



SPECIAL USE REPORT

▶ **FILE #:** 1-B-26-SU

AGENDA ITEM #:

AGENDA DATE: 1/8/2026

▶ **APPLICANT:** ALLEN SIGN COMPANY

OWNER(S): Presbyterian Homes of Tennessee

TAX ID NUMBER: 106 O B 01301, 01304, 01401-01431, 01443-01452 [View map on KGIS](#)

JURISDICTION: City Council District 2

STREET ADDRESS: 801 VANOSDALE RD (7350 MIDDLEBROOK PIKE; 705, 713, 719, 720 CLUBHOUSE WAY; 0, 7303, 7308, 7312, 7314, 7318, 7322, 7326, 7330, 7331, 7334, 7335, 7338, 7339, 7341, 7342, 7346, 7347, 7350, 7351, 7355, 7356, 7357, 7362, 7363, 7366, 7370 MANDERLY WAY; 0, 7400, 7401, 7405, 7408, 7409, 7413, 7414, 7417, 7418, 7421, 7424, 7425, 7429, 7433, 7434, 7436, 7437, 7440, 7443, 7444, 7445, 7446, 7447, 7449, 7452, 7453, 7458 SOMERSET RD)

▶ **LOCATION:** South side of Middlebrook Pike, west side of Vanosdale Rd, north of Bennington Dr

▶ **APPX. SIZE OF TRACT:** 46.2 acres

SECTOR PLAN: Northwest City

GROWTH POLICY PLAN: N/A (Within the City limits)

ACCESSIBILITY: Access is via Vanosdale Road, a minor arterial with a pavement width that varies from 25 ft to 70 ft within a right-of-way width that varies from 51 ft to 133 ft. Access is also via Middlebrook Pike, a major arterial with four lanes and a median within a right-of-way width that varies from 104 ft to 145 ft.

UTILITIES: Water Source: Knoxville Utilities Board

Sewer Source: Knoxville Utilities Board

FIRE DISTRICT: Knoxville Fire Department

WATERSHED: Ten Mile Creek

▶ **ZONING:** RN-2 (Single-Family Residential Neighborhood), RN-6 (Multi-Family Residential Neighborhood), HP (Hillside Protection Overlay)

▶ **EXISTING LAND USE:** Public/Quasi Public Land, Office, Single Family Residential

▶ **PROPOSED USE:** Master sign plan for Shannondale senior living community

HISTORY OF ZONING: In 1980 part of the the property was rezoned from R-1 (Single Family Residential) to RP-1 (Planned Residential) up to 3.5 du/ac (8-S-80-RZ). In 2013 a small part of the property was rezoned from R-1 (Low Density Residential) to R-2 (General Residential) (7-O-13-RZ).

SURROUNDING LAND USE AND ZONING: North: Commercial, office, multifamily residential - C-N (Neighborhood Commercial)

South: Single family residential - RN-1 (Single-Family Residential Neighborhood), HP (Hillside Protection Overlay)

East: Single family residential, commercial, public/quasi public land (church) - RN-1 (Single-Family Residential Neighborhood)

West: Single family residential, public/quasi public land (healthcare facility) - RN-2 (Single-Family Residential Neighborhood), RN-6 (Multi-Family Residential Neighborhood)

NEIGHBORHOOD CONTEXT: The subject property includes the Shannondale senior living community, which is in the vicinity of other medical facilities and office uses along Middlebrook Pike. There are residential uses to the north and south, and Bearden Middle School is approximately 350 ft to the northeast.

STAFF RECOMMENDATION:

► **Approve the master sign plan for a senior living community as submitted, subject to 5 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) During the permitting phase, submitting a landscape plan for review and approval by the City of Knoxville Plans Review and Inspections Department to ensure compliance with Article 13.5.E (Landscape Requirements for Detached Signs).
- 4) Meeting the standards in Article 13.5.C.2 (Illumination Standards, External Illumination) for all existing external illumination.
- 5) Submitting revised plans for review and approval by Planning staff for any new external illumination and any future changes to the sign faces.

COMMENTS:

This request is for a master sign plan for the Shannondale of Knoxville senior living community, permitted by special use approval per Article 13.7 (Master Sign Plans for Unified Developments), for the installation of 10 new, non-illuminated, pole-supported ground signs and the renewal of 2 existing column signs with external illumination (signs #1 and 2). One of the ground signs will replace an existing column sign (sign #3). The site plan depicts existing signs in blue and proposed signs in red.

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, which encourages the use of landscaping, signage, and architecture to identify significant entrances to communities, neighborhoods, and business districts.

B. The One Year Plan and the Northwest City Sector Plan designate the LDR (Low Density Residential) and MDR (Medium Density Residential) classifications for this property. The sector plan identifies the intersection of Middlebrook Pike and Vanosdale Road as a neighborhood center. The proposed special use has no conflicts with these plans.

C. The Middlebrook Pike Corridor Study (2000) encourages monument signs with human-scale development principles and calls for uniformity of design, size, and style of signs along the arterial street (p. 8-9). Five new signs are proposed along the Middlebrook Pike frontage, and they are consistent with the corridor study's recommendations.

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

A. The purpose of a master sign plan is to provide 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, promoting the use of signs that are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape (Article 13.7.A). The Shannondale of Knoxville community, which comprises various types of senior living facilities across several multi-dwelling structures on the northern side and the single-family subdivision (Buckingham Place) on the southern part, functions as a unified development and qualifies for consideration of a master sign plan.

B. The development is located on parcels that are zoned RN-2 and RN-6, which have standards for the type, number, size, and illumination of detached signs in Article 13.9.D. The proposed plan exceeds the allowable maximum number of detached signs (calculated as one sign per each separate street frontage that exceeds 150 lineal feet); however, the size and height of the proposed non-illuminated signs align with the standards of the zoning ordinance. The total number of 15 signs is appropriate for the scale of this development compared to other uses listed in the sign standards for residential districts (i.e., multi-family dwellings on sites greater than

two acres, mobile home parks, and residential subdivisions with more than 25 lots).

C. The proposed detached signs incorporate landscaping at the base of the sign, which is consistent with the purpose statement of the master sign plan (Article 13.7.A). The signs shall comply with all applicable general sign standards (Article 13.5), including minimum setbacks, external illumination standards, and landscape requirements for detached signs.

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 facility and the specific street frontages on which it occurs and is compatible with the mixed-use character of the area. There are several detached signs along this segment of Middlebrook Pike for street-facing commercial and office uses.

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. The existing external illumination on the two detached signs near Manderly Way will be unchanged. The proposed new signs are non-illuminated. If any external illumination is proposed in the future, it will require further review to ensure that it does not cause glare or other nuisances to adjacent land uses or traffic.

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

A. Approval of the master sign plan will not draw additional traffic through residential streets. The community is accessed via Middlebrook Pike (major arterial) and Vanosdale Road (minor arterial).

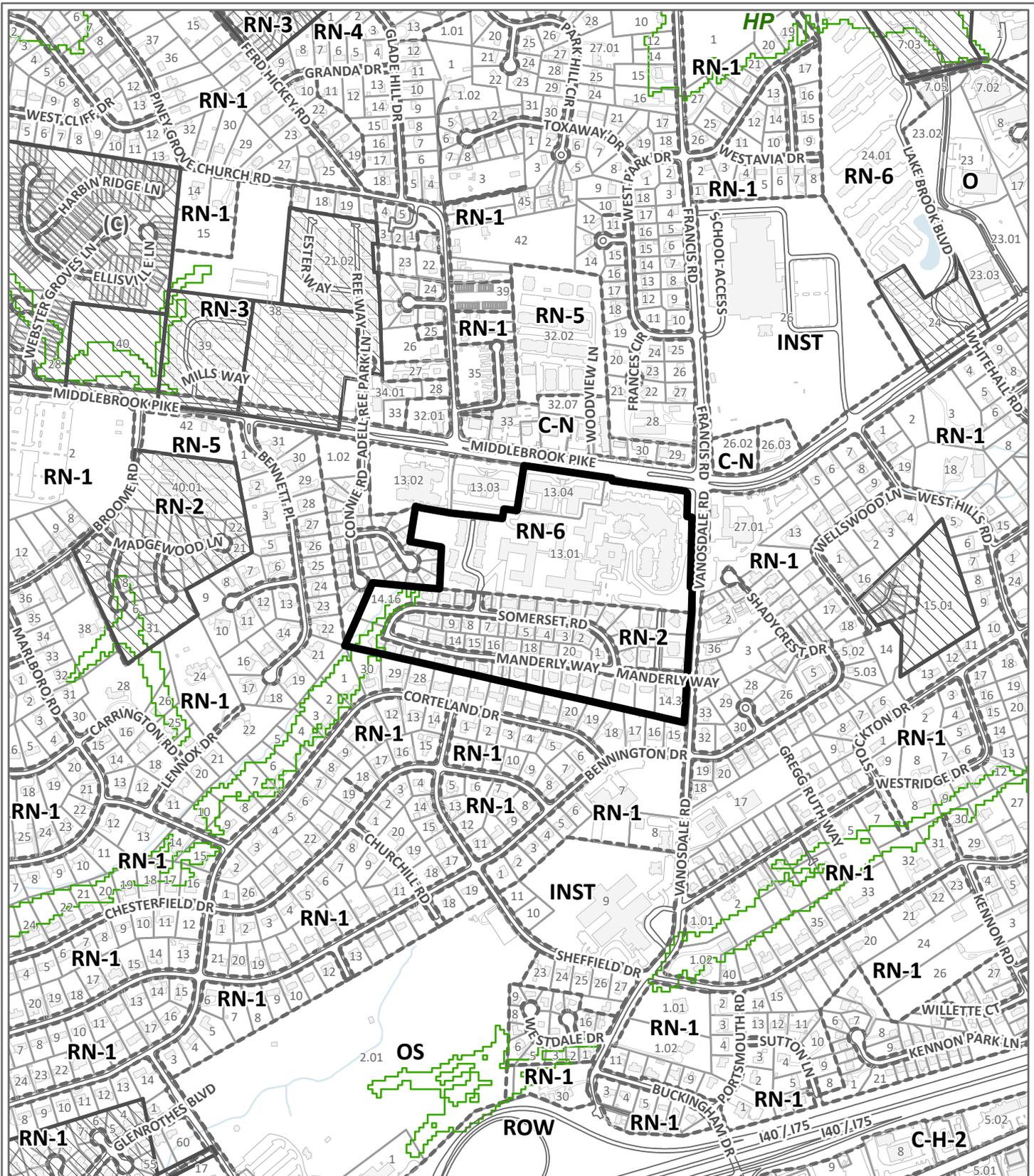
6) THE NATURE OF DEVELOPMENT IN THE SURROUNDING AREA IS NOT SUCH AS TO POSE A POTENTIAL HAZARD TO THE PROPOSED USE OR TO CREATE AN UNDESIRABLE ENVIRONMENT FOR THE PROPOSED USE.

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

ESTIMATED TRAFFIC IMPACT: 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.



SPECIAL USE

1-B-26-SU

Petitioner: Allen Sign Company



Master Sign Plan for Shannondale senior living community in RN-2 (Single-Family Residential Neighborhood), RN-6 (Multi-Family Residential Neighborhood)

Original Print Date: 12/4/2025

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

Map No: 106

Jurisdiction: City

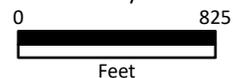
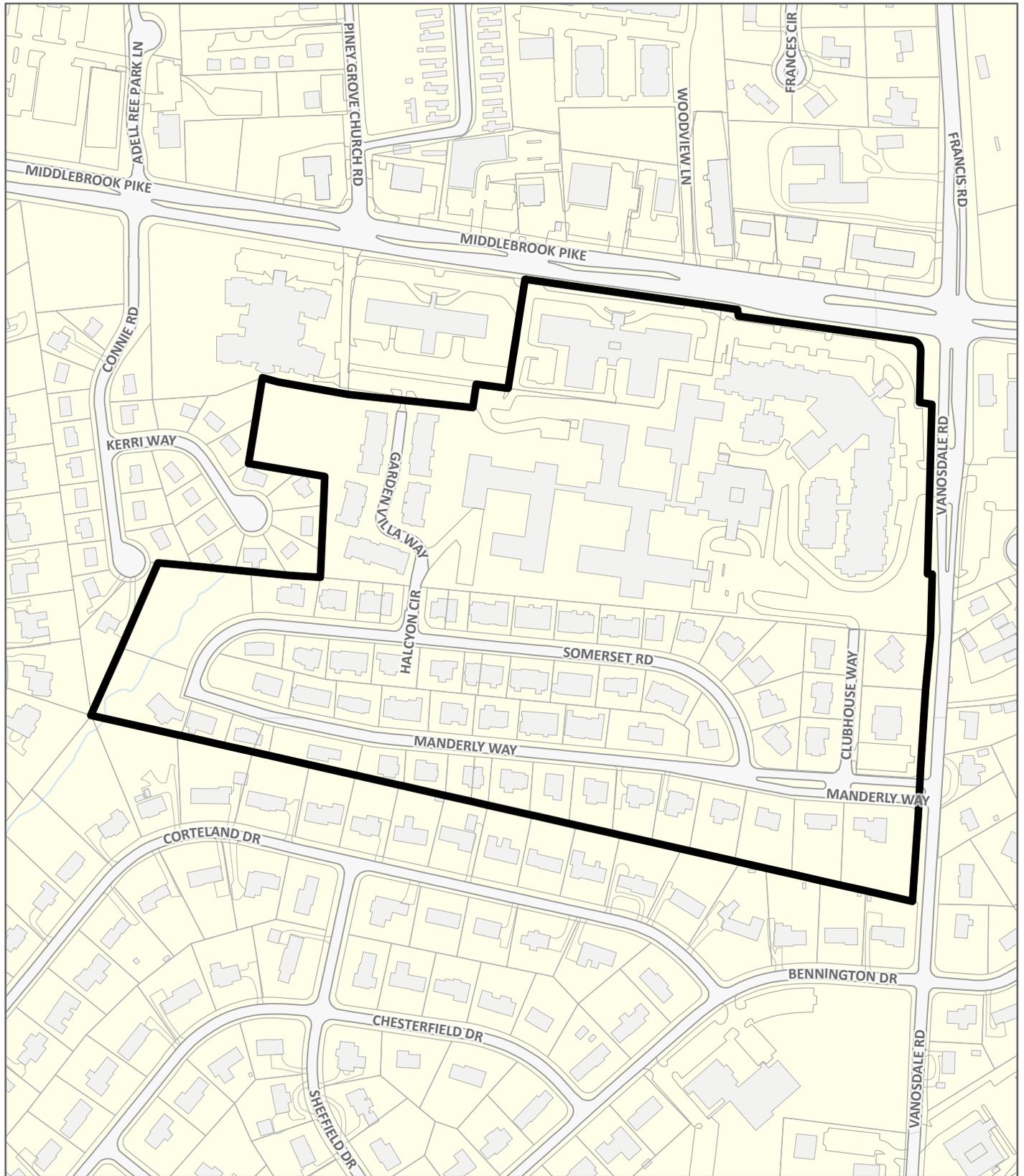


Exhibit A. Contextual Images



LOCATION MAP

1-B-26-SU



Case boundary

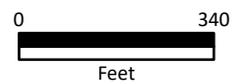


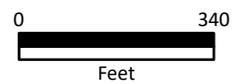
Exhibit A. Contextual Images



AERIAL MAP



Case boundary





Shannondale

of **KNOXVILLE**

A COVENANT LIVING COMMUNITY

801 Vanosdale Rd, Knoxville, TN 37909

Master Sign Plan

October 2, 2025

Regulation

Comment

9.2. Application Requirements. Master sign plans required pursuant to other provisions of this ordinance shall be submitted for review and consideration by the Metropolitan Planning Commission as a use permitted on review, and shall include the following information in the application package:

- | | |
|---|---|
| a. Master sign plan application and a consent form signed by all the property owners), or owners' representatives, for the unified development under consideration. | |
| b. 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, and if required pursuant to other provisions of this ordinance, building elevations showing all building signs. | See Page 3 |
| c. Scale drawings showing the dimensions and construction details for all proposed signs including sign illumination and landscaping plans. | See Pages 5-8.
Note that these layouts show the signs to be implemented now, but this does not limit future signs or changes to the sign messages |
| d. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs allowed on the lots included in the unified development under consideration. | The total sign area for all signs on this campus shall not exceed 200 square feet.
No sign shall be taller than 8'-0" above grade.
There shall not be more than 15 freestanding signs on this campus. |
| e. A copy of any sign restrictions proposed or implemented for the unified development. | |
| f. Documentation including an accurate site plan for the development shall be provided showing that the development was approved as a shopping center, commercial subdivision, office park, or, mixed use development within the TC-1 (Town Center) district. The development may be located on both sides of a street or streets if it is determined by the Metropolitan Planning Commission that it functions as a unified development. | |
| g. The minimum size of a development eligible for consideration as a unified development shall be twenty-five thousand (25,000) square feet of gross floor area and must contain three (3) or more businesses or tenants. | |
| h. For the purposes of approving a master sign plan, the Metropolitan Planning Commission shall determine the boundaries of the unified development based on the application and evidence submitted in support of the application. | |
| i. The approved signs shall be located on property within the area defined by the Metropolitan Planning Commission as the unified development. | |



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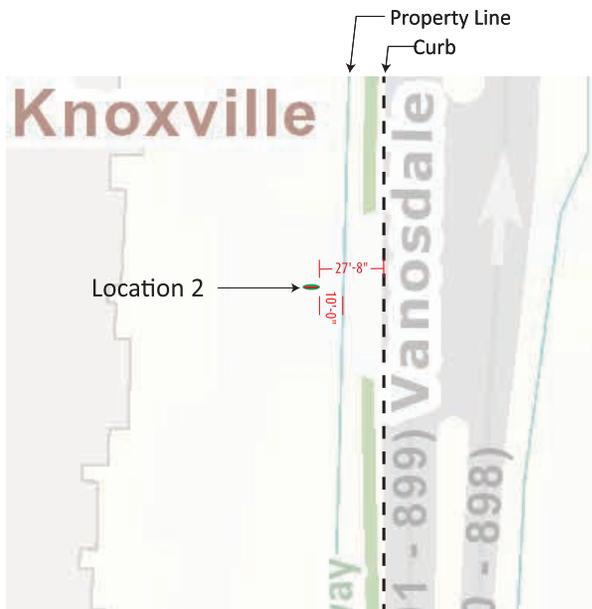
TabloidLandscape

■ PROPOSED SIGNS ■ EXISTING SIGNS

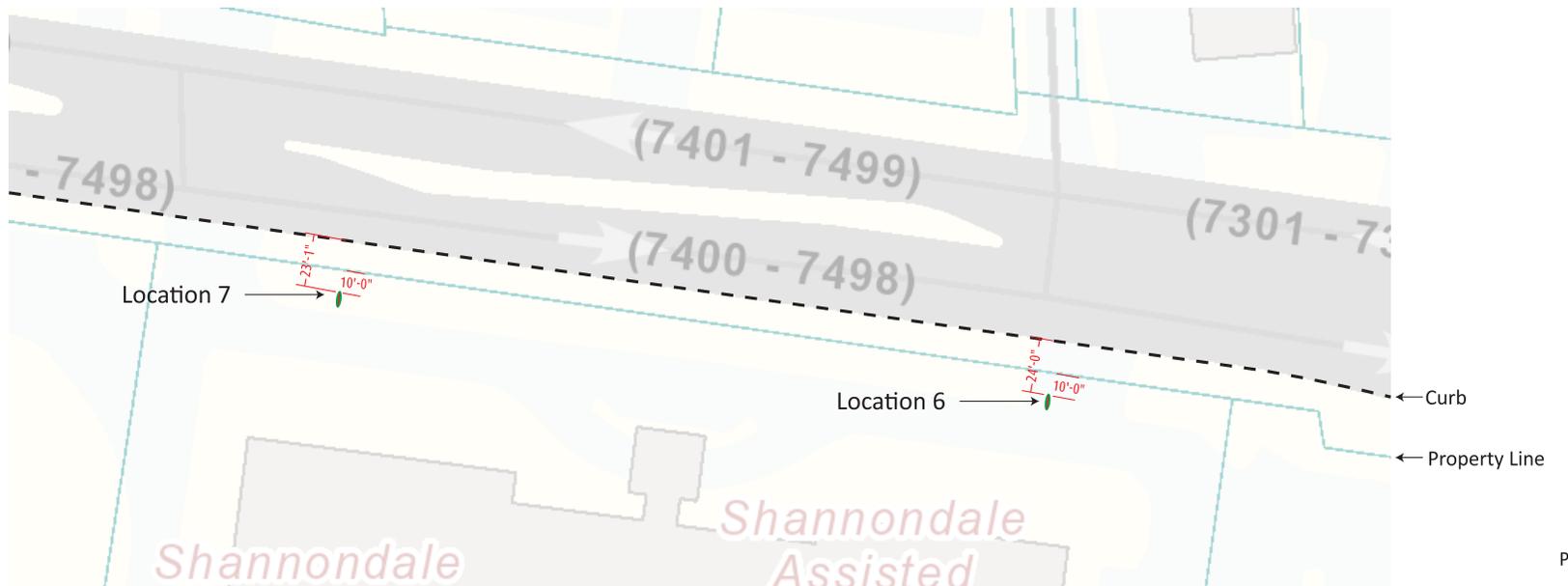
Knoxville - Knox County - KUB Geographic Information System

Printed: 10/6/2025 at 10:26:09 AM

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Remaining signs are more than 30 from public roads.

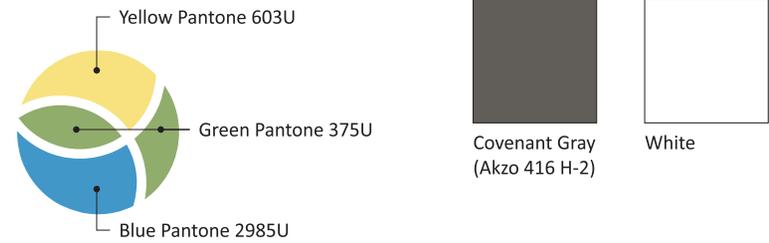


Dimensions

Location	Overall Height	Panel Size	Panel Square Footage
1	2'-7.75"	2'-7.75"h x 7'-2.5"w	19.07 sq. ft.
2	2'-7.75"	2'-7.75"h x 7'-2.5"w	19.07 sq. ft.
3	4'-4"	34"h x 48"w	11.33 sq. ft.
4	4'-4"	34"h x 48"w	11.33 sq. ft.
5	4'-4"	34"h x 48"w	11.33 sq. ft.
6	4'-3"	28"h x 48"w	9.33 sq. ft.
7	4'-3"	28"h x 48"w	9.33 sq. ft.
8	4'-3"	28"h x 48"w	9.33 sq. ft.
9	4'-3"	28"h x 48"w	9.33 sq. ft.
10	4'-3"	28"h x 48"w	9.33 sq. ft.
11	4'-3"	28"h x 48"w	9.33 sq. ft.
12	4'-3"	28"h x 48"w	9.33 sq. ft.
			137.44 sq. ft.

Note: All signs are non-illuminated

Colors



Letter Styles

Avenir LT 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Avenir LT Std

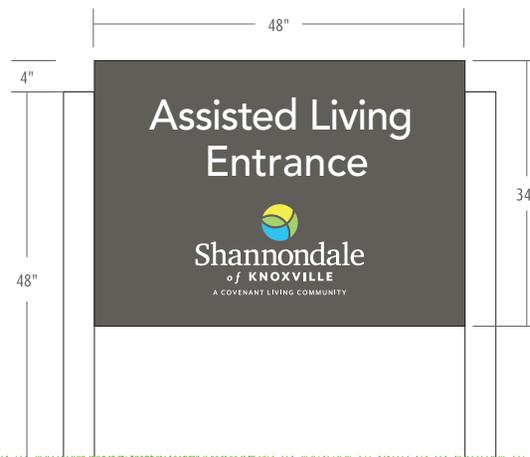
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

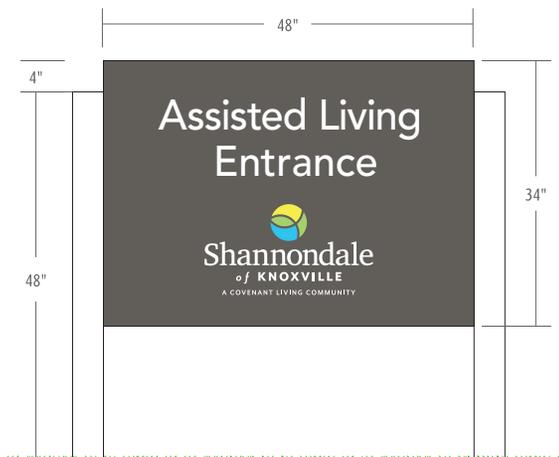
Layouts



Location 3



Location 4



Location 5



SIGN TO BE REMOVED

Layouts



Location 6

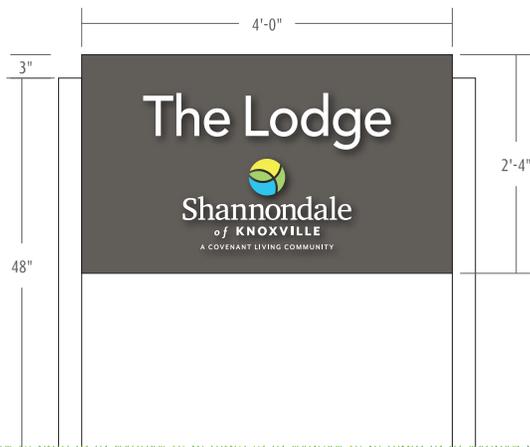


Location 7



Location 8

Layouts



Location 9



Location 10



Location 11

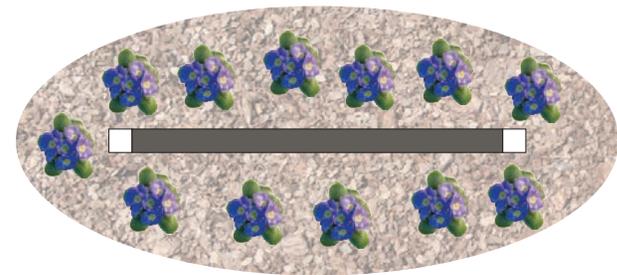
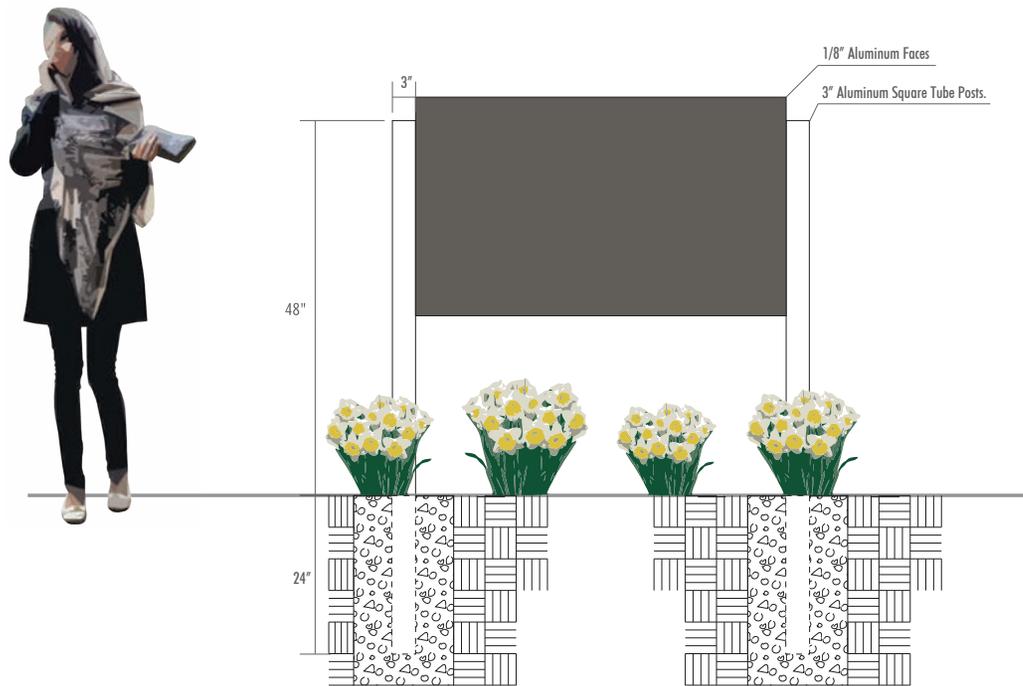
Layouts



Location 12

Footer Detail & Landscaping

NO EXTERNAL OR INTERNAL ILLUMINATION



Owner to maintain landscaping to include mulch and seasonal plantings. The minimum square footage shall be 1/2 of the sign area.

Sign Type **21**

Monument Identification

OPTION: Dimensional Letters

ILLUMINATION: External Illumination Present

ASI-LPS-50 -ALU-SPX-EPX-STM

Thickness: 1/2"

Graphics Color: Logo Colors (see below) **Black**

Paint: Surface Applied

Letter Style: Charter Roman & Custom Logo

Graphics: Dimensional, Non-illuminated

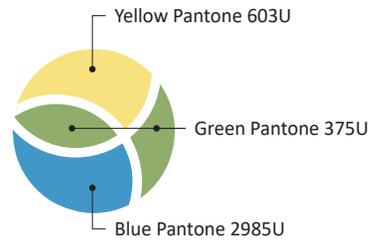
Paint: Surface Applied

Detail: Painted Edges

Mounting: Stud Mounted with 1/2" Spacers

Material: Acrylic

Brick Wall is existing.



Location 1 - Existing

1/4" = 1'-0"



Location 2 - Existing

1/4" = 1'-0"

Public Notice and 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). The contact information you provide in your application may be used for that purpose. We require applicants to acknowledge their role in this process.

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.

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.

12/26/2025

01/09/2026

Date to be Posted

Date to be Removed

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

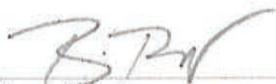
Yes No

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

Applicant Signature

Applicant Name

Date



Benjamin Booker

11/21/26