

CASE SUMMARY

APPLICATION TYPE: OTHER BUSINESS

KNOXVILLE-KNOX COUNTY

M P C
METROPOLITAN
P L A N N I N G
C O M M I S S I O N

T E N N E S S E E

Suite 403 • City County Building
4 0 0 M a i n S t r e e t
Knoxville, Tennessee 37902
8 6 5 • 2 1 5 • 2 5 0 0
F A X • 2 1 5 • 2 0 6 8
w w w • k n o x m p c • o r g

File Number: 9-A-11-OB

Related File Number:

Application Filed: 8/1/2011

Date of Revision:

Applicant: HUMANA MARKETPOINT

PROPERTY INFORMATION

General Location:

Other Parcel Info.:

Tax ID Number: 999 999

Jurisdiction:

Size of Tract:

Accessibility:

GENERAL LAND USE INFORMATION

Existing Land Use:

Surrounding Land Use:

Proposed Use:

Density:

Sector Plan:

Sector Plan Designation:

Growth Policy Plan:

Neighborhood Context:

ADDRESS/RIGHT-OF-WAY INFORMATION (where applicable)

Street:

Location:

Proposed Street Name:

Department-Utility Report:

Reason: Similar use determination for activity center/marketing facility in the SC-1 (Neighborhood Shopping Center) zone.

ZONING INFORMATION (where applicable)

Current Zoning:

Former Zoning:

Requested Zoning:

Previous Requests:

Extension of Zone:

History of Zoning:

PLAN INFORMATION (where applicable)

Current Plan Category:

Requested Plan Category:

SUBDIVISION INFORMATION (where applicable)

Subdivision Name:

No. of Lots Proposed:

No. of Lots Approved: 0

Variances Requested:

S/D Name Change:

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.: Similar use determination for activity center/marketing facility in the SC-1 (Neighborhood Shopping Center) zone.

MPC ACTION AND DISPOSITION

Planner In Charge: Dan Kelly

Staff Recomm. (Abbr.): APPROVE the request that a business office that uses indoor recreational activities and educational classes as a marketing technique is a permitted use in the SC-1 (Neighborhood Shopping Center) District subject to 2 conditions

Staff Recomm. (Full):

Comments:

Humana Market Point, Inc. has requested that MPC determine that the provision of promotional activities to existing and potential customers in the form of recreational and educational activities be considered a part of their business office use. The primary business that is being carried on this location is the sale of Humana's Medicare supplement insurance. As a marketing technique Humana invites current and potential customers to come to their office to participate in recreational and educational activities. While at the office participating in these activities participants are exposed to Humana's health insurance products via posters, brochures and/or direct contact with a sales representative. Staff believes these activities are ancillary to the permitted business office use. As noted in the material submitted by Humana, many of the other types uses permitted in the SC-1 (Neighborhood Shopping Center) District may conduct classes or conduct other marketing activities that are not directly related to product sales but they bring potential customers to their business. This recommendation is being made subject to compliance with the following conditions:

1. Meeting all other applicable requirements of the Knoxville Zoning Ordinance
2. Meeting all applicable requirements of the Knoxville Fire Marshall's Office

Action: Approved

Meeting Date: 9/8/2011

Details of Action:

Summary of Action: APPROVE the request that a business office that uses indoor recreational activities and educational classes as a marketing technique is a permitted use in the SC-1 (Neighborhood Shopping Center) District subject to 2 conditions

Date of Approval: 9/8/2011

Date of Denial:

Postponements:

Date of Withdrawal:

Withdrawn prior to publication?: Action Appealed?:**LEGISLATIVE ACTION AND DISPOSITION**

Legislative Body: MPC

Date of Legislative Action:

Date of Legislative Action, Second Reading:

Ordinance Number:

Other Ordinance Number References:

Disposition of Case:

Disposition of Case, Second Reading:

If "Other":

If "Other":

Amendments:

Amendments:

Date of Legislative Appeal:

Effective Date of Ordinance: