

USE ON REVIEW REPORT

► FILE #: 5-C-23-UR AGENDA ITEM #: 32

AGENDA DATE: 5/11/2023

► APPLICANT: BENEFIELD RICHTERS COMPANY

OWNER(S): Lovell Heights Company

TAX ID NUMBER: 131 N B 002.01 View map on KGIS

JURISDICTION: County Commission District 5

STREET ADDRESS: 10420 KINGSTON PIKE

► LOCATION: South side of Kingston Pike, east of Lovell Heights Rd, west of Lovell

Center Dr

► APPX. SIZE OF TRACT: 3.11 acres

SECTOR PLAN: Southwest County

GROWTH POLICY PLAN: Urban Growth Area (Outside City Limits)

ACCESSIBILITY: Access is via Kingston Pike, a major arterial street with a 58-ft pavement

width within an 80-ft right-of-way.

UTILITIES: Water Source: First Knox Utility District

Sewer Source: First Knox Utility District

WATERSHED: Turkey Creek

► ZONING: CA (General Business)

EXISTING LAND USE: Commercial

► PROPOSED USE: Drop-in child day care center

HISTORY OF ZONING: None noted

SURROUNDING LAND North: Commercial, office - CA (General Business), C-G-1 (General

USE AND ZONING: Commercial in City jurisdiction)

South: Office, multifamily - CA (General Business)

East: Commercial, office - CA (General Business)

West: Office, public/quasi-public, commercial - CA (General Business),

RB (General Residential)

NEIGHBORHOOD CONTEXT: This property is part of the Lovell Heights shopping center. Current

neighboring businesses include a café bakery, a karate studio, a pizza restaurant and a pet supply store. The broader area includes several multifamily and single family neighborhoods outside of the commercial

corridor along Kingston Pike.

STAFF RECOMMENDATION:

Approve the request for a drop-in child day care center, subject to 4 conditions.

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- 1. Meeting all applicable requirements of the Knox County Zoning Ordinance.
- 2. Meeting all applicable requirements of the Knox County Department of Engineering and Public Works.
- 3. Meeting all applicable requirements of the Knox County Fire Prevention Bureau.
- 4. Meeting all applicable requirements of the Tennessee Department of Human Services Division of Child Care and Community Services Licensure Rules for Child Care Agencies.

With the conditions noted above, this request meets all requirements for approval in the CA (General Business) zone, as well as the criteria for approval of a use on review.

COMMENTS:

This proposal is for a drop-in child day care center named Kids Cove to be located in a 3,080 square foot space in a commercial shopping center. A drop-in day care is not a traditional child care facility and operates under a different set of licensure rules by the State of Tennessee Department of Human Services. The purpose of these facilities is to provide short-term child care solutions, and attendance is not to exceed 14 hours per week and 7 hours per day.

Kids Cove will provide child care services to children aged 6 months to 12 years. The anticipated maximum number of children at once is 25, though that could increase over time within the parameters of qualifying floor area standards. Initial staffing will include one full-time director, two part-time leads and four part-time team members.

The anticipated hours of operation are as follows: Monday - Thursday: 8 AM to 10 PM, Friday - Saturday: 9 AM to 11 PM, and Sunday: 10 AM to 6 PM

DEVELOPMENT STANDARDS FOR USES PERMITTED ON REVIEW (ARTICLE 4.10 – SECTION 2). The Planning Commission, in the exercise of its administrative judgment, shall be guided by adopted plans and policies, including the general plan and the following general standards:

- 1) THE USE IS CONSISTENT WITH THE ADOPTED PLANS AND POLICIES, INCLUDING THE GENERAL PLAN AND SECTOR PLAN.
- A. The North County Sector Plan land use designation for this property is GC (General Commercial).
- B. The CA (General Business) zone is permissible in the GC classification, and the proposed child care center is a use permitted on review in the CA zone.
- C. The General Plan's development policy 9.12 describes how day care centers should be located at the edges of neighborhoods or in village centers. Freestanding day care facilities serving six or more children should be on the perimeter of residential areas and on arterial or collector streets, in a manner which will not adversely affect surrounding properties. The subject property is located in an easily accessible commercial node on a major arterial street surrounded by single family and multifamily neighborhoods.
- 2) THE USE IS IN HARMONY WITH THE GENERAL PURPOSE AND INTENT OF THE ZONING ORDINANCE
- A. The proposed drop-in day care fits within the broad definition of a child day care center in the zoning ordinance. A child day care center is described as an agency or organization licensed by the state department of human services to provide care, protection and supervision for 13 or more children in a group center, preschool or extended day care facility. Although Kids Cove fits within this definition, a drop-in center is unique in that it is designed to be a back-up, emergency or occasional child care support only. Children are permitted to arrive at irregular, non-scheduled times.
- B. Article 4.91 of the zoning ordinance describes the requirements for a child day care center when considered as a use permitted on review. The application meets most of the minimum requirements except it does not include a fenced play area. Considering the ad hoc/ short-term nature of the facility's services, the 1,901 square foot "Main Area" as shown on the floor plan is a sufficient play area. Two of the walls in the Main Area are majority window, providing ample natural light.
- 3) 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 applicant states that there will be no changes to the exterior of the storefront aside from signage. The proposed use will provide a valuable service for the densely populated surrounding neighborhoods.
- 4) THE USE WILL NOT SIGNIFICANTLY INJURE THE VALUE OF ADJACENT PROPERTY.
- A. The use is compatible with adjacent stores and services, which include a bakery/café, a karate studio, a sit-down family pizza restaurant and a pet supply store. The influx of child care traffic could bring more attention to these businesses.

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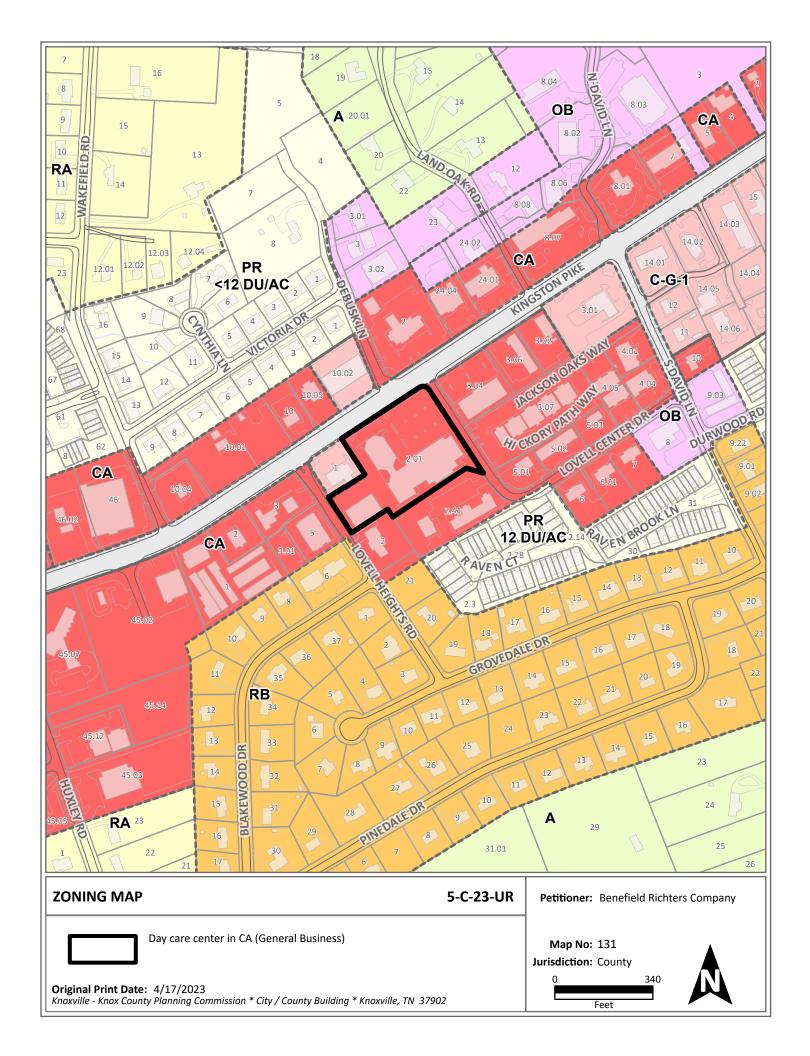
- B. The drop-in center should not create high traffic volumes for pick-up or drop-off because the daily pattern would vary from day to day.
- 5) THE USE WILL NOT DRAW ADDITIONAL TRAFFIC THROUGH RESIDENTIAL AREAS. A. This location will not bring additional traffic through residential streets.
- 6) THE 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. Although this property is in a highly trafficked commercial area, the subject property is set far back from the street, and adjacent businesses are compatible with a child-oriented establishment.
- B. There are no other known environmental factors that should pose a potential hazard to the proposed day care facility.

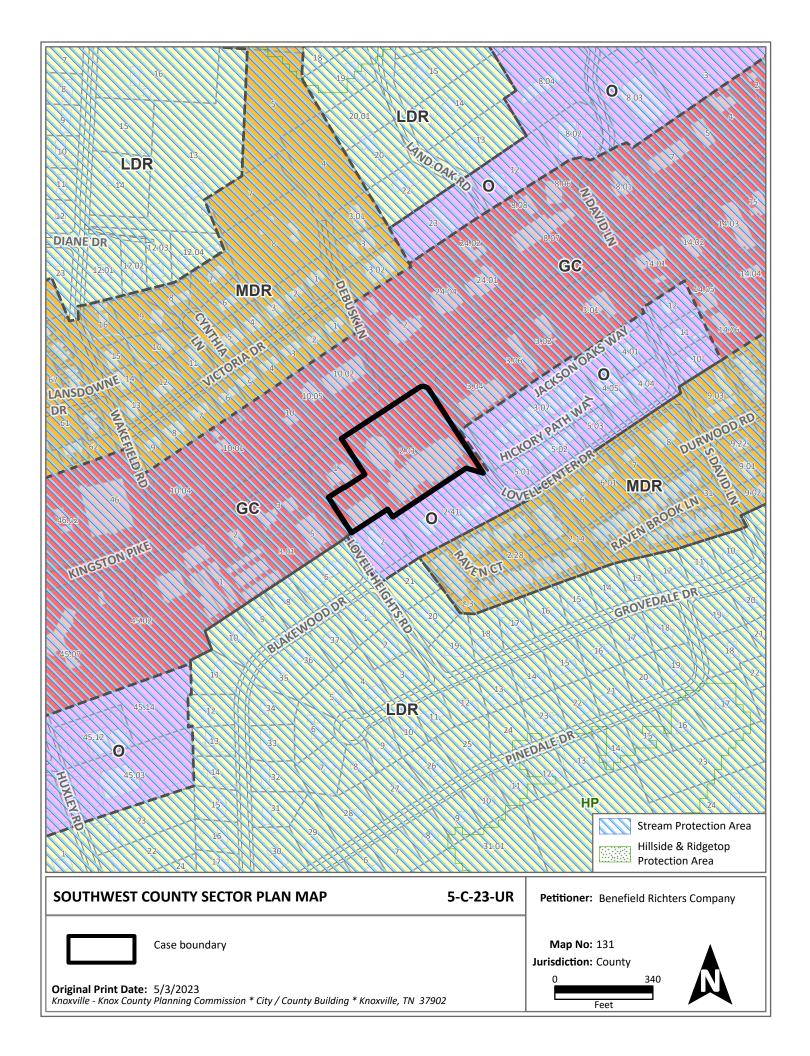
ESTIMATED TRAFFIC IMPACT: Not required.

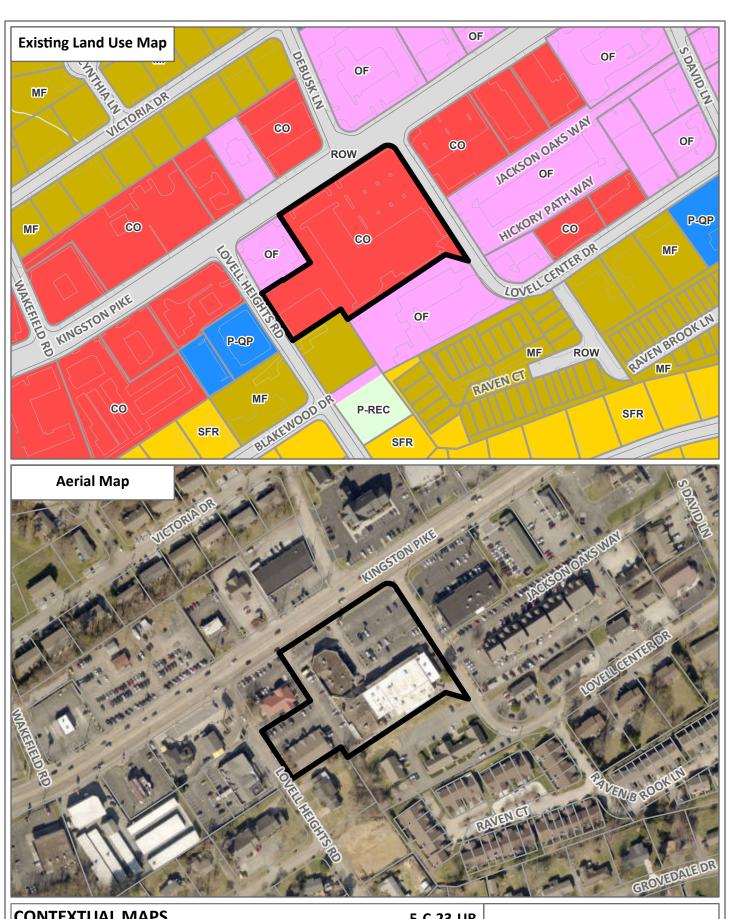
ESTIMATED STUDENT YIELD: Not applicable.

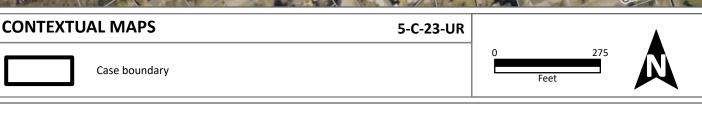
The Planning Commission's approval or denial of this request is final, unless the action is appealed to the Knox County Board of Zoning Appeals. The date of the Knox County Board of Zoning Appeals hearing will depend on when the appeal application is filed.

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Operations Summary



Kids Cove Drop-In Child Care

10420 Kingston Pike, Suite I Knoxville, TN 37922, USA

April 28, 2023

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Executive Summary

Background

Drop-in child care is a rapidly growing industry as more and more parents need flexible child care services. Our business, Kids Cove Drop-In Child Care (Kids Cove), aims to provide a safe, convenient, and affordable drop-in child care service to families in the local community. Our

target market is parents who need a break, have a sudden schedule change, or require occasional

child care.

Market Analysis

The demand for child care services is high in the Knoxville area, with many working parents

struggling to find flexible, safe, and convenient child care options. Our target market includes

working parents, traveling parents, single parents, and stay-at-home parents who need

occasional or short-term child care. Our main competitors are traditional daycares, but our

drop-in model offers a more flexible and affordable alternative.

The Company

Business Sector

The Members would like to start a business in the following industry: child care.

Company Background

Kids Cove Drop-In Child Care Center (Kids Cove) is a military and woman-owned child care

drop-in center located in Knoxville, TN. As career-driven parents who love traveling with

their son, husband and wife, Frank and Eboni James, are eager to provide top-notch, flexible

child care solutions to similarly-situated parents by providing a fun-filled learning

environment paired with exceptional flexible childcare.

Company Ownership Structure

The Company will be structured as a limited liability company (L.L.C.).

Ownership Background

Co-owner: Eboni James, Esq.

Experience and training: Eboni James is a local attorney who has served on various

boards in Knoxville community center, including but not limited to CASA of East

Tennessee and Board of Zoning Appeals - City of Knoxville. Attorney James is also an

adjunct professor at the University of Tennessee College of Law where she teaches

contract drafting.

Co-owner: Captain Frank James III

Experience and training: Frank James is a University of Tennessee graduate who

currently serves as the Battalion Personnel Officer for the 176th CSSB in Johnson City and human resource leader in his civilian capacity. Captain James is a member of 100 Black Men of Knoxville, TN and mentors youth in the local community.

Company Management Structure

The Company will be managed by the center director and co-owners.

The Services

The Services

Kids Cove will provide child care services to children aged 6 months to 12 years. Our drop-in model allows parents to reserve child care services as needed or simply walk-in, without the commitment of a long-term contract. Our hours of operation will be Monday through Thursday, from 8 am to 10 pm; Friday and Saturday, from 9 am to 11 pm; and Sunday, from 10 am to 6 pm. We will offer a range of activities, including indoor play, educational games, physical activity, and arts and crafts.

Marketing Plan

The Target Market

The Company 's target market has the following characteristics:

• Family size: Parents and guardians with 1 or more children ages 6 months -12 years of age.

Location Analysis

Kids Cove is located in a bustling commercial area minutes away from shopping malls, grocery stores, restaurants, and fitness centers.

Pricing

The Company will use a mixed economy and premium pricing strategy.

Advertising

Our marketing strategy will focus on building relationships with local businesses and community organizations, including schools, hospitals, and community centers. Our sales strategy will focus on offering affordable pricing plans and providing exceptional customer service to encourage repeat business.

To reach our target audience, we will also promote the business through:

- Online channels (website, Google ads, etc.);
- Email marketing (newsletters, brand story, etc.);
- Social media:
- TV or radio ads; and
- Print (magazines, flyers, etc.).

Competitor Analysis

The Competitors

There are numerous child care providers in the local area; however, the majority of these child care providers are traditional daycare centers with operational hours being 6 a.m.-6:30 p.m. requiring monthly or yearly attendance. Given our size, mission, and vision, our primary competitors are classified as traditional childcare centers as well as facilities that provide after-school care without parent supervision or monthly or yearly commitments.

Operations

Daily Operations

Kids Cove will be located in a leased commercial space of approximately 3,200 square feet. The leased facility will be equipped with a secure entry system, age-appropriate toys and activities, and a designated indoor play area. We will hire certified child care providers who have experience working with children and have undergone background checks.

All employees report to the Center an hour before opening. Once the Center opens, the director and/or scheduled team lead is in charge of signing in children, monitoring child:adult ratios, and maintaining a safe and fun-filled learning environment. Parents will be expected to park and walk their children into the facility to sign them in and out during operation hours.

Operational Facilities

The 3200-square-foot facility is located in the center of the well-known Lovell Heights center in Knox County. Kids Cove is nestled between a gluten free bakery and IV therapy facility. The renovation is set to begin in May and expected to to finish by June of this year.

Staffing

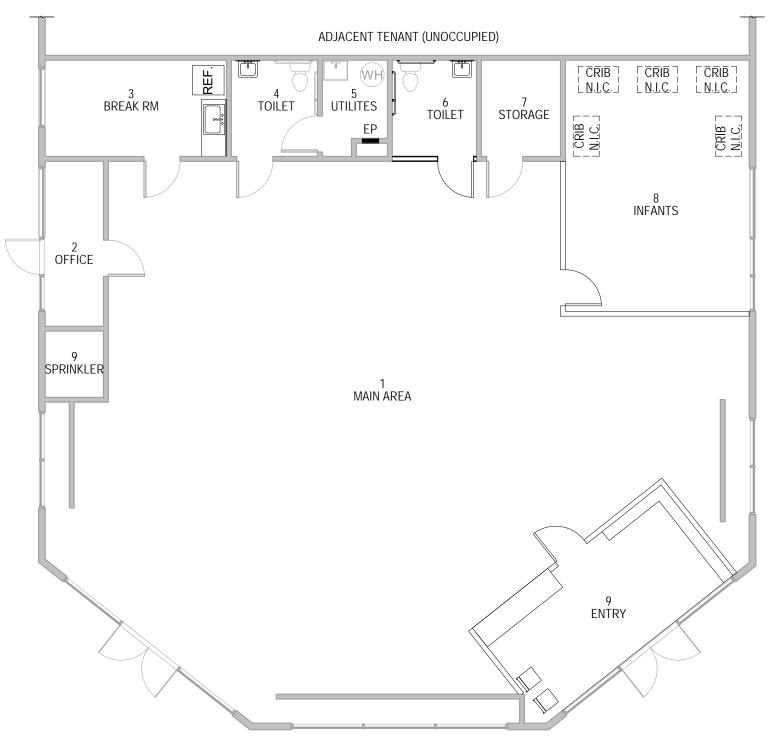
The Company will initially employ one full-time director, two part-time team leads, and four part-time team members in the initial startup phase.

Financial Plan

Our start-up costs include rent, equipment, insurance, and marketing expenses. Our revenue will come from the fees charged for child care services. We will offer flexible pricing plans, including hourly and daily rates, as well as discounted rates for regular customers. We project our revenue to increase steadily as we establish ourselves in the local community.

Conclusion

Kids Cove aims to provide a safe, convenient, and affordable drop-in child care service to families in the local community. Our flexible pricing plans, unique service, exceptional customer service, flexible hours, and experienced child care providers will differentiate us from our competitors and establish us as a leading provider of drop-in child care services in the area.



FLOOR PLAN 1/8" = 1'-0"

5-C-23-UR 3/27/2023

PROPOSED USE

10420 KINGSTON PIKE, STE I, KNOXVILLE TN 37922

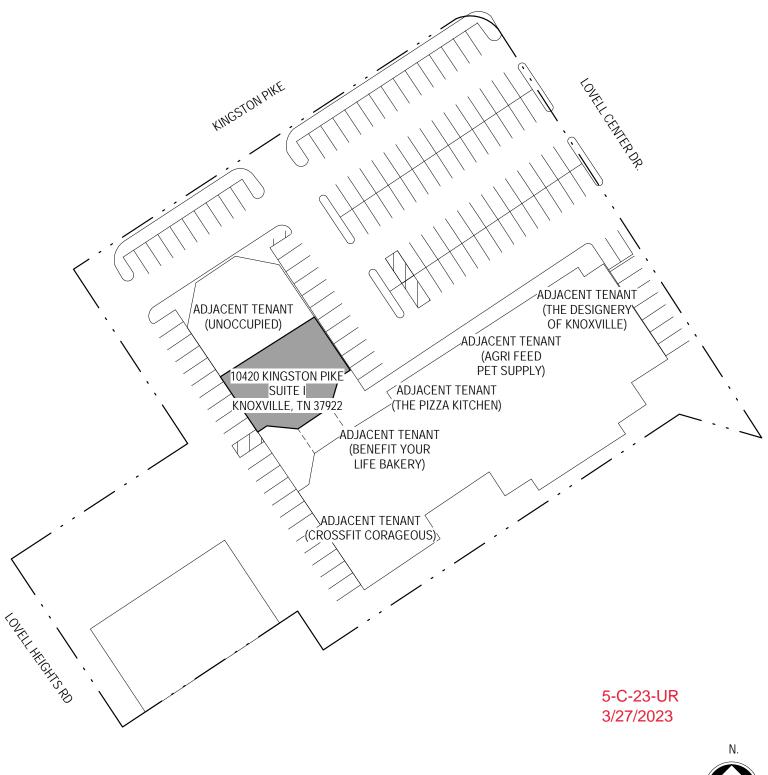
EXISTING APPROX. 3,080 SF SPACE IN COMMERCIAL STRIP CENTER. THIS PROJECT WILL OPERATE AS A DROP-IN CHILDCARE FACILITY. THERE WILL BE NO REGULAR DROP OFF & PICK UP TIMES TO IMPACT THE EXISTING PARKING AREA. THERE WILL BE NO MODIFICATION TO THE EXISTING EXTERIOR EXCEPT FUTURE SIGNAGE.



A-1







SITE PLAN - 130 EXISTING PARKING SPACES 1" = 60'-0"

architecture + planning

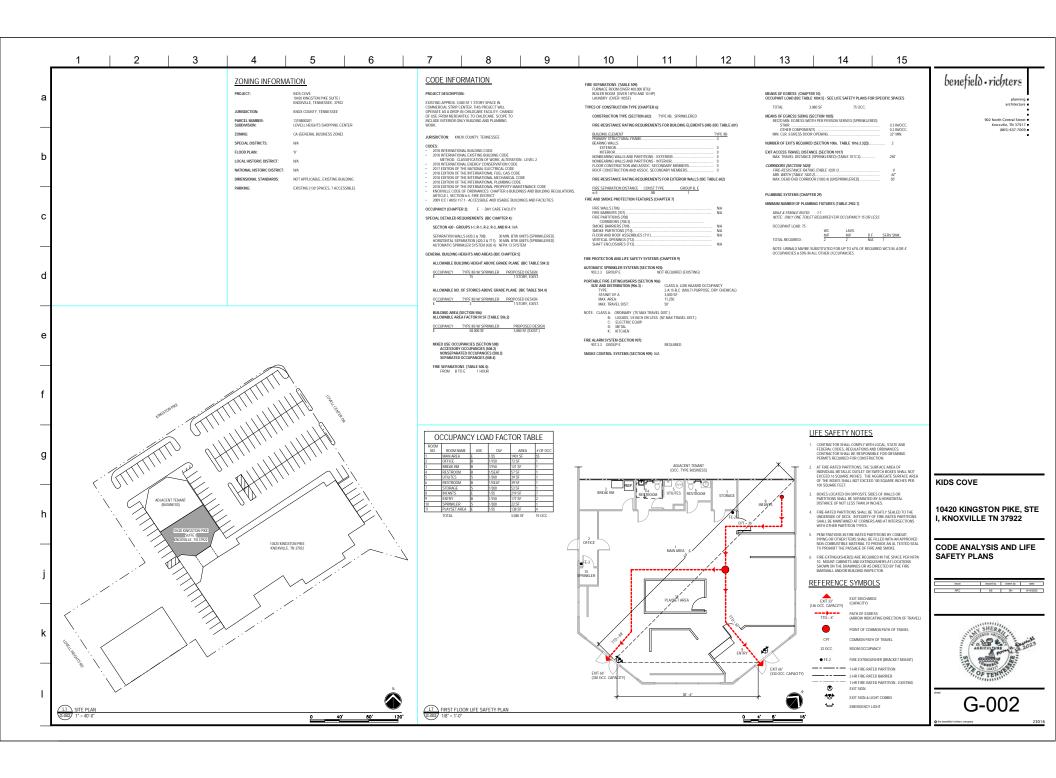


A-2

benefield • richters

KIDS COVE
SITE PLAN

PROJECT NO: ISSUE DATE: 03/24/2023 (c the benefield richters company)





Development Request

	DEVELOPMENT	SUBDIVISION	ZONING
Diannin	Development Plan	☐ Concept Plan	☐ Plan Amendment
Plannin	☐ Planned Development	☐ Final Plat	☐ Sector Plan
KNOXVILLE I KNOX COUNTY	✓ Use on Review / Special Use		☐ One Year Plan
	☐ Hillside Protection COA		Rezoning
Benefield Richters Company			
Applicant Name		Affiliatio	on
3/27/2023	5/11/2023	5-C-23-UR	
Date Filed	Meeting Date (if applicable)	File Number(s)	
CORRESPONDENCE	All correspondence related to this application	should be directed to the app	proved contact listed below.
Amy Sherrill Benefield Richte	ers		
Name / Company			
902 N Central Street Knoxvill	e TN 37917		
Address			
865-637-7009 / asherrill@be	nefieldrichters.com		
Phone / Email			
CURRENT PROPERTY IN	NFO		
Lovell Heights Company	1335 Sam Hill Rd Ellijay GA 305	40	
Owner Name (if different)	Owner Address	Ov	vner Phone / Email
10420 KINGSTON PIKE			
Property Address			
131 N B 002.01		3.3	l1 acres
Parcel ID	Part of	Parcel (Y/N)? Tra	act Size
First Knox Utility District	First Knox Utility	District	
Sewer Provider	Water Provider		Septic (Y/N)
STAFF USE ONLY			
South side of Kington Pike, w	vest side of Lovell Center Drive		
General Location			
City Commission District	: 5 CA (General Business)	Commerci	ial
✓ County District	Zoning District	Existing L	and Use
Southwest County	GC (General Commercial)	Urban Gr	owth Area (Outside City Limit
Planning Sector	Sector Plan Land Use Classification	Growth Po	olicy Plan Designation

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DEVELOPMENT REQUEST				
☐ Development Plan ☐ Planne	d Development 📝 Use on Review / S	special Use	Related City Permit Num	ber(s)
☐ Hillside Protection COA	Residential	Non-residential		
Home Occupation (specify)				
Other (specify) Day care center				
SUBDIVSION REQUEST				
			Related Rezoning File Nu	ımber
Proposed Subdivision Name				
Unit / Phase Number	Total Nu	ımber of Lots Created		
Additional Information				
Attachments / Additional Requir	ements			
ZONING REQUEST				
☐ Zoning Change			Pending Plat File Num	ber
Proposed Zonii	ng			
☐ Plan				
Amendment Proposed Pla	n Designation(s)			
Proposed Density (units/acre) Pr	evious Zoning Requests			
Additional Information	evious zoriirig nequests			
STAFF USE ONLY				
PLAT TYPE ☐ Staff Review ☐ Planning	Commission	Fee 1	Fee 1 Total	
	\$1,600.00			
ATTACHMENTS Property Owners / Option Holde	ers 🔲 Variance Request	Fee 2		
ADDITIONAL REQUIREMENT				
COA Checklist (Hillside Protection	n)			
Design Plan Certification (Final P	·	Fee 3		
Site Plan (Development RequestTraffic Impact Study)			
Use on Review / Special Use (Co	ncept Plan)			
AUTHORIZATION				
	Benefield Richters Company		3/27/2023	}
Applicant Signature	Please Print		Date	
Phone / Email				
Proporty Owner Signature	Lovell Heights Company		3/27/2023	}
Property Owner Signature	Please Print		Date	

I declare under penalty of perjury the foregoing (i.e., he/she/they is/are the owner of the property and that the application and all associated materials are being submitted with his/her/their consent) is true and correct.

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NAMES OF ALL PROPERTY OWNERS INVOLVED OR HOLDERS OF OPTION ON SAME MUST BE LISTED BELOW:

Please print or type in black ink.

NAME ADDRESS OWNER / OPTION

Frank James III Knoxville, TN

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Development Request DEVELOPMENT SUBDIVISION ZO

ZONING

Planning KNOXVILLE I KNOX COUNTY	□ Development Plan□ Planned Developme■ Use on Review / Spe□ Hillside Protection C	ent 🗆 Fi ecial Use	oncept Plan nal Plat	☐ Plan Amendmer☐ SP☐ OY☐ Rezoning	
Benefield Richters Compan	У		Archi	tect	
Applicant Name	5/11/2023		Affiliat	ion	
3/24/2023	4/28/2023			File Number	(s)
Date Filed	Meeting Date (if app	olicable)	5-C-	23-UR	
CORRESPONDENCE	All correspondence related to thi	s application should be	directed to the a	oproved contact listed belo	w.
■ Applicant □ Property Own	er 🗌 Option Holder 🔲 Pr	oject Surveyor 🔲 En	ngineer 🗌 Arch	itect/Landscape Architect	
Amy Sherrill		Benefield Ric	hters		
Name		Company			
902 N Central St		Knoxville	TN	37917	
Address		City	State	ZIP	
(865)637-7009	asherrill@benef	ieldrichters.com			
Phone	Email				
CURRENT PROPERTY INFO					
LOVELL HEIGHTS COMPAN	Y STANFIELD YO 1335 SA	M HILL RD, ELLIJAY	GA 30540		
Property Owner Name (if differer	nt) Property O	wner Address		Property Owner Phone	
10420 Kingston Pike, Suite	I, Knoxvile TN 37922	131NI	B00201		
Property Address		Parcel I	D		
First Utility District	Fi	rst Utility District		N	
Sewer Provider	Wa	ater Provider		Septic (Y	/N)
STAFF USE ONLY					
South side of Kington Pike,	west side of Lovell Center	Drive	3.1 ac	res	
General Location			Tract S	iize	
∃ Sth	CA	Со	mmercial		
☐ City 🛛 County ☐ District	Zoning District	Exist	ing Land Use		
Southwest County	GC		Urba	an Growth	
Planning Sector	Sector Plan Land Use	e Classification	Growt	h Policy Plan Designation	

DEVELOPMENT REQUEST					
☐ Development Plan ☐ Use on Revie ☐ Residential ☐ Non-Residen Home Occupation (specify)	tial		Rela	ted City Permit Number(s)	
Other (specify)	hildcare				
SUBDIVISION REQUEST					
			Rela	ted Rezoning File Number	
Proposed Subdivision Name					
Unit / Phase Number	arcels	lumber of Lots (Created		
☐ Other (specify)					
☐ Attachments / Additional Requiremen	ts				
ZONING REQUEST					
			Pe	ending Plat File Number	
☐ Zoning Change Proposed Zoning					
☐ Plan Amendment Change Proposed	Plan Designation(s)				
Proposed Density (units/acre)	Previous Rezoning Requests				
Other (specify)					
STAFF USE ONLY					
PLAT TYPE		Fee 1		Total	
☐ Staff Review ☐ Planning Commis	ssion	0405	UOR - nonresiden	tial	
ATTACHMENTS	¬	0405 Fee 2			
	☐ Variance Request			\$1 600	
ADDITIONAL REQUIREMENTS Design Plan Cortification (Final Plat)				\$1,600	
□ Design Plan Certification (Final Plat)□ Use on Review / Special Use (Concept Plan)		Fee 3			
☐ Traffic Impact Study	riunj				
☐ COA Checklist (Hillside Protection)					
AUTHORIZATION					
Amy Sherrill	Panafiald Righton	c Company		2/24/2022	
Applicant Signature	Benefield Richters Company Please Print			3/24/2023 Date	
(865)637-7009	asherrill@benefieldrichters.com				
Phone Number	Email				
Frank James AAA	Frank James III			3/24/2023	
Property Owner Signature	Please Print			Date	

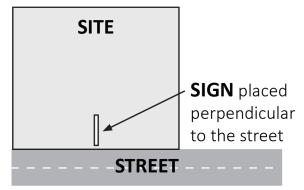
I declare under penalty of perjury the foregoing [i.e., he/she/they is/are the owner of the property and that the application and all associated materials are being submitted with his/her/their consent] is true and correct.



Sign Posting & Removal Requirement

Revised April 2021

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, including the following applications: rezoning, plan amendment, concept plan, use on review/special use, planned development, right-ofway closure, and name change.



The required public notice sign(s) will be provided by Planning to the applicant when an application is submitted. If an application is submitted electronically, 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.

The individual below is responsible for posting and removing the sign(s) provided consistent with the above guidelines and between the dates of:

April 28, 2023	and	May 12, 2023		
(applicant or staff to post sign)		(applicant to remove sign)		
Applicant Name: Amy Sherrill				
Date: 3/27/2023		Sign posted by Staff		
File Number: 5-C-23-UR		Sign posted by Applicant		