



AGENDA ITEM #: 36

MEMORANDUM

TO: Metropolitan Planning Commission
FROM: Dan Kelly, Development Services Manager
DATE: Wednesday, August 31, 2011
SUBJECT: Similar use determination for activity center/marketing facility in the SC-1 (Neighborhood Shopping Center) zone.
9-A-11-OB

STAFF RECOMMENDATION:

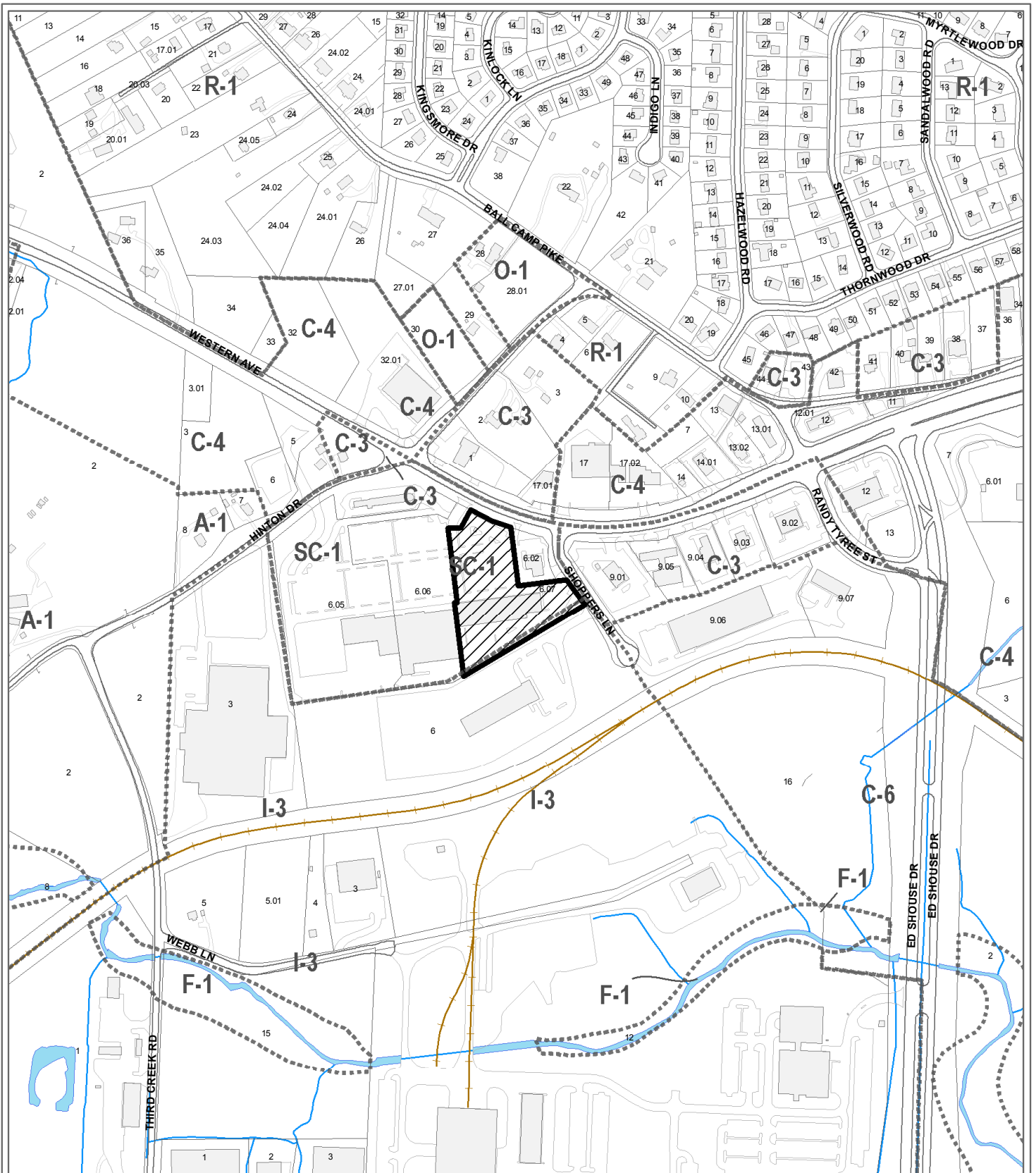
APPROVE the request that a business office that uses indoor recreational activities and educational classes as a marketing technique is a permitted use in the SC-1 (Neighborhood Shopping Center) District subject to 2 conditions

BACKGROUND:

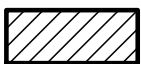
Humana Market Point, Inc. has requested that MPC determine that the provision of promotional activities to existing and potential customers in the form of recreational and educational activities be considered a part of their business office use. The primary business that is being carried on this location 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

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400 Main Street
Knoxville, Tennessee 37902
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**9-A-11-OB
OTHER BUSINESS**

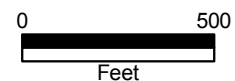


Purpose of Request: Use determination for activity center/marketing facilities

Petitioner: Humana MarketPOIN

Map No: 999

Jurisdiction: Undefined



Original Print Date: 8/19/2011 Revised:
Metropolitan Planning Commission * City / County Building * Knoxville, TN 37902

Similar Use Determination Attachment

Applicant: Humana MarketPOINT, Inc. located at 4438 Western Avenue, 640 Plaza Shopping Center

Meeting Date: September 8, 2011

A detailed description of the proposed specific use.

Humana MarketPOINT uses this location to sell and service health insurance plans and specialty benefit plans for seniors, individuals and groups. There are 4 to 6 full time employees that operate at this location. The office is generally open Monday through Friday from 9 AM to 5 PM with an occasional meeting or event after 5:00.

Humana MarketPOINT proposes to hold regular weekly and monthly meetings and activities for its members and invitees in order to increase customer relations and awareness of the benefits offered by Humana. The regular weekly and monthly meetings may include activities such as games, puzzles, book club and birthday celebrations.

A statement indicating how the various permitted uses listed in the zoning regulations are similar in nature, operations, and character to the proposed use in this application.

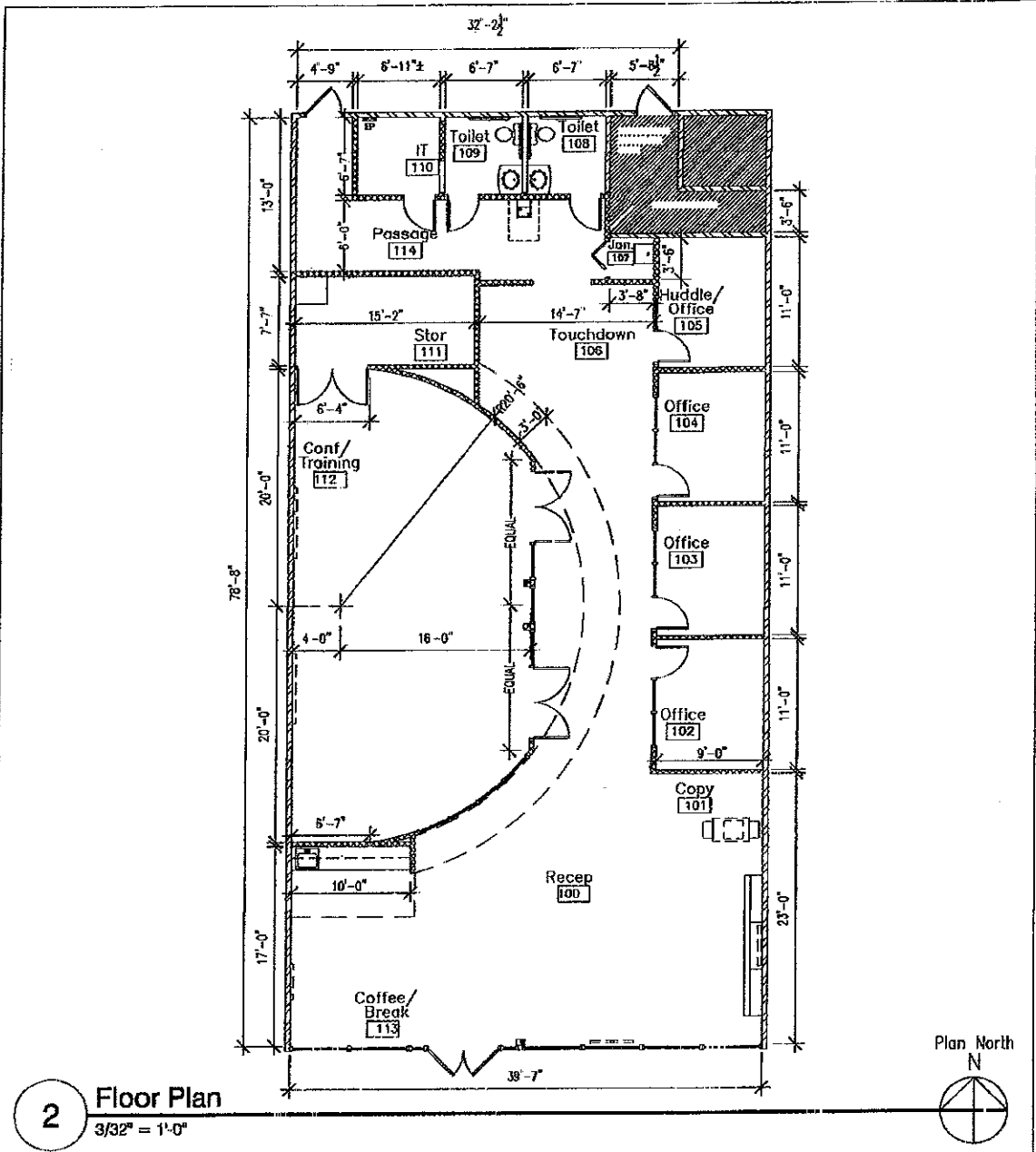
The regular weekly and monthly meetings which may include activities such as games, puzzles, book club and birthday celebrations, are similar to the permitted uses available under the current SC-1 zoning. For instance,

- A grocery store may offer occasionally offer cooking classes;
- A church holds weekly meetings and may have Wednesday night services or activities for its members;
- A book store may hold regular book club meetings;
- An eating or drinking establishment often has birthday celebrations; or
- A florist may hold classes on flower arrangement

All of these activities are ancillary to the businesses primary use, but are necessary for the business to grow and survive.

Floor/site plan factors.

Humana MarketPOINT currently leases 3,164 square feet in the 640 Plaza Shopping Center, which is located approximately 1 mile west of the intersection of I-640 and Western Avenue. The shopping center contains approximately 85,000 square feet including a 42,000 square foot Kroger grocery store. Attached is an as-built floor plan of the space which includes four offices, reception area, restrooms, and a large conference/meeting room. Humana MarketPOINT will limit occupancy in the space to 31 people, which is the maximum occupancy for business use.



HUMANA

Location #:	2012	Revisions:	Issue Date:
Lease SF:	approx. 3000 sf	# Date Description	6/26/09
Designer:	K. Williams		Sheet
Phone #:	314-392-2654		3 of 7
Const. Mgr:	K. Duffy		
Phone #:	314-392-2796		