SPECIAL USE REPORT

▸ **FILE #:**	**11-G-26-SU**	**AGENDA ITEM #:** **17**
		AGENDA DATE: **11/12/2026**
▸ **APPLICANT:**	**KNOXVILLE MULTI-USE STADIUM DEVELOPMENT**	
OWNER(S):	Industrial Development Board of the City of Knoxville	
TAX ID NUMBER:	95 H B 00202	**View map on KGIS**
JURISDICTION:	City Council District 6	
STREET ADDRESS:	122 STADIUM WAY	
▸ **LOCATION:**	**North side of Willow Ave, east side of Stadium Way**	
▸ **APPX. SIZE OF TRACT:**	**10.52 acres**	
SECTOR PLAN:	Central City	
GROWTH POLICY PLAN:	N/A (Within City Limits)	
ACCESSIBILITY:	Access is via Willow Ave, a minor collector with 27 ft of pavement width within a right-of-way width that varies from 50-59 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), PD (Planned Development)**	
▸ **EXISTING LAND USE:**	**Commercial (ground floor), Multifamily Residential (upper floors)**	
▸ **PROPOSED USE:**	**Minor modifications to the previously approved Master Sign Plan (2-B-25-SU) to revise the storefront signage for the Delaney Building**	
HISTORY OF ZONING:	None noted.	
SURROUNDING LAND USE AND ZONING:	North: Public/quasi public land (stadium) - I-MU (Industrial Mixed-Use), PD (Planned Development)	
	South: Public/quasi public land (stadium) - I-MU (Industrial Mixed-Use), PD (Planned Development)	
	East: Public/quasi public land (stadium) - I-MU (Industrial Mixed-Use), PD (Planned Development)	
	West: Public/quasi public land (stadium) - I-MU (Industrial Mixed-Use), PD (Planned Development)	
NEIGHBORHOOD CONTEXT:	The parcel is part of the Knoxville Multi-Use Stadium Development, which features commercial and multifamily residential uses in addition to the stadium itself. The surrounding area is characterized by land uses ranging from industrial and wholesale uses to commercial and multifamily residential developments. First Creek lies 125 ft to the east.	

STAFF RECOMMENDATION:

- **Approve the request to modify the master sign plan for the Knoxville Multi-Use Stadium Development as submitted, subject to 4 conditions.**

1) The illumination of the internally illuminated wall sign shall not exceed 1 footcandle measured at the adjacent property line.
2) Meeting all applicable requirements of the City of Knoxville Zoning Ordinance.
3) Meeting all applicable requirements of the City of Knoxville Engineering Department.
4) Meeting all applicable requirements of the City of Knoxville Plans Review and Inspections Department.

COMMENTS:

In 2025, the Planning Commission approved a master sign plan (file # 2-B-25-SU) for the Knoxville Multi-Use Stadium Development in accordance with Article 13.7 (Master Sign Plans for Unified Developments) of the zoning ordinance. The approved plan included eight non-illuminated awning signs (depicted as “DA-1.1” or “DA -1.2”), eight non-illuminated awning hanging signs (“DH-1”), and eight illuminated projecting blade signs (“DP-2”) on the west elevation storefronts of the Yardley Building. The applicant proposes increasing the maximum number of awning signs from eight to nine and the maximum number of projected blade signs from eight to eleven. Additionally, the proposal includes an illumination option for the awning signage.

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 General Plan’s Implementation Policy 4.4 recommends using landscaping, signage, and architecture to identify significant entrances to communities, neighborhoods, and business districts. The modified storefront signs will help identify associated commercial uses at the Yardley Building, differentiating the businesses from other uses of this large development.
B. The One Year Plan’s 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 should review the proposed modifications for appropriateness with the approved master sign plan.

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 increase is appropriate for the scale of the building and the façade area of the west elevation and is compatible with this commercial/warehousing area.
B. The proposed modification will allow the northernmost storefront to have its own tenant signs and provides additional options for the other tenants. Overall, the requested changes are consistent with the previously approved plan.

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 modification. While the master sign plan is not subject to the illumination standards of the zoning ordinance (Article 13.5.C), the recommended illuminance of 1 footcandle is well below the maximum allowance of 200 footcandles for signs in nonresidential districts and consistent with other illuminated wall signs of the master sign plan.

5) THE USE IS NOT OF A NATURE OR SO LOCATED AS TO DRAW SUBSTANTIAL ADDITIONAL TRAFFIC THROUGH RESIDENTIAL STREETS.
A. Approval of this request will not result in any additional traffic being drawn through residential streets. 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).

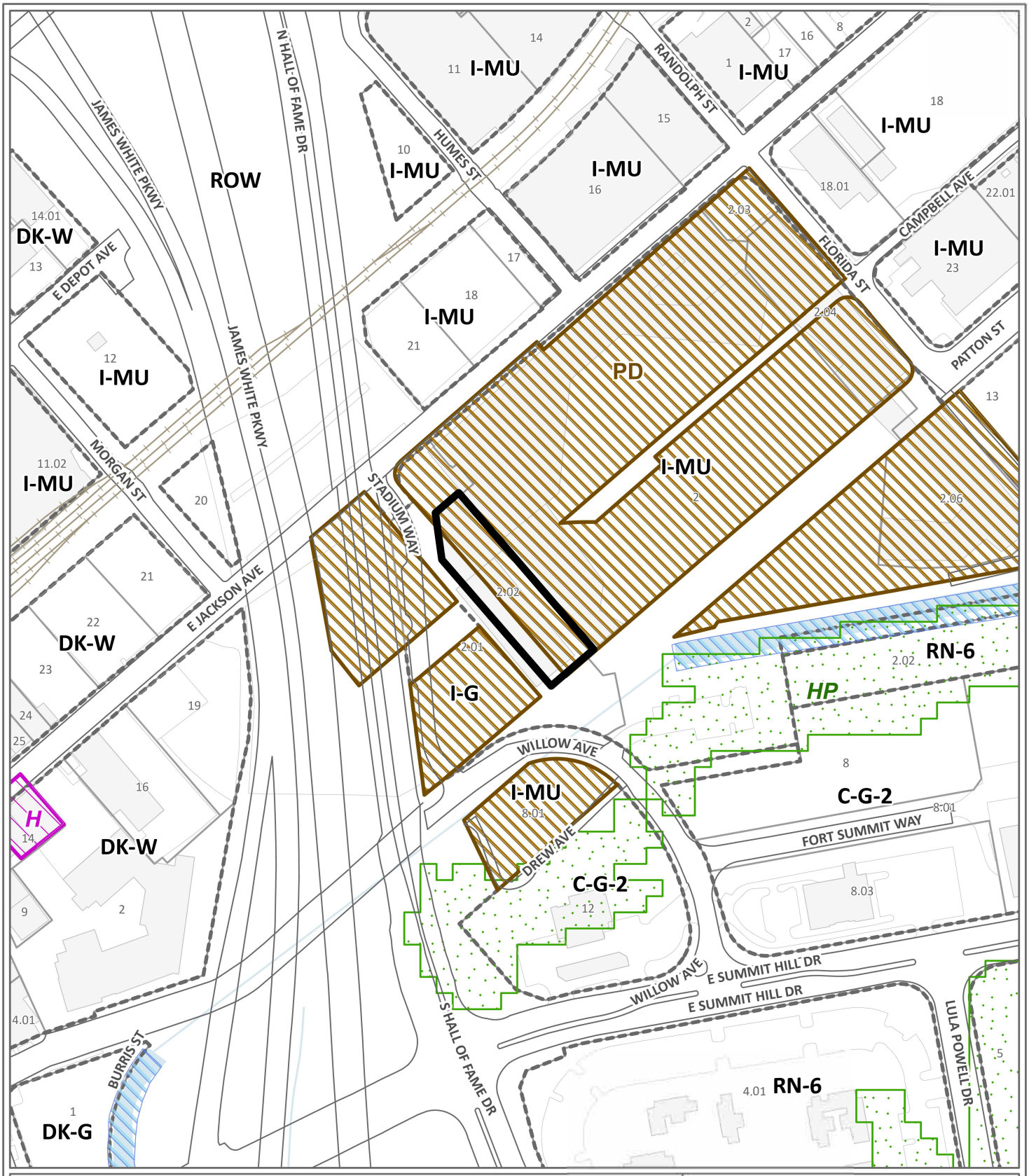
6) THE NATURE OF DEVELOPMENT IN THE SURROUNDING AREA IS NOT SUCH AS TO POSE A POTENTIAL HAZARD TO THE PROPOSED USE OR TO CREATE AN UNDESIRABLE ENVIRONMENT FOR

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

ESTIMATED TRAFFIC IMPACT: 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 **11-G-26-SU**

Minor modifications to the previously approved Master Sign Plan (2-B-25-SU) to revise the storefront signage for the Delaney Building in I-MU (Industrial Mixed-Use), PD (Planned Development)

Original Print Date: 10/6/2026

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

Petitioner: Knoxville Multi-Use Stadium Development

Map No: 95

Jurisdiction: City

0 225

Feet

N

Exhibit A. Contextual Images



AERIAL MAP

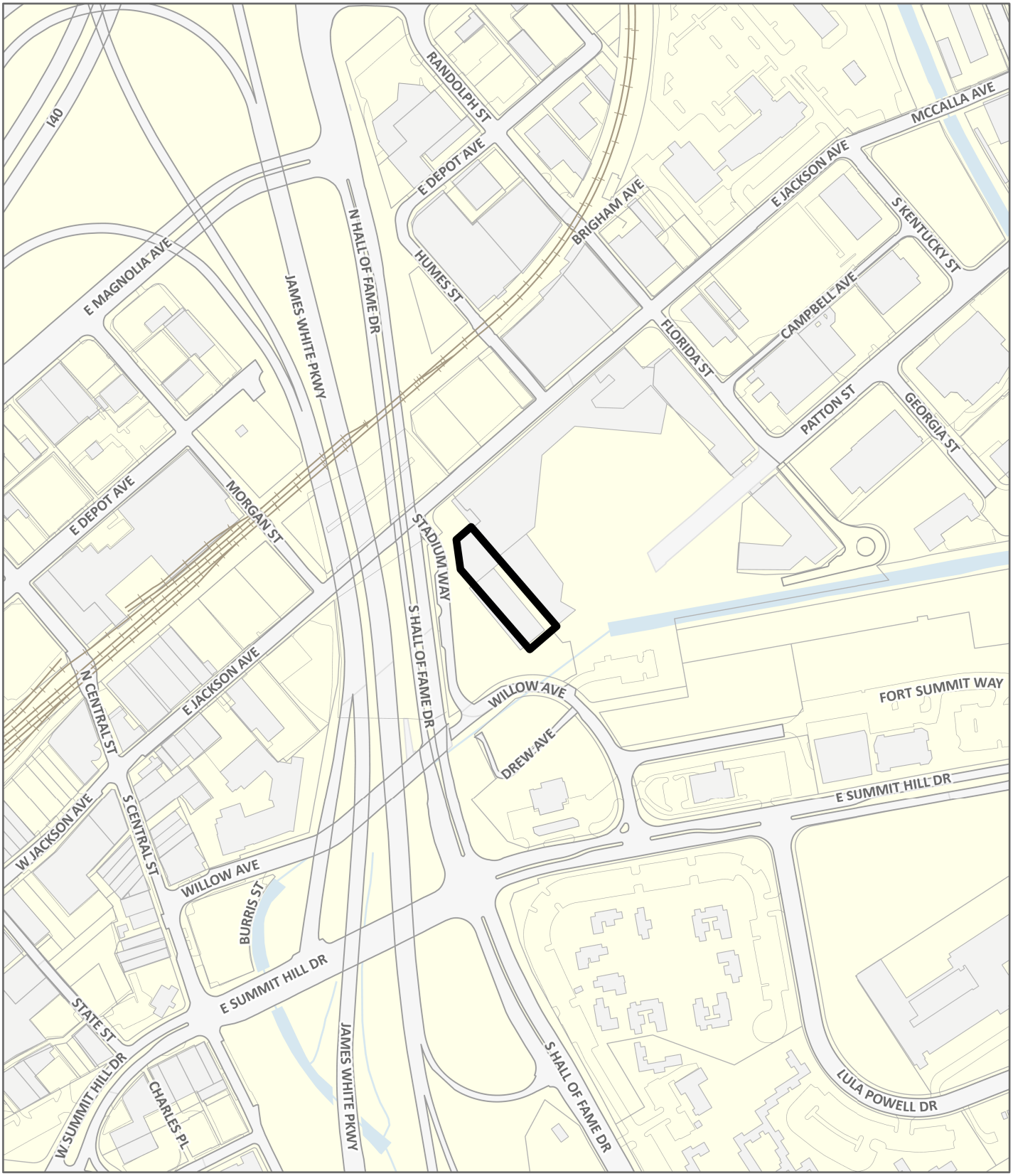
Case boundary

0 90

Feet

N

Exhibit A. Contextual Images



LOCATION MAP **11-G-26-SU**

Case boundary

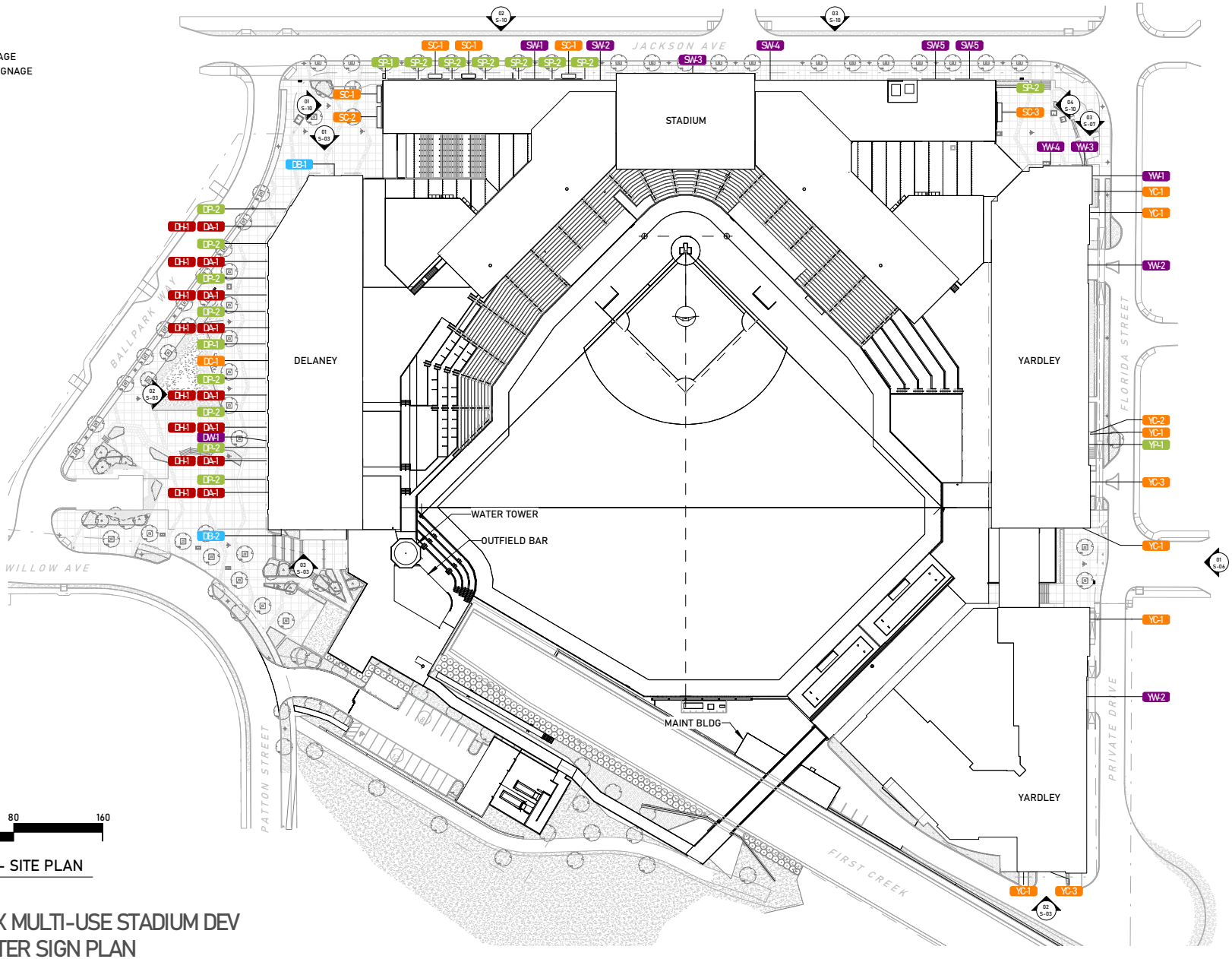
0 360

Feet

N

B BANNER SIGNAGE
C CANOPY SIGNAGE
P PROJECTING SIGNAGE
W WALL MOUNTED SIGNAGE
A AWNING SIGNAGE

D/S/Y MODIFIERS FOR
RESPECTIVE BUILDINGS



0 20 40 80 160

1 PHASE 1 - SITE PLAN
1" = 80'-0"

S-01

KNOX MULTI-USE STADIUM DEV
MASTER SIGN PLAN
PHASE 1

11-G-26-SU
rev. 10.9.2026

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-1.1	AWNING SIGNAGE	372 SF	31'-0"	12'-0"	-	-	NONE	VINYL LETTERING/ LOGO UNIQUE TO TENANT	2,976 SF	UP TO 8
DA-1.2	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	AWNGING HANGING SIGNAGE	73 SF	31'-0"	2'-4"	-	7'-0"	NONE	CHANNEL CUT LETTERING OR SIGN CABINET	584 SF	UP TO 8

CANOPY SIGNAGE

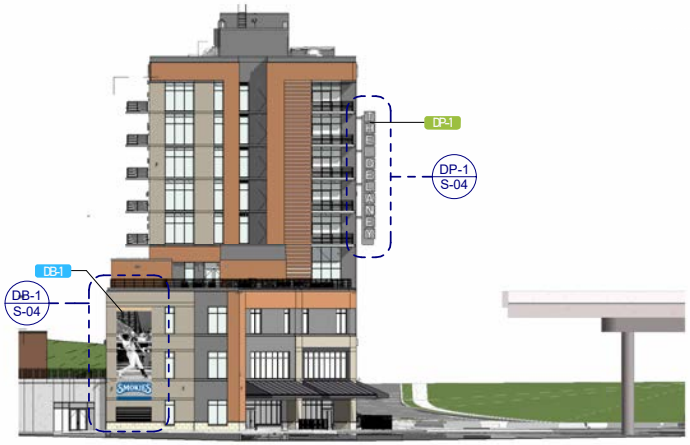
SIGN NUMBER	SIGN TYPE	MAXIMUM ALLOWABLE SIGN AREA	MAX LENGTH	MAX HEIGHT	MAX PROJECTION FROM BUILDING	CLEAR HEIGHT ABOVE SIDEWALK	ILLUMINATION	NOTES	TOTAL AREA	TOTAL QUANTITY
DC-1	DELANEY ENTRY SIGNAGE	30 SF	15'-0"	2'-0"	-	-	INTERNALLY LIT; NOT TO EXCEED 1 FC	CANOPY MOUNTED CHANNEL CUT LETTERING	30 SF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

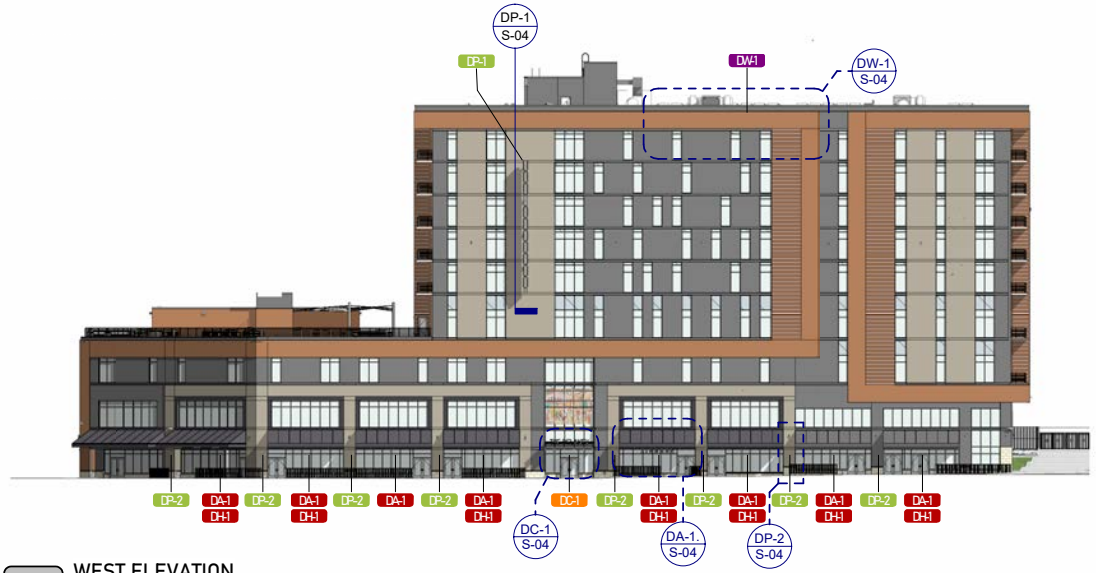
SIDEWALK SIGNAGE

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



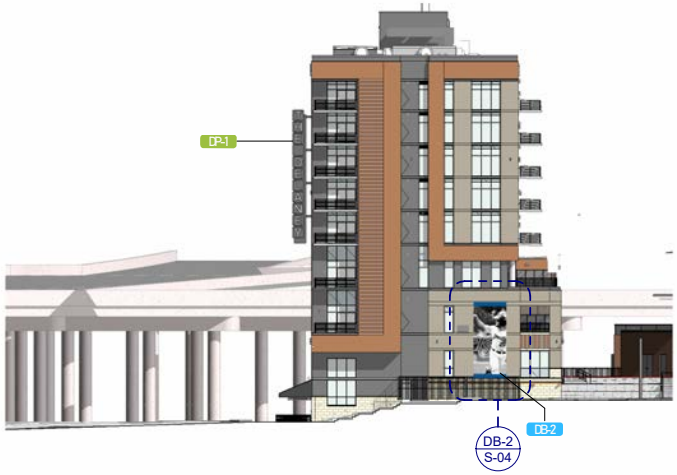
01 NORTH ELEVATION

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

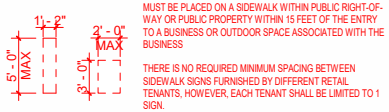
*WALL AREA CALCULATIONS INCLUDE GLAZING

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

S-03

KNOX MULTI-USE STADIUM DEV
MASTER SIGN PLAN
PHASE 1

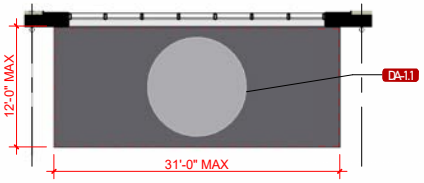
GEMAA
GEM Associated Architects: A Joint Venture
BarberMcMurry Architects + Design Innovation Architects



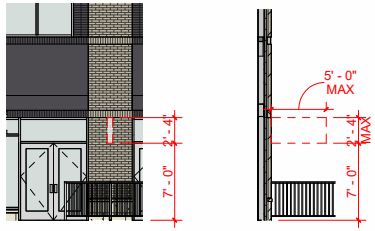
MUST BE PLACED ON A SIDEWALK WITHIN PUBLIC RIGHT-OF-WAY OR PUBLIC PROPERTY WITHIN 15 FEET OF THE ENTRY TO A BUSINESS OR OUTDOOR SPACE ASSOCIATED WITH THE BUSINESS

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

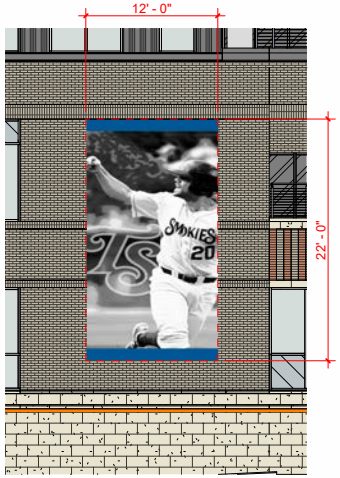
S-1 SIDEWALK SIGN
3/32" = 1'-0"



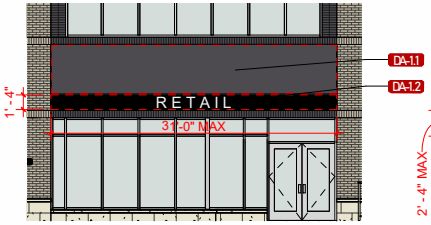
DA-1 AWNING SIGNAGE - TOP VIEW
3/32" = 1'-0"



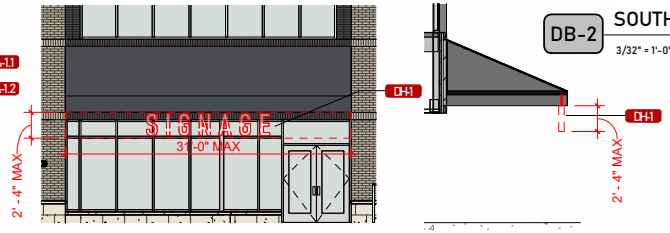
DP-2 TENANT BLADE SIGN
3/32" = 1'-0"



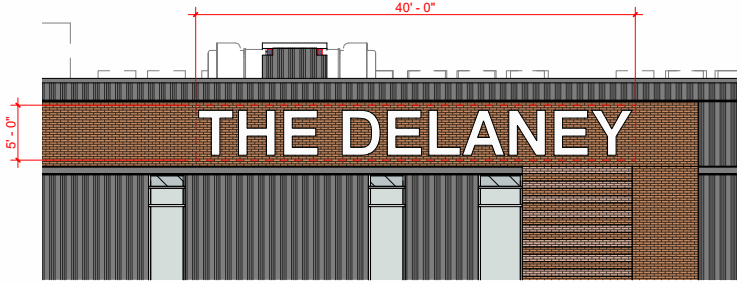
DB-2 SOUTH BANNER
3/32" = 1'-0"



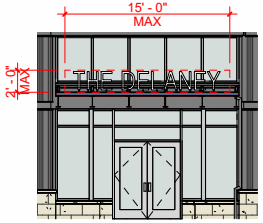
DA-1. AWNING SIGNAGE
3/32" = 1'-0"



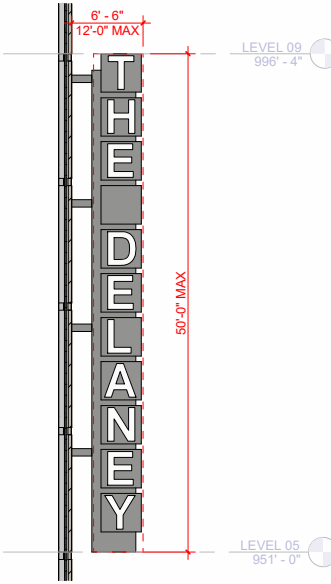
DH-1 AWNING HANGING SIGNAGE (ALT)
3/32" = 1'-0"



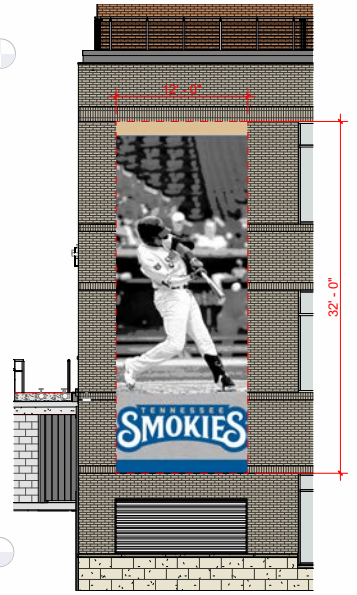
DW-1 BUILDING ATTACHED WALL SIGN
3/32" = 1'-0"



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



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



DB-1 NORTH BANNER
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
TOTAL SIGNAGE AREA:	5,134 total signage sqf (15.77%)
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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

S-04

KNOX MULTI-USE STADIUM DEV
MASTER SIGN PLAN
PHASE 1

No changes from approved plan

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

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.*

10/31/2026	11/12/2026
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

Elizabeth Tondreau	Elizabeth Tondreau (on behalf of GEMAA	09/25/2026
Applicant Signature	Applicant Name	Date