



Date: 1/4/2022
To: Knoxville-Knox County Planning Commission
From: Amy Brooks, AICP, Executive Director
Subject: 1-A-22-OA Agenda Item #41

REQUEST

Consideration of amendments to the Knox County Zoning Ordinance to reflect the name change of the Planning Commission, removing “Metropolitan” from the name in the ordinance.

BACKGROUND

On November 15, 2021 Knox County Commission passed resolution R-21-11-904 requesting the Knoxville-Knox County Planning Commission consider amendments to the Knox County Zoning Ordinance to reflect the name change of the Planning Commission, removing “Metropolitan” from the name in the ordinance.

In March of 2018, Planning staff undertook an effort to evaluate the community’s perception of our role in the community. The research included a survey of stakeholders and the general public to see how our work and impact are perceived by the people we serve. The survey, conducted by a local design firm, confirmed what we already suspected: those who interacted with our agency were confused about who we are.

The design firm identified a key source of that confusion. Our name, “Metropolitan Planning Commission,” or “MPC,” referred to both our appointed board of commissioners and our professional staff. Most survey respondents were not aware that these are two different groups and that they serve different roles – the staff prepares recommendations on land use decisions, and the Commission then acts on those recommendations.

Based on the evaluation, the rebranded name, “Knoxville-Knox County Planning,” was selected to refer to our professional staff function. It provides three points of clarification – it simplifies the version of the name we have used since 1956; it drops “Metropolitan” because our service area is mainly Knoxville and Knox County, not the larger region; and, it removes “Commission,” reserving its use for the Planning Commissioners. Accordingly, the appointed board was renamed, “Knoxville-Knox County Planning Commission.”

On April 24, 2019, a resolution was passed by the State’s Local Government Planning Advisory Committee, recognizing the official names, “Knoxville-Knox County Planning,” for our staff function, and “Knoxville-Knox County Planning Commission,” for our appointed board.

RECOMMENDATION

Staff recommends approval of amendments to the Knox County Zoning Ordinance to reflect the name change of the Planning Commission by removing “Metropolitan” from the name in the Zoning Ordinance.

Exhibit 1: Local Government Committee Resolution and correspondence

Exhibit 2: County Commission Resolution R-21-11-904



LOCAL GOVERNMENT PLANNING ADVISORY COMMITTEE

Resolution

Regarding Knoxville-Knox County Metropolitan Planning Commission

WHEREAS, the Knoxville-Knox County Metropolitan Planning Commission (the "Planning Commission") is a regional planning commission established pursuant to the provisions of Chapter 43 of the Public Acts of 1935, by Resolution of the Tennessee State Planning Commission dated April 13, 1956; and

WHEREAS, the Tennessee State Planning Commission no longer exists; and

WHEREAS, pursuant to the provision of Tenn. Code Ann. § 4-3-727(e), the statutory duties regarding and powers over regional planning commissions formerly held by the Tennessee State Planning Commission have been vested in the Local Government Planning Advisory Committee; and

WHEREAS, after study and deliberation it has been determined that the name Knoxville - Knox County Planning Commission better describes the Planning Commission and its activities, would avoid unnecessary confusion by the public, and would better serve the public interest.

NOW, THEREFORE, be it RESOLVED by the Local Government Planning Advisory Committee:

1. The name of the regional planning commission serving the City of Knoxville and Knox County, Tennessee (but excepting those lands comprising the Town of Farragut) is hereby established as

Knoxville - Knox County Planning Commission

2. The name of the agency providing professional planning staff, professional transportation planning staff, and other staff support to the Planning Commission is hereby established as

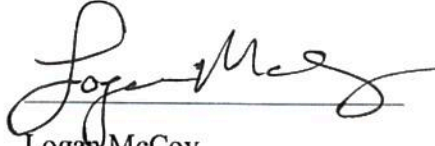
Knoxville - Knox County Planning

3. The Knoxville - Knox County Planning Commission is empowered to amend the name of Knoxville - Knox County Planning from time to time, by an affirmative vote of its Commissioners in accord with the provisions of its Bylaws.

Adopted: 4/24/19



Michael Matteson, Chair
Local Government Planning Advisory Committee



Logan McCoy

Department of Economic &
Community Development



APRIL 18, 2019

Mr. Logan McCoy
TN Department of Economic and Community Development
Tennessee Tower, 27th Floor
312 Rosa L Parks Avenue, Nashville, TN 37243

RE: Official Name Change Request for Knoxville-Knox County Metropolitan Planning Commission

Dear Mr. McCoy:

As part of an effort to be more responsive, engaging, and relevant to those we serve, the Knoxville-Knox County Metropolitan Planning Commission (MPC) embarked on a rebranding effort in March 2018. Our agency hired a consultant to perform research, create a strategic plan, and design a new logo.

The consultant chosen to complete the work was Designsensory, a design firm located in Knoxville, TN. The research phase included survey analysis of surveys given to stakeholders and the general public to see how our work and role in the community are perceived by the people we affect. The results helped confirm what we already knew: those who interact with our agency were confused about who we are.

Our name, "Metropolitan Planning Commission" or "MPC," referred to both our appointed board of commissioners and our staff, two different groups of people. Most were not aware that staff members prepare recommendations on land use decisions and that the Planning Commission, which is a separate group of people, then acts on those recommendations.

Based on this feedback, a committee made up of MPC staff members decided to pursue a name change. We explored the option of having Designsensory's research team determine a new name for us, but it would have required either a sizeable budget increase or reallocation of hours away from those dedicated



to logo design work. Due to these constraints, our committee decided to tackle the name change internally and provide a new one to Designsensory for the logo redesign.

We decided on Knoxville-Knox County Planning, a simplified version of the name we have used since 1956. We dropped “Commission” from our name and now reserve its use for the Planning Commissioners. We also removed “Metropolitan” from our name – again for clarity, because our service area is mainly Knoxville and Knox County, not the larger region. We believe that our new name, Knoxville-Knox County Planning, better reflects who we are and what we do.

Sincerely,

Gerald Green, AICP
Executive Director
Enclosure: Appeal application w/attachments
VIA CERTIFIED MAIL

From: Steve Wise <Srwise@wiseandreeves.com>
Sent: Thursday, January 31, 2019 1:38 PM
To: Logan McCoy <Logan.McCoy@tn.gov>; billterr@comcast.net
Cc: Gerald Green <gerald.green@knoxmpc.org>; Amy Brooks
<amy.brooks@knoxplanning.org>
Subject: Knoxville-Knox County Planning Commission Branding

Logan - Thanks for your return call earlier this week.

At your advise, I spoke with Bill Terry regarding the re-branding of the Planning Commission, and the means by which to make the new name "official", or at least satisfactory for those showing an interest.

The Planning Commission was formed in 1956 by a Resolution of the Tennessee State Planning Commission. That entity is now defunct, with its functions having been assumed by the Department of Economic and Community Development. Per the provisions of TCA 13-3-101, the Department's exercise of those responsibilities is subject to the approval of the Local Government Planning Advisory Committee (LGPAC).

The 1956 Resolution does not purport to establish an official name for the Planning Commission, referring to it alternatively as "**The Metropolitan Planning Commission**" or "**The Metropolitan Planning Commission of Knoxville and Knox County**". Insofar as I am aware, during the 30 plus years I have represented the Planning Commission, it has always referred to itself as "**The Knoxville-Knox County Metropolitan Planning Commission**".

Over several months last year, the Planning Commission undertook a re-branding study, and determined that the term "metropolitan" in its name could be misleading, since the agency is a regional planning commission providing services to the City of Knoxville, and to Knox County (but excepting the lands comprising the Town of Farragut which has its own planning commission).

As a result of that study it was determined that "**Knoxville-Knox County Planning Commission**" better describes the state chartered entity. It was also determined that confusion over the distinction between the Planning Commission itself and its professional planning staff could be best remedied by renaming the staff as "**Knoxville-Knox County Planning**".

During the roll out of the new name the City Law Director expressed concern that an official endorsement and adoption of the new names would be necessary.

After looking at the applicable statutes and discussing the matter with Bill Terry, it appears that the simplest manner to address the Law Director's concerns would be to secure a Resolution from LGPAC amending the 1956 Resolution and formally adopting the names.

If this plan is acceptable to you and the Department, i would request that the matter be presented to LGPAC at the earliest convenience. I am happy to cobble together a draft Resolution, if that would help expedite the matter.

Thank you again for your prompt response to my telephone inquiry, and for referring me to Bill. His insight and suggestions have been most helpful.
I look forward to hearing from you. Steve

Stephen R. Wise
Wise & Reeves, PLLC
[625 S. Gay Street, Suite 160](#)
[Knoxville, Tennessee 37902](#)
Phone: 865-544-1199
Fax: 865-544-1198

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RESOLUTION

A RESOLUTION OF THE COMMISSION
OF KNOX COUNTY, TENNESSEE,
REQUESTING THE KNOXVILLE-KNOX
COUNTY PLANNING COMMISSION
TO RECOMMEND AMENDMENTS
TO THE KNOX COUNTY ZONING
ORDINANCE TO REFLECT THE
NAME CHANGE OF THE PLANNING
COMMISSION BY REMOVING
"METROPOLITAN" FROM THE NAME
IN THE ZONING ORDINANCE.

RESOLUTION: R-21-11-904
REQUESTED BY: COMMISSIONER JAY
PREPARED BY: KNOX COUNTY LAW
DIRECTOR'S OFFICE

APPROVED AS TO FORM AND CORRECTNESS: 
DIRECTOR OF LAW

APPROVED: November 15, 2021
DATE

VETOED: _____
DATE

VETO
OVERRIDE: _____
DATE

MINUTE
BOOK _____ PAGE _____

WHEREAS, the zoning ordinances for Knox County are codified at Appendix A of the Knox County Code ("the Knox County Zoning Ordinance"); and

WHEREAS, the Knoxville-Knox County Metropolitan Planning Commission is referenced throughout the Knox County Zoning Ordinance; and

WHEREAS, the Knoxville-Knox County Metropolitan Planning Commission has properly changed its official name to Knoxville-Knox County Planning Commission for the regional planning commission serving the City of Knoxville and Knox County (but excepting those lands comprising the Town of Farragut) and to Knoxville-Knox County Planning for the name of the agency providing professional planning staff, professional transportation planning staff, and other support staff to the Planning Commission; and

WHEREAS, the Knox County Commission is desirous of amending the Knox County Zoning Ordinance to be consistent and to accurately reflect the new name of the Knoxville-Knox County Planning Commission.

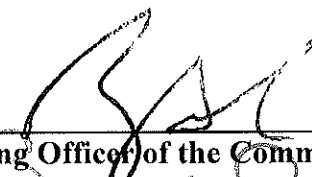


NOW THEREFORE BE IT RESOLVED BY THE COMMISSION OF KNOX COUNTY AS FOLLOWS:

The Knox County Commission hereby requests that the Knoxville-Knox County Planning Commission consider and make recommendations on appropriate amendments to the Knox County Zoning Ordinance to change the name of the Knoxville-Knox County Metropolitan Planning Commission to its new name Knoxville-Knox County Planning Commission or Knoxville-Knox County Planning, as the case may be, in the Knox County Zoning Ordinance.

BE IT FURTHER RESOLVED, that the County Clerk is hereby requested to forward a copy of this Resolution to the Executive Director of Knoxville-Knox County Planning to make her aware of the Commission's request with respect to this matter.

BE IT FURTHER RESOLVED, that if any other notifications are to be made to effectuate this Resolution, then the County Clerk is hereby requested to forward a copy of this Resolution to the proper authority.

BE IT FURTHER RESOLVED, that this Resolution is to take effect from and after its passage, as provided by the Charter of Knox County, Tennessee, the public welfare requiring it.

	11/15/2021
Presiding Officer of the Commission	Date
	11/16/2021
County Clerk	Date
Approved: 	11/18/2021
County Mayor	Date
Vetoed: _____	_____
County Mayor	Date