



Laura Edmonds &lt;laura.edmonds@knoxplanning.org&gt;

**[Planning Commission Comment] Zoom Planning Meeting 8-12-20**

1 message

**Cynthia Bunch** <cdbunch@comcast.net>

Wed, Aug 12, 2020 at 11:26 AM

Reply-To: cdbunch@comcast.net

To: "commission@knoxplanning.org" &lt;commission@knoxplanning.org&gt;

Dear Planning Commission:

Many of my neighbors and I have several concerns which will be addressed in today's planning commission meeting. The largest of which is #14 on your agenda, I-40/75 Business Park LLC 8-C-20-SP and **PRIMARILY** 8-H-20-RZ.

We contend that this area's rezoning options should NOT include CB (Business and Manufacturing) and that this option should be removed from consideration. This opens the door to a level of traffic, noise, and congestion that is unacceptable to this area. Our roads are already jammed and torn up with the amount of dump truck traffic associated with the rock quarry, traffic from new developments, and the new waste treatment facility in the area. The infrastructure is not conducive to such a change and there has been considerable unhappiness in the conversations of the area and surrounding.

Additionally, regarding the poor infrastructure in Hardin Valley, other items on the agenda are of great concern because our traffic is already congested and roads in disrepair as previously mentioned. This concern is in reference to # 25 on the agenda, Seal Property Subdivision, #27 - Hardin Valley West & Laurel Ridge, Phase I, and #38 - Ball Homes. There seems to be no reign on construction in the area and infrastructure development seems to be zero. This path should be reversed.

Thank you for the opportunity to speak. Should you require additional back-up information or petitions, please let me know.

Cynthia Bunch  
865-386-2211

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This message was directed to [commission@knoxplanning.org](mailto:commission@knoxplanning.org)



Laura Edmonds &lt;laura.edmonds@knoxplanning.org&gt;

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**[Planning Commission Comment] Re: Planning Commission Meeting regarding property off Everett Road**

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**Kathy Hart** <khart@smartmaps.com>  
Reply-To: khart@smartmaps.com  
To: commission@knoxplanning.org

Mon, Aug 10, 2020 at 5:14 PM

Dear Sir or Madame,

I am interested in learning more about the rezoning of property off Everett Road. I believe the case files are 8-C-20-SP and 8-H-20-RZ. I understand the Planning Commission may include this item in their upcoming meeting which I am interested in attending. If there is a way to attend the meeting via zoom, I would prefer that option.

Thank you,  
Katherine Hart

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This message was directed to [commission@knoxplanning.org](mailto:commission@knoxplanning.org)



Laura Edmonds &lt;laura.edmonds@knoxplanning.org&gt;

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**[Planning Commission Comment] Meeting on Thursday August 13 RE: Case Files SP: 8-C-20-SP" + "R: 8-H-20-R2"**

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**'Whitney Ray-dawson' via Commission** <commission@knoxplanning.org>

Mon, Aug 10, 2020 at 5:53 PM

Reply-To: osheannaa@aol.com

To: "commission@knoxplanning.org" &lt;commission@knoxplanning.org&gt;

To whom it may concern,

I would like to "attend" this meeting via Zoom. Please send me a link at your earliest convenience.

This project is in my neighborhood. I am very concerned about the access into the requested projects from Everett Rd, a narrow and winding road, with a constricted bridge at a blind corner and guard rails right up against the road.

Additionally, there is a Vulcan plant with big and heavy trucks going in and out every day. The trucks often exit abruptly, even when the truck drivers can see on-coming cars/traffic. What is proposed to address the traffic traveling along this stretch of Everett at the Vulcan plant.

With appreciation,  
Whitney Ray-Dawson

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This message was directed to [commission@knoxplanning.org](mailto:commission@knoxplanning.org)



Laura Edmonds <laura.edmonds@knoxplanning.org>

**[Planning Commission Comment] 8-C-20-SP & 8-H-20-RZ Fwd: Consultant's report**

1 message

Liz Albertson <liz.albertson@knoxplanning.org>

Tue, Aug 11, 2020 at 7:43 AM

Reply-To: liz.albertson@knoxplanning.org

To: Knoxville-Knox County Planning Commission <commission@knoxplanning.org>

Planning Commissioners:

Please see the attached documents provided by the applicant for agenda item #14 I-40/75 Business Park 8-C-20-SP and 8-H-20-RZ.

Thank you,  
-Liz Albertson

----- Forwarded message -----

From: **Steven Maddox** <smaddox@maddoxcompany.com>

Date: Mon, Aug 10, 2020 at 2:07 PM

Subject: RE: Consultant's report

To: Amy Brooks <amy.brooks@knoxplanning.org>, Mike Cohen <mike@cohencommunicationsgroup.com>

Cc: Liz Albertson <Liz.Albertson@knoxplanning.org>, Brandon Clark <bclark@maddoxcompany.com>, Bryan Chief Staff Hair <bryan.hair@knoxcounty.org>

Amy, Included are 3 pieces of the information I thought might be helpful. The first shows some highlighted sections of the previously sent study. The second is an area wide aerial showing the proximity of the site to the I-40/75 Junction, Towns of Farragut and how the road improvements will tie into the southwest end of Hardin Valley, and third is the site plan as we discussed this morning.

Thank you for your time this morning to discuss the proposed uses of the property and the benefits of this project to the county.

*Steven K. Maddox*

Maddox Property Management & Sales, Inc.

Maddox Construction Company, Inc.

100 Dalton Place Way, Suite 105

Knoxville, TN 37912

Office: 865-522-9910 x 101

NEW FAX #: 865-364-1616

email: smaddox@maddoxcompany.com

TN Real Estate Broker #00207816

TN General Contractor #00035520

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**From:** Amy Brooks <[amy.brooks@knoxplanning.org](mailto:amy.brooks@knoxplanning.org)>  
**Sent:** Monday, August 10, 2020 12:39 PM  
**To:** Mike Cohen <[mike@cohencommunicationsgroup.com](mailto:mike@cohencommunicationsgroup.com)>  
**Cc:** Liz Albertson <[Liz.Albertson@knoxplanning.org](mailto:Liz.Albertson@knoxplanning.org)>; Steve Maddox <[smaddox@maddoxcompany.com](mailto:smaddox@maddoxcompany.com)>; Brandon Clark <[bclark@maddoxcompany.com](mailto:bclark@maddoxcompany.com)>  
**Subject:** Re: Consultant's report

Thank you for sharing the report!



Amy Brooks, AICP  
Planning Services Manager

Interim Executive Director

865-215-4001 (office)

865-679-9020 (cell)



Knoxville-Knox County Planning | [KnoxPlanning.org](http://KnoxPlanning.org)  
400 Main Street, Suite 403 | Knoxville, TN 37902

On Mon, Aug 10, 2020 at 12:17 PM Mike Cohen <mike@cohencommunicationsgroup.com> wrote:

Good meeting. Thanks for your time.

Here is the original consultants report on the Sports Park.

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Mike Cohen  
Cohen Communications Group

865-659-4750



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Liz Albertson, AICP  
Senior Planner  
865-215-3804  
[liz.albertson@knoxplanning.org](mailto:liz.albertson@knoxplanning.org)






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**3 attachments**

-  **Binder1.pdf**  
1220K
-  **Zoomed in Aerial Markup.pdf**  
14234K
-  **DOC030220-03022020173358.pdf**  
1292K

## INTRODUCTION

This report is the result of an agreement between the Visit Knoxville Sports Commission (VKSC) with offices at 301 S. Gay Street, Knoxville, TN 37902 and DSA Sports LLC (DSA) with offices at 9880 Forestglen Drive, Cincinnati, OH 45242 and dated September 17, 2018.

DSA agreed to conduct a sports facility feasibility study, which has effectively become Phase Two of an overall project that began with a sports facilities audit (Phase One) in 2017. This study examines the factors needing consideration when and if new sports facilities (or modifications to existing facilities) are built in Knox County.

Two overriding considerations have driven both phases. One is the impact on local sports programs (practices, games, playoffs, etc.) and the other is the potential for increased visitor spending and resulting economic benefit. Interestingly, both benefit residents: in the first instance quality of life issues are addressed and in the second increased economic impact benefits residents because the visitor spending and taxes are added to what a resident supports through their taxes.

DSA agreed to perform no less than the following under the terms of the Phase Two agreement:

- A second review of the competition quality outdoor fields.
- Discussions with indoor sports organizers on programming needs.
- Interviews with area sports organizers with an emphasis on amateur sports clubs and leagues, high school and university athletic directors, and park and recreation officials. The purposes will be to determine how facilities could serve the needs of these programs, including projections on how they might expand participation.
- Interviews with key stakeholders from the hospitality and business communities and public officials.
- Research on the number and kind of multi-field and court facilities within about 300 miles, including performance indicators wherever available. The Rocky Top Sports Complex is a key regional competitor, and DSA has visited the complex.
- Selection of between four and six sports complexes as case histories that will provide information on types, sizes and numbers of fields and/or courts, playing surfaces, lighting and electronic scoring, additional features and costs and results.
- A SWOT analysis that will assist in your determination of what the proposed complex could contribute to your already strong position in the sport tourism industry.
- Projections on additional room nights, lodging and sales taxes and estimated direct visitor spending and what this spending would represent in terms of total economic impact.
- Comments/suggestions on ways to phase in the projects over time. This would provide a "crawl-walk-run" option to full development at the outset.
- Three-year projections of estimated revenues and expenses.

Importantly, efforts to increase the number of visitors increases the taxes collected on sales to these visitors. Knox County can expect more sales tax and hotel occupancy taxes as a result of new facilities.

VKSC worked with DSA to decide on the numbers of sites to visit and interviews that were needed to permit DSA to accomplish these tasks.

## EXECUTIVE SUMMARY

It has been determined that Knox County does not have sufficient fields, diamonds and courts to satisfy local needs, let alone those from sport tourism. In the interviews it was determined that more teams, players and coaches would participate in team sports if facilities were available. This report observes that players who cannot practice usually drop the sport. It is difficult if not impossible for athletes to improve on the basis of game time only. So, there is a significant opportunity to better serve the needs of area residents if new indoor and/or outdoor sports facilities can be provided.

This report concludes that having new facilities can also contribute an estimated \$19 million a year in additional visitor spending. These visitors will pay hotel taxes and sales taxes. On page 42 it is reported that total sales taxes on \$19 million could approach \$1.8 million annually, along with about a \$700,000 increase in the hotel tax.

Competition for sport travel visitors has become intense. Despite Rocky Top Sports World, it is anticipated many potential new visitors will choose to hold their events much closer to downtown. The issues with mountain traffic are well known, as is on-site traffic and parking, particularly during simultaneous indoor and outdoor events. At present VKSC has been very successful scheduling court events at the convention center. If there were more courts in another location, much larger basketball or volleyball events could be held...or, the new facility could host a sports event while the center holds a meeting, convention or trade show.

Either way, more visitors could be accommodated.

Projections are provided for an outdoor complex of 10 to 12 rectangular fields and a 6-court basketball facility that would also hold 12 volleyball courts. At present it appears the outdoor facility would probably produce more visitors. This is partially due to competition.

There is an interesting possibility with the outdoor fields. Many complexes have built their fields for a baseball/softball diamond and a rectangular field across the outfields. This approach has led to disappointed teams: soccer may feel baseball is getting preference, for example. DSA feels this is a local decision. Grand Park in Myrtle Beach has fields built this way, and any issue has been manageable. This could be due to a much smaller location population (about 45,000 year-round residents compared to more than 460,000 in Knox County).

It is estimated that about \$15 million will be required to build either the outdoor or indoor facility. The outdoor fields might cost another \$5 million if they are in a park setting.

The outdoor complex could run a deficit of close to \$400,000 a year, at least in the first years. It generally takes 3 to 4 years to reach a stabilized level of operation. On the other hand, it might produce another \$12 million in new visitor spending.

An indoor, 6 court facility would also run a deficit, but much smaller than outdoors. Here, the shortfall could be in the range of \$100,000 a year based upon 15 events a year (many sites ultimately hold more). These events could produce an additional \$7 million in visitor spending.

Combined, the shortfall could run \$500,000 a year against \$19 million in new visitor spending. And, local programming would benefit greatly!



**The report also suggests that because the \$19 million estimate is of direct spending only, application of a conservative multiplier of 1.7 could mean the economic impact of these new dollars could approach \$32.3 million a year.**

These estimates are based on what other destinations have discovered, competitive factors, and past experience in the industry. Knox County has been a leader since the early 90's and has the expertise and experience to maximize the positive economic benefit these facilities could produce.

## POTENTIAL NEW PROJECTS

Two groups have recognized the potential for sports complexes. Both have approached the VKSC and public officials. One concept would be at I-75 and Watts Road and the other at I-75 and Raccoon Valley Road. Both are in the concept stage. DSA met with representatives from both.

### Watts Road and I-75 (Prosperity Crossing)

This concept imagines a mix of commercial, retail, apartments, and sports facilities. Please refer to *Appendix I – Prosperity Crossing* for details. The property is partly in Knox County (160 acres) and partly in Loudon County (70 acres). The current concept shows how 15 180 x 330-foot rectangular fields could be included. It also shows two youth baseball fields.

This property is elevated above I-75 and has already been terraced to facilitate development. According to the development team these terraces can be modified to better suit different varieties of fields.

**The location is favorable:** there are a large number of hotels just to the east, and the interchange is close to the junction of I-75 and I-40.

This area has seen a great deal of development, including significant residential. It is also important to note the site is only fifteen minutes from Oak Ridge, an area experiencing rapid development that needs more recreation facilities.

### Raccoon Valley Road and I-75 (Phast Center of Knoxville)

Although this is primarily envisioned as a sports complex, space for retail has been included. The current concept shows 12 diamonds of different sizes (some showing rectangular fields across the outfields), two additional rectangular fields, and a multipurpose indoor building.

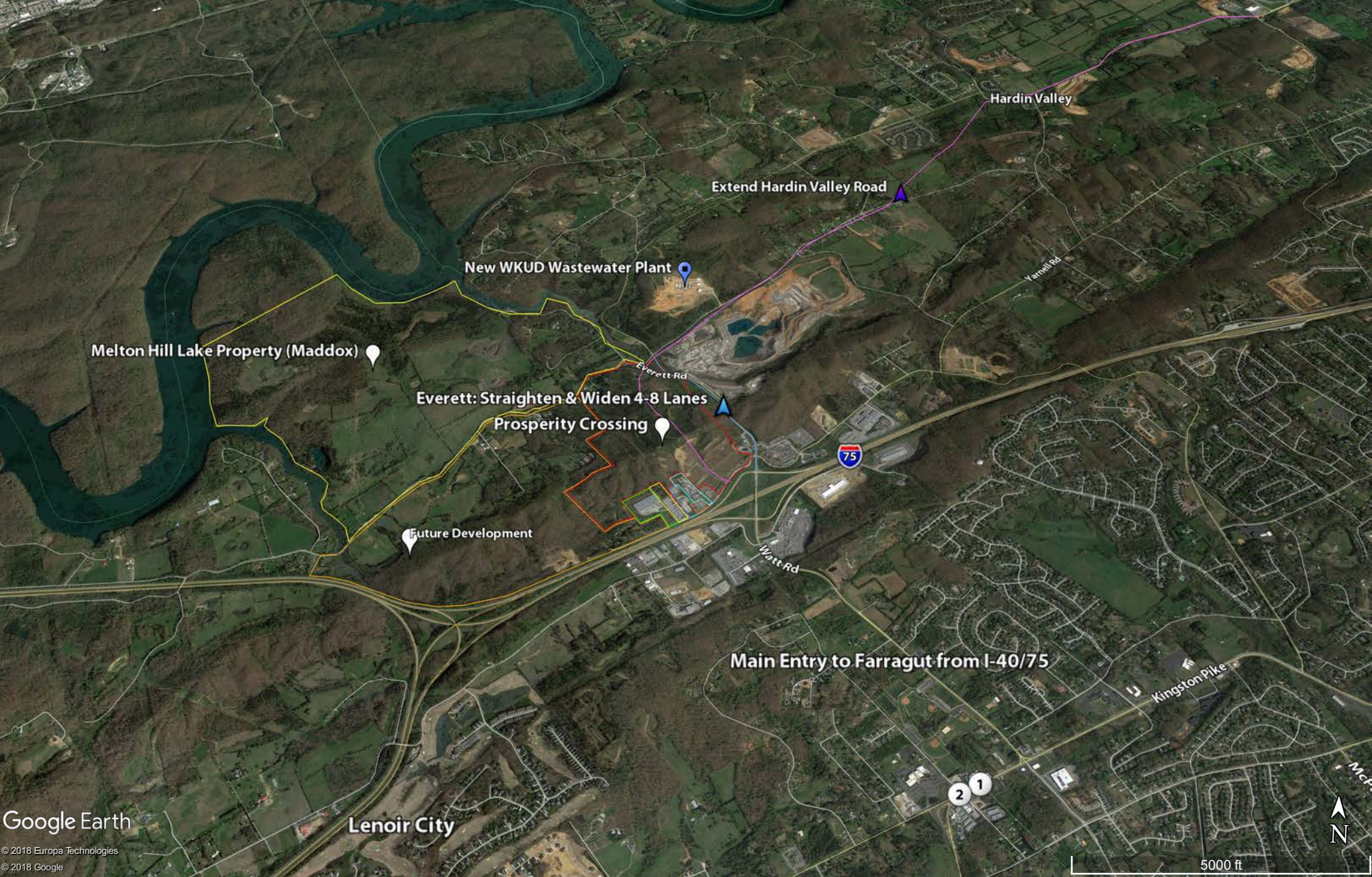
Please refer to *Appendix II – Phast Center of Knoxville*.

DSA understands this possibility has been discussed for several years. The site is in a rural area without hotels and restaurants. The organizers are considering dormitories for teams, and they also intend to focus on week long camps and some tournaments.

These are concepts, not fully developed plans. They are intended to indicate ways of developing the sites. Either concept can be modified to better suit specific requests.

The Raccoon Valley Road possibility is within 50 miles of the Ripkin Experience (six baseball fields) and Rocky Top Sports World (six indoor courts and access to as many as seven rectangular fields). The Watts Road location is west of downtown, probably closer to 75 miles and more (and a considerable drive in season) from these competitive facilities.

Both offer public officials the opportunity to invest in projects that could serve visitors, but only the Watts Road site is accessible to residents and visitors. It also offers more than twenty hotels and a wide range of restaurants and is convenient to Oak Ridge.



Hardin Valley

Extend Hardin Valley Road

New WKUD Wastewater Plant

Melton Hill Lake Property (Maddox)

Everett: Straighten & Widen 4-8 Lanes

Prosperity Crossing

Future Development

75

Main Entry to Farragut from I-40/75

Kingston Pike

Lenoir City

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Google Earth

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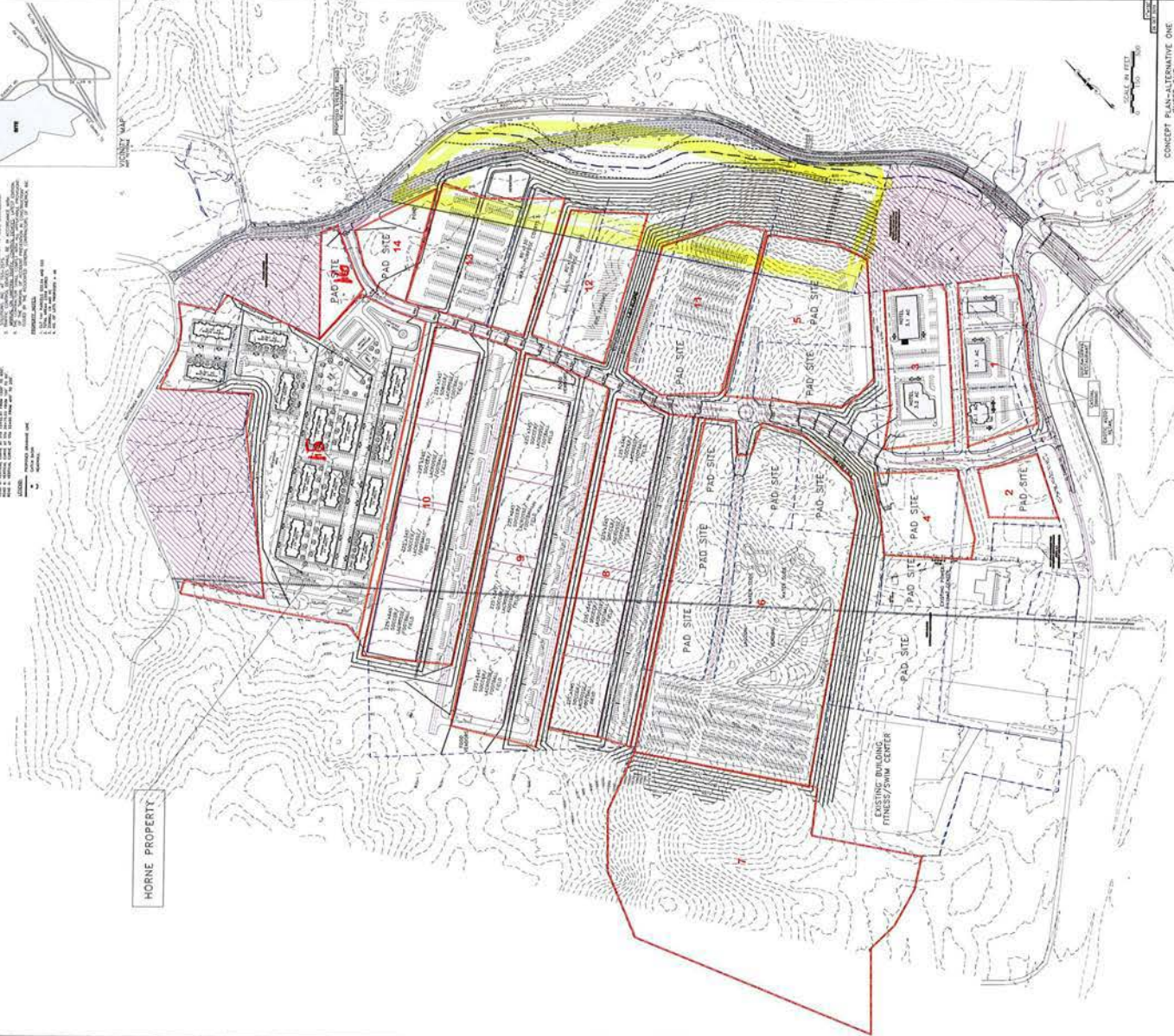




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HORNE PROPERTY



CONCEPT PLAN - ALTERNATIVE ONE  
 SHEET ONE

PROSPERITY CROSSING  
 Knox County, Tennessee

Prepared For:  
 140775 Business Park, LLC  
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 Knoxville, Tennessee 37912  
 (615) 512-9810

Planning Agency:



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