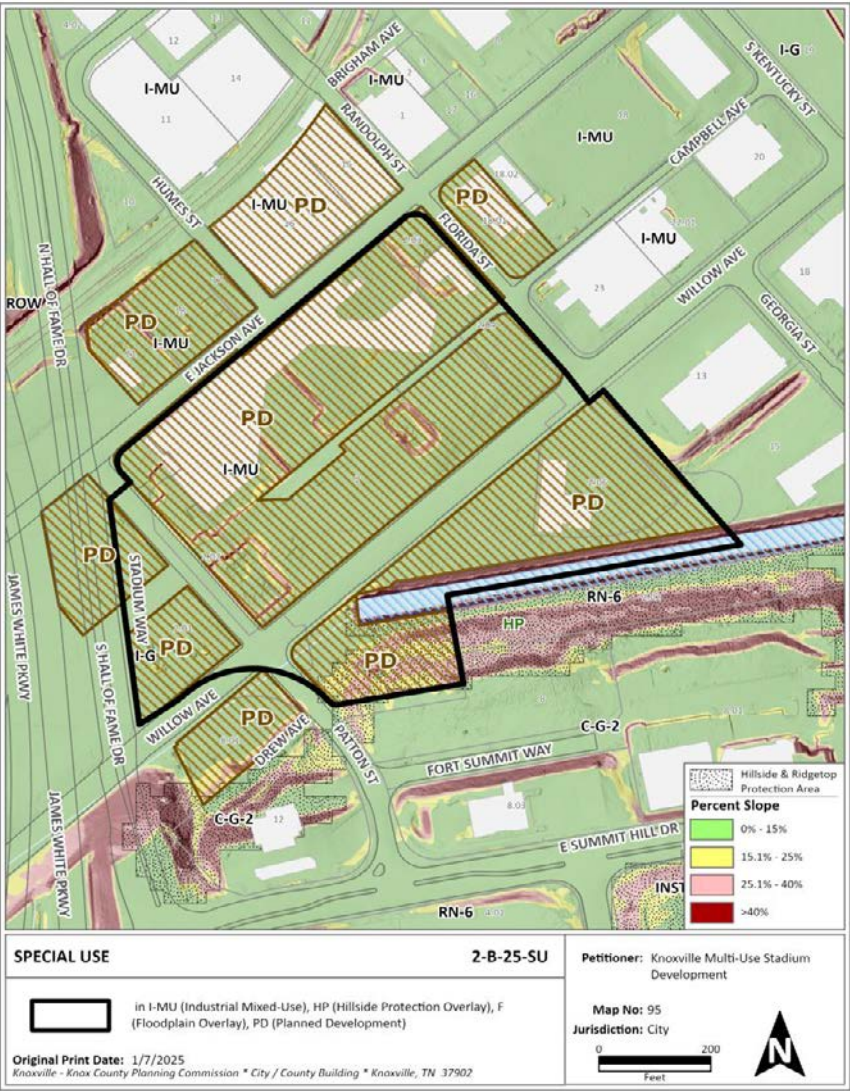


Case boundary

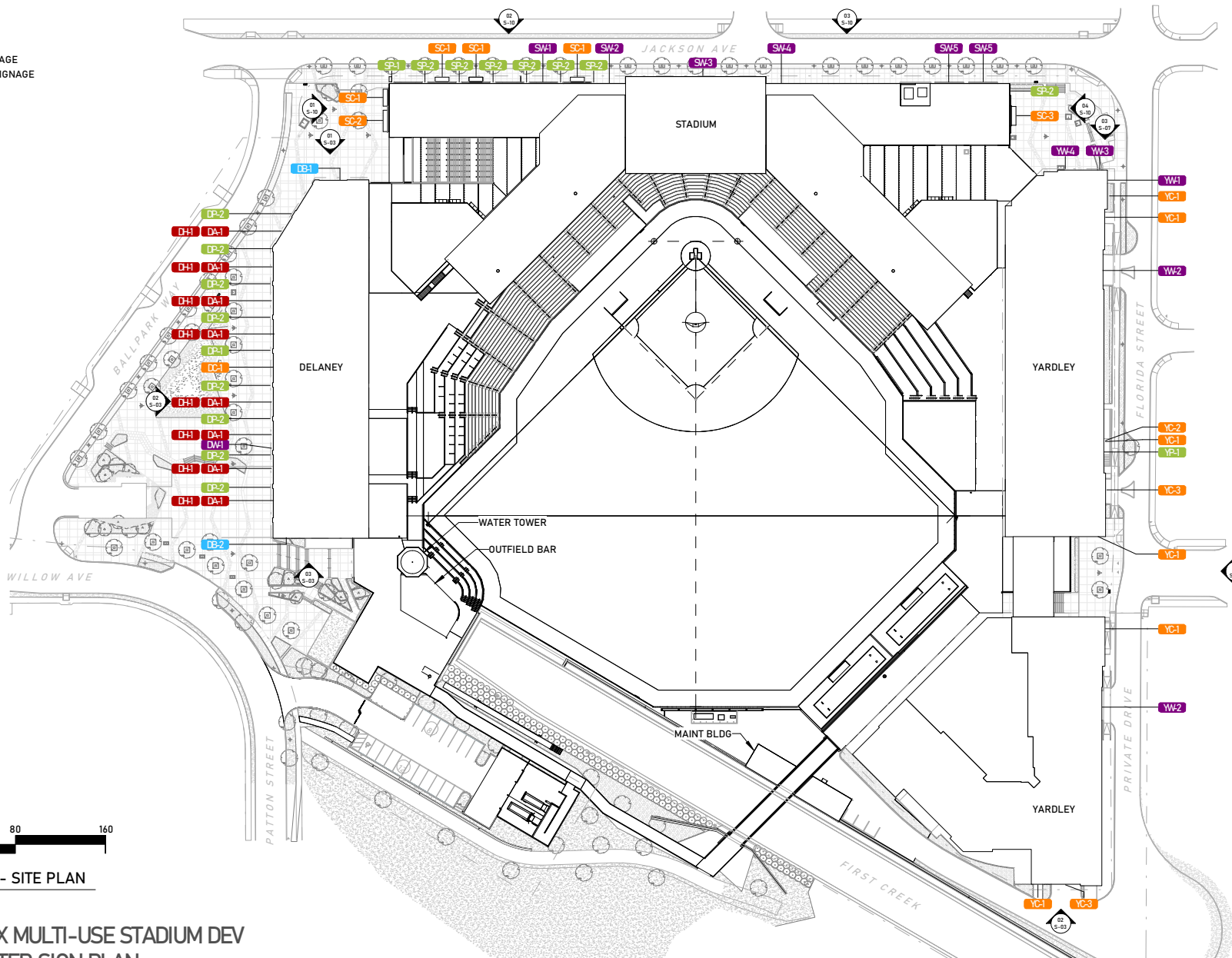




CATEGORY	SQFT	ACRES	RECOMMENDED DISTURBANCE BUDGET (Percent)	DISTURBANCE AREA (Sqft)	DISTURBANCE AREA (Acres)
Total Area of Site	578,318.5	13.3			
Non-Hillside	544,557.3	12.5	N/A		
0-15% Slope	6,321.5	0.1	100%	6,321.5	0.1
15-25% Slope	11,864.5	0.3	50%	5,932.3	0.1
25-40% Slope	10,782.6	0.2	20%	2,156.5	0.0
Greater than 40% Slope	4,792.6	0.1	10%	479.3	0.0
Ridgetops					
Hillside Protection (HP) Area	33,761.2	0.8	Recommended disturbance budget within HP Area	14,889.5	0.3
			Percent of HP Area	44.1%	



- B BANNER SIGNAGE
  - C CANOPY SIGNAGE
  - P PROJECTING SIGNAGE
  - W WALL MOUNTED SIGNAGE
  - A AWNING SIGNAGE
- D/S/Y MODIFIERS FOR  
RESPECTIVE BUILDINGS



1 PHASE 1 - SITE PLAN

1" = 80'-0"

S-01

KNOX MULTI-USE STADIUM DEV  
MASTER SIGN PLAN  
PHASE 1

2-B-25-SU  
rev. 2.5.2025

**GEMAA**  
GEM Associated Architects: A Joint Venture  
BarberMcMurry Architects + Design Innovation Architects

## DELANEY SIGNAGE MASTER SCHEDULE

### WALL MOUNTED SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DW-1	DELANEY ATTACHED WALL SIGN	200 SF	40'-0"	5'-0"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CHANNEL CUT LETTERING	200 SF	1

### PROJECTING SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DP-1	DELANEY PROJECTING BLADE SIGN	600 SF	-	50'-0"	12'-0"	5TH FLOOR	INTERNALLY LIT; NOT TO EXCEED 1 FC	-	600 SF	1
DP-2	TENANT PROJECTING BLADE SIGN	12 SF	-	2'-4"	5'-0"	MIN. 7'-0"	OPTIONAL: INTERNALLY LIT NOT TO EXCEED 1 FC	LETTERING UNIQUE TO TENANT	96 SF	UP TO 8

### AWNING SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DA-11	AWNING SIGNAGE	372 SF	31'-0"	12'-0"	-	-	NONE	VINYL LETTERING/ LOGO UNIQUE TO TENANT	2,976 SF	UP TO 8
DA-12	AWNING SIGNAGE	42 SF	31'-0"	1'-4"	-	-	NONE	SIGNAGE CABINET W/ ROUTED ALUMINUM FACE/ PUSH-THROUGH ACRYLIC LETTERING	336 SF	UP TO 8

### AWNING HANGING SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DH-1	AWNING HANGING SIGNAGE	73 SF	31'-0"	2'-4"	-	7'-0"	NONE	CHANNEL CUT LETTERING OR SIGN CABINET	584 SF	UP TO 8

### CANOPY SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DC-1	DELANEY ENTRY SIGNAGE	30 SF	15'-0"	2'-0"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CANOPY MOUNTED CHANNEL CUT LETTERING	30 SF	1

### BANNER SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DB-1	DELANEY NORTH BANNER	384 SF	12'-0"	32'-0"	-	-	NONE	STRETCHED FABRIC MOUNTED TO EXTERIOR WALL	384 SF	1
DB-2	DELANEY SOUTH BANNER	264 SF	12'-0"	22'-0"	-	-	NONE	STRETCHED FABRIC MOUNTED TO EXTERIOR WALL	264 SF	1

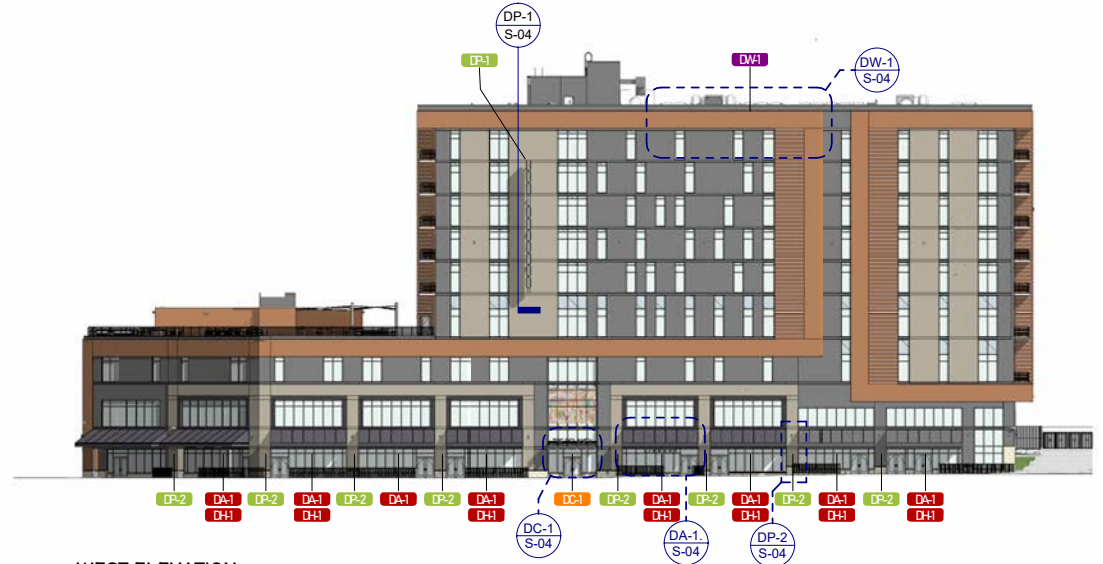
### SIDEWALK SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
S-1	SIDEWALK SIGN	10 SF	2'-0"	5'-0"	WITHIN 15'-0" OF ENTRY	0'-0"	NONE	-	80 SF	UP TO 8

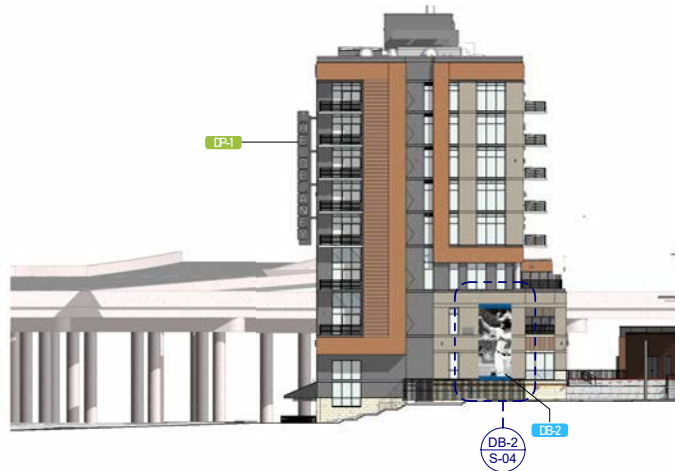




01 NORTH ELEVATION  
1" = 40'-0"



02 WEST ELEVATION  
1" = 40'-0"



03 SOUTH ELEVATION  
1" = 40'-0"

DELANEY	
*PRIMARY BUILDING ELEVATION:	32,555.3 sqf
NORTH ANGLE ELEVATION:	3,494.97 sqf
WEST ELEVATION:	29,060.33 sqf
TOTAL SIGNAGE AREA:	5,134 total signage sqf (15.77%)
NORTH ELEVATION SIGNAGE:	384 sqf
NORTH ANGLE ELEVATION SIGNAGE:	457 sqf
SOUTH ELEVATION SIGNAGE:	264 sqf
EAST ELEVATION SIGNAGE:	N/A
WEST ELEVATION SIGNAGE:	***4,029 sqf

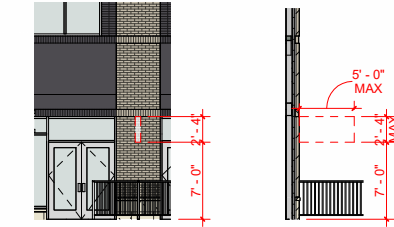
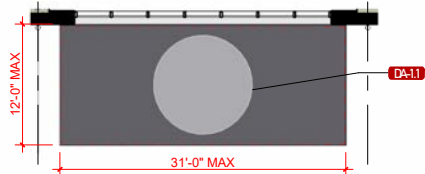
\*WALL AREA CALCULATIONS INCLUDE GLAZING

\*\*\*BASED ON WORST CASE SCENARIO (DA-1.1, AND DH-1 ADDED TOGETHER) | DA-1.2 NOT INCLUDED IN CALCULATIONS

MUST BE PLACED ON A SIDEWALK WITH A PUBLIC RIGHT-OF-WAY OR PUBLIC PROPERTY WITHIN 15 FEET OF THE ENTRY TO A BUSINESS OR OUTDOOR SPACE ASSOCIATED WITH THE BUSINESS

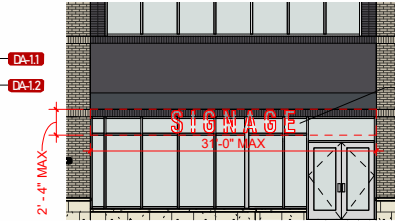
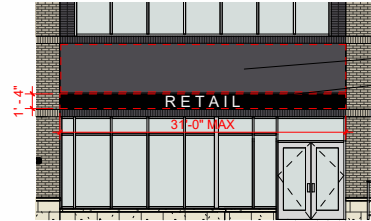
THERE IS NO REQUIRED MINIMUM SPACING BETWEEN SIDEWALK SIGNS FURNISHED BY DIFFERENT RETAIL TENANTS, HOWEVER, EACH TENANT SHALL BE LIMITED TO 1 SIGN.

**S-1 SIDEWALK SIGN**  
3/32" = 1'-0"



**DP-2 TENANT BLADE SIGN**  
3/32" = 1'-0"

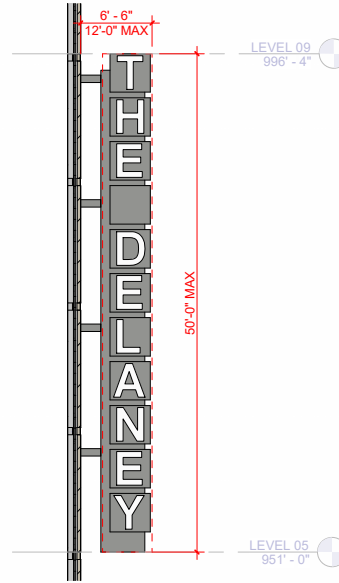
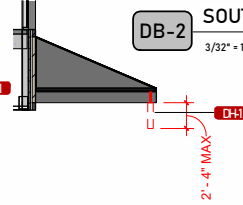
**DA-1 AWNING SIGNAGE - TOP VIEW**  
3/32" = 1'-0"



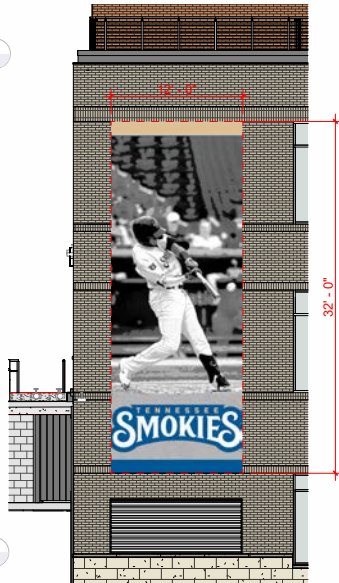
**DA-1 AWNING SIGNAGE**  
3/32" = 1'-0"

**DH-1 AWNING HANGING SIGNAGE (ALT)**  
3/32" = 1'-0"

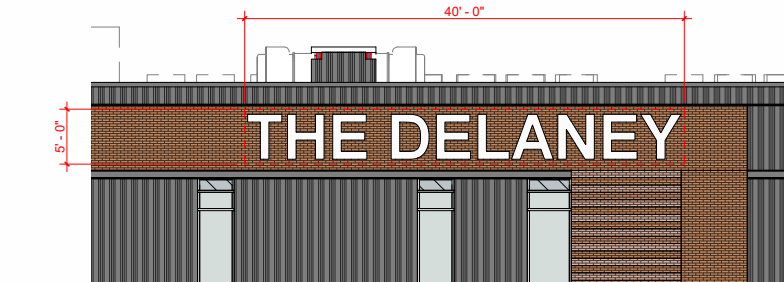
**DB-2 SOUTH BANNER**  
3/32" = 1'-0"



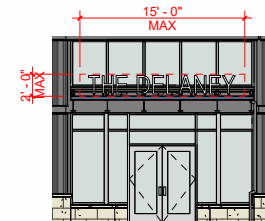
**DP-1 DELANEY BLADE SIGN**  
3/32" = 1'-0"



**DB-1 NORTH BANNER**  
3/32" = 1'-0"



**DW-1 BUILDING ATTACHED WALL SIGN**  
3/32" = 1'-0"



**DC-1 DELANEY ENTRY SIGNAGE**  
3/32" = 1'-0"

DELANEY	
*PRIMARY BUILDING ELEVATION:	32,555.3 sqf
NORTH ANGLE ELEVATION:	3,494.97 sqf
WEST ELEVATION:	29,060.33 sqf
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\*\*\*BASED ON WORST CASE SCENARIO (DA-1.1, AND DH-1 ADDED TOGETHER) | DA-1.2 NOT INCLUDED IN CALCULATIONS



## YARDLEY SIGNAGE MASTER SCHEDULE

### WALL MOUNTED SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
YW-1	D1 RACEWAY MOUNTED CHANNEL LETTERS	100 SF	20'-0"	5'-0"	-	14'-0"	INTERNALLY LIT; NOT TO EXCEED 1 FC		100 SF	1
YW-2	WALL MOUNTED	44 SF	22'-0"	2'-0"	-	-	NONE		88 SF	2
YW-3	WALL MOUNTED	36 SF	6'-6"	5'-6"	-	-	NONE		36 SF	1
YW-4	WALL MOUNTED	143 SF	45'-2"	3'-2"	4" - 6" LETTERING	-	NONE		143 SF	1

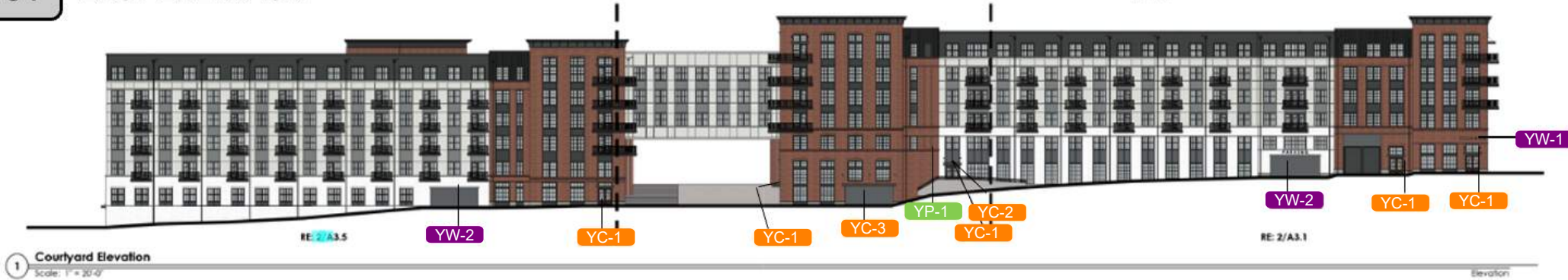
### CANOPY SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
YC-1	CANOPY VINYL	6 SF	8'-0"	0'-8"	-	-	NONE		36 SF	6
YC-2	CANOPY MOUNTED	14 SF	8'-0"	1'-8"	-	-	NONE		14 SF	1
YC-3	CANOPY MOUNTED	44 SF	22'-0"	2'-0"	-	-	NONE		88 SF	2

### PROJECTING SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
YP-1	PROJECTING BLADE SIGN	60 SF	4'-0"	15'-0"	5'-6"	20'-0"	INTERNALLY LIT; NOT TO EXCEED 1 FC	CABINET SIGN WITH PUSH THROUGH LETTERING	60 SF	1

## 01 EAST ELEVATION

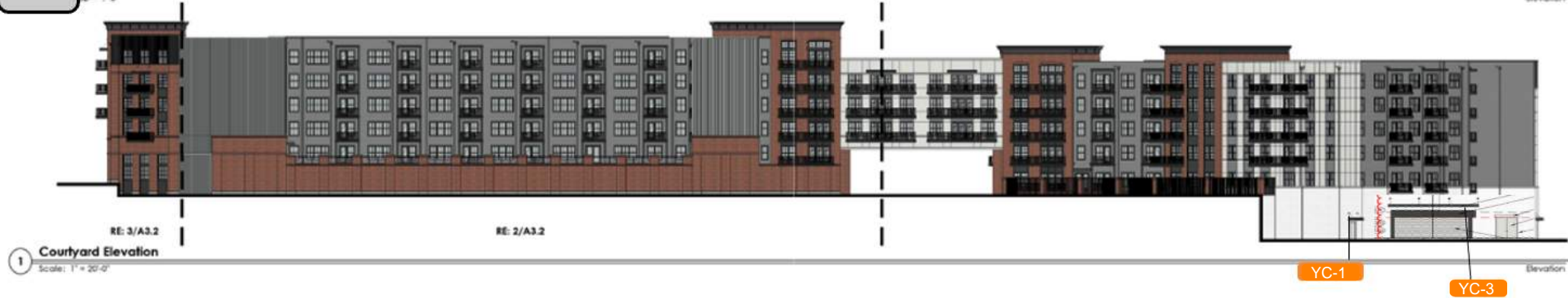


YARDLEY	
*PRIMARY BUILDING ELEVATION:	41,881.91 sqf
EAST ELEVATION:	41,881.91 sqf
TOTAL SIGNAGE AREA:	565 total signage sqf (1.35%)
NORTH ELEVATION SIGNAGE:	179 sqf
NORTH ANGLE ELEVATION SIGNAGE:	N/A
SOUTH ELEVATION SIGNAGE:	50 sqf
EAST ELEVATION SIGNAGE:	336 sqf
WEST ELEVATION SIGNAGE:	N/A

\*WALL AREA CALCULATIONS INCLUDE GLAZING



## 02 WEST ELEVATION



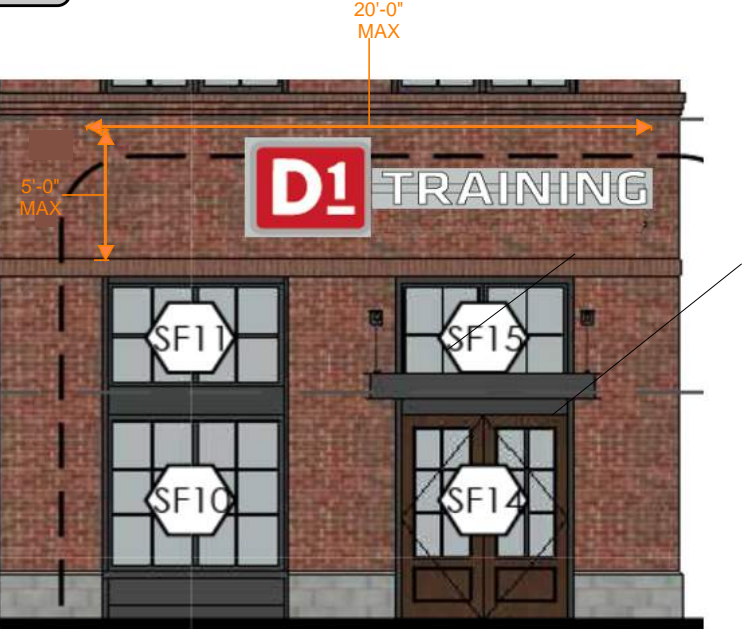
## 03 NORTH ELEVATION



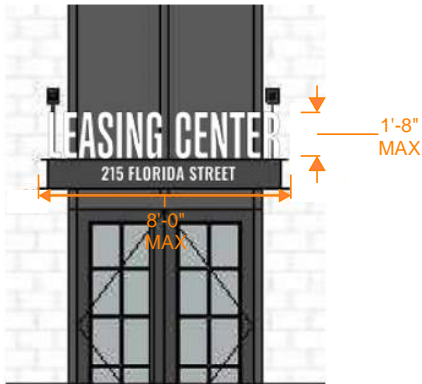
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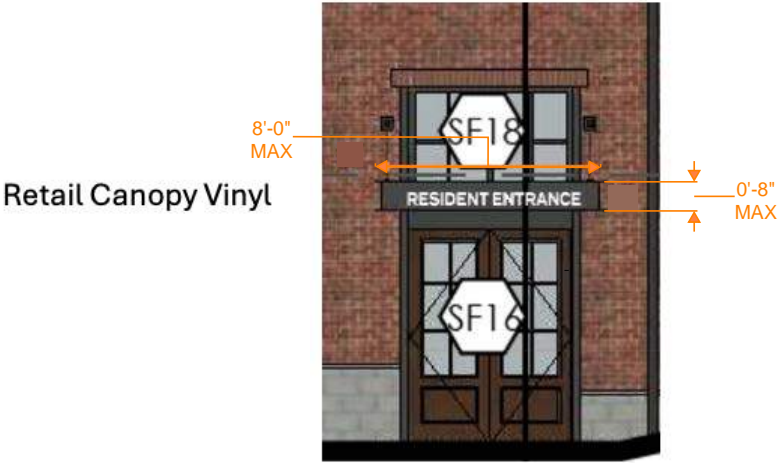
YW-1 Building Attached Wall Sign



YC-2 Yardley Entry Sign – Canopy Mounted



YC-1 Canopy Vinyl - Yardley



YARDLEY	
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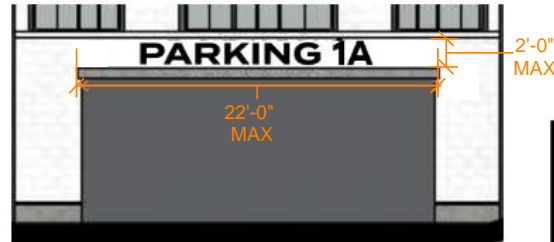
\*WALL AREA CALCULATIONS INCLUDE GLAZING



YC-3 Canopy Mounted

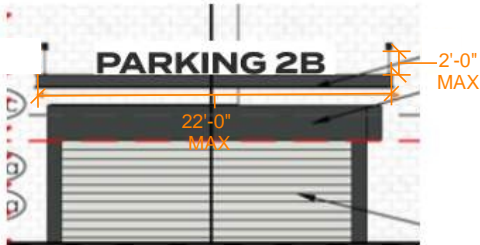
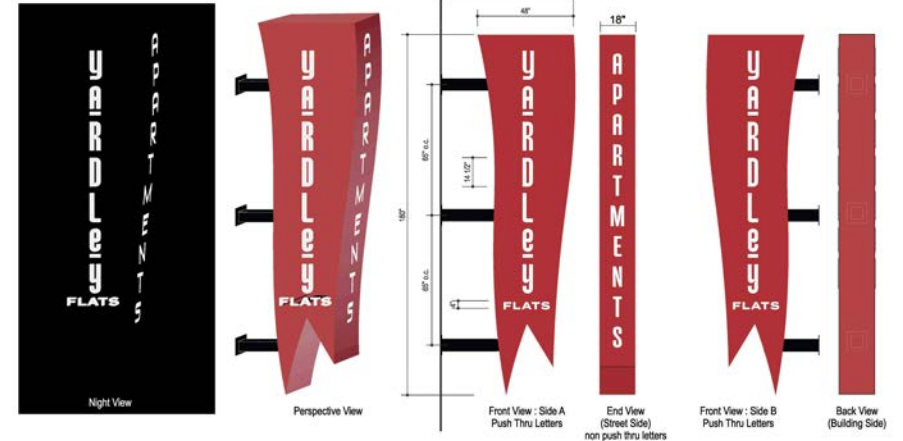


YW-2 Building Attached Wall Sign

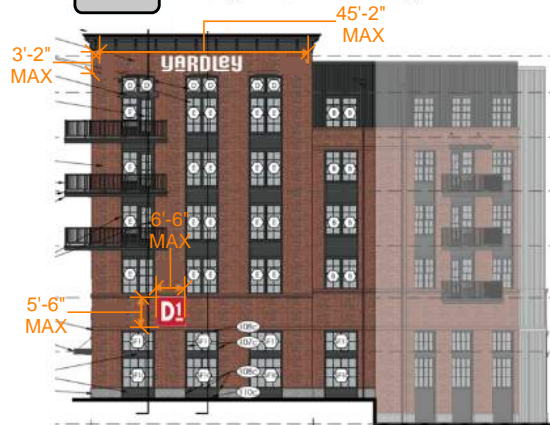


YP-3 Blade Sign

1) 48" x 180" x 18" Alum. Illuminated Sign  
Routed graphics,, Sides .75" push thru ,End Backed w/ White Acrylic  
Cabinet Painted CMYK / 15-100-90-10 Red  
Mounted with (3) 6" Square alum tubes 3).25" thick 10" x 10" Plates, Bolts Directly to Build.  
Led Illumination, Est Weight 300LBS



YW-4 Building Attached Wall Sign



YW-3 Tenant Building Attached Wall Sign



YARDLEY	
*PRIMARY BUILDING ELEVATION:	41,881.91 sqf
EAST ELEVATION:	41,881.91 sqf
TOTAL SIGNAGE AREA:	565 total signage sqf (1.35%)
NORTH ELEVATION SIGNAGE:	179 sqf
NORTH ANGLE ELEVATION SIGNAGE:	N/A
SOUTH ELEVATION SIGNAGE:	50 sqf
EAST ELEVATION SIGNAGE:	336 sqf
WEST ELEVATION SIGNAGE:	N/A

\*WALL AREA CALCULATIONS INCLUDE GLAZING

## STADIUM SIGNAGE MASTER SCHEDULE

### WALL MOUNTED SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
SW-1	TENANT ATTACHED WALL SIGN	34 SF	18'-8"	1'-10"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CHANNEL CUT LETTERING OR SIGN CABINET	34 SF	1
SW-2	STADIUM SIGNAGE MURAL	639 SF	23'-8"	27'-0"	-	-	NONE	PAINTED OR VINYL	639 SF	1
SW-3	STADIUM SIGNAGE MURAL	1500 SF	120'-0"	12'-6"	-	-	NONE	PAINTED OR VINYL	1500 SF	1
SW-4	STADIUM SIGNAGE MURAL	474 SF	23'-8"	20'-0"	-	-	NONE	PAINTED OR VINYL	474 SF	1
SW-5	TENANT ATTACHED WALL SIGN	46 SF	25'-4"	1'-10"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CHANNEL CUT LETTERING OR SIGN CABINET	92 SF	UP TO 2

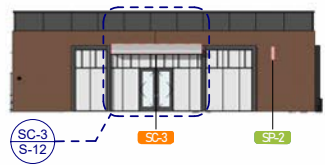
### PROJECTING SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
SP-1	STADIUM PROJECTING MARQUEE SIGN	111 SF	-	20'-0"	5'-7"	12'-9"	INTERNALLY LIT; NOT TO EXCEED 1 FC	DOUBLE SIDED SIGN CABINET	111 SF	1
SP-2	TENANT PROJECTING BLADE SIGN	12 SF	-	2'-4"	5'-0"	MIN. 7'-0"	OPTIONAL; INTERNALLY LIT NOT TO EXCEED 1 FC	DOUBLE SIDED SIGN CABINET	84 SF	UP TO 7

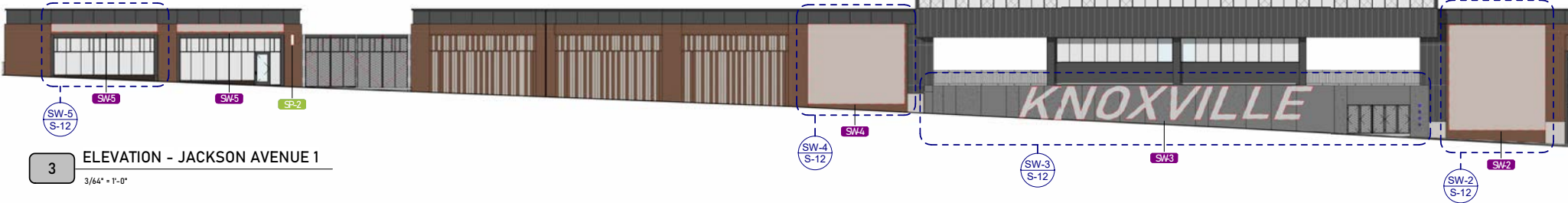
### CANOPY SIGNAGE

SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
SC-1	TENANT CANOPY SIGN	23 SF	12'-4"	1'-10"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CHANNEL CUT LETTERING	92 SF	UP TO 4
SC-2	BOX OFFICE CANOPY SIGN	16 SF	18'-10"	0'-10"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CHANNEL CUT LETTERING	16 SF	1
SC-3	TENANT CANOPY SIGN	31 SF	16'-7 1/2"	1'-10"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CHANNEL CUT LETTERING	31 SF	1





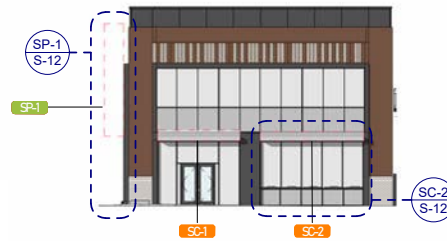
4 ELEVATION - EAST ENTRY  
3/64" = 1'-0"



3 ELEVATION - JACKSON AVENUE 1  
3/64" = 1'-0"



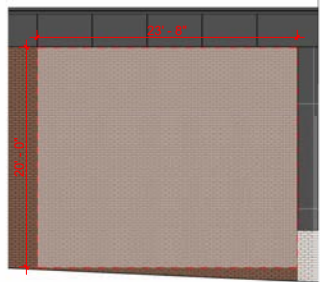
2 ELEVATION - JACKSON AVENUE 2  
3/64" = 1'-0"



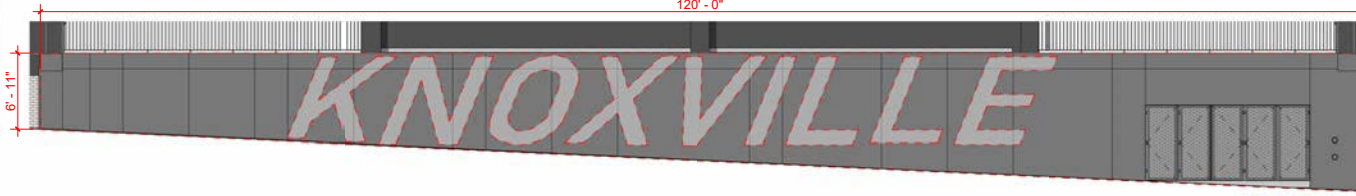
1 ELEVATION - WEST ENTRY  
3/64" = 1'-0"

STADIUM	
*PRIMARY BUILDING ELEVATION:	19,177.93 sqf
NORTH ELEVATION:	19,177.93 sqf
TOTAL SIGNAGE AREA:	3,073 total singage sqf (16.02%)
NORTH ELEVATION SIGNAGE:	2,991 sqf
NORTH ANGLE ELEVATION SIGNAGE:	N/A
SOUTH ELEVATION SIGNAGE:	N/A
EAST ELEVATION SIGNAGE:	43 sqf
WEST ELEVATION SIGNAGE:	39 sqf

\*WALL AREA CALCULATIONS INCLUDE GLAZING



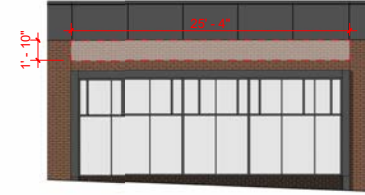
**SW-4** STADIUM PAINTED SIGN 03  
3/32" x 1'-0"



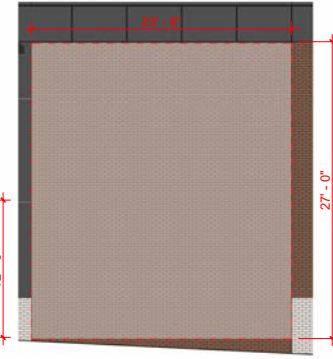
**SW-3** STADIUM PAINTED SIGN 02  
3/32" x 1'-0"



**SC-3** TENANT CANOPY SIGN  
3/32" x 1'-0"



**SW-5** TENANT WALL SIGN 02  
3/32" x 1'-0"



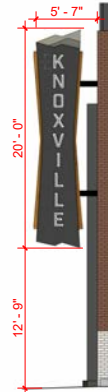
**SW-2** STADIUM PAINTED SIGN 01  
3/32" x 1'-0"



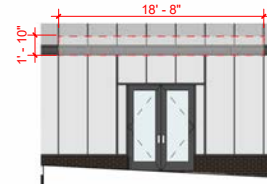
**SP-2** TENANT BLADE SIGN  
3/32" x 1'-0"



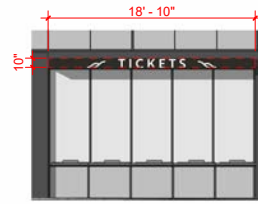
**SC-1** TENANT SIGNAGE  
3/32" x 1'-0"



**SP-1** MARQUEE SIGN  
3/32" x 1'-0"



**SW-1** TENANT WALL SIGN 01  
3/32" x 1'-0"



**SC-2** BOX OFFICE CANOPY  
3/32" x 1'-0"

STADIUM	
*PRIMARY BUILDING ELEVATION:	19,177.93 sqf
NORTH ELEVATION:	19,177.93 sqf
TOTAL SIGNAGE AREA:	3,073 total signage sqf (16.02%)
NORTH ELEVATION SIGNAGE:	2,991 sqf
NORTH ANGLE ELEVATION SIGNAGE:	N/A
SOUTH ELEVATION SIGNAGE:	N/A
EAST ELEVATION SIGNAGE:	43 sqf
WEST ELEVATION SIGNAGE:	39 sqf

\*WALL AREA CALCULATIONS INCLUDE GLAZING

**S-12**

KNOX MULTI-USE STADIUM DEV  
MASTER SIGN PLAN  
PHASE 1

**GEMAA**  
GEM Associated Architects: A Joint Venture  
BarberMcMurry Architects + Design Innovation Architects

## **EXHIBIT B. Comparison of the Zoning Ordinance requirements and Proposed Dimensions of the Master Sign Plan**

Signage Standard Comparison		
Item	Article 13 (Signs)	Proposed Master Sign Plan
Maximum total area of attached signs	I-MU district: equal to 10% of the wall area of the primary building elevation(s), which may be used on any elevation of the building (Article 13.9.F.1.b)	Stadium: up to 16.02% Delaney building: up to 15.77% Yardley building: up to 1.35% (as mentioned on the plan)
Maximum projection of projecting signs	10' from the building (Article 13.5.B.1)	12' from the building proposed for sign DP-1 (Delaney building projecting blade sign)
Minimum clear height of projecting signs	I-MU district: 10' (Article 13.5.B.1)	7' for signs DP-2 (Delaney building tenant projecting blade sign) and SP-2 (Stadium tenant projecting blade sign). This height is comparable to the standards of the DK districts.
Minimum distance between two sidewalk signs	25' (Article 13.6.A.2)	0'
Maximum number of sidewalk signs	N/A	1 per retail tenant

*Note: The Planned Development ([11-A-21-PD](#), p. 23 of the approved project summary) stipulates that signs for this development are not subject to the minimum size, number, location, and illuminance requirements listed in Article 13 (Signs) of the zoning ordinance. The Planning Commission will review the master sign plan for appropriateness with the proposed development.*





# Development Request

## DEVELOPMENT

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

## SUBDIVISION

- ☐ Concept Plan  
☐ Final Plat

## ZONING

- ☐ Rezoning  
☐ Plan Amendment  
☐ Sector Plan  
☐ City OYP / County Comp Plan

### Knoxville Multi-Use Stadium Development

Applicant Name		Affiliation
12/26/2024	2/13/2025	2-B-25-SU
Date Filed	Meeting Date (if applicable)	File Number(s)

## CORRESPONDENCE

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

- ☐ Applicant ☐ Owner ☐ Option Holder ☐ Surveyor ☐ Engineer ☐ Architect

### Elan Barry GEM Associated Architects

Name / Company

402 S Gay St Knoxville TN 37902

Address

865-243-3683 / [REDACTED]

Phone / Email

## CURRENT PROPERTY INFO

Boyd Property Development Third Base	PO Box 51887	
Owner Name (if different)	Owner Address	Owner Phone / Email
500 E JACKSON AVE / 122 STADIUM WAY; 433 WILLOW AVE; 0, 215, 311 FLORIDA ST		
Property Address		
95 H B 002, 095 HB 00201 - 00206		13.277 acres
Parcel ID	Part of Parcel (Y/N)?	Tract Size
Knoxville Utilities Board	Knoxville Utilities Board	No
Sewer Provider	Water Provider	Septic (Y/N)

## COMMUNITY ENGAGEMENT

Sign and return the Public Notice and Community Engagement form with this application.

Planning strives to provide community members with information about upcoming cases in a variety of ways. In addition to posting public notice signs, our agency encourages applicants to provide information and offer opportunities for dialogue related to their upcoming case(s). **We require applicants to acknowledge their role in this process.**

## DEVELOPMENT REQUEST

- ☐ Development Plan   ☐ Planned Development   ☒ Use on Review / Special Use  
☐ Hillside Protection COA   ☐ Residential   ☒ Non-residential

Related City Permit Number(s)

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

Other (specify) **Master Sign Plan for Knoxville Multi-Use Stadium Development**

## SUBDIVISION REQUEST

Proposed Subdivision Name

Related Rezoning File Number

Unit / Phase Number

Total Number of Lots Created

Additional Information

- ☐ Attachments / Additional Requirements

## ZONING REQUEST

- ☐ Zoning  
Change

Proposed Zoning

Pending Plat File Number

- ☐ Plan  
Amendment

Proposed Plan Designation(s)

Proposed Density (units/acre)   Previous Rezoning Requests

Additional Information

## STAFF USE ONLY

### PLAT TYPE

- ☐ Staff Review   ☐ Planning Commission

### ATTACHMENTS

- ☐ Property Owners / Option Holders   ☐ Variance Request  
☐ Amendment Request (Comprehensive Plan)

### ADDITIONAL REQUIREMENTS

- ☐ Use on Review / Special Use (Concept Plan)  
☐ Traffic Impact Study  
☐ COA Checklist (Hillside Protection)

Fee 1

**\$1,150.00**

Total

Fee 2

Fee 3

## AUTHORIZATION

**By signing below, I declare under penalty of perjury the foregoing is true and correct: 1) He/she/it is the owner of the property AND 2) the application and all associated materials are being submitted with his/her/its consent. If there are additional owners or option holders, each additional individual must sign the Property Owners/Option Holders Form.**

**Knoxville Multi-Use Stadium Development**

**12/26/2024**

Applicant Signature

Please Print

Date

Phone / Email

**Boyd Property Development Third Base Residential Owner LP**

**12/26/2024**

Property Owner Signature

Please Print

Date



# Development Request

**DEVELOPMENT**

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

**SUBDIVISION**

- ☐ Concept Plan
- ☐ Final Plat

**ZONING**

- ☐ Plan Amendment
  - ☐ SP
  - ☐ PA
- ☐ Rezoning

Knoxville Multi-Use Stadium Development (Delaney, Stadium, Yardley Flats) Knoxville Multi-Use Stadium

Applicant Name		Affiliation
12/20/2024	02/13/2025	<div>File Number(s) <del>11-A-21-PD</del> <del>10-A-22-PD</del> 2-B-25-SU</div>
Date Filed	Meeting Date (if applicable)	

CORRESPONDENCE

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

<input type="checkbox"/> Applicant <input type="checkbox"/> Property Owner <input type="checkbox"/> Option Holder <input type="checkbox"/> Project Surveyor <input type="checkbox"/> Engineer <input checked="" type="checkbox"/> Architect/Landscape Architect			
Elan Barry (on behalf of GEMAA)		GEM Associated Architects	
Name	Company		
402 S Gay Street	Knoxville	TN	37917
Address	City	State	ZIP
(865) 243-3683	<div></div>		
Phone	Email		

CURRENT PROPERTY INFO		
Boyd Property Development		P.O. Box 51887; 814 E Woodland Ave
Third Base Residential Owner LP		
Property Owner Name (if different)	Property Owner Address	Property Owner Phone
122 Stadium Way; 500 E Jackson Ave; 215 Florida St	095HB00202; 09HB002; 095HB00204	
Property Address	Parcel ID	
KUB	KUB	N
Sewer Provider	Water Provider	Septic (Y/N)

COMMUNITY ENGAGEMENT

Sign and return the **Public Notice & Community Engagement** form with this application.

Planning strives to provide community members with information about upcoming cases in a variety of ways. In addition to posting public notice signs, our agency encourages applicants to provide information and offer opportunities for dialogue related to their upcoming case(s). **We require applicants to acknowledge their role in this process.**

JULY 2024



## DEVELOPMENT REQUEST

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

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

Master Sign Plan

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

Related City Permit Number(s)

## SUBDIVISION REQUEST

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

Unit / Phase Number \_\_\_\_\_

☐ Combine Parcels

☐ Divide Parcel

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

☐ Other (specify) \_\_\_\_\_

☐ Attachments / Additional Requirements

Related Rezoning File Number

## ZONING REQUEST

☐ Zoning Change

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

☐ Plan Amendment Change

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

Pending Plat File Number

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

☐ Amendment Request (*Comprehensive Plan*)

### ADDITIONAL REQUIREMENTS

☐ Use on Review / Special Use (*Concept Plan*)

☐ Traffic Impact Study

☐ COA Checklist (*Hillside Protection*)

Fee 1

1210

Total

Fee 2

\$1,150.00

Fee 3

## AUTHORIZATION

**By signing below, I declare under penalty of perjury the foregoing is true and correct: 1) He/she/it is the owner of the property AND 2) The application and all associated materials are being submitted with his/her/its consent. If there are additional owners or options holders, each additional individual must sign the Property Owners/Option Holders Form.**

Applicant Signature

Elan Barry (on behalf of GEMAA)

12/20/2024

Print Name / Affiliation

Date

(865) 243-3683

Phone Number

Email

12/26/2024. SG

Property Owner Signature

Please Print

12/26/24

Date Paid

  
Property Owner Signature

JOSEPH FIELDEN  
Please Print

12/26/24  
Date Paid



# Public Notice and Community Engagement

## Sign Posting and Removal

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.

**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.

## Community Engagement

Planning strives to provide community members with information about upcoming cases in a variety of ways. In addition to posting public notice signs, our agency encourages applicants to provide information and offer opportunities for dialogue related to their upcoming case(s).

### Acknowledgement

**By signing below,** you acknowledge that public notice signs must be posted and visible on the property consistent with the guidelines above and between the dates listed below.

~~1/31/2025~~

~~02/01/2025~~

02/14/2025

Date to be Posted

Date to be Removed

**Have you engaged the  
surrounding property owners  
to discuss your request?**

☒ Yes ☐ No

☐ No, but I plan to prior to the  
Planning Commission meeting

Applicant Signature

Elan Barry (on behalf of GEMAA)

Applicant Name

12/20/2024

Date

2-B-25-SU

FILE NUMBER